

Table 1. Site Publication Statistics

Publication Metric	2009 April
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	1,900
Updated Courses Published	493
Archived to D-Space	408
Full Video Courses	28
Mirror Sites	209
Translated Courses	671

* Based on 895 current tenure track teaching faculty

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2009 April
Total Visits including affiliates¹	77,867,555	1,456,535
Last year/% change	1,656,389	-12%
Total Visits	49,346,640	1,204,690
Last year/% change	1,061,365	14%
Total Unique Visitors	34,892,321	824,999
Last year/% change	773,012	7%
MIT.EDU Visits	845,977	19,071
Last year/% change	17,485	9%
Highlights for High School Visits	633,213	34,705
Last year/% change	38,207	-9%
.ZIP Downloads	9,068,539	230,316
Donation Page Visits	238,635	7,159
iTunes Downloads²	2,367,647	86,132
YouTube Views	3,854,318	538,663
OCW enewseletter subscribers	93,634	1,955

¹ Some data estimated.

Source: Akamai, SiteWise, and MyEmma

² Data provided in weekly increments

Table 3. User Feedback

User Feedback
<p>I would like to thank the staff and students of MIT for making it possible for Individuals like me, who are running a NGO in India for sustainable education, hence providing value-based e-learning to students who lack the funds to go to top schools but sure have the ability to succeed.</p> <p>- Student, College/University, India</p>
<p>Simply astonishing: dedicating countless hours of effort to compile an exorbitant amount of information to pull of a project of this magnitude. As an intellectually intrigued high school senior, I consider this to be one of the most brilliant websites I have ever encountered. Not only does it afford anyone an opportunity to acquire an MIT education without attending, the designers have even reached out to high school students with the AP preparation section, a segment that I will definitely utilize. To conclude, the extent to which I appreciate this extraordinary undertaking is ineffable. Nevertheless, hopefully a simple "thank you" will do.</p> <p>- Student - High School, USA</p>
<p>MIT OCW is a groundbreaking idea that demonstrates yet again that MIT is more interested in the development of intellectuals than the hoarding of money. Though I may never be from MIT, MIT I applaud your actions and support you with all my heart. If more academia followed your actions, I believe our institutions would not be in the dismal situation that we are in today. Your actions are solely responsible for the relief of my plight.</p> <p>- Student - College/University, USA</p>
<p>Why I Support OCW: I believe this is a truly distinguished initiative; MIT has set the example for other institutions worldwide in reaching intelligent, capable self-learners, many of whom lack access to resources enabling the realization of their potential.</p> <p>- Self Learner, USA</p>

Figure 1. OCW and Affiliate Monthly Visits

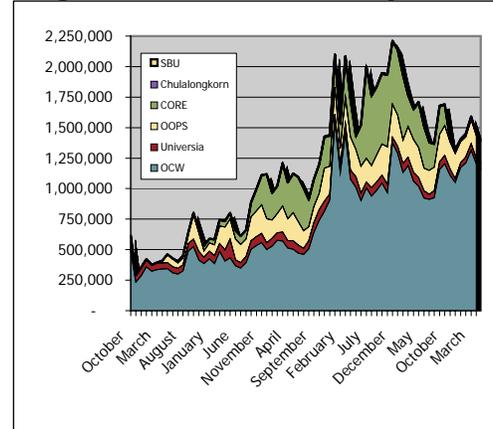
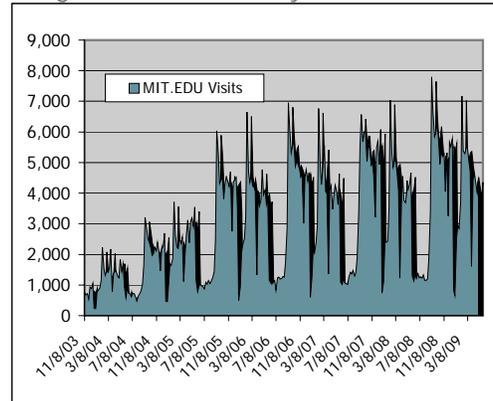


Figure 2. MIT.EDU Weekly Visits



Media Mentions

- 4/2 - US News & World Report
- 4/8 - Springwise.com
- 4/9 - Daily Pennsylvanian
- 4/9 - Associated Press
- 4/9 - Associated Press Online
- 4/9 - Associated Press Financial Wire
- 4/10 - WTOP.com (FM station in DC)
- 4/17 - Time magazine
- 4/29 - NanoPress (Italy)
- 4/29 - PR.com
- 4/29 - NewsBlaze (CA)

Source: Google Alerts, Lexis Nexus

