

Table 1. Site Publication Statistics

Publication Metric	2010 January
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	1,970
Updated Courses Published	567
Archived to D-Space	529
Full Video Courses	33
Mirror Sites	233
Translated Courses	791

* Based on 895 current tenure track teaching faculty

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2010 January
Total Visits including affiliates¹	91,792,359	1,732,665
Last year/% change	1,406,621	23%
Total Visits	61,013,693	1,478,224
Last year/% change	1,173,945	26%
Total Unique Visitors	42,401,532	925,995
Last year/% change	829,711	12%
MIT.EDU Visits	1,017,813	15,818
Last year/% change	12,247	29%
Highlights for High School Visits	1,163,695	66,432
Last year/% change	37,181	79%
Page Views	471,137,390	9,540,021
Last year/% change	8,375,987	14%
.ZIP Downloads	10,854,787	149,525
Donation Page Visits	302,064	7,208
iTunesU Downloads²	6,880,556	1,053,207
YouTube Views	8,515,848	603,298
OCW enewseletter subscribers	112,564	3,520

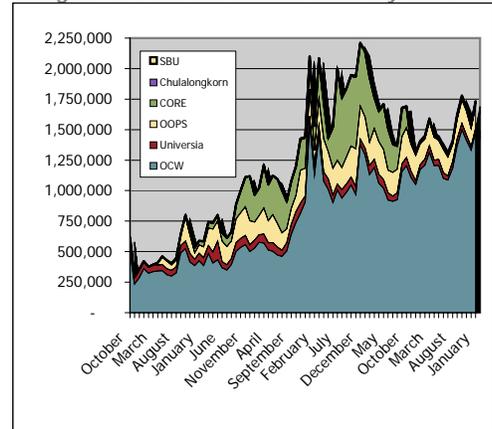
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

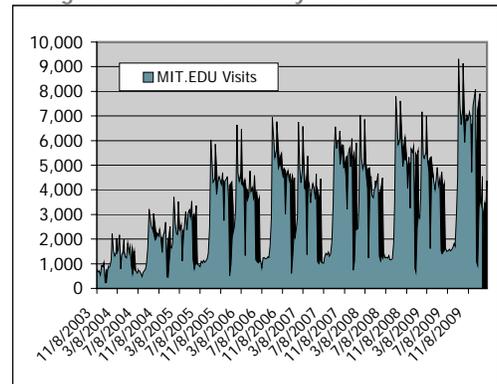
User Feedback
<p>I would like to thank all responsible for this body of indispensable online content; if only I had the space to download everything! I am amazed that such a project existed & I'm thrilled to read through everything listed here. Coming from a lower class family & not being able to fund the type of education I'd like to, this really helps satisfy my need for greater knowledge. I only hope to make bank off this market correction so that I may be able to attend your prestigious institution some day.</p> <p>- Self Learner, USA</p>
<p>Due to your substantial demonstration of lab chemistry I had been motivated to say you are wonderful and interesting therefore; would like to recommend your school to whom ever would indicate an interest in a realistic laboratory chemistry knowledge and for me would like to be seeing more of you in the YouTube video especially in the area of spectroscopic or spectrophotometric techniques which involve Atomic absorption, emission, UV-v and mass spectrometry as well NMR.</p> <p>presently I am studying MSc Analytical chemistry in the university of Teesside Middlesbrough.</p> <p>Thanks for the beautiful performance shown in the YouTube</p> <p>- Student - Other, UK</p>
<p>I just wanted to thank MIT for providing extremely useful information for both high school and college students alike. The fact that it's free is amazing and the reputation from MIT assures me I am receiving reliable information. I particularly like how you organize the information similar to the guidelines Collegeboard provides. Please, if this email has any purpose, continue providing this free and fantastic "open courseware" to students. Thank you MIT!</p> <p>- Student - High School, USA</p>

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 1/1 - AARP
- 1/12 - Philadelphia Inquirer
- 1/13 - MIT Tech
- 1/19 - Ibercampus.es
- 1/19 - Daily Cardinal
- 1/20 - eSchool News
- 1/26 - The SunBreak
- 1/29 - Straight.com
- 1/29 - MSU State News
- 1/29 - Heritage.com

Source: Google Alerts, Lexis Nexus

