

Table 1. Site Publication Statistics

Publication Metric	2010 July
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,003
Updated Courses Published	597
Archived to D-Space	614
Full Video Courses	34
Mirror Sites	244
Translated Courses	791

* Based on 895 current tenure track teaching faculty

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2010 July
Total Visits including affiliates¹	101,729,780	1,520,514
Last year/% change	1,314,190	16%
Total Visits	69,387,958	1,314,065
Last year/% change	1,086,649	21%
Total Unique Visitors	47,604,808	804,595
Last year/% change	695,881	16%
MIT.EDU Visits	1,131,702	7,104
Last year/% change	6,785	5%
Highlights for High School Visits	1,440,436	40,364
Last year/% change	41,832	-4%
Page Views	519,404,356	7,206,570
Last year/% change	8,004,006	-10%
.ZIP Downloads	11,865,086	126,716
Donation Page Visits	343,710	7,138
iTunesU Downloads²	12,232,058	770,678
YouTube Views	11,802,212	550,503
OCW enewsletter subscribers	128,657	2,247

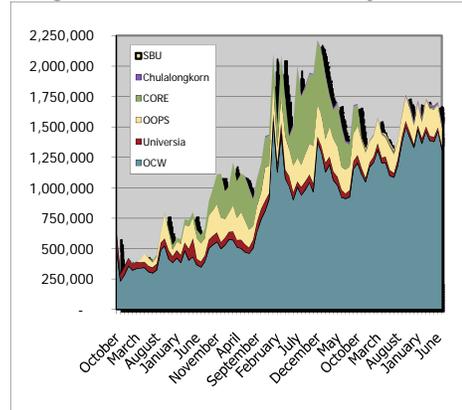
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

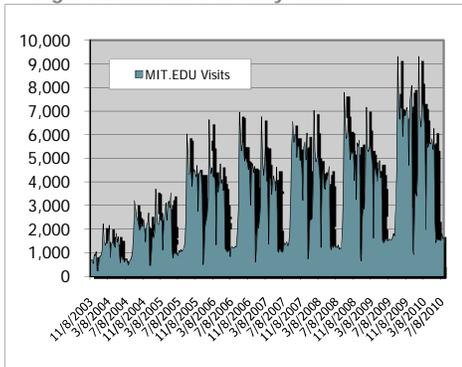
User Feedback
<p>This is merely a token of appreciation to the great benefit I received from you're outstanding lecturers. I'm an Electrical-Engineering student, at Ben-Gurion University of Israel, and have used your open-course lectures for the past year on various subjects. I've watched prof. {omitted}, prof. {omitted} and prof. & prof. {omitted}. This is absolutely magnificent, a great joy of education. I deeply thank you.</p> <p>- Student - College/University, Israel</p>
<p>I just wanna say thank you for sharing wonderful resources to people. I dropped out of class due to financial incapacity. OCW helped me learn things about computing without any cost. Though it's best to have a degree but in my situation knowledge is more valuable. I actually shared this to my friend who is interested in physics and computing. I hope someday i can give back to MIT even in a simple way. More power to you guys and thank you once again.</p> <p>- Self Learner, Philippines</p>
<p>I wanted to thank you so much for making these courses available. I was laid off from my job recently. I always felt bad that I had never taken biology when I was a student and I am going though all the materials for the Biology 7.012 class. I love how it is taught and I love being able to go through it at my own pace and focus specifically on the materials that are of interest to me. This is a fantastic way to learn. I am absolutely thrilled. Thank you, thank you!</p> <p>- Self Learner, USA</p>

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrend

Media Mentions

- 7/7 - Chronicle of Higher Ed
- 7/9 - Campus Technology
- 7/14 - MIT News
- 7/16 - PR-USA.net
- 7/21 - AsiaOne.com
- 7/26 - NorthJersey.com
- 7/27 - Boston Globe
- 7/29 - SmartPlanet.com
- 7/30 - Securities Industry News
- 7/30 - EurekAlert
- 7/30 - Science Mag
- 7/31 - PR.com

Source: Google Alerts, Lexis Nexus

Special Note

On June 1, 2010, OCW transitioned to a new content management system, requiring the creation of new URLs to OCW content. This change affected some of the traffic reporting for June. Traffic IDs were missing on Highlights for High School for two weeks.