

Table 1. Site Publication Statistics

Publication Metric	2010 August
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,007
Updated Courses Published	598
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 August
Total Visits including affiliates¹	103,553,311	1,823,531
Last year/% change	1,410,408	29%
Total Visits	70,990,519	1,602,561
Last year/% change	1,183,388	35%
Total Unique Visitors	48,619,920	1,015,112
Last year/% change	765,969	33%
MIT.EDU Visits	1,141,297	9,595
Last year/% change	9,333	3%
Highlights for High School Visits	1,495,028	54,592
Last year/% change	59,050	-8%
Page Views	527,936,390	8,532,034
Last year/% change	8,381,951	2%
.ZIP Downloads	12,020,734	155,648
Donation Page Visits	351,278	7,568
iTunesU Downloads²	12,957,191	725,133
YouTube Views	12,477,698	586,643
OCW enewsletter subscribers	131,400	2,821

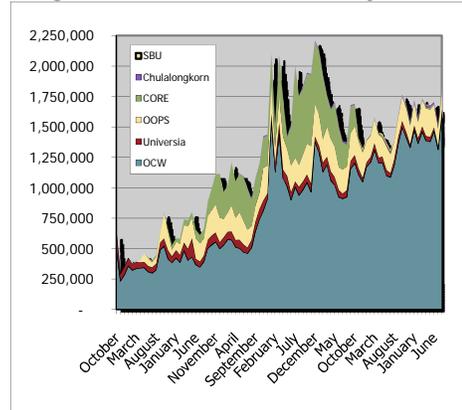
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

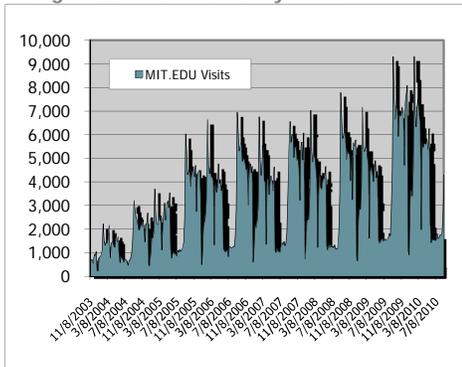
User Feedback
I just wanted to express my gratitude to you for putting all these absolutely terrific learning materials online. I've been having some trouble with thermodynamics and math in my chemical engineering course lately, and having to do everything in German hasn't been helping much. The videos and lecture notes have been a lifesaver. My grasp of a lot of key concepts has really improved, and I'm able to follow lectures here a lot better now, too. And it's all thanks to your efforts. I think this is a really great thing you're doing here, and I honestly do hope you keep it up, and that this veritable mine of information is going to keep expanding so that there's a whole lot more knowledge for me to devour as I prowl these webpages. - Student - College/University, Germany
I have found your material very illustrating, a illuminating. I am using some of your views in a final year undergraduate course (Energy Conversion Systems) for mechanical engineering students. I want to thank you, and please receive my congratulations. - Educator- College/University, Colombia
You may not know the extent of this unquantifiable privilegde you are rendering to those who will not have the chance to experience real exchange of knowledge that this tutorial represents. I almost wept for joy after looking through most tutorial on the net and I finally got exactly what I want here. Its a legacy like no other... - Self Learner, Nigeria

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrend

Media Mentions

7/30 - AAAS	8/21 - Helium
8/2 - PR-USA.net	8/21 - People's Daily Online
8/3 - Ars Technica	8/21 - WorldChanging
8/3 - ResourceShelf	8/24 - MLive.com
8/4 - Dr. Dobb's	8/27 - MIT News
8/7 - Scranton Times-Tribune	8/27 - PR. Com
8/10 - GeekSugar.com	8/27 - ZDNet.com
8/12 - O'Reilly Radar	8/27 - Time Magazine
8/13 - Forbes	
8/15 - The Atlantic	
8/19 - Lifehacker	

Source: Google Alerts, Lexis Nexus