

**Table 1. Site Publication Statistics**

Publication Metric	2010 October
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,010
Updated Courses Published	604
Archived to D-Space	625
Full Video Courses	34
Mirror Sites	245
Translated Courses	791

\* Based on 895 current tenure track teaching faculty

**Table 2. Site Publication Traffic Overview**

Site Traffic Measure	Total	2010 October
<b>Total Visits including affiliates<sup>1</sup></b>	<b>107,008,543</b>	<b>1,762,121</b>
Last year/% change	1,780,426	-1%
<b>Total Visits</b>	<b>74,003,236</b>	<b>1,542,500</b>
Last year/% change	1,498,239	3%
<b>Total Unique Visitors</b>	<b>50,410,752</b>	<b>909,695</b>
Last year/% change	963,647	-6%
<b>MIT.EDU Visits</b>	<b>1,176,308</b>	<b>15,838</b>
Last year/% change	29,226	-46%
<b>Highlights for High School Visits</b>	<b>1,606,029</b>	<b>53,383</b>
Last year/% change	72,952	-27%
<b>Page Views</b>	<b>544,325,158</b>	<b>8,315,287</b>
Last year/% change	9,413,943	-12%
<b>.ZIP Downloads</b>	<b>12,318,764</b>	<b>158,262</b>
<b>Donation Page Visits</b>	<b>369,618</b>	<b>9,783</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>15,640,723</b>	<b>1,240,895</b>
<b>YouTube Views</b>	<b>13,850,936</b>	<b>831,537</b>
<b>OCW enewsletter subscribers</b>	<b>136,069</b>	<b>2,407</b>

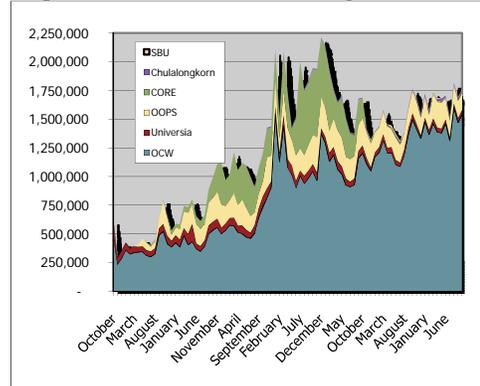
<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increment

Source: Akamai, SiteWise, and MyEmma

**Table 3. User Feedback**

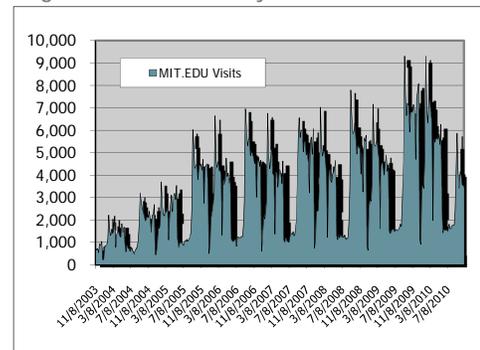
User Feedback
<p>Thank you for providing OCW to the public free of charge. I am currently unemployed &amp; retraining myself for new career directions and I had been frustrated by the lack of assignment/lesson-based materials for learning Python and other programming languages. I deeply appreciate the opportunity to avail myself of MIT's course structure and materials, and I especially appreciate being able to access them for free at a time when I have limited resources. I hope to be able to contribute to the continued provision of OCW in the future to allow others to benefit as I have.</p> <p>- Self Learner, ??</p>
<p>I love your courses! I am a soldier stationed in Afghanistan and I am reviewing for my California Professional Engineering exam and I love to watch the Math, Physics, and Engineering videos. I hope that MIT will continue to offer this learning opportunity.</p> <p>- Self Learner, Afghanistan</p>
<p>When i was first introduced to MITOCW by my friend i started downloading few lectures cause i was having problem understanding books by foreign authors.The lectures of "Introduction to Algorithms" by "Prof. Rivest" helped me give a new direction in thinking about algorithms. Before that lectures i have difficulty reading Coreman Book for Algorithms,Now if i pick up a random chapter that seems self explanatory. I, myself am surprised to see the change. And other lectures by honorable Professors Gilbert Strang, and the way these professors co-relate real world problems to theoretical concepts is excellent.Thanks to MIT OCW.</p> <p>- Self Learner, India</p>
<p>Why I Support OCW: I decided to donate to MIT OCW to show my gratitude for the high quality lectures and study materials made available online. I am so grateful at being granted access to people like John Guttag and Eric Grimson! Living in an underdeveloped country having access to MIT courses was unimaginable. This is a great project towards democratization of education. I wish all great university campuses would follow on your footsteps. Furthermore I am very pleased to know how much care is taken at publishing the material in a creative commons license so we can keep sharing, translating and spreading the classes to places where education is most needed. I can't overstate what a great humanitarian work this seems to be.</p> <p>- Self Learner, Brazil</p>

**Figure 1. OCW and Affiliate Monthly Visits**



Source: WebTrends

**Figure 2. MIT.EDU Weekly Visits**



Source: WebTrends

**Media Mentions**

10/4 - CTV.ca	10/25 - AkihabaraNews
10/4 - Daily Princetonian	10/25 - ReadWriteWeb
10/6 - eSchool News	10/29 - The Next Web
10/11 - CNET	10/31 - Chron. Higher Ed. (2 articles)
10/11 - Nashua Telegraph	
10/15 - Caledonian Mercury	
10/16 - VatorNews	
10/19 - Huffington Post	
10/21 - Campus Technology	

Source: Google Alerts, Lexis Nexus