

Table 1. Site Publication Statistics

Publication Metric	2011 January
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,051
Updated Courses Published	636
Archived to D-Space	636
Full Video Courses	34
Mirror Sites	249
Translated Courses	987

* Based on 895 current tenure track teaching faculty

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2011 January
Total Visits including affiliates¹	110,587,092	1,797,365
Last year/% change	1,732,665	4%
Total Visits	78,541,775	1,552,696
Last year/% change	1,478,224	5%
Total Unique Visitors	53,068,495	902,089
Last year/% change	925,995	-3%
MIT.EDU Visits	1,285,688	19,874
Last year/% change	15,818	26%
Highlights for High School Visits	1,748,767	48,727
Last year/% change	66,432	-27%
Page Views	568,342,065	8,407,803
Last year/% change	9,540,021	-12%
.ZIP Downloads	12,719,163	142,433
Donation Page Visits	396,258	7,856
iTunesU Downloads²	17,803,354	1,223,985
YouTube Views	16,411,387	796,776
OCW enewsletter subscribers	142,877	2,570

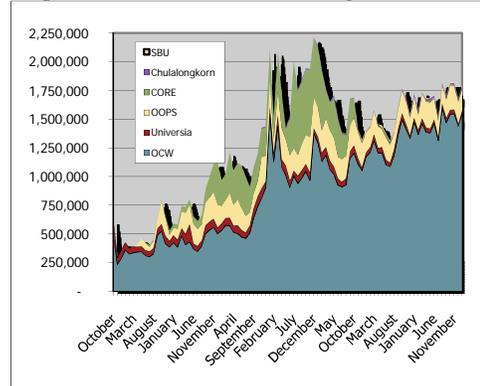
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

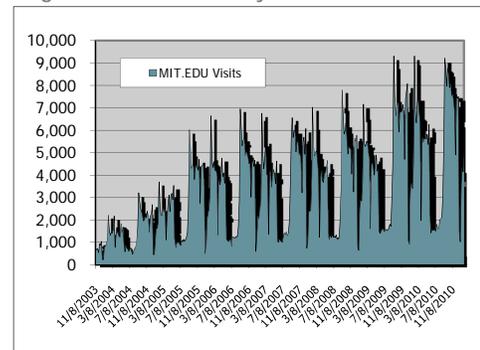
User Feedback
The Highlights of Calculus is really great!!! I have learned a lot and now I can solve many problems which I can not solve before. I actually want more courses like that! Thank you, Prof. Gilbert Strang. (Maybe there are some grammer mistakes, my English "now" is not very good. Ha ha". - Student - High School, China
I just want to thank you for the valuable content you make available for educators and students. It is GREAT that you have created this tradition of sharing high quality knowledge. Your policies have great impact in the world. - Educator - College/University, USA
Thank you, I was thinking about a career change. Now I can take a course through OCW on my own to see if I am able to handle the material and if I enjoy computer science. I appreciate this opportunity very much. - Self Learner, USA
Why I Support OCW: OCW allows me to pursue my dream career while working a realistic full time job, thanks OCW. - Self Learner, UK
Why I Support OCW: OCW has been one of my teacher and guide for some time now, from where I learn to enhance my professional knowledge. I am from Bhutan and, presently working for a Korean company, many like me from Bhutan do not have the privilege to continue our education mostly due to family obligation, which now, of course have greatly changed. I wish to that MIT will continue to provide such course to all those like minded. I am a father of 3 children and would like to see my kids get chance to learn from your open course. I understand that my contribution is very very small compared to the cost and time MIT have spent making this course available for people like us, but would like to continue paying, whatever I can, for the course I take. Nothing is free in this world. Everyone of us have to, at least, survive and sustain to continue what we love to do. Cheers to all at MIT and the supporters!!! - Self Learner, Bhutan

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 1/5/2011 - WTN News
- 1/5/2011 - Real Online Degrees
- 1/5/2011 - The MIT Tech
- 1/5/2011 - The MIT Tech
- 1/8/2011 - MIT News
- 1/13/2011 - MIT News
- 1/13/2011 - The Independent Florida Alligator
- 1/14/2011 - thebahamasweekly.com
- 1/18/2011 - Xinhua General News Service
- 1/19/2011 - Chron. of High Ed.
- 1/26/2011 - Datamation
- 1/27/2011 - Marketwire
- 1/28/2011 - LifeHacker.com

Source: Google Alerts, Lexis Nexus