

**Table 1. Site Publication Statistics**

Publication Metric	2011 September
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,074
Updated Courses Published	668
Archived to D-Space	650
Full Video Courses	46"
Mirror Sites	282
Translated Courses	1,018

\* Based on 895 current tenure track teaching faculty      \*\* 18.06 was unpublished

**Table 2. Site Publication Traffic Overview**

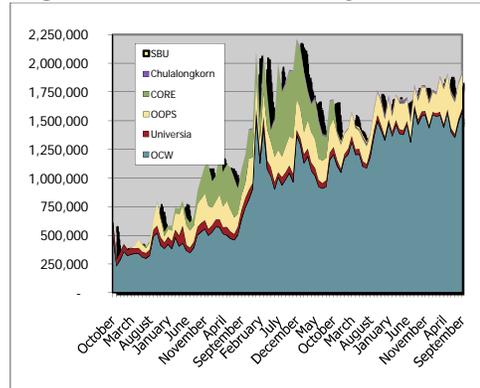
Site Traffic Measure	Total	2011 September
<b>Total Visits including affiliates<sup>1</sup></b>	<b>127,003,958</b>	<b>1,938,799</b>
Last year/% change	1,708,977	13%
<b>Total Visits</b>	<b>90,458,634</b>	<b>1,576,772</b>
Last year/% change	1,470,217	7%
<b>Total Unique Visitors</b>	<b>56,721,267</b>	<b>930,238</b>
Last year/% change	881,137	6%
<b>MIT.EDU Visits</b>	<b>1,475,271</b>	<b>41,488</b>
Last year/% change	36,110	15%
<b>Highlights for High School Visits</b>	<b>2,125,056</b>	<b>61,605</b>
Last year/% change	57,618	7%
<b>Page Views</b>	<b>632,831,270</b>	<b>11,244,564</b>
Last year/% change	8,073,481	39%
<b>.ZIP Downloads</b>	<b>13,896,197</b>	<b>156,799</b>
<b>Donation Page Visits</b>	<b>450,070</b>	<b>9,752</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>27,192,722</b>	<b>654,662</b>
<b>YouTube Views</b>	<b>22,651,041</b>	<b>1,313,853</b>
<b>OCW enewsletter subscribers</b>	<b>139,657</b>	<b>1,521</b>

<sup>1</sup> Some data estimated.    <sup>2</sup> Data provided in weekly increment      Source: Akamai, SiteWise, and MyEmma

**Table 3. User Feedback**

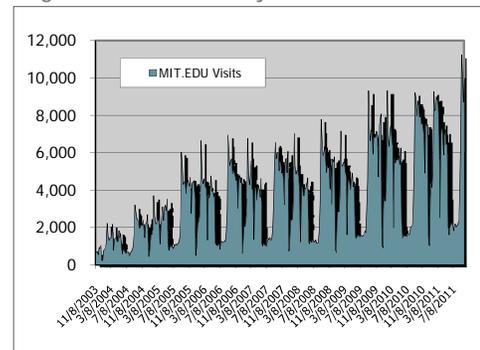
User Feedback
I incidently came across your material while browsing Youtube and it got my interest in the first video itself. I appreciate the work you've done and i'm also thankful as this has developed my interest in studying. It's a dream come true for people to study in MIT and this open courseware has fulfilled my dream to certain extent and I'm happy about it! THANK YOU VERY MUCH!! - Student - College/University, India
First of all I would like to congratulate you guys for this amazing initiative on opening the book of knowledge to everyone. It's not common to find minds who are ready to share something that doesn't and cannot be reserved to a minority. - Student - College/University, Brazil
Thank you for sharing your course information on Basic Pharmacology. It is awesome and I intend to use it for educational purposes only as a new instructor in a new online program for Anesthesia Technicians in Charlotte, NC. the notes will help me to organize my lectures and lesson plans. Thank you and may God bless you!!! - Educator - College/University, USA
Hi. I just want to thank MIT for the open course videos. They are very helpful for many students like me: I'm doing a degree in genetics and the chemistry classes are great to learn more and better, and also to see another point of view and compare perspectives. Again: thanks! - Student - College/University, Argentina
Why I donate to OCW: I am a middle aged neurologist practicing in remote northern Australia. I have 'taken' the Linear Algebra (18.06)course by Gilbert Strang. I bought his textbook, but the video lectures made it so much better. I have enjoyed the mathematics so much and cannot thank you enough for making this type of high quality education available to people like myself. - Independent Learner, Australia
Why I donate to OCW: I am responding to your link to offer a comment as to why I donated to your school for the OCW courses. I saw so many courses that would help expand my knowledge. I hope to be able to continue to donate and take courses with your school. I didn't have much to offer this time, but hopefully the next times that I evaluate your courses, I can offer more money. I am unemployed with many student loans. I hope that these courses will give me some knowledge to help update my credentials on my resume. Thank you very much for opening up this opportunity. - Independent Learner, USA

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



Source: WebTrends

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



Source: WebTrends

**Media Mentions**

- 9/1 Campus Technology
- 9/12 Varsity
- 9/14 The Australian
- 9/21 Jakarta Globe
- 9/23 MarketWatch
- 9/27 The Atlantic
- 9/27 Canton Repository

Source: Google Alerts, Lexis Nexus

