

Table 1. Site Publication Statistics

Publication Metric	2011 October
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,080
Updated Courses Published	673
Archived to D-Space	643
Full Video Courses	46"
Mirror Sites	289
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* Based on 895 current tenure track teaching faculty ** 18.06 was unpublished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 October
Total Visits including affiliates¹	129,099,183	2,095,225
Last year/% change	1,822,271	15%
Total Visits	92,191,832	1,733,198
Last year/% change	1,542,500	12%
Total Unique Visitors	57,747,271	1,026,004
Last year/% change	909,695	13%
MIT.EDU Visits	1,514,819	39,548
Last year/% change	34,689	14%
Highlights for High School Visits	2,181,332	56,276
Last year/% change	53,383	5%
Page Views	641,605,093	9,860,962
Last year/% change	8,315,287	19%
.ZIP Downloads	14,055,872	159,675
Donation Page Visits	457,964	7,894
iTunesU Downloads²	28,192,187	597,629
YouTube Views	24,264,343	1,613,302
OCW enewsletter subscribers	140,149	1,521

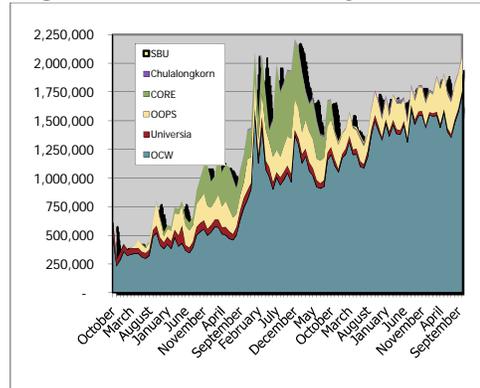
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

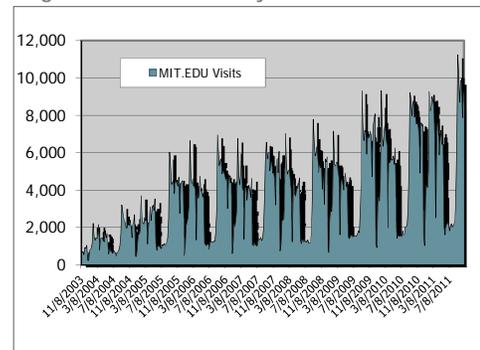
User Feedback
Thank you so much for this! I am a 23 year old from India!! I learn so much from your course every single day..I listen to the Biology course, and my entire perspective of the subject has changed after listening to your lectures. Listening to some of the best minds that are in this field is only possible because of your "intellectual philanthropy". I would really like to do something to show how grateful I am to you guys! But as of now, I don't really know what I can do except say a big "THANK YOU" !! Thank you so much!! Thank you! - Student - Other, India
Hello, I just wanted to e-mail you to thank you for your excellent quality and availability of your university's online lectures. In addition to what is available at my university it has really helped with my understanding of chemistry. Please send my regards to the lecturer that recorded the statistical thermodynamic course, it really helped me get my head around the course. - Student - College/University, UK
Why I donate to OCW: My wife got ovarian cancer. I am learning more about chemistry and biology to better understand the research in the field, evaluate clinical trials and treatments, feel more proactive. The only weakness in these courses is not being able to see copyrighted material projected in lectures. - Independent Learner, USA
Why I donate to OCW: The reason I give to MIT OCW is because I am a Lifelong Learner and a former educator. Often times I cannot afford to spend money attending a course at a regular college for credit but I can find the information that I need to maintain knowledge or seek new knowledge through MIT OCW. MIT was the first to establish the OCW and I have always admired MIT as a top notch educational institution. Other colleges have now followed your lead. If I can help out by giving, those who cannot afford to attend traditional college classes, then I am glad to give. - Independent Learner, USA
Why I donate to OCW: It is great and honorable that institute of MIT's stature is making world-class material prepared by world-class faculty available to ordinary people who otherwise are poor, remote or both but are simply curious and hungry to learn more. (I was one of them once and my life could have been better if I had access to such material while studying in college.) I have personally benefited from watching EECS/Math videos. I am donating because I don't want MIT to stop this noble cause ever due to lack of funds. - Independent Learner, USA

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 10/3 - New York Times
- 10/3 - One Flew East (blog)
- 10/6 - Techdirt; Times High. Ed Supp.
- 10/14 - San Francisco Chronicle
- 10/14 - Campus Progress
- 10/17 - Decoded Science
- 10/18 - Inter Press Service
- 10/19 - Inside Higher Ed
- 10/24 - Harvard Crimson
- 10/26 - MIT News
- 10/27 - Bostinnovat
- 10/29 - Peninsula On-line
- 10/29 - The Guardian
- 10/31 - The Monitor (Uganda)

Source: Google Alerts, Lexis Nexus