

Table 1. Site Publication Statistics

Publication Metric	2012 January
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,103
Updated Courses Published	685
Archived to D-Space	642
Full Video Courses	51
Mirror Sites	298
Translated Courses	1,018

* Based on 895 tenure track teaching faculty reported in Sept. '09

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2012 January
Total Visits including affiliates¹	135,625,197	2,325,757
Last year/% change	1,782,605	30%
Total Visits	97,653,900	1,965,427
Last year/% change	1,552,696	27%
Total Unique Visitors	60,984,176	1,144,143
Last year/% change	902,089	27%
MIT.EDU Visits	1,601,949	19,340
Last year/% change	19,874	-3%
Highlights for High School Visits	2,345,938	56,670
Last year/% change	48,727	16%
Page Views	668,024,479	10,689,531
Last year/% change	8,407,803	27%
.ZIP Downloads	14,576,207	192,434
Donation Page Visits	490,474	8,713
iTunesU Downloads²	30,647,253	653,198
YouTube Views	27,042,651	935,679
OCW enewsletter subscribers	150,723	5,924

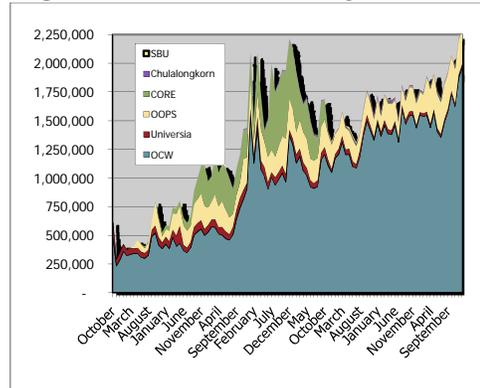
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

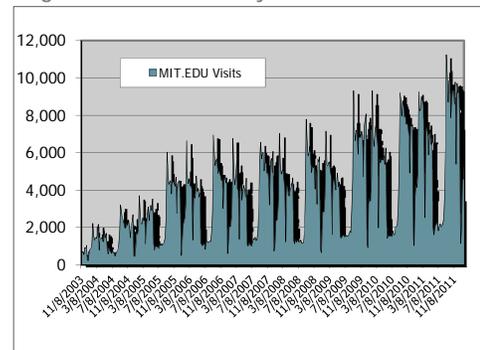
User Feedback
The OCW project is incredible. In high-school I wanted to attend MIT because I knew and still know, that it is the best school for people who love math. Being more than I could afford I wasn't able to attend, but now I study only with your professors. I love it. I have told all my family about your project, and many friends as well what I found available on your site. I'm not in a position to donate at this time, but I will definitely tell all that I meet about this project, so they may share it with their children. This resource is incredibly valuable for students of any school. I thank you and MIT for making it available. - Independent Learner - ??
The pleasure is all mine. MIT's OCW has been of great help and service to me ever since I "stumbled upon" it. I think am the one to be thanking you guys for giving some of us the opportunity to be able to work towards the realisation of our dreams, though there are no certificates given, I think the shaping of passions and talents and the immeasurable knowledge acquired at the end of the day is absolutely awesome and worth it. You've inspired me personally that perseverance sure does pay. - Independent Learner, ??
OCW has helped me in getting a deep understanding of the courses in my undergraduate studies, It's a really helpful source. I started using OCW when I felt that I needed to get a better understanding of "Multivariable Calculus" I got really impressed when I found lecture notes and lecture videos about this course. Furthermore, the results that I got in my exams after going through the materials related to this course were really good. I felt really good because that wouldn't have happened without the help of OCW. Moreover, OCW has helped me also in my chemical engineering major courses and the other science courses. Therefore, I'm really thankful to OCW for providing this great Library! - Student - College/University, United Arab Emirates
I should admit that this is what students at my place generally miss because of lack of good teachers. Since I have taken up to fight the situation, these lectures stand to be the back bone of my preparation. Thanks MIT OCW - Educator - College/University, India
Why I donate to OCW: I Sincerely appreciate the intent behind opening up the knowledge humans have accumulated through history to everyone, and I thoroughly enjoy the organization and quality of the courses offered. It was absolutely positively exciting to have discovered OCW existed! - Independent Learner, USA

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 1/1 - The Tech
- 1/1 - Chron. of Highr Ed.
- 1/1 - Chron. of Highr Ed.
- 1/2 - Times of India (E. Ed.)
- 1/16 - Examiner.com
- 1/17 - Dowser.org
- 1/18 - AmericanProgress.org
- 1/18 - The Phoenix.com
- 1/19 - Wired.com
- 1/19 - Connect with your Teens through Pop Culture and Technology
- 1/20 - Forbes.com
- 1/20 - NYTimes
- 1/23 - Barrapunto.com
- 1/23 - Hechingerreport.org
- 1/24 - Geeksugar.com
- 1/26 - PR.com
- 1/26 - Mashable.com
- 1/26 - MCPMag.com
- 1/26 - Infoday.com
- 1/27 - WallStreetDaily.com
- 1/30 - Tech.com
- 1/31 - Forbes
- 1/31 - Daily Weekly Digest (UA)

Source: Google Alerts, Lexis Nexus

