

**Table 1. Site Publication Statistics**

| Publication Metric                       | 2012 February |
|--|---------------|
| Total Tenure Track Faculty Participating | 696 (78%*)    |
| Courses Published                        | 2,104         |
| Updated Courses Published                | 686           |
| Archived to D-Space                      | 642           |
| Full Video Courses                       | 57            |
| Mirror Sites                             | 301           |
| Translated Courses                       | 1,018         |

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

**Table 2. Site Publication Traffic Overview**

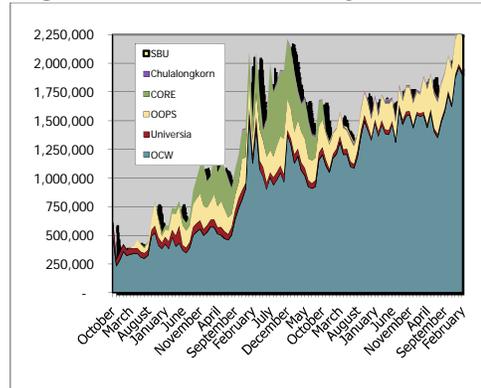
| Site Traffic Measure                                 | Total              | 2012 February     |
|--|--------------------|-------------------|
| <b>Total Visits including affiliates<sup>1</sup></b> | <b>137,891,418</b> | <b>2,266,221</b>  |
| Last year/% change                                   | 1,760,178          | 29%               |
| <b>Total Visits</b>                                  | <b>99,559,791</b>  | <b>1,905,891</b>  |
| Last year/% change                                   | 1,536,541          | 24%               |
| <b>Total Unique Visitors</b>                         | <b>62,107,522</b>  | <b>1,123,346</b>  |
| Last year/% change                                   | 896,574            | 25%               |
| <b>MIT.EDU Visits</b>                                | <b>1,630,780</b>   | <b>28,831</b>     |
| Last year/% change                                   | 34,655             | -17%              |
| <b>Highlights for High School Visits</b>             | <b>2,400,334</b>   | <b>54,396</b>     |
| Last year/% change                                   | 49,332             | 10%               |
| <b>Page Views</b>                                    | <b>678,453,304</b> | <b>10,428,825</b> |
| Last year/% change                                   | 7,817,775          | 33%               |
| <b>.ZIP Downloads</b>                                | <b>14,766,851</b>  | <b>190,644</b>    |
| <b>Donation Page Visits</b>                          | <b>498,713</b>     | <b>8,239</b>      |
| <b>iTunesU Downloads<sup>2</sup></b>                 | <b>30,647,253</b>  | <b>0</b>          |
| <b>YouTube Views</b>                                 | <b>27,042,651</b>  | <b>898,625</b>    |
| <b>OCW newsletter subscribers</b>                    | <b>153,950</b>     | <b>3,227</b>      |

<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increments - delay on reporting due to new reports. Source: Akamai, SiteWise, and MyEmma

**Table 3. User Feedback**

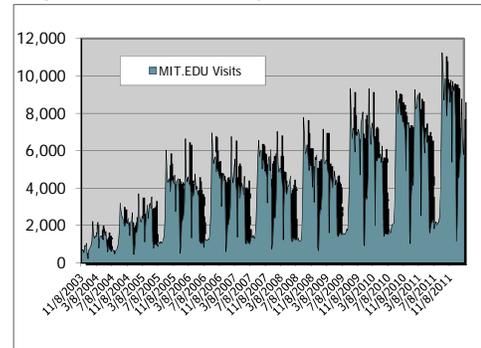
| User Feedback  |
|--|
| I recently discovered OCW from a colleague. I had shared info with him about the upcoming MITx, and he reciprocated with the OCW. We both are former Marines with BS degrees, and are improving our electronics skill set at a Community College. We are not exposed to such high quality instructional methods as I've just viewed on the Basic Electronics videos. OCW is the only medium we have access to for a taste of brilliance. This is a great service to humanity, and it truly enhances how we approach our current livelihood as military equipment specialists.<br>- Student - College/University, USA   |
| I can not thanks enough to MIT for this initiative. It is immensely helpful. I always dreamed of studying at MIT and this initiative itself shows that i am right about MIT being open system. A true and correct example of capitalism where wealth is earned and shared.<br>- Independent Learner, India   |
| The content that has been put up is extremely high quality, clear, comprehensive and relevant to the field it concerns with. I would like to express my sincere thanks and appreciation for giving free access to knowledge to people all around the world.<br>- Student - College/University, India   |
| Why I donate to OCW: I donate because you give free access to excellent educational materials. I am in Berlin Germany teaching AP Physics and your materials has made me a better teachers. Also, Walter Lewin is the Man! Please tell him I say, "Thank you".<br>- Educator - High School, Germany  |
| Why I donate to OCW: basically, via a google search whilst pondering on some electronic circuitry i was building, i stumbled across Anant Argawal's 6.002 Lectures on EE. ... from the outset, i was hooked - and i proceeded to watch them all. i was therefore "hovering over" the donate button... and at the end of watching this series, only 3 weeks ago... i was astonished to then see the new MITx course of the same module... !! this was so co-incidental as to be almost impossible to believe :) so, i signed up to that :) and so, it is without any hesitation that i have sent my donation... and i'll continue to promote your OCW system and to encourage donation.<br>- Independent Learner, USA |

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



Source: WebTrends

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



Source: WebTrends

**Media Mentions**

- 2/1 - Forbes
- 2/2 - The Day Weekly Digest
- 2/2 - Talks@Google, State News Service
- 2/2 - Deseret News
- 2/3 - Inside Higher Ed
- 2/4 - Washington Post
- 2/7 - AP Planner
- 2/8 - Center For American Progress
- 2/10 - MIT News, PR.com
- 2/10 - Huffington Post Canada
- 2/11 - South China Morning Post
- 2/11 - Washington Post
- 2/14 - MIT News, Singularity Hub
- 2/14 - Bloomberg, WebProNews
- 2/14 - Techdirt, The Conversation
- 2/15 - The Verge
- 2/23 - The Times Higher Education Supplement
- 2/23 - GameDev.net
- 2/24 - PR.com, Mother Nature Network
- 2/24 - Library Journal, UT Daily Beacon
- 2/24 - Fast Company
- 2/25 - Talks@Google
- 2/26 - PR.com
- 2/28 - MIT News, Campus Technology
- 2/28 - BostInno, BusinessWeek
- 2/28 - The MIT Tech
- 2/29 - Chicago Tribune, Citybizlist

Source: Google Alerts, Lexis Nexus

