

Table 1. Site Publication Statistics

Publication Metric	2012 March
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,105
Updated Courses Published	687
Archived to D-Space	700
Full Video Courses	58
Mirror Sites	305
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 March
Total Visits including affiliates¹	140,553,934	2,471,582
Last year/% change	1,906,368	30%
Total Visits	101,455,996	1,896,205
Last year/% change	1,548,010	22%
Total Unique Visitors	63,213,885	1,106,363
Last year/% change	880,007	26%
MIT.EDU Visits	1,654,368	23,588
Last year/% change	29,504	-20%
Highlights for High School Visits	2,454,627	54,293
Last year/% change	45,677	19%
Page Views	688,595,473	10,142,169
Last year/% change	7,956,468	27%
.ZIP Downloads	14,957,000	190,149
Donation Page Visits	506,790	8,077
iTunesU Downloads²	32,743,979	980,452
YouTube Views	30,136,438	1,073,074
OCW enewsletter subscribers	156,168	2,218

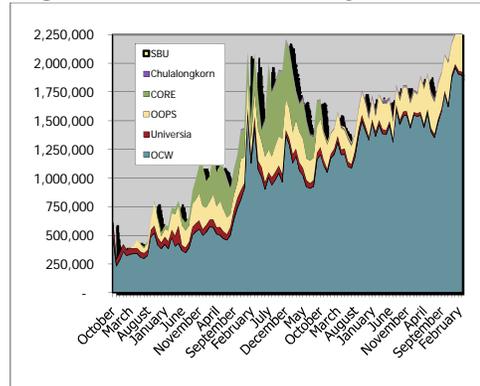
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

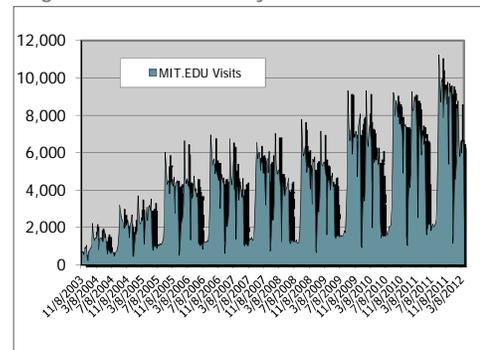
User Feedback
I am absolutely blown away - makes me want to cry - when I see the impact this program has. I am a UN consultant and a 20 year old from Cameroon friended me on FB. He was lamenting his lack of education - hopeless - and I told him about MIT. But he has no idea where to begin on the open courseware...can you advise? I am at {omitted}, if you'd like to call me. Congrats on this earth shattering work that will make a difference globally! - Independent Learner, Cameroon
I am not an English speaker but there is not a better place to practice it, because I love Science and English. This one is to say THANK YOU for everything you give every single day, lectures and all material are fantastic, teachers are so friendly and fine, I have learned a lot and laughed with their jokes. This is the place that I was looking for, and now I found it. I will donate very soon, It won't be a million but I will do it, for sure. - Educator - High School, Peru
I am amazed at this site. I am sold on this concept. This is perhaps the most powerful medium to reach millions of eager students like me all over the world and, perhaps change their lives. No one should be denied access to education because they cannot afford college. Great work MIT. - Independent Learner, Thailand
Why I donate to OCW: Thank you so much for offering this resource. It helps me in so many ways... personal development and knowledge, improve technical skills in math and sw programming, better understanding of life sciences, chemistry, and biology. All of which I apply to help grow my business! I am a big believer in knowledge... applied. I know there is a knowledge (and access to) gap between the haves and have nots, which leads in part to the financial gap. MIT OCW is part of the solution to equal access and opportunity, and I am fortunate to be able to contribute. Strong body. Stronger mind. - Independent Learner, USA
Why I donate to OCW: the reason i made a small donation: i am a dublin, ireland, taxi driver who left school at 13 years of age 52 years ago. I find Mr Strang's lectures on calculus easy to assimilate and most instructive. I study for fun and relaxation. thankyou for providing this wonderful facility. - Independent Learner, Ireland

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 3/1 - MIT News
- 3/1 - American School & University
- 3/1 - BostInno; Wired News
- 3/1 - Chico News & Review
- 3/2 - PR.com; University World News
- 3/3 - MIT News
- 3/4 - PR.com; The Sudbury Star
- 3/5 - New York Times
- 3/6 - Jagranjosh.com
- 3/6 - The MIT Tech; BostInno
- 3/7 - ITWeb
- 3/8 - StateImpact New Hampshire
- 3/8 - Times Higher Education
- 3/10 - McGill Daily
- 3/13 - New Republic; BostInno
- 3/14 - New York Times
- 3/16 - NPR
- 3/19 - New York Times
- 3/20 - The Daily Cougar
- 3/21 - Boing Boing
- 3/21 - U.S. News & World Report
- 3/22 - National Review Online (blog)
- 3/24 - PR.com (press release)
- 3/29 - MIT News
- 3/30 - The MA Daily Collegian
- 3/30 - The Times Ed. Supplement

Source: Google Alerts, Lexis Nexus

