

**Table 1. Site Publication Statistics**

Publication Metric	2012 April
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,107
Updated Courses Published	686
Archived to D-Space	705
Full Video Courses	59
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 April
<b>Total Visits including affiliates<sup>1</sup></b>	<b>142,860,432</b>	<b>2,306,955</b>
Last year/% change	1,804,763	28%
<b>Total Visits</b>	<b>103,191,226</b>	<b>1,735,230</b>
Last year/% change	1,440,385	20%
<b>Total Unique Visitors</b>	<b>64,222,928</b>	<b>1,009,043</b>
Last year/% change	818,332	23%
<b>MIT.EDU Visits</b>	<b>1,677,235</b>	<b>22,867</b>
Last year/% change	28,671	-20%
<b>Highlights for High School Visits</b>	<b>2,502,249</b>	<b>47,622</b>
Last year/% change	45,762	4%
<b>Page Views</b>	<b>697,772,932</b>	<b>9,177,459</b>
Last year/% change	7,461,862	23%
<b>.ZIP Downloads</b>	<b>15,125,321</b>	<b>168,321</b>
<b>Donation Page Visits</b>	<b>514,071</b>	<b>7,281</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>33,651,566</b>	<b>907,587</b>
<b>YouTube Views</b>	<b>31,132,474</b>	<b>996,036</b>
<b>OCW enewsletter subscribers</b>	<b>154,914</b>	<b>1,577</b>

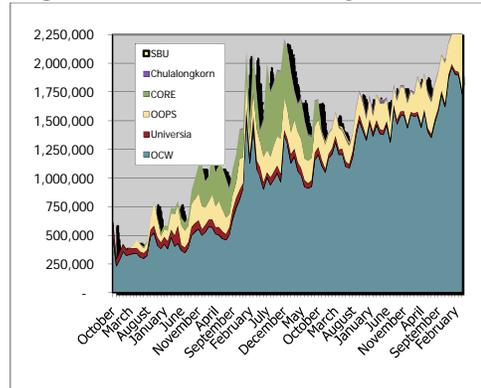
<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

**Table 3. User Feedback**

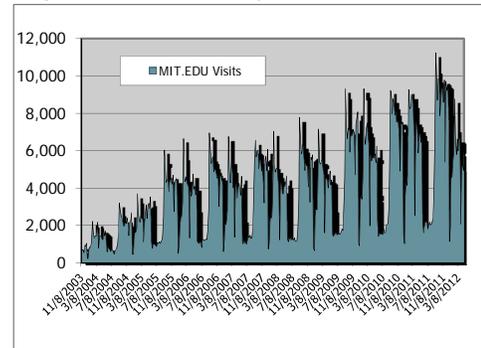
User Feedback
I have read material from several of your courses as accessory material before. However, presently I'm studying the OCW Scholar program "Introduction to Computer Science and Programming". The lectures are simply superb. I am a bioengineering student, but I had never had interest in programming before now. Thank you so much for your courses. - Student - College/University, India
I just wanted to send feedback saying how much I appreciate this free course made available by MIT. I work for a software company and am transitioning to a new role as a programmer and have only had minimal exposure to software programming and this course is really going to make my transition much more smooth and I feel more prepared for my new career path. I will be taking other programming courses that you offer and look forward to drastically decreasing my on the job learning curve because of this resource. Thank you for making this available and for offering it free of charge. - Independent Learner, USA
Thank you very much and the wonderful work your are doing where there was no opportunity to learn, you have provided one. In countries like mine where to get a decent education you have to come from well to do background. Opencourseware and MIT has provided. I want to pursue a program in economics and finance. The videos have been extraordinary and i have greatly benefited. The calculus videos you sent was very beneficial since it is one of the courses in my first semester. Thank you Again. - Independent Learner, Zambia
Why I donate to OCW: I think what you are doing is an essential step in the evolution of humans on earth, and I want to encourage more of it. We will all move forward together, or we'll perish and potentially even leave earth uninhabitable with our folly... - Independent Learner, USA
Why I donate to OCW: I gave because my son is using two OCW Scholar courses right now as a homeschool high school student to learn Calculus and Physics. I would easily spend this much on curriculum, so I chose to help support MIT's OCW project. Thank you for your outstanding resources! - Independent Learner, USA

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



Source: WebTrends

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



Source: WebTrends

**Media Mentions**

- 4/3 - msnbc.com
- 4/5 - TechCrunch
- 4/6 - The Data Center Journal
- 4/6 - Huffington Post
- 4/6 - CBS News
- 4/6 - Mashable
- 4/6 - BostInno
- 4/10 - MIT News
- 4/16 - BostInno
- 4/16 - thebahamasweekly.com
- 4/17 - Autostraddle
- 4/17 - Wired.co.uk
- 4/18 - BostInno
- 4/18 - Mashable
- 4/18 - Huffington Post
- 4/18 - DigitalJournal.com
- 4/18 - News Tribe
- 4/19 - Fast Company
- 4/20 - MIT News
- 4/21 - CNET (blog)
- 4/25 - PR.com (press release)
- 4/25 - Campus Technology
- 4/25 - Product Design & Development
- 4/26 - MIT News
- 4/27 - MIT News
- 4/28 - Sydney Morning Herald (Australia)
- 4/29 - The Chronicle of Higher Education

Source: Google Alerts, Lexis Nexis

