

Table 1. Site Publication Statistics

Publication Metric	2012 September
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,151
Updated Courses Published	716
Archived to D-Space	722
Full Video Courses	63
Mirror Sites	325
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 September
Total Visits including affiliates¹	152,979,871	2,241,615
Last year/% change	1,935,078	16%
Total Visits	112,066,492	1,906,204
Last year/% change	1,576,772	21%
Total Unique Visitors	69,480,266	1,160,475
Last year/% change	930,238	25%
MIT.EDU Visits	1,772,392	38,497
Last year/% change	41,488	-7%
Highlights for High School Visits	2,758,777	65,561
Last year/% change	61,605	6%
Page Views	745,377,590	9,705,058
Last year/% change	8,244,564	18%
.ZIP Downloads	16,040,624	196,330
Donation Page Visits	551,895	7,476
iTunesU Downloads²	37,793,613	826,128
YouTube Views	35,979,716	1,022,047
OCW newsletter subscribers	159,083	1,871

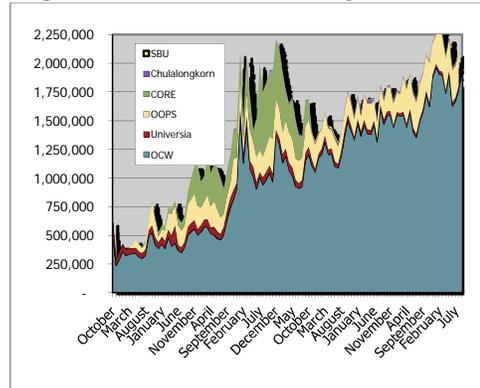
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

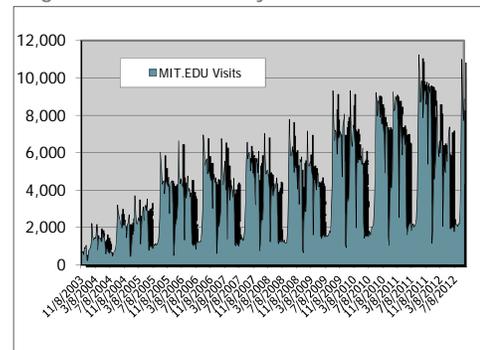
User Feedback
I think MOCW is the best tool for student like me who had study in one of deprived places in the world Iran. I worked a lot to reach to where I am "Middle East Technical University in Ankara, Turkey". I think MOCW will help students like me to reach to their dream, MIT. - Student - College/University, Turkey
Simply this is a great lecture and a great contribution from MIT. Thank you very much. If have had enough money I would make a donation to MIT for these great ideas delivered free of charge to the people interested in great Science. You are simply extra-great people. Thanks again and again, you merit it. - Educator - College/University, Egypt
I like studying here in order to increase my own technological know how. - Independent Learner, Cameroon
Why I donate: I donate to OCW because I think the idea to promote free educational courses will change the world in better. I am currently watching RES.6-008, 1975 Digital Signal Processing from Prof. Alan V. Oppenheim, it is such an incredible emotion, joy and privilege to be able to learn from the best scientist in the field from videos recorded when I was 4 years old ! thanks very much indeed!.
Why I donate: Thank MIT for giving such an excellent gift to me though I am not a formal member of MIT. OCW brightens my life pathway and helps me achieve my dream. I have studied supply chain courses of Sloan by self-study for 8 years from about 2004 (perhaps I am one of the oldest project participants). In fact, before that I knew nothing about SCM, and now I am helping one of Fortune 500 to optimize & reengineer its Chinese supply chain as a strategic consultant by using the knowledge from OCW. I hope the project could spread more widely, and more people could know it and obtain benefits from it. Thank MIT so much. - Independent Learner, China

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 9/3 - Chronicle of Higher Education
- 9/6 - MIT News
- 9/8 - The Hindu
- 9/9 - Melodika.net
- 9/13 - Business 2 Community.com
- 9/20 - VentureBeat
- 9/24 - Money Crashers - Personal Finance Blog
- 9/24 - The Edge Malaysia
- 9/24 - Australian Financial Review

Source: Google Alerts, Lexis Nexus