

Table 1. Site Publication Statistics

Publication Metric	2012 October
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,152
Updated Courses Published	718
Archived to D-Space	748
Full Video Courses	64
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 October
Total Visits including affiliates¹	155,428,803	2,448,932
Last year/% change	2,089,787	17%
Total Visits	114,180,013	2,113,521
Last year/% change	1,733,198	22%
Total Unique Visitors	70,764,184	1,283,918
Last year/% change	1,026,004	25%
MIT.EDU Visits	1,809,342	36,950
Last year/% change	39,548	-7%
Highlights for High School Visits	2,824,698	65,921
Last year/% change	56,276	17%
Page Views	755,739,547	10,361,957
Last year/% change	8,860,962	17%
.ZIP Downloads	16,228,863	188,239
Donation Page Visits	561,458	9,563
iTunesU Downloads²	38,632,600	838,987
YouTube Views	37,152,592	1,172,876
OCW newsletter subscribers	159,869	2,154

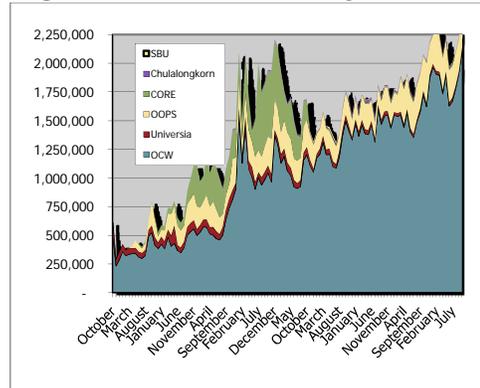
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

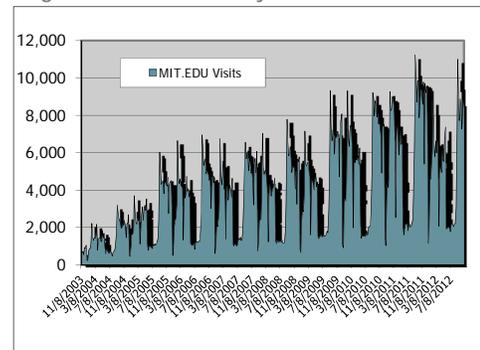
User Feedback
<p>Hello and bless you for providing such an outstanding program! I'm in my 50's and have always desired to learn the basics of physics but have spent too much time working in the Alaskan wilderness to have time to go to school. Your open courseware program has made me a very happy hermit. :)</p> <p>- Independent Learner, USA</p>
<p>Thank you very much for this great ocw for it has thrown me alot of light. here in uganda the education system is very poor and we are not usually fed the right knowledge but with this opportunity and chance i can now be the person i had hopped to be in future. Thanks a bunch. My prayer is that all of you behind this are blessed and that your knowlege too is expanded not just with plane knowledge but with wisdom too. THANK YOU.</p> <p>Student - College/University, Uganda</p>
<p>I just want to say thank you for your amazing website. It is very helpful for a young scientist as me to learn as much as he can! I study physics at university of Tehran, mean while I study mathematics, biology and chemistry step by step with your help! Thank you alot! You made my life much more full of joy! I wish the best for all of you.</p> <p>- Student - College/University, Iran</p>
<p>Why I donate: It is a pleasure to give so little. I am a poor man with very little financial resources. It pays to give. The technology that MIT contributed to this world, I am using today to make this little contribution. It is good to give however little. In making this nano contribution, I hope that many who logs on to the OCW would do the same. Strength is in multiplicity not unity. Please note here that I am not referring to monotheism. I believe that giving is the most important principle that could ever exist, monotheistically speaking. Thanks for the courseware.</p> <p>- Independent Learner, Australia</p>
<p>Why I donate: I donate to OCW because I could use the recorded lectures in my teaching. I think this opportunity to use authentic materials for my Interpreting classes is of great benefit for my students.</p> <p>- Independent Learner, Lithuania</p>

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 10/1 - The Chronicle of Higher Education
- 10/4 - FierceCIO
- 10/6 - MIT News
- 10/7 - Forbes
- 10/9 - BostInno
- 10/19 - VentureBeat
- 10/21 - Gizmodo
- 10/22 - Chronicle of Higher Education
- 10/23 - BostInno
- 10/29 - New Indian Express

Source: Google Alerts, Lexis Nexus