

Table 1. Site Publication Statistics

Publication Metric	2012 November
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,137
Updated Courses Published	713
Archived to D-Space	764
Full Video Courses	65
Mirror Sites	326
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 November
Total Visits including affiliates¹	157,728,080	2,299,277
Last year/% change	2,034,171	13%
Total Visits	116,143,879	1,963,866
Last year/% change	1,622,614	21%
Total Unique Visitors	71,960,987	1,196,803
Last year/% change	958,835	25%
MIT.EDU Visits	1,843,809	34,467
Last year/% change	36,238	-5%
Highlights for High School Visits	2,882,149	57,451
Last year/% change	53,593	7%
Page Views	765,417,737	9,678,190
Last year/% change	8,227,835	18%
.ZIP Downloads	16,408,402	179,539
Donation Page Visits	570,255	8,797
iTunesU Downloads²	39,363,304	730,704
YouTube Views	38,558,033	1,271,980
OCW enewsletter subscribers	159,670	1,855

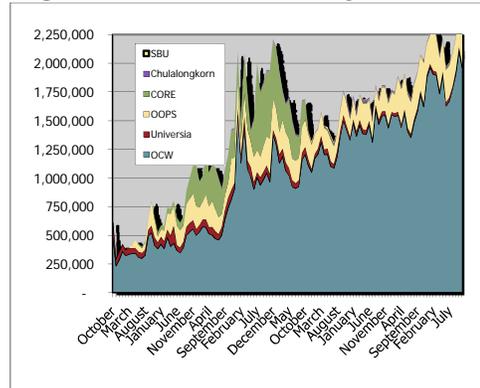
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

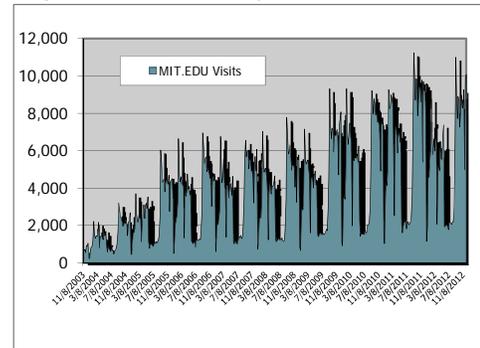
User Feedback
<p>Why I donate: OCW is an invaluable resource for a self-learner such as myself. The OCW Scholar courses, in particular, are carefully curated in a way that makes taking a serious course at your own pace both pleasurable and intellectually rewarding. OCW is a revolution in modern education.</p> <p>- Independent Learner, USA</p>
<p>I simply wish to appreciate Professor Powell who put these materials together. They are highly useful to me and my students.</p> <p>- Educator - College/University, Nigeria</p>
<p>Hi i am thankful to MIT for putting up these courses. Lectures are so in depth and elaborate that it has re ignited my interests in computers , physics and maths whereas in my college the way they were taught was so lame and boring. I certainly have improved my skills and got an introduction to inner workings of computer rather than just programming which normally people do blindly in india.</p> <p>- Independent Learner, India</p>
<p>Why I donate: When I was a student (Class of '72), MIT instituted IAP -- a very controversial move at the time. That mindset about education has been a hallmark of MIT throughout its history. OCW was similarly controversial. Both were and are tremendously successful! Note that many other universities now do the same, including, as I understand, a joint MIT-Harvard venture. OCW *is* a major landmark for global education.</p>
<p>My professional life has been very rich, and follow-up education and refreshers are critical to keeping it that way. I have tapped OCW over time, but intend on refreshing entire courses, in the same way that I was taught in the first place. OCW exemplifies the epitome of education in society -- both to beginner and expert. MIT's gift to the planet is a project that is worth joining and supporting.</p>
<p>My gift is a small payback for what I received from MIT and use daily.</p> <p>- MIT Alumnus, USA</p>

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 11/1 - Architectural Record
- 11/1 - Times Higher Education Supplement
- 11/9 - Edutopia.org
- 11/11 - The Chronicle of Higher Education
- 11/19 - The Indianapolis Business Journal
- 11/19 - The Nation (Thailand)
- 11/20 - MIT News
- 11/21 - Benzinga.com
- 11/22 - BostInno
- 11/25 - Phys.Org
- 11/30 - India West

Source: Google Alerts, Lexis Nexis