

**Table 1. Site Publication Statistics**

Publication Metric	2012 December
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,140
Updated Courses Published	724
Archived to D-Space	792
Full Video Courses	68
Mirror Sites	328
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 December
<b>Total Visits including affiliates<sup>1</sup></b>	<b>159,957,617</b>	<b>2,229,537</b>
Last year/% change	2,200,465	1%
<b>Total Visits</b>	<b>118,038,005</b>	<b>1,894,126</b>
Last year/% change	1,874,027	1%
<b>Total Unique Visitors</b>	<b>73,094,922</b>	<b>1,133,935</b>
Last year/% change	1,133,927	0%
<b>MIT.EDU Visits</b>	<b>1,873,352</b>	<b>29,543</b>
Last year/% change	31,552	-6%
<b>Highlights for High School Visits</b>	<b>2,929,420</b>	<b>47,271</b>
Last year/% change	54,343	-13%
<b>Page Views</b>	<b>775,145,102</b>	<b>9,727,365</b>
Last year/% change	10,414,881	-7%
<b>.ZIP Downloads</b>	<b>16,605,145</b>	<b>196,743</b>
<b>Donation Page Visits</b>	<b>570,255</b>	<b>0</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>39,944,285</b>	<b>580,981</b>
<b>YouTube Views</b>	<b>39,667,440</b>	<b>1,109,407</b>
<b>OCW enewsletter subscribers</b>	<b>161,724</b>	<b>3,146</b>

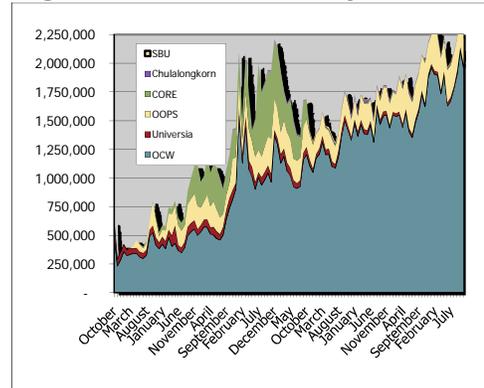
<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increments

Source: Akamai, SiteWise, and MyEmma

**Table 3. User Feedback**

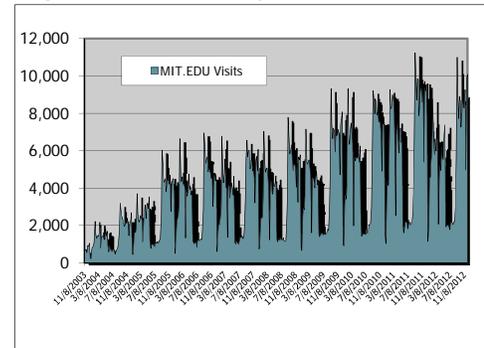
User Feedback
I just wanted to say that I love the new web design and structure. I have been using Opencourseware for self learning and I am just very happy that MIT commits itself to provide high quality educational materials for motivated students across the world. Thank you and nice work. - Student - High School, USA
I have just started using OCW to review undergraduate mathematics courses as I prepare for a Masters in Computational Math. I just wanted to thank you all very much for this project, and I plan on becoming a donor in the near future. Take care and Merry Christmas! - Independent Learner, USA
This Open Courseware is an amazing gift to society. It is helping me prepare to begin a nuclear career in the USNavy. Thank you. - Independent Learner, USA
Why I donate: I am grateful for the amazing resource that is MIT Open Course Ware. Sure I would've loved the opportunity to learn at your school and might've had the chance to do so in a past life, but to provide a channel through which anyone can take advantage of this wealth of knowledge is truly outstanding and one that I am more than happy to support. I just wish that these past few years weren't so humbling for me personally and professionally. Otherwise, I would've been able to donate more. - Independent Learner, USA
Why I donate: Although I have no relation with MIT, I strongly believe the delivering world class education for free is an act of deep humanism. Our effort should be to keep this alive for as many people as possible. Congratulations MIT - Independent Learner, Greece
Why I donate: I think OCW is one of the most important educational advances in the US in many years. OCW is also the best use of the Internet. Allowing people world wide to have access to courses from one of the most outstanding universities on the planet. I believe James Smithson wanted the Smithsonian Institution created for "the diffusion of knowledge among men." OCW gives life to that vision.

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



Source: WebTrends

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



Source: WebTrends

**Media Mentions**

- 12/1 - T [plus] D
- 12/1 - The MIT Tech
- 12/5 - T.H.E. Journal
- 12/5 - Huffington Post (blog)
- 12/6 - Inside Higher Ed
- 12/7 - El Cultural.es
- 12/9 - The Asian Age
- 12/11 - The MIT Tech
- 12/12 - Forbes India
- 12/15 - La Stampa
- 12/18 - TheStreet.com
- 12/19 - BostInno (blog)
- 12/29 - PolicyMic

Source: Google Alerts, Lexis Nexus