

Table 1. Site Publication Statistics

Publication Metric	2013 October
Total Tenure Track Faculty Participating	601 (66%*)
Courses Published	2,182
Updated Courses Published	736
Archived to D-Space	818
Full Video Courses	61
Mirror Sites	340
Translated Courses	1,018

\* Based on 913 tenure track teaching faculty as of 2013.

Table 2. Site Publication Traffic Overview

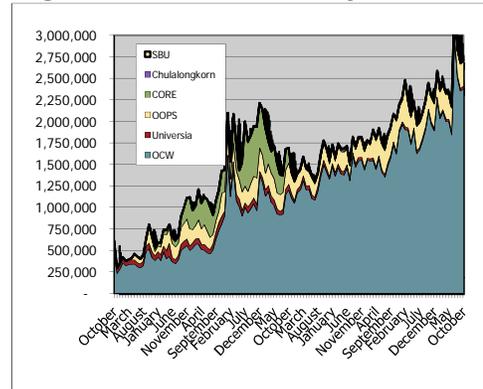
Site Traffic Measure	Total	2013 October
<b>Total Visits including affiliates<sup>1</sup></b>	<b>185,768,863</b>	<b>2,714,732</b>
Last year/% change	2,448,932	11%
<b>Total Visits</b>	<b>140,495,141</b>	<b>2,379,321</b>
Last year/% change	2,113,521	13%
<b>Total Unique Visitors</b>	<b>86,761,706</b>	<b>1,446,474</b>
Last year/% change	1,283,918	13%
<b>MIT.EDU Visits</b>	<b>2,081,068</b>	<b>25,840</b>
Last year/% change	36,950	-30%
<b>Highlights for High School Visits</b>	<b>3,445,025</b>	<b>46,633</b>
Last year/% change	65,921	-29%
<b>OCW Scholar Visits</b>	<b>7,865,660</b>	<b>351,999</b>
Last year/% change	387,198	-9%
<b>Page Views</b>	<b>884,530,627</b>	<b>10,921,740</b>
Last year/% change	10,361,957	5%
<b>.ZIP Downloads</b>	<b>18,758,915</b>	<b>105,306</b>
<b>Donation Page Visits</b>	<b>644,777</b>	<b>7,768</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>44,362,704</b>	<b>423,453</b>
<b>YouTube Views</b>	<b>51,114,335</b>	<b>1,228,696</b>
<b>OCW enewsletter subscribers</b>	<b>209,548</b>	<b>3,290</b>

<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increment Source: Akamai, SiteWise, and MailChimp - 10k subscriber emails were cleaned this month.

Table 3. User Feedback

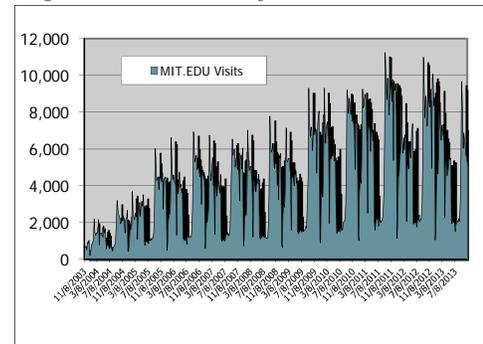
User Feedback
<p>My sincere thanks to MIT for such a wonderful concept. It is indeed a revolution in education sector. I am delighted to see the topics of my interest now available under OCW. No one can stop me now from studying the subjects of my interest which I was not able to pursue through the regular education program due to various reasons beyond my control! I would love to extend financial support to OCW. Unfortunately I am at the moment not in a position where I can contribute financially. Instead, I do talk about OCW on various occasions where I get an opportunity to meet people. Recently I spoke about OCW to a bunch (150) of final year students of a management college. I encourage my friends and relatives to take advantage of the OCW courses. I hope I will soon be in a position to do more for MIT OCW.</p> <p>- Educator - College/University, India</p>
<p>I think the open courses are wonderful and make a great contribution not only to individuals but to the very core of society. My personal situation is such that I am now hospitalized from severe injuries and I am unemployed and without financial resources. But I can review studies in math and science so that I can keep up and enrich my life. I hope the funds that you obtain will allow those like myself who cannot contribute financially to enjoy the opportunity for self-improvement without feeling guilty.</p> <p>- Independent Learner, USA</p>
<p>Why I Donate: Where I am, who I am, is in large part due to the education I have gained over the years. I consider it my good fortune to have the opportunity to keep learning. I wish to share that gift with others.</p> <p>- Independent Learner, United Kingdom</p>
<p>Why I donate: I believe that education is fundamental for mankind because it enables us to do what we are doing better, and it gives us access to new territories. I believe education should be freely accessible to anyone, at any time, for any subject (obvious or complex). I am happy to support and encourage all efforts in favor of transmitting and sharing knowledge, and I hope that we will make the best of it. So thank you for this initiative.</p> <p>- Educator - College/University, Belgium</p>

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

### Media Mentions

- 10/4 - MIT News
- 10/7 - Serkadis.com
- 10/8 - The Tech
- 10/15 - Business Insider
- 10/16 - U of Manchester
- 10/18 - Mashable.com
- 10/19 - EfyTimes.com
- 10/23 - DangerousLee.biz
- 10/28 - JayRockefellerforWestVirginia.com
- 10/31 - VentureBeat.com

Source: Google Alerts, Lexis Nexus