

Table 1. Site Publication Statistics

| Publication Metric | 2014 December |
|--|------------------|
| Total Tenure Track Faculty Participating | 601 (66%*) |
| Courses Published | 2,245 |
| Updated Courses Published | 781 |
| Archived to D-Space | 909 |
| Full Video Courses | 75 |
| Mirror Sites | 349 |
| Translated Courses | 1,018 |

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

Table 2. Site Publication Traffic Overview

| Site Traffic Measure | Total | 2014 December |
|--|----------------------|------------------|
| Total Visits including affiliates¹ | 222,740,000 | 2,445,930 |
| Last year/% change | 2,561,857 | -5% |
| Total Visits | 172,770,524 | 2,110,519 |
| Last year/% change | 2,226,446 | -5% |
| Total Unique Visitors | 107,437,413 | 1,368,120 |
| Last year/% change | 1,404,767 | -3% |
| MIT.EDU Visits | 2,337,389 | 20,152 |
| Last year/% change | 18,580 | 8% |
| Highlights for High School Visits | 4,071,789 | 42,081 |
| Last year/% change | 45,494 | -8% |
| OCW Scholar Visits | 12,439,759 | 299,323 |
| Last year/% change | 322,319 | -7% |
| Page Views | 1,034,265,273 | 9,836,977 |
| Last year/% change | 10,786,449 | -9% |
| .ZIP Downloads | 21,678,362 | 222,699 |
| Donation Page Visits | 751,350 | 8,197 |
| iTunesU Downloads² | 49,405,987 | 369,641 |
| YouTube Views | 71,683,978 | 1,097,637 |
| OCW enewsletter subscribers | 235,272 | 2,174 |

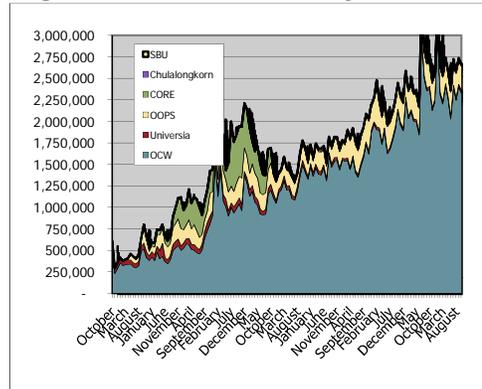
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MailChimp.

Table 3. User Feedback

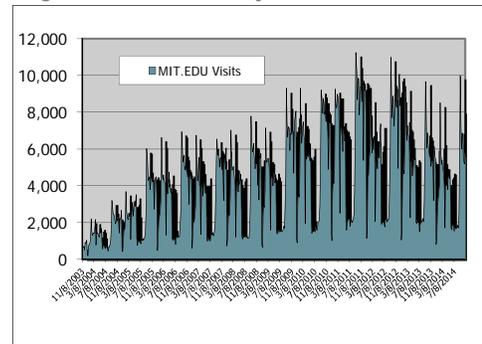
| User Feedback |
|---|
| I want to study all the courses. You guys rock. You are the best. Thank you so very much for giving those of us with internet access the privilege and opportunity to acquire this knowledge. This is when I wish I was a robot or something with unlimited time (theoretically) and no need to eat and work for food which takes up valuable time. Thank you, thank you, thank you. -Independent Learner, South Africa |
| I just want to thank you for the opportunity to have access to these outstanding explanations and challenging examples. I study Chemical Engineering at Universidad Nacional Del Sur and find very helpful your solutions to the problems to make sure I am on the right track to sit for my final exam. Hopefully someday I can afford to make a donation. - Student - College/University, Argentina |
| Why I donate to OCW: I am very thankful to MIT for having provided these fantastic courses available on ocw. I have received a lot of good impulses through these courses for more than 10 years. Being now in active retirement after some 50 years in my primary work field as an airline captain and engineer, I am still benefitting by reading some of the courses. It clearly must require a lot of effort and money on the part of MIT to make out these impressive lectures, so this humble payment is just my poor attempt to help ensure the courses hopefully continue to be available. Thanks to MIT. I wish all at MIT a Merry Christmas and Happy New Year. - Independent Learner, Denmark |
| Why I donate to OCW: I donate because it is obvious that you care. People don't care how much you know until they know how much you care. The quality of education that you offer through this medium is second to none and should be supported. I only wish I could give more but I am in between jobs at the moment. |

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 12/8 - The MIT Tech
- 12/9 - BetaBoston
- 12/10 - Digital Journal

Source: Google Alerts, Lexis Nexus

