

Table 1. Site Publication Statistics

| Publication Metric | 2015 July |
|--|------------|
| Total Tenure Track Faculty Participating | 601 (66%*) |
| Courses Published | 2,292 |
| Updated Courses Published | 810 |
| Archived to D-Space | 923 |
| Full Video Courses | 83 |
| Mirror Sites | 363 |
| Translated Courses | 1,018 |

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

Table 2. Site Publication Traffic Overview

| Site Traffic Measure | Total | 2015 July |
|--|----------------------|------------------|
| Total Visits including affiliates¹ | 238,700,094 | 2,014,089 |
| Last year/% change | 2,725,805 | -26% |
| Total Visits | 187,395,096 | 2,014,089 |
| Last year/% change | 2,390,394 | -16% |
| Total Unique Visitors | 117,104,870 | 1,318,510 |
| Last year/% change | 1,535,514 | -14% |
| MIT.EDU Visits | 2,440,838 | 7,846 |
| Last year/% change | 7,926 | -1% |
| Highlights for High School Visits | 4,365,236 | 34,286 |
| Last year/% change | 28,805 | 19% |
| OCW Scholar Visits | 14,276,045 | 248,447 |
| Last year/% change | 299,161 | -17% |
| Page Views | 1,099,858,242 | 9,062,608 |
| Last year/% change | 11,128,174 | -19% |
| .ZIP Downloads | 22,923,357 | 173,530 |
| Donation Page Visits | 785,854 | 4,859 |
| iTunesU Downloads² | 51,530,806 | 429,884 |
| YouTube Views | 81,133,380 | 1,276,125 |
| OCW enewsletter subscribers | 239,334 | 1,602 |

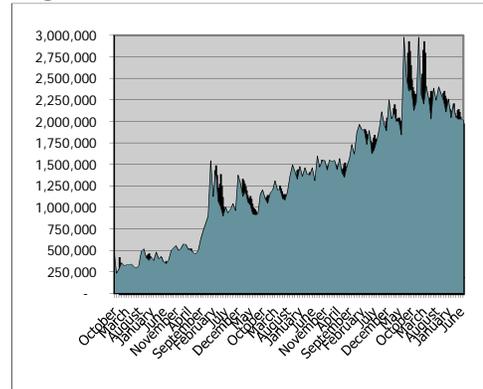
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MailChimp.

Table 3. User Feedback

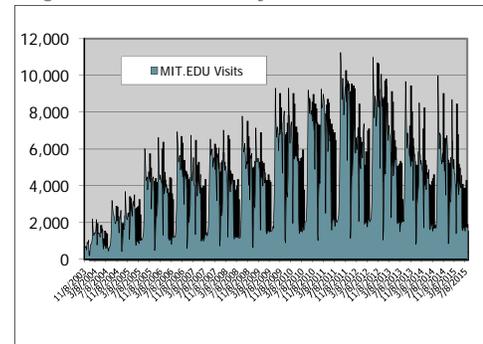
| User Feedback |
|---|
| I really praised your courage to seeing this MOOC practice be coming widely acceptable. I believe your effort will opportunity to millions of student who can't meet the formal education. -Independent Learner, Nigeria |
| I very Much enjoyed watching a few of your lectures on youtube. I am 57 Years young and only wish I could have attended MIT in my younger years. You are an excellent teacher. I thank you for allowing us to "Attend " you lectures at no cost. -Independent Learner, USA |
| Why I donate: The reason that motivated me to do the donation for MIT OCW was my emotional connection to MIT and the MIT OCW. I believe in all the technological innovations MIT people are bringing to this world. Its a phenomenal institution and has admired me a lot. MIT OCW was the first large collection of MOOC resources, its incredible how that single decision changed the complete dynamics of education and helped a large number of passionate students from the developing countries - who lack the resources and the environment- to learn from one of the best groups of people in science and technology. MIT OCW is one of the fundamental ways to achieve an egalitarian education system. |
| Great people and great work; I'd never hesitate to support you guys in anyway I possibly can. -Independent Learner, USA |
| Why I donate: Actually I am an international student in the United States, and my major is Architecture. So I never had a chance to study math or any subject that I like besides architecture, which I believe would help me in my major, future work, and future community, society, and the whole world developments. |
| With your brilliant idea of providing free courses to every body on this planet, I am now learning what I want. This donation was a very little help and thanks to all these works you have done to us: people who want to learn, grow and improve. We trust you, we really appreciate your work for us, and we would do anything we can to help you continue providing these excellent courses. |
| Again thanks a lot for your work, -Student - University, USA |

Figure 1. OCW Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 7/8 - Jamaica Gleaner
- 7/14 - mydigitalfc.com
- 7/21 - Lifehacker
- 7/22 - The Fiscal Times
- 7/23 - The Washington Post
- 7/24 - PokerSites.us
- 7/25 - PokerSites.com
- 7/25 - Imaging Resource
- 7/28 - Business 2 Community
- 7/29 - iSchoolguide
- 7/31 - Tight Poker

Source: Google Alerts, Lexis Nexus

