

Table 1. Site Publication Statistics

| Publication Metric                       | 2015 August |
|--|-------------|
| Total Tenure Track Faculty Participating | 601 (66%*)  |
| Courses Published                        | 2,295       |
| Updated Courses Published                | 813         |
| Archived to D-Space                      | 923         |
| Full Video Courses                       | 83          |
| Mirror Sites                             | 364         |
| 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 August      |
|--|----------------------|------------------|
| <b>Total Visits including affiliates<sup>1</sup></b> | <b>240,844,363</b>   | <b>2,144,269</b> |
| Last year/% change                                   | 2,584,080            | -17%             |
| <b>Total Visits</b>                                  | <b>189,539,365</b>   | <b>2,144,269</b> |
| Last year/% change                                   | 2,248,669            | -5%              |
| <b>Total Unique Visitors</b>                         | <b>118,515,623</b>   | <b>1,410,753</b> |
| Last year/% change                                   | 1,428,601            | -1%              |
| <b>MIT.EDU Visits</b>                                | <b>2,451,053</b>     | <b>10,215</b>    |
| Last year/% change                                   | 12,600               | -19%             |
| <b>Highlights for High School Visits</b>             | <b>4,403,413</b>     | <b>38,177</b>    |
| Last year/% change                                   | 37,260               | 2%               |
| <b>OCW Scholar Visits</b>                            | <b>14,546,533</b>    | <b>270,488</b>   |
| Last year/% change                                   | 311,623              | -13%             |
| <b>Page Views</b>                                    | <b>1,109,425,374</b> | <b>9,567,132</b> |
| Last year/% change                                   | 10,511,127           | -9%              |
| <b>.ZIP Downloads</b>                                | <b>23,096,887</b>    | <b>173,530</b>   |
| <b>Donation Page Visits</b>                          | <b>791,051</b>       | <b>5,197</b>     |
| <b>iTunesU Downloads<sup>2</sup></b>                 | <b>51,832,643</b>    | <b>301,837</b>   |
| <b>YouTube Views</b>                                 | <b>82,501,554</b>    | <b>1,368,174</b> |
| <b>OCW enewsletter subscribers</b>                   | <b>240,529</b>       | <b>1,612</b>     |

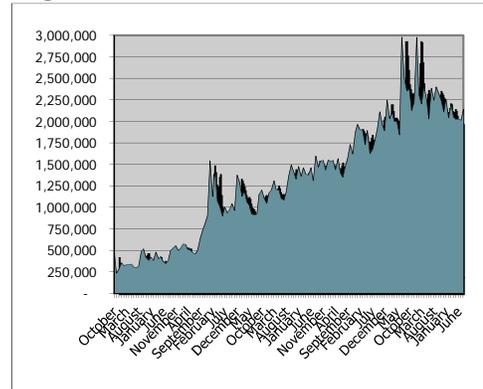
<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increment

Source: Akamai, SiteWise, and MailChimp.

Table 3. User Feedback

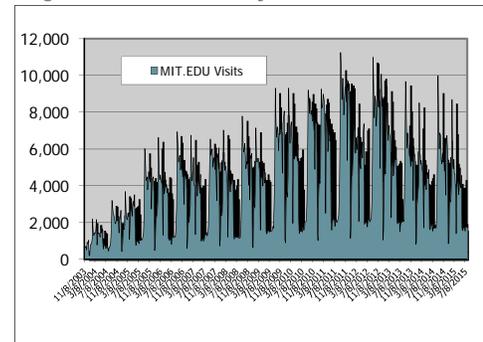
| User Feedback  |
|--|
| <p>Why I donate: At 50 years old, I struggle to finance the balance of my bachelor's degree program (I am currently enrolled, need two more courses, internship and senior project, which I intend to finish by the end of 2016). I have helped three children through college; combined with my own student debt, I owe more than \$50,000 with interest. I have no hope of ever paying it off.</p> <p>With enough support, you will be able to help people like me who may just want the skills and knowledge and not necessarily need the MIT degree. It may be the one thing that changes a life from surviving to thriving. Who in their right mind wouldn't support that?</p> <p>-Independent Learner, USA</p>   |
| <p>I've just discovered [omitted]'s excellent lectures on Maths. They're helping me put it into context and teaching it in a way that makes sense of the what I have to do bit. Circumstances have meant I've had to self-educate in order to teach maths to 15 and 16 year olds; originally I was an English teacher, but have found the maths the most exciting, fun thing I've ever learned. Now, having to be able to teach calculus in a year's time, I've been working on it and have found Dr [omitted] really excellent. I do hope he is still around to receive my appreciation. I've seen the list of all his lectures and intend to spend the rest of my summer holiday using them to help me with my studies. If possible, please thank him for me.</p> <p>-Educator - High School, United Kingdom</p> |
| <p>Why I donate: Hi. I'm a CS freshmen at Seoul National University in South Korea. Recently, I started self-studying circuit theory, and found Professor Anant Agarwal's circuit theory lecture(6.002) in MIT OCW really helpful. Thanks to that lecture, I think I finally got a thorough understanding in circuit theory. Thanks a lot for providing such high quality lectures to public.</p> <p>-Student - University, South Korea</p>  |
| <p>Why I donate: Because OCW is one of the greatest thing of our time. Everybody should have access to knowledge, and I don't want to feel pressure to stop the program. If we all contribute education will be free. Thank you.</p> <p>-Independent Learner, USA</p>  |

Figure 1. OCW Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

**Media Mentions**

- 8/4 - The Independent
- 8/4 - MIT News
- 8/31 - MIT News

Source: Google Alerts, Lexis Nexus

