In FY23, Purdue achieved **55.3 million YouTube views** — a **2,050% YOY** increase (2.57 million in FY22). Twelve of the top 20 most viewed Purdue University videos of all time were created in FY23.

Purdue's average view rate on YouTube was **66.7%** for FY23, a dramatic increase from just **16.3%** in FY22 (**+309.2% YOY**).

The total estimated watch time of Purdue YouTube content in FY23 was **1.3 million hours**, a 1,236% increase YOY (93.7k hours in FY22).

Fast Company Magazine named Purdue one of the **World’s Most Innovative Companies** in 2022. Purdue ranked No. 1 in the Education category and No. 16 overall, ahead of NASA and Disney.

In 2022, Fast Company again named Purdue as a **Brand That Matters** — the only university on the list and one of only 13 repeat winners.

Purdue was ranked one of the **10 most recognized universities** in the world, landing at No. 3 among public U.S. universities. (American Caldwell, 2023)

Purdue is the **No. 4 Most Trusted Public University** in the U.S. (Morning Consult, 2022)

The "This Is Purdue" podcast received **1.25 million listens and YouTube views** during the first six months of 2023, up **264%** from 343k in FY22. The podcast was ranked **No. 2 on Apple’s Top Podcast Charts** in Education and No. 32 across all podcasts.

The “This Is Purdue” Podcast

<table>
<thead>
<tr>
<th>Listens and YouTube views:</th>
<th>1.25M</th>
</tr>
</thead>
<tbody>
<tr>
<td>up 264% from 343k in FY22</td>
<td>June 2023</td>
</tr>
</tbody>
</table>

International Podcast Awards Won in FY23:

- Webby Awards, Honoree — Science & Education Episode (for Philip Low/Cytalux episode)
- W3 Silver Award for General Series — Education Category
- Signal Awards Silver Award for General Series — Education Category
- Finalist, Signal Awards — Listener’s Choice
Purdue.edu Traffic

Note: This excludes all OWL traffic

**Total page views:** 44.1M
FY23, up 1% from FY22 (43.5 million)

**Total visitors:** 9.19M
FY23, up 5% from FY22 (8.77 million)

- Organic/Search visitors: 5.44 million FY23, **up 9%** from FY22 (4.97 million)
- Referral visitors: 625k FY23, **up 32%** from FY22 (475k)
- Paid visitors: 92.5k FY23, **up 87%** from FY22 (49.5k)

The Persistent Pursuit Traffic

**Total page views:** 505k
FY23, up 73% from FY22 (292k)

**Total visitors:** 320k
FY23, up 125% from FY22 (142k)

- Direct visitors: 56.7k FY23, **up 64%** from FY22 (34.5k)
- Organic/Search visitors: 59k FY23, **up 31%** from FY22 (45k)
- Referral visitors: 12k FY23, **up 50%** from FY22 (8k)
- Social visitors: 146k FY23, **up 180%** from FY22 (52k)
- Paid visitors: 43.7k FY23, **up 816%** from FY22 (4.8k)

FY23 Big Hits

**The workforce of tomorrow** – Washington Post Live

**NASA’s Webb telescope captures new views of stars, galaxies and the early universe** – 60 Minutes

**Why turbulence on flights is more common and expected to worsen** – Today Show

**Chips are the new oil and America is spending billions to safeguard its supply** – Wall Street Journal

**Economic future of U.S. depends on making engineering cool** – Washington Post

FY23 AP Project Results

| 5,113 placements (627% YOY vs. 703 placements in FY22) |
| 445.5M impressions (125% YOY vs. 197.7 million impressions in FY22) |
| 192 videos produced (129% YOY vs. 84 videos produced in FY22) |

FY23 Earned Media Placements

| 88,743 overall placements (54.6k in FY22) |
| 78.4B overall impressions (48.4 billion in FY22) |

stories.purdue.edu
Purdue University Social Media Results

Social audience (FB, TW, LI, IG)
1.05M in FY 23, up 9.4% from FY22 (960.3k)

Shares (FB, TW, LI, IG)
60k in FY 23, up 53.5% from FY22 (38.9k)

Social impressions (FB, TW, LI, IG)
89.8M in FY 23, down 29.4% from FY22 (127.2 million)

Engagements (FB, TW, LI, IG)
4.25M in FY 23, down 17.5% from FY22 (5.15 million)

Cross-channel engagement rate per impression is 4.7% up 16.9% from FY22 (4%)

Notable Recognitions and Awards

- Fast Company:
  - **Brands That Matter**
    - For the second year in a row
    - Only university selected
  - **Next Big Things in Tech** – Smart Concrete
  - **World Changing Ideas** – World’s Whitest Paint
  - **World’s Most Innovative Companies**
    - #1 in Education and #16 worldwide
    - Only university selected

- **SXSW Innovation Award** – World’s Whitest Paint
  (Sustainability category)

- **National Student Clearinghouse Research Center Award** for Outstanding AACRAO SEM Research Presentation

Purdue University YouTube Results

- In FY23 we achieved **55.3 million views**. In FY22 we garnered 2.57 million views. That is a **2,050% YOY increase**.
- Our average percentage viewed rate for FY23 was **66.7%**, a dramatic increase from 16.3% (+309.2% YOY).
- For FY23, our total estimated watch time was **1.3 million hours**. The total estimated watch time of our content in FY22 was just 93.7k hours (+1,236% YOY).

FY23 Purdue Global Social Media Results

<table>
<thead>
<tr>
<th>Social media audience</th>
<th>Social media engagements</th>
<th>YouTube followers</th>
<th>LinkedIn engagement rate per impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>663.4k</td>
<td>6.2M</td>
<td>31.3k</td>
<td>5.9%</td>
</tr>
<tr>
<td>up 3.3% from FY22 (642.4k)</td>
<td>up 44.5% from FY22 (4.29 million)</td>
<td>up 11.9% from FY22 (28k)</td>
<td>up 18.6% from FY22 (5%)</td>
</tr>
<tr>
<td>Rank</td>
<td>Recognition</td>
<td>Source/Year</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>------------------------------------------------------------------------------</td>
<td>--------------------------------------------------</td>
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</tr>
<tr>
<td>#4</td>
<td>Most Trusted Public University in the U.S.</td>
<td>Morning Consult, 2022</td>
<td></td>
</tr>
<tr>
<td>#3</td>
<td>College for Free Speech in the U.S.</td>
<td>College Pulse/FIRE, 2023</td>
<td></td>
</tr>
<tr>
<td>#1</td>
<td>Top 10 Most Innovative School in the U.S. (5 Years Running)</td>
<td>U.S. News &amp; World Report, 2023</td>
<td></td>
</tr>
<tr>
<td>#4</td>
<td>Graduate Agricultural and Biological Engineering Program (3 Years Running)</td>
<td>U.S. News &amp; World Report, 2024</td>
<td></td>
</tr>
<tr>
<td>#1</td>
<td>Graduate Analytical Chemistry Program</td>
<td>U.S. News &amp; World Report, 2024</td>
<td></td>
</tr>
<tr>
<td>#4</td>
<td>Graduate Engineering Program (3 Years Running)</td>
<td>U.S. News &amp; World Report, 2024</td>
<td></td>
</tr>
<tr>
<td>#9</td>
<td>Undergraduate Engineering Program</td>
<td>U.S. News &amp; World Report, 2023</td>
<td></td>
</tr>
<tr>
<td>Top 10</td>
<td>Most Recognized University in the World, #3 Among U.S. Public Universities</td>
<td>American Caldwell, 2023</td>
<td></td>
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</tbody>
</table>