



Whither COUNTER?

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Overview and Discussion

- What to measure?
- Market for new measures?
- Issues to address
- Possible future directions...



What to measure?

- Article usage (eg PIRUS)
- Normalised metrics (eg Journal Usage Factor)
- Beyond HTML and PDF
 - ePUB
 - Mobile formats
- Beyond whole articles
 - Sectionalised articles, eg article of the future
 - Tables, charts, etc



What to measure?

- Supplements to articles
 - Nontextual multimedia
 - Datasets
- Database value measures
 - Searches and sessions cf click throughs from results
- Books - future
 - Will they become more journal/database like?



Market for new measures?

- Libraries have up to now been the main “customer” for our COUNTER endorsed reports
- But there are other stakeholders in the information distribution chain with whom we have relationships worth further cementing
- Is there potential to develop useful offerings to them?



Market for new measures?

- Authors
 - Article performance
- Funders
 - ROI
- Institutions
 - Usage of institutional output
 - Retail or wholesale?
- Journal owners
 - Segmentation of markets via Shibboleth?



Potential value of new measures

- Validate, quantify and incentivise publisher, product, and service value (ROI) to key stakeholders/partners
- Inform programme strategy development
 - Decision support
- Stay one step ahead of DIY parties in terms of sophistication and accuracy

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Issues: 1

- Code Updating – how often?



Release 4- an integrated Code of Practice

Objectives

- Continue to focus on a core set of basic reports which all publishers can implement
- Journals and Databases CoP and Books/Reference Works CoP will be integrated to create a single CoP covering all categories of content
- Exploit more fully the functionality of XML and SUSHI in the design of the usage reports
- Take into account the outcomes of the Journal Usage Factor and PIRUS projects



Release 4 - timetable

- **March 2011:** announcement of timetable for R4
 - Comments invited on priorities for R4
- **April 2011:** COUNTER Executive to agree priorities for R4
- **June 2011:** First iteration of draft R4 ready for consideration by COUNTER Executive
- **October 2011:** draft R4 text available for public comment and feedback
 - Email to COUNTER office
 - Conference presentations
 - Focus groups
- **March 2012:** publication of R4
- **December 2013:** deadline for vendor implementation of R4

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Issues: 2

MEASURED NON-USE

- Prefetching
 - PubGet
 - Quosa

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Issues: 3

NON-MEASURED USE

- Post download use/utility
 - Analysis of scrolling, highlighting, etc
 - Saving, printing, html/PDF ratio
 - Embedded tracker codes

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Issues: 4

OTHER NEW USES

- Mobile use
- Text mining
 - Database click throughs
 - Significance of search => “no results”
 - Citation and usage start to merge

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Issues: 5

OTHER ISSUES

- Privacy

- Publicising usage (author privacy)
- Knowing usage (user privacy)

- Open Access

- Effect on perceptions of value in different categories of publication



Possible future directions

- **Research**
- **Quality control**
- **Extend participation in COUNTER**
- **Refine existing usage reports**
 - Reliability
 - Usability
 - More granular information
- **New usage reports**
- **New metrics derived from COUNTER usage data**
 - Journal Usage Factor
 - PIRUS2
 - Hybrid metrics, eg usage/citation data



Extend participation in COUNTER

- **Smaller publishers**
 - Compliance
 - membership
- **Libraries in Europe and Asia**
 - 74% of all COUNTER members are in UK/North America
 - 70% of library/consortium members are in UK/North America
- **Non-STM publishers**
 - Legal
 - educational



New benefits for Smaller Publishers

A Smaller Publisher is one with annual revenues of less than £6.5 million (US10 million)

- New, lower annual membership fee: £360
- Audit fee subsidy for smaller, not-for-profit publishers
 - COUNTER members
 - A subsidy of £1,000 towards the first COUNTER audit of newly complaint Smaller Publishers
 - First ten successful applications will receive the subsidy i



Refine existing usage reports

- **Reliability**

- Audit
- Internet robots
- Mobile devices

- **Usability**

- Automatic delivery and consolidation
- Support for vendors on implementation

- **More granular information**

- Individual article reports
- Daily, weekly usage reports



New usage reports

- **Individual article usage reports**
 - Of interest to authors/funders/institutions
- **More frequent usage reports**
 - Weekly, daily
- **Non-text items**
 - Growing importance of multimedia databases
- **Other?**



COUNTER Membership

- **Member Categories and Annual Fees (2011)**
 - Publishers/intermediaries: \$850
 - Smaller publishers (<\$10 million revenues): \$540
 - Library Consortia: \$560
 - Libraries: \$425
 - Industry organization: \$425
 - Library affiliate: \$170 (*non-voting member*)
- **Benefits of full membership**
 - Owner of COUNTER with voting rights at annual general meeting, etc.
 - Regular bulletins on progress
 - Opportunity to receive advice on implementation
 - Vendors: no compliance fee; reduced price audit fees

COUNTER - Online Usage of Electronic Resources - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.projectcounter.org/index.html>

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Counting Online Usage of NeTworked Electronic Resources

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Update Final version of Release 3 Code for Journals/Databases now available

Click here to [apply for COUNTER Membership](#)

About COUNTER

The use of online information resources is growing rapidly. It is widely agreed purchasers of information that the use of these resources should be measured. Librarians want to understand better how the information they buy from a variety of sources is being used, publishers want to know how the information products they disseminate are being accessed. An essential requirement to meet these objectives is an agreed international set of standards and protocols governing the recording and exchange of online usage data. The COUNTER Codes of Practice provide these standards and protocols and are published in full on this website. Currently available are:

- [Release 3 of the COUNTER Code of Practice for Journals and Databases](#) (published August 2008)
- [Release 2 of the COUNTER Code of Practice for Journals and Databases](#) (published April 2005)
- [Release 1 of the COUNTER Code of Practice for Books and Reference Works](#) (published in March 2006)

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For more information.....

<http://www.projectcounter.org>

Thank you!

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