



# ***COUNTER Overview***

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*ACS Publications Division*

*226th ACS National Meeting: New York, NY*

*September 2003*

# Background

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- ◆ Library electronic resources are growing
- ◆ Content is often housed on publisher sites
- ◆ Libraries need usage information from publishers and standardized reports have become the goal

# Standardization Efforts

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- ◆ Many attempts to achieve consistency
  - ICOLC Guidelines
  - ARL E-Metrics
  - ISO 2789 and 11620
  - NISO Z39.7
  - NCLIS Task Force on Network Performance Measures
  - PALS Usage Statistics Working Group

# Issues

- ◆ No common report formats, terminology, or definitions
- ◆ Unaddressed technical issues
- ◆ No coordination between different initiatives
- ◆ National vs. international focus

# One Perspective

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*“... it seems to us vital that the global publishing community ... get together ... and pool our collective wisdom and expertise towards the development of just one code of practice.”*

*– PALS Usage Statistics Working Group  
(July, 2001)*

# COUNTER is Formed

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- ◆ December 2001 – PALS Working Group invites representatives from eight organizations to “explore the feasibility of a multi-agency effort to develop a unified code of practice”
- ◆ March 2002 – COUNTER begins

# COUNTER's Mission

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*Build on existing initiatives to create internationally-accepted standards for vendor-supplied usage statistics reports*

# COUNTER's Founding Sponsors

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- ◆ AAP/PSP
- ◆ ALPSP
- ◆ ARL
- ◆ ASA
- ◆ Blackwell Publishing
- ◆ EBSCO
- ◆ Elsevier Science
- ◆ Ingenta
- ◆ IOPP
- ◆ JISC
- ◆ LWW
- ◆ Nature Publishing
- ◆ Oxford University Press
- ◆ The Publishers Association
- ◆ ProQuest
- ◆ STM
- ◆ Taylor & Francis Group
- ◆ UKSG



# COUNTER's Strategy

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- ◆ Build consensus among the major stakeholders
  - Librarians
  - Publishers
  - Intermediaries
- ◆ An open, inclusive and interactive process

# Some Early Decisions

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- ◆ Focus first release on journals and databases
- ◆ Start simple
- ◆ Refine and expand the Code based on feedback
- ◆ Only one valid version of the Code at any time

# COUNTER's Code

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- ◆ Release 1 Key Sections
  - Definitions of terms used
  - Specifications for usage reports
  - Data processing guidelines
  - Compliance/Auditing

# Definitions of Terms

- I. Page views
  - i. Bibliographic data
  - ii. Page type
  - iii. Source of page
  - iv. Authentication of user
  - v. Access rights
- II. Session data
- III. Market elements

#	Term	Examples / formats	Definition
3.1.2	Page type		
3.1.2.1	Item	Full text article, TOC, Abstract, Database record	A uniquely identifiable piece of published work that may be original or a digest or a review of other published work. PDF, Postscript and HTML formats of the same full text article (for example), will be counted as separate items.
3.1.2.2	Article		An item of original written work published in a journal or other serial publication. An article is complete in itself, but usually cites other relevant published works in its list of references
3.1.2.3	TOC (Table of Contents)		A list of all articles published in a journal issue

***Every effort was made to incorporate or reconcile the definitions with existing ones from other groups, such as NISO and ICOLC.***

# Specifications for Usage Reports

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## ◆ Level 1: Journals

- Report 1: Number of Successful Full-Text Article Requests by Month and Journal
- Report 2: Turnaways by Month and Journal

## ◆ Level 1: Databases

- Report 1: Total Searches & Sessions by Month & Database
- Report 2: Turnaways by Month & Database
- Report 3: Total Searches & Sessions by Month & Service

# Journal Report 1: Successful Full-Text Article Requests by Month and Journal

	Print ISSN	Online ISSN	Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Total for all journals			6637	8732	7550	45897
Journal of AA	1212-3131	3225-3123	456	521	665	4532
Journal of BB	9821-3361	2312-8751	203	251	275	3465
Journal of CC	2464-2121	0154-1521	0	0	0	0
Journal of DD	5355-5444	0165-5542	203	251	275	2978

**EXAMPLE**

## Database Report 1: Total Searches and Sessions by Month & Database

		Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Database AA	Searches Run	2322	2520	2742	29878
Database AA	Sessions	1821	1929	2211	27654
Database BB	Searches Run	3466	3210	4459	36543
Database BB	Sessions	1987	2200	2544	24209

**EXAMPLE**

# Specifications for Usage Reports

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- ◆ Format – as shown in Release 1
- ◆ Delivery
  - CSV file, Excel, or file easily exported to Excel
  - Reports posted on a password-controlled Website
  - Information to be provided monthly
  - Data to be updated within 2 weeks of end of reporting period
  - Current year data plus all of prior year



# Data Processing Guidelines

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- ◆ Only intended usage should be recorded
- ◆ To do this, the Code specifies criteria to be met by data supplied
  - Only successful requests to be counted
  - HTML downloads to be counted as one
  - Double clicks within X seconds not counted
- ◆ Note “Guidelines for Implementation” and “Errata”

# Compliance/Auditing

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- ◆ 2003
  - Sign Declaration of Compliance
  - Provide Level 1 Reports
- ◆ 2004
  - Use COUNTER-approved auditors
- ◆ Every Year
  - Approved vendors posted on COUNTER Website

We <name of vendor/aggregator/gateway> ('The Company') hereby confirm the following:

1. That the online usage reports that are supplied by The Company to its customers, and which The Company claims to be 'COUNTER compliant', conform to Release 1 of the COUNTER Code of Practice:

< list COUNTER-compliant reports, 'Journal Report 1, etc..'>

2. Where The Company supplies to customers online usage statistics not included in the usage reports covered in 1 above, but which use terms defined in the COUNTER Code of Practice, that the definitions used by The Company are consistent with those provided in the COUNTER Code of Practice.
3. That upon receipt of this signed declaration by the COUNTER office, The Company will be listed on the 2003 Register of Vendors Providing COUNTER-compliant Usage Reports.
4. That to maintain COUNTER-compliant status beyond 2003, the usage reports provided by The Company to its customers will have to be audited according to standards specified by COUNTER and by an external auditor approved by COUNTER.

Signed:

# 2003 Early Adopters

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## *In Compliance*

- Annual Reviews
- Atypon
- Blackwell Publishing
- Ingenta
- ISI
- OUP
- Portland Press

## *Plan to Comply*

- AIP
- EBSCO
- Elsevier
- Extenza
- Highwire Press
- IOPP
- Lippincott
- Nature Publishing
- and others

## COUNTER Note

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- ◆ Code is freely available on the COUNTER website
  - Go to [www.projectcounter.org](http://www.projectcounter.org)
  - Click on “Code of Practice”
  - Available in PDF and HTML formats

## Next Steps

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- ◆ Revise the Code based on user feedback
- ◆ Develop a process to certify that vendors have followed standards
- ◆ Expand standards to cover other content types
- ◆ Deepen the level of detail covered for journals and databases

## Next Steps

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- ◆ Promote and gain acceptance for the Code
- ◆ Encourage membership in COUNTER

# Membership Eligibility

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- ◆ Publishers
- ◆ Libraries
- ◆ Intermediaries
- ◆ Trade associations
- ◆ “Such other persons or corporations as may be approved”



# Members Rights

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- ◆ Receive “the accounts of the Company for the previous financial year”
- ◆ Receive a Directors’ report on activities
- ◆ Elect Directors
- ◆ Appoint auditors
- ◆ Discuss/determine policy put before them
- ◆ Call special meetings

# Governance of COUNTER

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- ◆ 4 person Board of Directors
  - Sets policy and overall strategic direction
- ◆ 12 member Executive Committee
  - Tactical management and direction
- ◆ Project Director
  - Day to day operations
- ◆ 35 member International Advisory Board
  - Support and advise COUNTER

# For More Information

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[www.projectcounter.org](http://www.projectcounter.org)

The background features a vertical gradient from yellow to white. On the left side, there is a blurred image of a computer keyboard. Overlaid on this are several lines of binary code (0s and 1s) and a series of small, glowing blue dots arranged in a horizontal line.

# ***COUNTER Overview***