



**Springer**

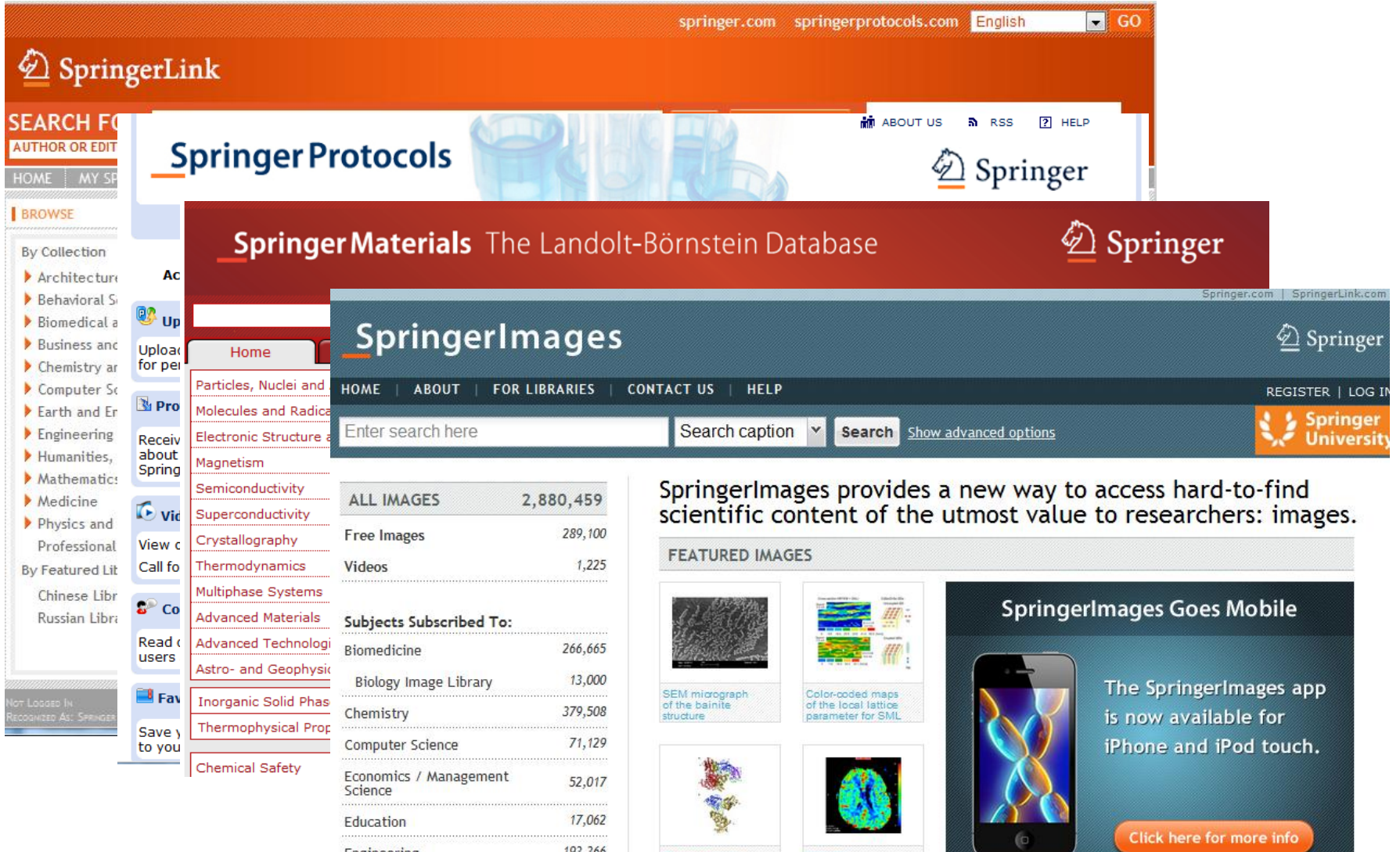
the language of science

# Springer's COUNTER Experience

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VP Platform Development

March 17, 2011

## Platforms with COUNTER reporting



The screenshot displays the SpringerLink website interface, highlighting several platforms that support COUNTER reporting:

- Springer Protocols**: The top navigation bar includes links for "ABOUT US", "RSS", and "HELP".
- Springer Materials**: The "The Landolt-Börnstein Database" section is visible.
- SpringerImages**: This section features a search bar with the text "Enter search here", a "Search caption" dropdown, and a "Search" button. It also includes a "Show advanced options" link and a "Springer University" logo.

Below the SpringerImages search bar, a table lists the number of images and videos available:

Category	Count
ALL IMAGES	2,880,459
Free Images	289,100
Videos	1,225

Below the table, a list of subjects subscribed to is shown:

Subject	Count
Biomedicine	266,665
Biology Image Library	13,000
Chemistry	379,508
Computer Science	71,129
Economics / Management Science	52,017
Education	17,062
Engineering	192,366

SpringerImages provides a new way to access hard-to-find scientific content of the utmost value to researchers: images.

**FEATURED IMAGES**

- SEM micrograph of the bainite structure
- Color-coded maps of the local lattice parameter for SML

**SpringerImages Goes Mobile**

The SpringerImages app is now available for iPhone and iPod touch.

[Click here for more info](#)

## Statistics Reports by Platform

Platform	COUNTER						Non-COUNTER	
	CR1	CR2	BR2	DB1	JR1	JR5	Custom	Publisher
SpringerLink			✓		✓	✓		✓
SpringerProtocols	✓		✓		✓		✓	✓
SpringerImages		✓		✓			✓	✓
SpringerMaterials	✓		✓				✓	✓

- **Non-COUNTER**

- Custom reports are on institution and consortium level and show non-COUNTER items
  - e.g., visits, page views, fulltext requests (varies per platform)
- Publisher reports are offered by statistics provider to publisher and show other non-COUNTER items,
  - e.g., hits, page views, and other metrics by daily, weekly, and monthly duration for **all/combined** institutions and consortia (varies per platform)



# Custom report samples

## SpringerProtocols Consortium Overview Report

Report:	Consortia Overview Report				
Description:	a) Visits b) Page Views c) Fulltext Requests d) Licence denials				
Granularity:	Monthly				
Consortium:	SpringerProtocols Taiwan Consortium - 3000122780				
Date run:	3/3/2011				
Institution Name	BusinessPart	City	Metric	Jan-11	YTD Total
Life Science Library Academia	1000835728	Taiwan	Page views		
Life Science Library Academia	1000835728	Taiwan	Visits		
Life Science Library Academia	1000835728	Taiwan	License Denials		
Life Science Library Academia	1000835728	Taiwan	Fulltext Request		

## SpringerProtocols Institutional Overview Report

Report:	Institutional Overview Report									
Description:	a) Fulltext Requests b) Licence denials									
Granularity:	Month									
Institution:	Stanford University Green Library - 8200924855									
Run on:	3/1/2011									
	Title	ISBN	eISBN	pISSN	eISSN	Subject Co	Copyright	Metric	Jan-11	YTD Total
Section Requests	Mitochondrial DNA: M	978-1-934	978-1-597	1064-3745	1940-6029	Cell Biolo	2009	Fulltext Requests	1	1
Section Requests	Mitochondrial DNA: M	978-1-934	978-1-597	1064-3745	1940-6029	Cell Biolo	2009	Licence denials		
Section Requests	Molecular Biomethods	978-1-603	978-1-60327-375-6			Biochemis	2008	Fulltext Requests		
Section Requests	Molecular Biomethods	978-1-603	978-1-60327-375-6			Biochemis	2008	Licence denials		
Section Requests	Transgenic Maize: Met	978-1-934	978-1-597	1064-3745	1940-6029	Plant Scie	2008	Fulltext Requests		
Section Requests	Transgenic Maize: Met	978-1-934	978-1-597	1064-3745	1940-6029	Plant Scie	2008	Licence denials		
Section Requests	Embryonic Stem Cells:	978-0-896	978-1-592	1064-3745	1940-6029	Cell Biolo	2001	Fulltext Requests		
Section Requests	Embryonic Stem Cells:	978-0-896	978-1-592	1064-3745	1940-6029	Cell Biolo	2001	Licence denials		
Section Requests	Cardiac Gene Expressio	978-1-588	978-1-597	1064-3745	1940-6029	Genetics/	2007	Fulltext Requests		
Section Requests	Cardiac Gene Expressio	978-1-588	978-1-597	1064-3745	1940-6029	Genetics/	2007	Licence denials		
Section Requests	Mass Spectrometry of	978-0-896	978-1-592	1064-3745	1940-6029	Protein Sc	2000	Fulltext Requests		
Section Requests	Mass Spectrometry of	978-0-896	978-1-592	1064-3745	1940-6029	Protein Sc	2000	Licence denials		
Section Requests	Posttranslational Mod	978-0-896	978-1-592	1064-3745	1940-6029	Protein Sc	2002	Fulltext Requests		
Section Requests	Posttranslational Mod	978-0-896	978-1-592	1064-3745	1940-6029	Protein Sc	2002	Licence denials		
Section Requests	Microarray Methods fo	978-1-607	978-1-607	1064-3745	1940-6029	Pharmaco	2010	Fulltext Requests		

# Custom report samples

## SpringerImages Consortium Overview Report

Report:	Consortium Overview Report				
Description:	a) Sessions b) Searches				
Granularity:	Month				
Consortium:	0905 Bayer Schering Pharma AG (0390) - 3000171692				
Date run:	2/11/2011				
Institution Name	BusinessPartn	City	Metric	Jan-11	YTD Total
BAYER CORP ATTN	8200696480	Berkeley	Total Sessions		
BAYER CORP ATTN	8200696480	Berkeley	Total Searches		
BHC Elberfeld (Ha	3000116939	Barcelona	Total Sessions		
BHC Elberfeld (Ha	3000116939	Barcelona	Total Searches		
Bayer HealthCare	3000116903		Total Sessions		
Bayer HealthCare	3000116903		Total Searches		
Bayer HealthCare	3000175175	Melbourn	Total Sessions		
Bayer HealthCare	3000175175	Melbourn	Total Searches		

## SpringerImages Consortium Report

Consortium report			
0905 Bayer Schering Pharma AG (0390) - 3000171692			
Date run:			
2/14/2011			
		Jan-11	YTD Total
Page views			
Visits			
Number of Exports			
Number of Sets created			
Number of Registrations			
Searches by Subject Collection To			
Image Details by Subject Collectio			
Image details by Subje	Biomedic		
Image details by Subje	Chemistry		
Image details by Subje	Environm		
Image details by Subje	Geoscienc		
Image details by Subje	Life Scienc		
Image details by Subje	Mathema		
Image details by Subje	Medicine		
Image details Denial by Subject C			



# Custom report samples

SpringerImages  
Institution Report

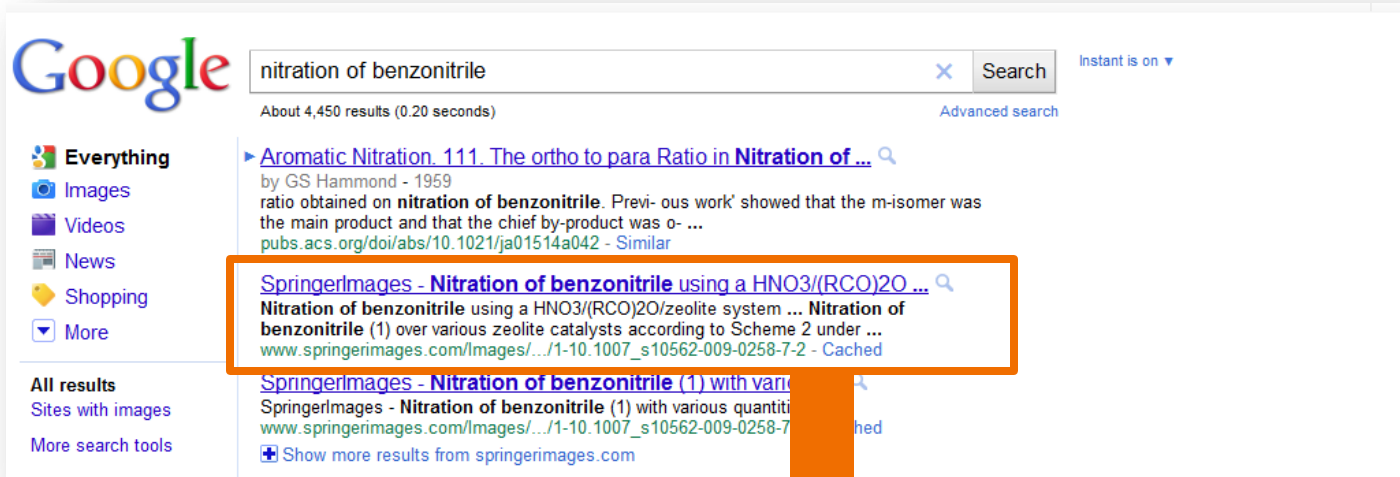
Institution report			
Aarhus University Library - 2000599766			
Date run:			
	2/11/2011		
Page views			
Visits			
Number of Exports			
Number of Sets created			
Number of Registrations			
Searches by Subject Collection Total			
Image Details by Subject Collection Total			
Image detail	Biomedicine		
Image detail	Chemistry		
Image detail	Geography		
Image detail	Life Sciences	36	36

SpringerMaterials  
Consortium  
Overview  
Report

Report:	Consortium Overview Report							
Description:	a) Visits b) Page Views c) Fulltext Request							
Granularity:	Monthly							
Consortium:	Statewide California Electronic Library Cor							
Date run:	1/14/2011							
Institution Name	BusinessPartn	City	Metric	Sep-10	Oct-10	Nov-10	Dec-10	YTD Total
CALIFORNIA INSTIT	8200757022		Page views					
CALIFORNIA INSTIT	8200757022		Visits					
CALIFORNIA INSTIT	8200757022		Fulltext Request					
SRI International Co	8200513446		Page views					
SRI International Co	8200513446		Visits					
SRI International Co	8200513446		Fulltext Request					
UNIV OF SOUTHERN	8200831610		Page views					
UNIV OF SOUTHERN	8200831610		Visits					
UNIV OF SOUTHERN	8200831610		Fulltext Request					

## Issues with COUNTER

- If a user does a search on Google...
- Finds a term from SpringerImages and clicks on it...
- Lands on the Image Details page and gets what they are looking for...
- COUNTER DB report ignores this!



Google nitration of benzonitrile

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Shopping  
More

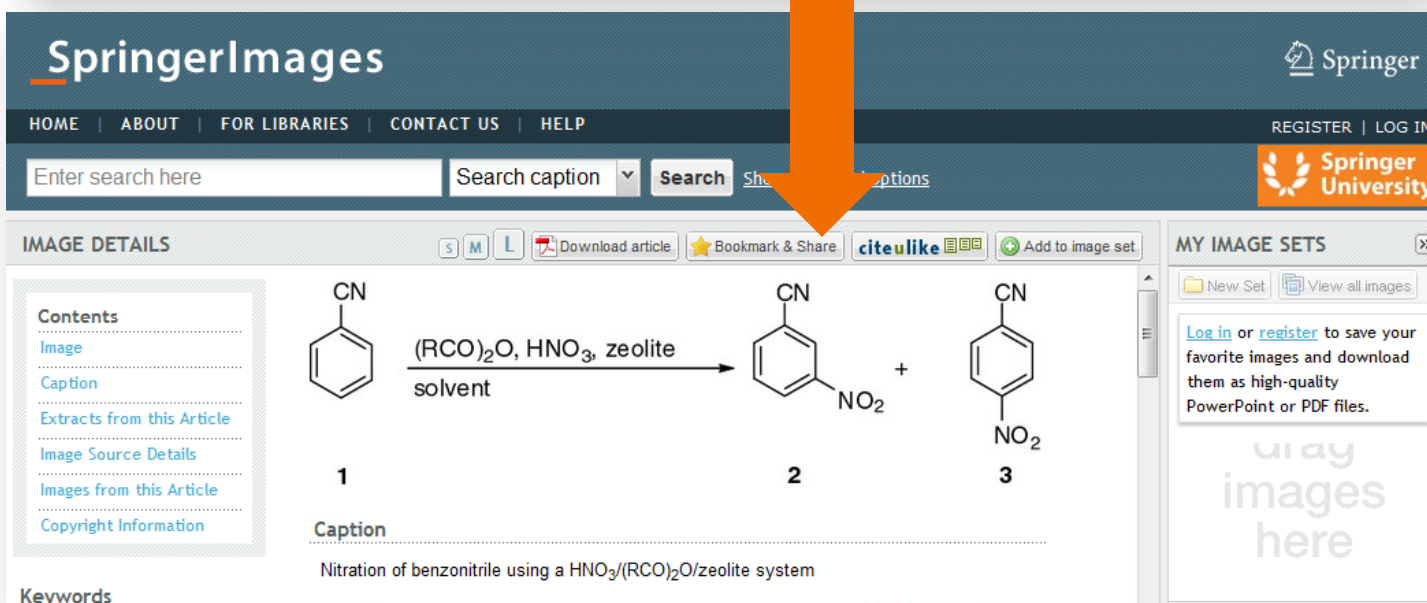
All results  
Sites with images  
More search tools

▶ [Aromatic Nitration. 111. The ortho to para Ratio in Nitration of ...](#)  
by GS Hammond - 1959  
ratio obtained on **nitration of benzonitrile**. Previous work' showed that the m-isomer was the main product and that the chief by-product was o- ...  
[pubs.acs.org/doi/abs/10.1021/ja01514a042 - Similar](#)

**SpringerImages - Nitration of benzonitrile using a HNO<sub>3</sub>/(RCO)<sub>2</sub>O ...**  
**Nitration of benzonitrile using a HNO<sub>3</sub>/(RCO)<sub>2</sub>O/zeolite system ... Nitration of benzonitrile (1) over various zeolite catalysts according to Scheme 2 under ...**  
[www.springerimages.com/Images/.../1-10.1007\\_s10562-009-0258-7-2 - Cached](#)

SpringerImages - Nitration of benzonitrile (1) with various quantities of ...  
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Keywords

Nitration of benzonitrile using a HNO<sub>3</sub>/(RCO)<sub>2</sub>O/zeolite system


Chemical reaction scheme showing the nitration of benzonitrile (1) using (RCO)<sub>2</sub>O, HNO<sub>3</sub>, and zeolite in a solvent, yielding 3-nitrobenzonitrile (2) and 4-nitrobenzonitrile (3).

## Working with COUNTER

- Compliance (for journals, databases)
  - Clear, straightforward, but many requirements
    - E.g. double clicks counted as one request, robots/spiders/crawlers filtered out, etc.
  - Application process for approval, monitoring by COUNTER is time consuming
- General
  - COUNTER is consistent, clear, and widely accepted
  - Compliance and implementation do require diligence, vigilance, and periodic reexamination
  - There can be a good deal of effort in achieving and maintaining compliance, e.g.,
    - Translating logs from different vendors for different sites to produce COUNTER compliant numbers
    - Dealing with such issues as missing sessionIDs in logs, ensuring proper traffic filtering, counting regarding overlapping IPs, etc.



# Going beyond

SpringerLink Images Protocols Materials


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Hydrangea macrophylla 'Hyd1' 74A30

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