

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 of 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?

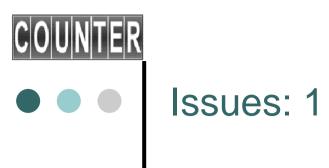
- Authors
 - Article performance
- Funders
 - ROI
- Institutions
 - Usage of institutional output
 - Retail or wholesale?
- Journal owners
 - Segmentation of markets via Shibboleth?





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



o 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/Referecne 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





MEASURED NON-USE

- Prefetching
 - PubGet
 - Quosa





NON-MEASURED USE

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





OTHER NEW USES

Mobile use

- Text mining
 - Database click throughs
 - Significance of search => "no results"
 - Citation and usage start to merge





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

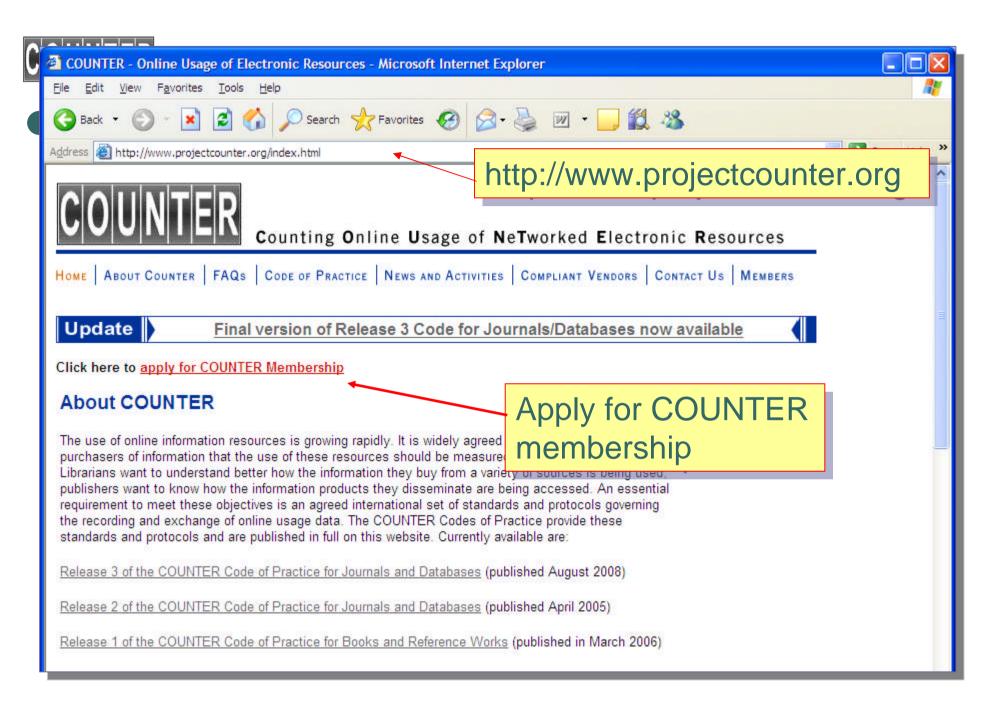
- Individual article usage reports
 - Of interest to authors/funders/institutions
- More frequent usage reports
 - Weekly, daily
- Non-text items
 - Growing importance of multimedia databases
- o Other?





• 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





• • For more information......

http://www.projectcounter.org

Thank you!

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