



## Whence COUNTER?

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# Background

- Understanding usage
  - Different approaches
  - Role of usage statistics
- Usage statistics
  - Should enlighten rather than obscure
  - Should be practical
  - Should be reliable
  - Are only part of the story
  - Should be used in context
- COUNTER
  - Mission
  - Current status



# COUNTER – major landmarks

- 2002: COUNTER launched
- 2003: Release 1 of the Code of Practice for Journals and databases
- 2006: Release 2 of the Code of practice for Journals and Databases
- 2006: Release 1 of the Code of Practice for Books and Reference Works
- 2007: Introduction of the independent audit
- 2009: Release 3 of the Code of Practice for Journals and Databases
- 2010:
  - 121 vendors compliant with Code of Practice for Journals and Databases
  - 31 vendors compliant with Code of Practice for Books and Reference Works
  - Usage reports adapted to cover usage on mobile devices as well as multimedia (non-text) items)



## COUNTER – *then*

**Goal:** credible, compatible, consistent publisher/vendor-generated statistics for the global information community

**Focus** on the needs of libraries and library consortia

- **Libraries and library consortia** need online usage statistics
  - To assess the value of different online products/services
  - To support collection development
  - To plan infrastructure
- **Publishers** need online usage statistics
  - To experiment with new pricing models
  - To assess the relative importance of the different channels by which information reaches the market
  - To provide editorial support
  - To plan infrastructure



## COUNTER – *then*

- **COUNTER** has met these needs by developing two Codes of Practice that have been widely adopted by vendors and which enable libraries and library consortia to compare the usage of online products from different vendors



## COUNTER – *now*

In addition to continuing to improve the usage reports for libraries and library consortia, COUNTER is investigating the feasibility of implementing usage-based metrics suitable for authors, research funding agencies and research institutions

- **Continuing to improve the usage reports for libraries**
  - New SUSHI-based tools to facilitate the automated management of the usage reports
  - New Search Clicks' based database report
  - New report covering the usage of multimedia items
  - New report covering usage on mobile devices
- **New usage-based metrics**
  - Journal Usage Factor
    - Usage-based equivalent of citation-based Impact Factor
  - PIRUS2
    - Measuring usage at the individual article level



# COUNTER Codes of Practice

- Definitions of terms used
- Specifications for Usage Reports
  - What they should include
  - What they should look like
  - How and when they should be delivered
- Data processing guidelines
- Auditing
- Compliance
- Maintenance and development of the Code of Practice
- Governance of COUNTER



# COUNTER Codes of Practice

## **Journals and Databases**

- Release 3 published August 2008 replacing Release 2 in September 2009
  - Now a widely adopted standard by publishers and librarians
  - 124 vendors now compliant
  - 15000+ full-text journals now covered
  - Librarians use it in collection development decisions
  - Publishers use it in marketing to prove 'value'

## **Books and reference works**

- Release 1 Code of Practice launched March 2006
- 34 vendors now compliant
- Independent vendor audit required from 2011
- Different issues than for journals
  - Direct comparisons between books less relevant
  - Understanding how different categories of book are used is more relevant





# Release 3 of the COUNTER Code of Practice for Journals and Databases

## -main features

- SUSHI protocol incorporated into R3
- Usage Reports must be provided in XML as well as in Excel
- Vendors providing journal archives as a separate acquisition must report usage of these in a separate report
- Search and Session activity generated by federated search engines and automated search agents must be reported separately
- New library consortium usage reports, in XML only
- Activity generated by internet robots, crawlers, etc. must be excluded from the COUNTER reports
- A new optional additional report that enables usage of journals and books available on the same platform to be included in the same COUNTER report

Release 3 is available at

[http://www.projectcounter.org/code\\_practice.html](http://www.projectcounter.org/code_practice.html)



# Journals and Database Code of Practice: Release 3

## Usage Reports

- Journal Report 1
  - Full text article requests by month and journal
- Journal Report 1a
  - Full text article requests from an archive by month and journal
- Journal Report 5
  - Full-text article requests by year-of-publication and journal
- Journal Report 2
  - Turnaways by month and journal
- Database Report 1
  - Total searches and sessions by month and database
- Database Report 2
  - Turnaways by month and database
- Database Report 3
  - Searches and sessions by month and service



# Books and Reference Works Code of Practice-Release 1

- Book Report 1
  - Number of successful requests by month and title
- Book Report 2
  - Number of successful **section** requests by month and title
- Book Report 3
  - Turnaways by month and title
- Book Report 4
  - Turnaways by month and service
- Book Report 5
  - Total searches and sessions by month and title
- Book Report 6
  - Total searches and sessions by month and service



# SUSHI

## Standardized Usage Statistics Harvesting Initiative (SUSHI)

- No mechanism existed for automatically retrieving, combining, and storing COUNTER usage data from different sources
- NISO-sponsored XML-based SUSHI provides a means to do just this, via a standard model for machine to machine automation of statistics harvesting.
- COUNTER and NISO have worked together to develop the SUSHI protocol. More details of SUSHI can be found on the NISO website:

<http://www.niso.org/workrooms/sushi/>



# COUNTER and SUSHI

- **COUNTER** provides the consistency and credibility
- **ERM Systems/Usage Consolidation** service provide the tools for more effective consolidation and reporting of usage data
- **SUSHI** acts as an enabling technology by allowing Usage Consolidation modules to automate the harvesting of COUNTER reports
- **Release 3 of COUNTER Codes of Practice**, turns the theory and promise of these systems into reality by making make SUSHI support a requirement for compliance.



# SUSHI: what it is and isn't

## What it is:

- A web-services model for requesting data
- Replaces the user's need to download files from vendor's website
- A request for data where the response includes COUNTER data
- Using COUNTER's schema

## What it isn't:

- A model for counting usage statistics
- A usage consolidation application



# The SUSHI Harvester- a new tool that enables library consortia to batch download COUNTER usage reports

## **The problem**

- When publishers with very large numbers of journals are reporting to consortia with very large numbers of members, there are some instances where the Consortium Report 1 file can become inconveniently large for the publisher or the customer.

## **The solution**

- The SUSHI Harvester for Consortia is an application developed and contributed by EBSCO Information Systems to help consortia manage the harvesting of Journal Report 1 for their member institutions. This application leverages the open source SUSHI MISO tool, developed by Serials Solutions. ( Note: The SUSHI Harvester for Consortia may also be used to batch download the other COUNTER usage reports).
- MISO is an open source code for SUSHI client that enables libraries to build consistent, stable and standards-based tools

**The SUSHI Harvester for Consortia**, together with a detailed User Guide containing instructions on how to implement it, may be found on the NISO website at:

[http://www.niso.org/apps/group\\_public/download.php/4774/SUSHI-Harvester.zip](http://www.niso.org/apps/group_public/download.php/4774/SUSHI-Harvester.zip)



# COUNTER membership

- Member Categories and Annual Fees (2011)
  - Publishers/intermediaries: \$850
  - **Smaller publishers: \$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

**NO PRICE INCREASES FOR 2011!**





To apply online for COUNTER membership, go to.....

<http://www.projectcounter.org>

Thank you!