

friendly guide to COUNTER

COUNTER

This guide is a non-intimidating manual for publishers and vendors implementing COUNTER-compliant usage statistics for the first time, or for more experienced hands, implementing new reports or preparing for COUNTER audit.

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Declaration of COUNTER

What is COUNTER?

COUNTER stands for Counting Online Usage of Networked Electronic Resources. Our website is at <http://www.projectcounter.org/>

COUNTER was one of the first, if not the first, standards organization established for the modern information environment. It has succeeded in bringing together a collaboration of publishers and librarians to develop and maintain the standard for counting the use of electronic resources. It has also ensured that most major publishers and vendors are compliant by providing their library customers around the world with COUNTER usage statistics.

COUNTER publishes the Code of Practice, which is the standard for counting the use of electronic resources. It also maintains and publishes the register of COUNTER-compliant vendors and publishers.

Who uses COUNTER reports?

The COUNTER standard was originally developed to provide a service to librarians and others who purchase subscriptions to publishers' content. The intention was to allow librarians to easily compare their usage across different publishers' content, and let them use that information to calculate a cost-per-download for their subscriptions. COUNTER reports were not originally intended to be used by publishers as a way of measuring usage across their client base, but are increasingly being used for that purpose.

Scenario

Camford purchase two subscriptions for 2015: Journal X for £25,000 and Journal Y for £10,000. At the end of the year Camford's librarian (Barbara) runs a COUNTER JR1 report to check the usage. Journal X is showing 60,000 views and downloads, compared with just 200 for Journal Y. Barbara therefore tells her

Head Librarian that while Journal X is more expensive, it has a better cost-per-download... the calculation looks like this:

Journal X: £25,000 / 60,000 = £0.42 per use

Journal Y: £10,000 / 200 = £50 per use

If Camford have to choose a journal to cancel, it's likely to be Journal Y.

All academic libraries across the world use COUNTER usage reports to:

- Inform renewal decisions based on COUNTER data about well-used content
 - Inform new purchasing decisions based on COUNTER data about access denied as the result of a content item not being licensed or because concurrent/simultaneous user licence limits were exceeded
 - Inform faculty about the value of the library and its resources
 - Understand user behaviour and improve the user experience
- Most major vendors and publishers also use COUNTER reports to:
- Provide reliable and consistent usage data to their customers
 - Upsell using COUNTER data about access denied as the result of a content item not being licensed or because concurrent/simultaneous user licence limits were exceeded.
 - Inform editors and authors about the usage of their publications

How is COUNTER funded and organized?

COUNTER is a not-for-profit membership organization, funded by membership fees and sponsorship.

The membership – publishers, vendors and librarians – lead COUNTER. A Board of Directors has oversight of financial matters and appoints the Executive Committee to oversee the operation. A Project Director, reporting to the Executive Committee, is responsible for the day-to-day management of COUNTER. The publisher, intermediary and librarian communities are all represented on the Board and on the Executive Committee, as well as on the Technical Advisory Board.

How do I become COUNTER Compliant?

Select the usage reports that are relevant to your products

Some of the usage reports are obligatory for COUNTER compliance; these are the ones listed as 'standard' in this guide. However, only the 'standard' reports which are relevant to the categories of content that you publish are required for COUNTER compliance. For example, if you publish full-text journals but no books or databases, then you need to supply the 'standard' set of journal reports, but no book or database reports. If, on the other hand, you publish multimedia databases, then you will need to supply database and multimedia reports but no journal or book reports.

The 'optional' usage reports are genuinely optional: they are not required for COUNTER compliance. Optional reports are generally those which vendors may not be able to supply for technical reasons, and do not indicate a judgement of value or interest for the report.

Your customers will welcome and use all of the COUNTER reports, whether 'optional' or 'standard'. COUNTER has classified some reports as 'optional' in order to minimize the COUNTER audit.

As the range of content types increases, it is not always straightforward to decide which category of COUNTER report should be used. The following definitions may be helpful:

Book: A non-serial publication of any length, including reference works. A book may be available in print (in hard or soft covers or in loose-leaf format) or electronic format or only in electronic format.

Journal: A serial that is a branded and continually growing collection of original

articles within a particular discipline. Conference Proceedings and Newspapers can be reported under this category because while they may not have an ISSN number, they are serial publications.

Database: A collection of electronically stored data or unit records (facts, bibliographic data, texts) with a common user interface and software for the retrieval and manipulation of data.

Reports that have neither an ISSN nor an ISBN may be part of a collection of online content that includes books and/or journals. Usage of such reports may be counted in COUNTER journal or books reports (but not in both).

Supplementary data sets, video clips, etc.: an online journal can be more than a collection of articles and some now include supplementary data. You can record the usage of such features in Journal Report 3.

Prepare your COUNTER-compliant reports

The information in this guide, and in the full specification, will help you.

Enable SUSHI

There is a brief introduction to SUSHI (Standardized Usage Statistics Harvesting Initiative) in this guide, and more information at <http://www.niso.org/workrooms/sushi/tools/>.

Send your reports to COUNTER

Provide the auditor with access to the COUNTER reports. COUNTER will arrange for a library test site to check them before they are made live: this usually takes between seven and ten days. Alternatively, one of the COUNTER-approved auditors will check them for a modest fee.

Complete the paperwork

Two pieces of paperwork are needed for COUNTER compliance: you need to become a COUNTER member, and to complete the Declaration of COUNTER Compliance. You will find both the Membership Application and the Declaration at end of this guide.

Undergo an independent audit

You will need to be audited within six months of signing the Declaration of COUNTER Compliance, and annually thereafter. If you are a very small publisher and will find an annual audit particularly difficult, please get in touch with COUNTER to discuss permission to be audited every other year.

Report formats

COUNTER reports are available in two formats: delimited files, which are readable using Excel and similar spreadsheet tools, and XML, which is delivered using SUSHI.

Delimited files

With the exception of consortia reports, the reports specified in COUNTER release 4 can all be delivered as delimited files:

- Comma separated, or .csv
- Tab separated, or .tsv

Delimited files can be opened and read in all spreadsheet tools, including Excel, OpenOffice Calc, Google Sheets and Numbers for Mac.

SUSHI

'The SUSHI protocol, allied with COUNTER compliance, has been a real godsend for the provision of standardized journal usage statistics' (JUSP, 2012).

The Standardized Usage Statistics Harvesting Initiative (SUSHI) protocol is an ANSI/NISO standard designed to work with COUNTER usage statistics. It enables the fast and efficient collection of usage statistics. SUSHI allows libraries and providers of usage-consolidation products to download quality-checked data from many publishers, removing the need to visit numerous websites.

The SUSHI protocol is designed to simplify the gathering of usage statistics by librarians, and it uses a series of XML schemas to do this. For the purposes of COUNTER release 4, we are interested in only two of these:

- the core SUSHI schema, which is generalized to retrieve any compatible XML-formatted usage statistics reports
- the COUNTER-SUSHI schema, which references COUNTER to generate XML versions of COUNTER4 reports

Please see <http://www.niso.org/workrooms/sushi/> for more information on SUSHI.

How will my customers know I am COUNTER compliant?

COUNTER will list you on its website and you can use the COUNTER logo on your website.

How do I find a COUNTER auditor?

There are two approved COUNTER auditors:

- ABC: <http://www.abc.org.uk>
- BPA Worldwide: <http://www.bpaww.com>

COUNTER will also accept an audit by any Chartered Accountant (UK), CPA (USA) or their equivalent elsewhere.

There are five ‘standard’ book reports in COUNTER release 4, and a newly released optional report BR7.

Items of note:

- The COUNTER release 4 specification uses ‘title’ in place of ‘book title’.
- Books which are not behind a paywall, including Open Access books, are only included in a book report if the user can clearly be associated with an institution, for example through IP recognition.
- Where a user has come from – whether that is from another page on the website (e.g. search results) or directly to the article from an external service such as Google – does not affect recording of book usage.
- The PR1 report is also part of the standard book reports (as well as a database report).

BR1

This report is labelled by COUNTER as ‘number of successful title requests by month and by title’ and as such is explicitly used for reporting on book content (this includes reference works). It is only to be used when books are delivered in their entirety; where book sections (e.g. chapters) are viewed separately, use BR2.

What’s in and what’s out

Included	Excluded
Whole books	Book parts (chapters) Journal article metadata Journal article lists (e.g. issue contents) Journal article full-text Multimedia Supplementary files Databases Searches Search result clicks

What you’ll see and what it means

1 Book Report 1 (R4)	Number of Successful Title Requests by Month and Title											
2 <Customer>												
3 <Institutional Identifier>												
4 Period covered by Report:												
5 yyyy-mm-dd to yyyy-mm-dd												
6 Date run:												
7 yyyy-mm-dd												
8	Publisher	Platform	Book DOI	Proprietary Identifier	ISBN	ISSN	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011		
9 Total for all titles							772	246	233	294		
10 Title AA	Publisher X	Platform Z			9-780901-690224		173	45	42	86		
11 Title BB	Publisher X	Platform Z			9-780901-691539	2312-8751	362	118	101	143		
12 Title CC	Publisher Y	Platform Z			9-785411-692567		41	15	4	22		
13 Title DD	Publisher Y	Platform Z			9-785411-693446	0165-5542	196	67	86	43		

- Customer:** the name of the organization for which the report has been created
- Institutional identifier:** the publisher’s account ID for the customer
- Period covered by the report:** reporting server start to end dates, inclusive
- Date run:** reporting server date
- Section type:** variable by publisher. Chapter, part, unit, etc.
- Title (column A):** the name of each title for which usage has been recorded in the reporting period
- Publisher (column B):** the name of the publisher
- Platform (column C):** the name of the site for which the report is being run
- Book DOI, proprietary identifier, ISBN and ISSN (columns D-G):** identifier values for each book (if a Title DOI or Proprietary Identifier does not exist or is unavailable the relevant cells must be left blank)
- Reporting period total (column H):** the total number of full-text views and downloads for each title in the reporting period
- Month (subsequent columns):** the number of full-text views and downloads for each title in each calendar month of the reporting period

How the data is tracked

When a user requests a page which displays or downloads a complete book in any file type, the publisher’s reporting database will record that page view for use in BR1. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

BR2

This report is labelled by COUNTER as ‘number of successful section requests by month and by title’ and as such is explicitly used for reporting on book content delivered in sections. It is complemented by BR3 and BR5. If a complete book is viewed or downloaded as a single file, the usage is recorded against BR1, unless the vendor does not offer a BR1, in which case the downloading of a whole book would report in the BR2 as a single request against each of the Book Sections (Chapters).

What’s in and what’s out

Included	Excluded
Whole books	Book parts (chapters) Journal article metadata Journal article lists (e.g. issue contents) Journal article full-text Multimedia Supplementary files Databases Searches Search result clicks

What you’ll see and what it means

	A	B	C	D	E	F	G	H	I	J	K
1	Book Report 2 (R4)	Number of Successful Section Requests by Month and Title									
2	<Customer>	Section Type:									
3	<Institutional Identifier>	<Chapter, etc.>									
4	Period covered by Report:										
5	yyyy-mm-dd to yyyy-mm-dd										
6	Date run:										
7	yyyy-mm-dd										
8		Publisher	Platform	Book DOI	Proprietary Identifier	ISBN	ISSN	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
9	Total for all titles		Platform Z					998	361	348	289
10	Title AA	Publisher X	Platform Z			9-787543-690548		134	44	33	57
11	Title BB	Publisher X	Platform Z			9-783924-691539		124	32	25	67
12	Title CC	Publisher Y	Platform Z			9-786432-692257	0154-1521	454	108	189	77
13	Title DD	Publisher Y	Platform Z			9-781945-693446		286	97	101	88

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher’s account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Section type: variable by publisher. Chapter, part, unit, etc.

Title (column A): the name of each title for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Book DOI, proprietary identifier, ISBN and ISSN (columns D-G): identifier values for each book (if a Title DOI or Proprietary Identifier does not exist or is unavailable the relevant cells must be left blank)

Reporting period total (column H): the total number of full-text views and downloads for each title in the reporting period

Month (subsequent columns): the number of full-text views and downloads for each title in each calendar month of the reporting period

How the data is tracked

When a user requests a page which displays a book section in any file type, the publisher’s reporting database will record that page view for use in BR2. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

BR3

This report is labelled by COUNTER as ‘access denied to content items by month, title and category’. It is used for reporting on book content delivered in sections, and is the counterpart to BR2, which reports on successful access at the same level as BR2 (section level).

What's in and what's out

Included	Excluded
Book parts (chapters)	Books Book metadata Journal article metadata Journal article lists (e.g. issue contents) Journal article full-text Multimedia Supplementary files Databases Searches Search result clicks

What you'll see and what it means

1	A	B	C	D	E	F	G	H	I	J	K	L
2	Access Denied to Content Items by Month, Title and Category											
3	<Customer>											
4	<Institutional Identifier>											
5	Period covered by Report:											
6	yyyy-mm-dd to yyyy-mm-dd											
7	Date run:											
8	yyyy-mm-dd											
9		Publisher	Platform	Book DOI	Proprietary Identifier	ISBN	ISSN	Access Denied Category	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
9	Total for all titles	Publisher X	Platform Z					Access denied: concurrent/simultaneous user licence limit exceeded	0	0	0	0
10	Total for all titles	Publisher X	Platform Z					Access denied: content item not licenced	1547	551	322	674
11	Title AA	Publisher X	Platform Z			9-787543-690548	3225-3123	Access denied: concurrent/simultaneous user licence limit exceeded	0	0	0	0
12	Title AA	Publisher X	Platform Z			9-787543-690548	3225-3123	Access denied: content item not licenced	799	301	171	327
13	Title BB	Publisher Y	Platform Z			9-781945-693446	2312-8751	Access denied: concurrent/simultaneous user licence limit exceeded	0	0	0	0
14	Title BB	Publisher Y	Platform Z			9-781945-693446	2312-8751	Access denied: content item not licenced	748	250	151	347

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Title (column A): the name of each title for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Book DOI, proprietary identifier, ISBN and ISSN (columns D-G): identifier values

for each title (if a Title DOI or Proprietary Identifier does not exist or is unavailable the relevant cells must be left blank)

Access denied category (column H): the type of access denial for each title

Reporting period total (column I): the total number of denied full-text views and downloads for each denial type and each title in the reporting period

Month (subsequent columns): the number of denied full-text views and downloads for each denial type and each title in each calendar month of the reporting period

Things to note

The primary reason for access to be denied is simply that the user does not have a subscription to the content they wish to read. This type of access denial is listed as 'Access denied: content item not licenced'.

The main other reason for access to be denied is that the institutional subscription has a concurrency limit which has been exceeded. This means that the customer has, for example, a licence that allows for three simultaneous users at once. If four users try to access the book at the same time, one will receive an 'access denied' notice. This type of access denial is listed as 'Access denied: concurrent/simultaneous user licence limit exceeded'.

If 'Access denied: content item not licenced' or 'Access denied: concurrent/simultaneous user licence limit exceeded' does not apply to a particular platform or product, those rows do not need to be displayed.

How the data is tracked

When a user who does not have a licence attempts to land on a page which displays full-text content for a book section, they will be redirected to the section metadata view and the publisher's reporting database will record an access denial for use in BR3. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

BR4

This report is labelled by COUNTER as ‘access denied to content items by month, platform and category’. It is similar to BR3, but reports on access denials at the service level rather than the title level. A ‘service’ is a branded group of online information products from one or more vendors that can be subscribed to or licensed and searched as a complete service or at a lower level (e.g. a collection).

What’s in and what’s out

Included	Excluded
Services	Books Book metadata Book parts (chapters) Journal article metadata Journal article lists (e.g. issue contents) Journal article full-text Multimedia Supplementary files Databases Searches Search result clicks

What you’ll see and what it means

	A	B	C	D	E	F	G	H	I
1	Book Report 4 (R4)	Access Denied to Content Items by Month, Platform and Category							
2	<Customer>								
3	<Institutional Identifier>								
4	Period covered by Report:								
5	yyyy-mm-dd to yyyy-mm-dd								
6	Date run:								
7	yyyy-mm-dd								
8		Publisher	Platform	Proprietary Identifier	Access Denied Category	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
9	Total for all services	Publisher X	Platform Z		Access denied: concurrent/simultaneous user licence limit exceeded	1631	541	443	647
10	Total for all services	Publisher X	Platform Z		Access denied: content item not licensed	135303	43221	36754	55328
11	Service AA	Publisher X	Platform Z		Access denied: concurrent/simultaneous user licence limit exceeded	805	300	201	304
12	Service AA	Publisher X	Platform Z		Access denied: content item not licensed	76335	21220	18671	36444
13	Service BB	Publisher Y	Platform Z		Access denied: concurrent/simultaneous user licence limit exceeded	826	241	242	343
14	Service BB	Publisher Y	Platform Z		Access denied: content item not licensed	58968	22001	18083	18884
15									

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher’s account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Service (column A): the name of each service for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Proprietary identifier (column D): identifier values for each service

Access denied category (column E): the type of access denial for each title

Reporting period total (column F): the total number of denied full-text views and downloads for each denial type and each title in the reporting period

Month (subsequent columns): the number of denied full-text views and downloads for each denial type and each title in each calendar month of the reporting period

Things to note

The primary reason for access to be denied is simply that the user does not have a subscription to the content they wish to read. This type of access denial is listed as ‘Access denied: content item not licensed’.

The main other reason for access to be denied is that the institutional subscription has a concurrency limit which has been exceeded. This type of access denial is listed as ‘Access denied: concurrent/simultaneous user licence limit exceeded’. If ‘Access denied: content item not licensed’ or ‘Access denied: concurrent/simultaneous user licence limit exceeded’ does not apply to a particular platform or product, those rows do not need to be displayed.

How the data is tracked

When a user who does not have a licence attempts to land on a page which

displays paywalled content, they will be redirected to the free metadata view and the publisher’s reporting database will record an access denial for use in BR4. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

BR5

This report is labelled by COUNTER as ‘total searches by month and title’. As this is a books report, BR5 only tracks searches within a single book. It covers both regular searches and federated searches. A federated search is an information retrieval technology, implemented by a library, which allows a user to make a single query request across multiple searchable resources to which the library subscribes.

What’s in and what’s out

Included	Excluded
Manual searches filtered to individual titles	Search result clicks Journal article full-text Journal article metadata
Automated (pre-canned) searches on individual titles	Journal article lists (e.g. issue contents) Multimedia Supplementary files Books Book parts (chapters) Databases

What you’ll see and what it means

1	A	B	C	D	E	F	G	H	I	J	K	L
2	Book Report 5 (R4) Total Searches by Month and Title											
3	<Customer>											
4	<Institutional Identifier>											
5	Period covered by Report:											
6	yyyy-mm-dd to yyyy-mm-dd											
7	Date run:											
8	yyyy-mm-dd											
9		Publisher	Platform	Book DOI	Proprietary Identifier	ISBN	ISSN	User activity	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
10	Total searches		Platform Z						830	390	199	241
11	Total searches: federated and automated		Platform Z						2666	1109	621	936
12	Title AA	Publisher X	Platform Z			9-780901-121233	3131-1212	Regular Searches	312	157	101	54
13	Title AA	Publisher X	Platform Z			9-780901-121233	3131-1212	Searches: Federated and automated	863	433	209	221
14	Title BB	Publisher Y	Platform Z			9-780901-535543	no	Regular Searches	518	233	98	187
15	Title BB	Publisher Y	Platform Z			9-780901-535543	no	Searches: Federated and automated	1803	676	412	715

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher’s account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Title (column A): the name of each title for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Book DOI, proprietary identifier, ISBN and ISSN (columns D-G): identifier values for each title

User activity (column H): the type of activity for each title

Reporting period total (column I): the count of each activity for each title in the reporting period

Month (subsequent columns): the count of each activity for each title in each calendar month of the reporting period

Things to note

Search usage will only be recorded in BR5 if the user filters a search result list to only show results from a single book, or selects a pre-canned single-book search. All other search usage will be recorded in PR1.

How the data is tracked

When a user types a search term into the platform search box and filters their results to a single title, a ‘regular search’ is recorded for use in BR5. Amending the search by showing more results, filtering or otherwise tweaking the results list counts as an additional search. The searches will be shown in the columns for Reporting Period Total and the relevant calendar month.

‘Searches-federated and automated’ refers to usage such as search-engine crawling, as well as federated searches as defined in the section on BR5. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

BR7

This report is designed to reconcile BR1 with BR2, and is called 'number of successful unique title requests by month and title in a session'. Where BR1 counts whole-book downloads and BR2 counts part downloads, BR7 counts any download of any part of a book – by page, chapter, part or whole book.

What's in and what's out

Included	Excluded
Whole books Book parts (chapters)	Searches Search result clicks Journal article full-text Journal article metadata Journal article lists (e.g. issue contents) Multimedia Supplementary files Databases

What you'll see and what it means

Book Report 7 (R4) Number of Successful Unique Title Requests by Month and Title in a Session												
<Customer>												
<Institutional Identifier>												
Period covered by Report:												
yyyy-mm-dd to yyyy-mm-dd												
Date run:												
yyyy-mm-dd												
	Publisher	Platform	Book DOI	Proprietary Identifier	ISBN print edition	ISBN electronic edition	ISSN	Reporting Period Total	Jan-2014	Feb-2014	Mar-2014	
Total for all titles								721	245	203	278	
0 Title AA	Publisher X	Platform Z			978-1-84448-092-0	978-1-84448-096-0		182	45	42	96	
1 Title BB	Publisher X	Platform Z			978-1-84448-093-0	978-1-84448-097-0	0317-8471	334	118	101	115	
2 Title CC	Publisher Y	Platform Z			978-1-84448-098-0			41	15	4	22	
3 Title DD	Publisher Y	Platform Z				978-1-84448-099-0	2049-3630	164	67	56	41	

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Title (column A): the name of each title for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Book DOI, proprietary identifier, ISBN and ISSN (columns D-H): identifier values for each title

Reporting period total (column I): the count of activity for each title in the reporting period

Month (subsequent columns): the count of activity for each title in each calendar month of the reporting period

Things to note

BR7 will only increment by one for each title in each session: if a user downloads two chapters of Book A in one session, that is one count in BR7. If a user downloads one chapter of Book A and one of Book B in one session, that is two counts in BR7. If a user downloads one page of Book A in one session, and the whole book in a second session, that is two counts in BR7.

How the data is tracked

When a user requests a page which displays or downloads a complete book in any file type, the publisher's reporting database will record that page view for use in BR7. Similarly when a user requests a page which displays a book section in any file type, the publisher's reporting database will record that page view for use in BR7. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

Consortium reports were designed to allow consortia to see usage information from all member institutions in a single report. All of the consortium reports are delivered as XML files, broken down by consortium member, and are not available in .csv (Excel-readable) format.

CR1

This report is labelled 'number of successful full-text journal article or book chapter requests by month and title'. It incorporates information from JR1, BR1 and BR2.

The independent auditor will test CR1 by accessing the XML report and checking that the reported usage for full-text journal articles is as generated by audit tests JR-1-1 and JR-1-2 (which have been performed by two different accounts, and so two different consortium members). Hence, validation of this report requires validation of Report JR-1. A vendor will pass this audit test if their Consortium Report 1 shows totals for full-text article usage that match the total of full-text article usage counted on the auditor's reports testing Journal Report 1.

There is not an audit requirement to test against the book reports, but the independent auditors will do so if the publisher requests so.

CR2

CR2 covers 'total searches by month and database'. It is a variant of DB1.

CR3

This is a consortium-level version of the MR1 report, covering 'number of successful full multimedia content unit requests by month and collection'.

There are three ‘standard’ database reports in COUNTER release 4.

Items of note:

Database records which are not behind a paywall, including Open Access records, are only included in a database report if the user can clearly be associated with an institution, for example through IP recognition.

Where a user has come from – whether that is another page on the website (e.g. search results) or directly to the article from an external service such as Google – does not affect recording of database usage.

DB1

This report is labelled by COUNTER as ‘total searches, result clicks and record views by month and database’. It is very similar to PR1.

What’s in and what’s out

Included	Excluded
Manual	searches
Automated (pre-canned) searches	Journal article metadata
Search result clicks	Journal article lists (e.g. issue contents)
Metadata views	Multimedia
Databases	Supplementary files
	Books
	Book parts (chapters)

What you’ll see and what it means

	A	B	C	D	E	F	G	H
1	Database Report 1 (R4) Total Searches, Result Clicks and Record Views by Month and Database							
2	<Customer>							
3	<Institutional Identifier>							
4	Period covered by Report:							
5	yyyy-mm-dd to yyyy-mm-dd							
6	Date run:							
7	yyyy-mm-dd							
8	Database	Publisher	Platform	User Activity	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
9	Database AA	Publisher X	Platform Z	Regular Searches	7814	2543	2267	3004
10	Database AA	Publisher X	Platform Z	Searches-federated and automated	4889	1689	1589	1611
11	Database AA	Publisher X	Platform Z	Result Clicks	12745	4022	3392	5331
12	Database AA	Publisher X	Platform Z	Record Views	9585	3032	2777	3776
13	Database BB	Publisher Y	Platform Z	Regular Searches	3478	1098	1066	1314
14	Database BB	Publisher Y	Platform Z	Searches-federated and automated	2613	887	814	912
15	Database BB	Publisher Y	Platform Z	Result Clicks	5350	1776	1759	1815
16	Database BB	Publisher Y	Platform Z	Record Views	3595	1215	1066	1314
17								

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher’s account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Database (column A): the name of the database for which the report is being run

Publisher (column B): the name of the publisher

User activity (column C): the type of activity for each platform

Reporting period total (column D): the count of each activity for each platform in the reporting period

Month (subsequent columns): the count of each activity for each platform in each calendar month of the reporting period

Things to note

Where databases are hosted independently – that is, on separate platforms – DB1 is essentially interchangeable with PR1.

How the data is tracked

When a user types a search term into the platform search box, a ‘regular search’ is recorded for use in DB1. Amending the search by showing more results, filtering

or otherwise tweaking the results list counts as an additional search. The searches will be shown in the columns for Reporting Period Total and the relevant calendar month.

‘Searches – federated and automated’ refers to usage such as search-engine crawling, as well as federated searches as defined in the section on BR5. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

When a user clicks on a result for a given database from the result list displayed by a search or browse action, a ‘result click’ is recorded for use in DB1. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

When a user views the detailed metadata for a record in the database, a ‘record view’ is recorded for use in DB1. Record views are recorded whether the user has come from an internal search or browse, or an external link. Record views are not views of the full-text. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

DB2

This report is labelled by COUNTER as ‘access denied by month, database and category’. It complements DB1.

What’s in and what’s out

Included	Excluded
Databases	Journal article metadata Journal article lists (e.g. issue contents) Multimedia Supplementary files Books Book parts (chapters) Searches Search result clicks

What you’ll see and what it means

	A	B	C	D	E	F	G	H
1	Database Report 2 (R4) Access Denied by Month, Database and Category							
2	<Customer>							
3	<Institutional Identifier>							
4	Period covered by Report:							
5	yyyy-mm-dd to yyyy-mm-dd							
6	Date run:							
7	yyyy-mm-dd							
8	Database	Publisher	Platform	Access denied category	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
9	Total for all databases			Access denied: concurrent/simultaneous user licence limit exceeded	0	0	0	0
10	Total for all databases			Access denied: content item not licenced	1821	594	454	773
11	Database AA	Publisher X	Platform Z	Access denied: concurrent/simultaneous user licence limit exceeded	0	0	0	0
12	Database AA	Publisher X	Platform Z	Access denied: content item not licenced	1099	381	287	431
13	Database BB	Publisher Y	Platform Z	Access denied: concurrent/simultaneous user licence limit exceeded	0	0	0	0
14	Database BB	Publisher X	Platform Z	Access denied: content item not licenced	722	213	167	342

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher’s account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Database (column A): the name of each database for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Access denied category (column D): the type of access denial for each database

Reporting period total (column E): the count of each denial category for each database in the reporting period

Month (subsequent columns): the number of denied views and downloads for each denial type and each database in each calendar month of the reporting period

Things to note

The primary reason for access to be denied is simply that the user does not have a subscription to the content they wish to read. This type of access denial is listed as 'Access denied: content item not licensed'.

The main other reason for access to be denied is that the institutional subscription has a concurrency limit which has been exceeded. This type of access denial is listed as 'Access denied: concurrent/simultaneous user licence limit exceeded'.

If 'Access denied: content item not licensed' or 'Access denied: concurrent/simultaneous user licence limit exceeded' does not apply to a particular platform or product, those rows do not need to be displayed.

How the data is tracked

When a user who does not have a licence attempts to land on a page which displays a database record in any format, they will be redirected to the record metadata view and the publisher's reporting database will record an access denial for use in DB2. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

When a user who does have a licence attempts to land on a page which displays a database record in any format, but that user is in excess of the concurrency limit on the licence, they will be redirected to the record metadata view and the publisher's reporting database will record an access denial for use in DB2. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

PR1

This report is labelled 'total searches, result clicks and record views by month and platform'. It replaces an older report called 'Database Report 3', which is why PR1 is classified by COUNTER as a database report.

What's in and what's out

Included	Excluded
Manual searches	Journal article full-text
Automated (pre-canned) searches (predefined queries)	Journal article metadata
Search result clicks	Journal article lists (e.g. issue contents)
Metadata views e.g. abstracts	Multimedia
Platform	Supplementary files
	Books
	Book parts (chapters)
	Databases

What you'll see and what it means

	A	B	C	D	E	F	G
1	Platform Report 1 (R4)	Total Searches, Result Clicks and Record Views by Month and Platform					
2	<Customer>						
3	<Institutional Identifier>						
4	Period covered by Report:						
5	yyyy-mm-dd to yyyy-mm-dd						
6	Date run:						
7	yyyy-mm-dd						
8	Platform	Publisher	User Activity	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
9	Platform Z	Publisher A	Regular Searches	56197	16567	18643	20987
10	Platform Z	Publisher A	Searches-federated and automated	201185	56037	68945	76203
11	Platform Z	Publisher A	Result Clicks	98222	32009	41226	24987
12	Platform Z	Publisher A	Record Views	106450	21999	28443	56008
13	Platform Z	Publisher B	Regular Searches	11827	2099	4296	5432
14	Platform Z	Publisher B	Searches-federated and automated	33261	6197	12988	14076
15	Platform Z	Publisher B	Result Clicks	10870	3117	4432	3321
16	Platform Z	Publisher B	Record Views	10515	2332	3117	5066
17							
18							

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Platform (column A): the name of the site for which the report is being run

Publisher (column B): the name of the publisher

User activity (column C): the type of activity for each platform

Reporting period total (column D): the count of each activity for each platform in the reporting period

Month (subsequent columns): the count of each activity for each platform in each calendar month of the reporting period

Things to note

For platforms which include books, search usage will be recorded in BR5 and not in PR1 when a user filters a search result list to only show results from a single book.

How the data is tracked

When a user types a search term into the platform search box, a 'regular search' is

recorded for use in PR1. Amending the search by showing more results, filtering or otherwise tweaking the results list counts as an additional search. The searches will be shown in the columns for Reporting Period Total and the relevant calendar month.

'Searches-federated and automated' refers to usage such as search-engine crawling, as well as federated searches as defined in the section on BR5. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month. When a user clicks on a result for a given database from the result list displayed by a search or browse action, a 'result click' is recorded for use in PR1. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

When a user views a complete record in the database, rather than a summary of the record, a 'record view' is recorded for use in PR1. Record views are recorded whether the user has come from an internal search or browse, or an external link. Record views are not views of the full text. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

There is a combination of ‘standard’ and ‘optional’ journal reports in COUNTER release 4.

Items of note:

The journal reports all include a ‘total for all journals’ section as well as information about individual journals.

Journal articles which are not behind a paywall, including Open Access articles, are only included in a journal report if the user can clearly be associated with an institution, for example through IP recognition.

Where a user has come from – whether that is another page on the website (e.g. search results) or directly to the article from an external service such as Google – does not affect recording of journal usage.

JR1

This report is labelled ‘number of successful full-text article requests by month and by journal’ and as such is explicitly used for reporting on journal content. It is complemented by JR2 and JR5.

What’s in and what’s out

Included	Excluded
Journal article full text	Journal article lists (e.g. issue contents) Multimedia Supplementary files Books Book parts (chapters) Databases Searches Search result clicks

What you’ll see and what it means

Journal	Publisher	Platform	Journal DOI	Proprietary Identifier	Print ISSN	Online ISSN	Reporting Period Total	Reporting Period HTML	Reporting Period PDF	Jan-2011	Feb-2011	Mar-2011
Total for all journals							4441	1566	2733	2221	1285	541
Journal of AA	Publisher X	Platform Z			1212-3131	3225-3123	1382	601	732	432	376	655
Journal of BB	Publisher X	Platform Z			9821-3381	2312-8751	1202	548	651	626	687	0
Journal of CC	Publisher Y	Platform Z			2404-2121	0154-1521	1717	403	1310	1199	222	388
Journal of DD	Publisher Y	Platform Z			5355-5444	0165-5542	57	14	40	57	0	0

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher’s account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Journal (column A): the name of each journal for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Journal DOI, proprietary identifier, print ISSN and online ISSN (columns D-G): identifier values for each journal

Reporting period total (column H): the total number of full-text views and downloads for each journal in the reporting period

Reporting period HTML (column I): the number of full-text HTML views for each journal in the reporting period

Reporting period PDF (column J): the number of full-text PDF downloads for each journal in the reporting period

Month (subsequent columns): the number of full-text views and downloads for each journal in each calendar month of the reporting period

Things to note

The Reporting Period Total recorded in column H is not always the same as the sum of Reporting period HTML plus Reporting period PDF. This occurs when other

formats such as ePub or Mobi are supplied by the publisher and used in preference to HTML and PDF by some customers. COUNTER release 4 does not specify separate columns for these additional formats.

How the data is tracked

When a user requests a page which displays full-text HTML for a journal article, the publisher's reporting database will record that page view for use in JR1. The usage will be shown in the columns for Reporting Period Total, Reporting Period HTML and the relevant calendar month.

When a user downloads a full-text PDF for a journal article, the publisher's reporting database will record that download for use in JR1. The usage will be shown in the columns for Reporting Period Total, Reporting Period PDF and the relevant calendar month.

When a user views or downloads a full-text file in any format other than HTML or PDF, the publisher's database will record that download for use in JR1. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

JR1-GOA

This report is labelled by COUNTER 'number of successful full-text downloads published under a Gold Open Access (GOA) model'. It is designed for hybrid journals, which include traditional subscription and GOA content: the GOA usage is also included in JR1.

Other than being designed for pure GOA journals, this report contains exactly the same information as JR1.

JR1a

JR1a is an optional report, labelled 'number of successful full-text downloads from an archive, by month and journal'.

What's in and what's out

Included	Excluded
Archive journal article full text	Current journal article full text Journal article metadata Journal article lists (e.g. issue contents) Multimedia Supplementary files Books Book parts (chapters) Databases Searches Search result clicks

What you'll see and what it means

Journal	Publisher	Platform	Journal DOI	Proprietary Identifier	Print ISSN	Online ISSN	Reporting Period Total	Reporting Period HTML	Reporting Period PDF	Jan-2011	Feb-2011	Mar-2011
Total for all journals												
Journal of AA	Publisher X	Platform Z			1212-3131	1222-3123	345	162	183	328	58	132
Journal of BB	Publisher X	Platform Z			1621-3361	2312-8751	778	364	411	212	189	369
Journal of CC	Publisher Y	Platform Z			2464-2121	0154-1521	428	188	201	325	58	171
Journal of DD	Publisher Y	Platform Z			5355-5444	0195-5542	757	322	430	218	241	298

Archive title: the name of the archive

Period covered: the years of publication covered by the archive

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Journal (column A): the name of each journal for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Journal DOI, proprietary identifier, print ISSN and online ISSN (columns D-G): identifier values for each journal

Reporting period total (column H): the total number of full-text views and downloads for each journal in the reporting period

Reporting period HTML (column I): the number of full-text HTML views for each journal in the reporting period

Reporting period PDF (column J): the number of full-text PDF downloads for each journal in the reporting period

Month (subsequent columns): the number of full-text views and downloads for each journal in each calendar month of the reporting period

Things to note

The Reporting Period Total recorded in column H is not always the same as the sum of Reporting Period HTML plus Reporting Period PDF. This occurs when other formats such as ePub or Mobi are supplied by the publisher and used in preference to HTML and PDF by some customers. COUNTER release 4 does not specify separate columns for these additional formats.

How the data is tracked

When a user requests a page which displays full-text HTML for a journal article in an archive, the publisher's reporting database will record that page view for use in JR1a. The usage will be shown in the columns for Reporting Period Total, Reporting Period HTML and the relevant calendar month.

When a user downloads a full-text PDF for a journal article in an archive, the publisher's reporting database will record that download for use in JR1a. The usage

will be shown in the columns for Reporting Period Total, Reporting Period PDF and the relevant calendar month.

When a user views or downloads a full-text file in any format other than HTML or PDF, the publisher's database will record that download for use in JR1a. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

JR1b

This report is labelled 'number of successful full-text requests by month, journal and platform'. It contains the same information as JR1, and is an optional report.

JR2

This report is labelled by COUNTER as 'access denied to full-text articles by month, journal and category'. As with all journal reports, this report is explicitly used for reporting on full-text journal content.

What's in and what's out

Included	Excluded
Journal article full text	Journal article metadata Journal article lists (e.g. issue contents) Multimedia supplementary files Books Book parts (chapters) Databases Searches Search result clicks

What you'll see and what it means

Journal	Publisher	Platform	Journal DOI	Proprietary Identifier	Print ISSN	Online ISSN	Access Denied Category	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
Total for all journals											
Total for all journals											
Journal of AA	Publisher X	Platform Z			1212-3131	3225-3123	concurrent/simultaneous user licence limit exceeded	105	35	27	43
Journal of AA	Publisher X	Platform Z			1212-3131	3225-3123	Access denied: content item not licenced	407	143	88	176
Journal of BB	Publisher Y	Platform Z			9821-3361	2312-8751	concurrent/simultaneous user licence limit exceeded	51	12	18	21
Journal of BB	Publisher Y	Platform Z			9821-3361	2312-8751	Access denied: content item not licenced	703	226	201	276

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Journal (column A): the name of each journal for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Journal DOI, proprietary identifier, print ISSN and online ISSN (columns D-G): identifier values for each journal

Access denied category (column H): the type of access denial for each journal

Reporting period total (column I): the total number of denied full-text views and downloads for each denial type and each journal in the reporting period

Month (subsequent columns): the number of denied full-text views and downloads for each denial type and each journal in each calendar month of the reporting period

Things to note

The primary reason for access to be denied is simply that the user does not have a subscription to the content they wish to read. This type of access denial is listed as 'Access denied: content item not licenced'.

The main other reason for access to be denied is that the institutional subscription has a concurrency limit which has been exceeded. This type of access denial is listed as 'Access denied: concurrent/simultaneous user licence limit exceeded'. How the data is tracked

When a user who does not have a licence attempts to land on a page which displays full-text HTML for a journal article, they will be redirected to the article metadata view and the publisher's reporting database will record an access denial for use in JR2. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

When a user who does not have a licence attempts to download a full-text PDF for a journal article, they will be redirected to the article metadata view and the publisher's reporting database will record an access denial for use in JR2. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

When a user who does not have a licence attempts to view or download a full-text file in any format other than HTML or PDF, they will be redirected to the article metadata view and the publisher's reporting database will record an access denial for use in JR2. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

JR3

JR3 is an optional report, labelled 'number of successful item requests by month, journal and page type'. It offers more detail than any other COUNTER report.

What's in and what's out

Included	Excluded
Journal article full text, all formats	Books
Journal article lists (e.g. issue contents)	Book parts (chapters)
Journal article metadata (e.g. abstracts)	Databases
Journal article sections, all formats	Searches
Journal article supplementary files	Search result clicks
Journal article multimedia	
Journal article reference lists	

What you'll see and what it means

Journal Report 3 (R4) - Number of Successful Item Requests by Month, Journal and Page Type												
<Customer>												
<Institutional Identifier>												
Period covered by Report:												
yyyy-mm-dd to yyyy-mm-dd												
Date run:												
yyyy-mm-dd												
	Publisher	Platform	Journal DOI	Proprietary Identifier	Print ISSN	Online ISSN	Page type	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011	
9	Total for all journals						Table of Contents	28888	66322	70332	89564	
10	Total for all journals						Abstracts	85526	54258	46005	58265	
11	Total for all journals						References	13992	4512	3987	5473	
12	Total for all journals						Full-text Postscript	24826	10491	8947	10534	
13	Total for all journals						Full-text Postscript, mobile format	3237	8099	887	1001	
14	Total for all journals						Full-text PDF	80497	32162	34564	39221	
15	Total for all journals						Full-text PDF, mobile format	8752	8888	2772	8098	
16	Total for all journals						Full-text HTML	68000	27500	24000	19500	
17	Total for all journals						Full-text HTML, mobile format	5638	8877	2101	8091	
18	Total for all journals						Full-text Other Formats	170617	54432	50554	57223	
19	Total for all journals						Full-text Other Mobile Formats	25411	7705	8844	9032	
20	Total for all journals						Full-text Total	47226	12867	16234	18818	
21	Total for all journals						Sectioned HTML	254	670	921	182	
22	Total for all journals						Sectioned HTML, mobile format	277	82	93	84	
23	Total for all journals						Supplemental data set	939	457	225	651	
24	Total for all journals						Non-sorted access, table	98	14	15	41	
25	Total for all journals						Non-sorted access, image	88	16	31	35	
26	Total for all journals						Non-sorted access, video	99	45	52	61	
27	Total for all journals						Non-sorted access, other	93	13	11	9	
28	Total for all journals						Table of Contents	28888	66322	70332	89564	
29	Total for all journals						Abstracts	85526	54258	46005	58265	
30	Journal of AA				0212-3939	0228-3920	Table of Contents	2784	7321	808	676	
31	Journal of AA				0212-3939	0228-3920	Abstracts	7882	6252	144	820	
32	Journal of AA				0212-3939	0228-3920	References	1432	543	322	587	
33	Journal of AA				0212-3939	0228-3920	Full-text Postscript	641	444	385	432	
34	Journal of AA				0212-3939	0228-3920	Full-text Postscript, mobile format	8	8	8	8	
35	Journal of AA				0212-3939	0228-3920	Full-text PDF	8089	621	670	590	
36	Journal of AA				0212-3939	0228-3920	Full-text PDF, mobile format	207	58	67	84	
37	Journal of AA				0212-3939	0228-3920	Full-text HTML	6248	2323	420	843	
38	Journal of AA				0212-3939	0228-3920	Full-text HTML, mobile format	580	144	170	181	
39	Journal of AA				0212-3939	0228-3920	Full-text Other Formats	251	943	930	889	

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Journal (column A): the name of each journal for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Journal DOI, proprietary identifier, print ISSN and online ISSN (columns D-G): identifier values for each journal

Page type (column H): a description of the item type, such as Table of Contents, Abstracts, References or article sections

Reporting period total (column I): the total number of item views by type for each journal in the reporting period

Month (subsequent columns): the number of item views by type for each journal in each calendar month of the reporting period

How the data is tracked

When a user requests a page which displays information about a journal article, the publisher's reporting database will record that page view for use in JR3. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month. The information will be shown in the relevant individual journal line and the 'total for all journals' line according to page type.

In all cases, the reporting functions in the same way whether the user has come from another page on the website (e.g. search results) or directly to the article from an external service such as Google.

JR3 mobile

Containing the same information as JR3, this is an optional report. It differs from JR3 only in as much as the data relates specifically to usage on mobile devices (tablet or phone).

JR4

JR4 is an optional report, labelled by COUNTER as 'journal searches run by month and collection'.

What's in and what's out

Included	Excluded
All searches	Search result clicks Journal article full text Journal article metadata Journal article lists (e.g. issue contents) Multimedia Supplementary files Books Book parts (chapters) Databases

What you'll see and what it means

	A	B	C	D	E	F
1	Journal Report 4 (R4)	Total Searches Run by Month and Collection				
2	<Customer>					
3	<Institutional Identifier>					
4	Period covered by Report:					
5	yyyy-mm-dd to yyyy-mm-dd					
6	Date run:					
7	yyyy-mm-dd					
8			Reporting Period Total	Jan-2011	Feb-2011	Mar-2011
9	Total for all Collections		59197	22430	18769	17998
10	Collection AA	Searches run	7584	2322	2520	2742
11	Collection BB	Searches run	4553	1588	1322	1643
12						

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Collections (column A): the name of the journal collection for which search usage has been recorded in the reporting period

Searches run (column B): no data is held in this column

Reporting period total (column C): the total number of searches run for each collection in the reporting period

Month (subsequent columns): the number of full-text views and downloads for each journal in each calendar month of the reporting period

Things to note

This report does not include journal-level information about searching, or information about what users do with search results (e.g. result clicks).

The Total for All Collections recorded in row 9 is not always the same as the sum of other rows. This occurs when a user searches outside of a specific collection and those searches are added to the total.

How the data is tracked

When a user searches in a journal-only platform, either manually or using an automated search, a search is recorded for use in JR4. Amending the search by showing more results, filtering or otherwise tweaking the results list counts as an additional search. The searches will be shown in the columns for Reporting Period Total and the relevant calendar month.

Where the journal-only platform is broken down into collections of journals, the search is recorded against the relevant collection.

JR5

This report is labelled 'number of successful full-text article requests by year of publication'. It is similar to JR1a, but is not explicitly for archival use.

What's in and what's out

Included	Excluded
Journal article full text	Journal article full text Journal article metadata Journal article lists (e.g. issue contents) Multimedia Supplementary files Books Book parts (chapters) Databases Searches Search result clicks

What you'll see and what it means

Journal Report 5 (JR4)	Number of Successful Full-Text Article Requests by Year-of-Publication (YOP) and Journal																					
<Customer>																						
<Institutional Identifier>																						
Period covered by Report:																						
yyyy-mm-dd to yyyy-mm-dd																						
Date run:																						
yyyy-mm-dd																						
Journal	Publisher	Platform	Journal DOI	Proprietary Identifier	Print ISSN	Online ISSN	Articles in Press	YOP 2012	YOP 2011	YOP 2010	YOP 2009	YOP 2008	YOP 2007	YOP 2006	YOP 2005	YOP 2004	YOP 2003	YOP 2002	YOP 2001	YOP 2000	Pre-2000	unknown
Total for all journals		Platform Z					107	5287	9413	6955				1422	4177	1487						
Journal of AA	Publisher X	Platform Z			1212-3131	1225-5123	32	1335	2765	1801				562	1591	324						
Journal of BB	Publisher X	Platform Z			9821-3361	2312-8751	51	2981	5077	3891				755	2316	653						
Journal of CC	Publisher Y	Platform Z			2464-2121	0154-1521	16	852	1398	1111				216	668	438						
Journal of DD	Publisher Y	Platform Z			5355-5444	0165-5542	6	89	173	152				79	102	72						

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Journal (column A): the name of each journal for which usage has been recorded in the reporting period

Publisher (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Journal DOI, proprietary identifier, print ISSN and online ISSN (columns D-G): identifier values for each journal

Articles in press: the number of full-text views and downloads during the reporting period for articles in each journal which have not yet been assigned a year of publication (e.g. 'published online ahead of print')

YOP xxxx (subsequent columns): the number of full-text views and downloads during the reporting period for each journal, by the year of publication

Things to note

'YOP pre-2000' is a COUNTER standard term: some JR5 reports will break out separate years of publication prior to 2000, others will aggregate all pre-2000 years of publication into a single column. Both are acceptable.

'YOP unknown' is used for articles which do not include explicit information regarding year of publication.

Articles which have ambiguous data regarding year of publication are recorded with a year of publication that matches the latest year listed in the article metadata (i.e. an article with a publication date of '2014/2015' will be recorded for JR5 with a year of publication of 2015).

How the data is tracked

When a user requests any page which displays full text for a journal article, whether that is HTML, PDF or any other format, the publisher's reporting database will record that page view for use in JR5. The usage will be shown in the relevant YOP column.

There are two multimedia reports in COUNTER release 4; MR1 is 'standard' and MR2 is 'optional'.

Items of note

Multimedia means items of non-textual media content such as images, maps, streaming or downloadable audio or video files.

Multimedia items which are not behind a paywall, including Open Access items, are only included in a multimedia report if the user can clearly be associated with an institution, for example through IP recognition.

Where a user has come from – whether that is another page on the website (e.g. search results) or directly to the article from an external service such as Google – does not affect recording of multimedia usage.

MR1

This report is labelled by COUNTER as 'number of successful full multimedia content unit requests by month and collection'.

What's in and what's out

Included	Excluded
Multimedia	Books Book parts (chapters) Journal article metadata Journal article lists (e.g. issue contents) Journal article full-text Supplementary files Databases Searches Search result clicks

What you'll see and what it means

Multimedia Report 1 (R4) Number of Successful Multimedia Full Content Unit Requests by Month and Collection							
<Customer>							
<Institutional Identifier>							
Period covered by Report:							
yyyy-mm-dd to yyyy-mm-dd							
Date run:							
yyyy-mm-dd							
Collection	Content Provider	Platform	Reporting Period Total	Jan-2011	Feb-2011	Mar-2011	
Total for all collections			15051	4957	3783	6311	
Collection AA	Provider X	Platform Z	2285	655	432	1198	
Collection BB	Provider X	Platform Z	10515	3329	2765	4421	
Collection CC	Provider Y	Platform Z	281	87	93	101	
Collection DD	Provider Y	Platform Z	1925	886	448	591	

Customer: the name of the organization for which the report has been created

Institutional identifier: the publisher's account ID for the customer

Period covered by the report: reporting server start to end dates, inclusive

Date run: reporting server date

Collection (column A): the name of each multimedia collection for which usage has been recorded in the reporting period

Content provider (column B): the name of the publisher

Platform (column C): the name of the site for which the report is being run

Reporting period total (column D): the total number of successful full multimedia content requests for each collection in the reporting period

Month (subsequent columns): the number of full-text views and downloads for each title in each calendar month of the reporting period

Things to note

MR1 is used to report on usage of standalone multimedia items. Usage of multimedia items which are part of another content unit (e.g. viewing a video which is a supplementary file for a journal article) is not counted for the purposes of MR1. How the data is tracked

When a user requests a page which displays or plays a standalone multimedia file of any type, the publisher's reporting database will record that page view for use in MR1. The usage will be shown in the columns for Reporting Period Total and the relevant calendar month.

MR2

An optional report, MR2 is described by COUNTER as 'number of successful full multimedia content unit requests by month, collection and item type'. It combines the detail of JR3 with the multimedia focus of MR1.

Title reports

All of the title reports in COUNTER release 4 are 'optional'. Title reports were designed to allow optional simultaneous reporting of book and journal content for platforms which support both content types. Because title reports are typically very large, like the consortium reports they are provided only in XML format.

Items of note

Title reports include a 'total for all titles' section as well as information about individual journals and books.

Items which are not behind a paywall, including Open Access items, are only included in a title report if the user can clearly be associated with an institution, for example through IP recognition.

Where a user has come from – whether that is another page on the website (e.g. search results) or directly to the article from an external service such as Google – does not affect recording of multimedia usage.

TR1

TR1 is an optional report labelled 'number of successful requests for journal full-text articles and book sections by month and title'. Total views, HTML views and PDF views are separated out for each title, as with JR1.

TR1m

Like TR1, this optional report is labelled 'number of successful requests for journal full-text articles and book sections by month and title'. It contains exactly the same information as TR1, but is formatted both for normal browsers and for reading on/delivery to mobile devices.

TR2

This is an optional report labelled by COUNTER as 'access denied to full-text items by month, title and category'. It is the title-level counterpart of JR2.

TR3

This optional report is labelled by COUNTER as 'number of successful item requests by month, title and page type'. It is a title-level counterpart of JR3, and is thus highly granular.

TR3m

Like TR3, the TR3m optional report is labelled 'number of successful item requests by month, title and page type'. It contains exactly the same information as TR3, but is formatted both for normal browsers and for reading on/delivery to mobile devices.

We

(‘The Company’) hereby confirm the following:

1 That the online usage reports which are supplied by The Company to its customers, and which The Company claims to be ‘COUNTER compliant’, conform to Release 4 of the COUNTER Code of Practice for E-resources:

2 The Company agrees that it will implement the protocols specified in Section 5 of Release 4 of the Code of Practice to correct for the effects of federated searches and internet robots on usage statistics.

3 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.

4 The Company will pay to COUNTER the Vendor Registration Fee (£250/ US\$500), unless The Company is a Member of COUNTER in good standing, for whom this fee is waived.

5 That to maintain COUNTER-compliant status, the usage reports provided by The Company to its customers will be independently audited according to a schedule and standards specified by COUNTER.

Signed:

Name:

For and on behalf of

Address:

Email address:

Upon receipt of this signed Declaration by the COUNTER office, and upon payment (where the Company is not a member of COUNTER) by The Company of the Vendor Membership Fee, The Company will be listed on the Register of Vendors Providing COUNTER-compliant Usage Reports.

This Declaration may be signed, scanned and emailed to: lorraine.estelle@counterusage.org

COUNTER is a non-profit organization funded through organizational membership. To sustain the continued improvement of online usage statistics and usage-based metrics, we rely on membership funding from vendors, publishers, libraries and library consortia. See below for a full list of member categories.

To apply, please complete this form.

Name of organization:
Address:
Zip or post code:
Email address:
Name of primary contact:

Currency Options Please invoice in the following currency:
Please tick your option

Sterling - £

US Dollars – US\$

Category Annual Fee 2016
Please tick your category

Large Vendor/Publisher
(annual revenues more than £9.25 million/US \$14 million)
£ 796/\$1200

Medium Vendor/Publisher
(annual revenues less than £9.25 million/US \$14 million but more than £6.5 million/US \$10 million) **£641/\$1000**

Smaller Vendor/Publisher
(annual revenues less than £6.5 million US \$10 million)
£391/\$587

Pro-rated membership: New memberships that begin after 30 March 2016 will be pro-rated for the remaining calendar term: the annual figure will be divided by 12 and multiplied by the number of months remaining in the year. New memberships that begin after 30 June 2016 will be pro-rated for the remaining calendar term and the standard 2016 membership rate added for 2017.

The completed application form may be scanned and emailed to:
lorraine.estelle@counterusage.org

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About the author:


Tasha Mellins-Cohen is the Head of Platform at Semantico in Brighton, England.



Prior to joining Semantico Tasha worked for a variety of publishers, from small societies to large commercial units, with a focus on optimizing the operational aspects of scholarly publishing. She has extensive experience of the full publishing life cycle for both journals and books, from submission and peer review through to production and downstream data feeds. This has covered working with client publishers, offshore suppliers and end users. She is also a member and deputy Chair of the COUNTER Technical Advisory Group.

On the technology front, Tasha was involved with a number of new hosting platform builds and migrations, as well as workflow builds, and has now brought that experience to bear in her role at Semantico.



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