

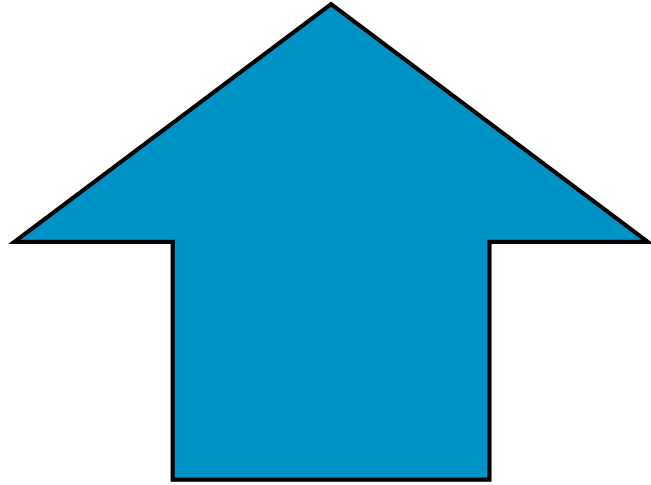
An introduction to COUNTER Release 5.1

March 2025



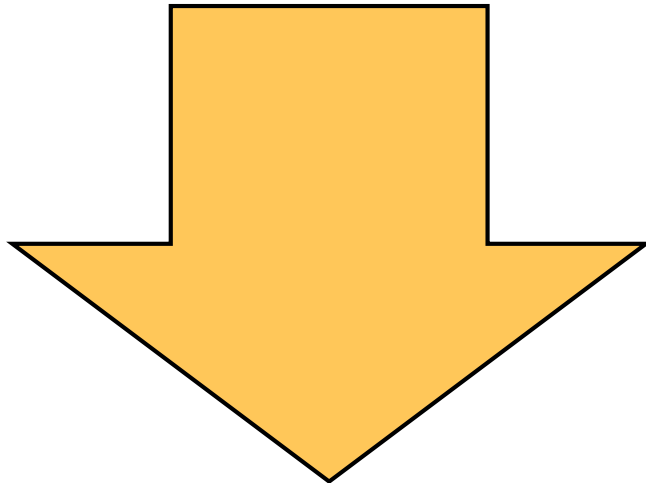
**COUNTER
METRICS**

The trusted standard



COUNTER metrics

- Open, community-created standard
- Comparable across platforms and over time
- Privacy protective by design
- Trusted by libraries and consortia



Web analytics

- Opaque, usually commercial products
- User data, as well as usage data
- Vary without explanation

Some key information

Metrics and reports

Usage metrics

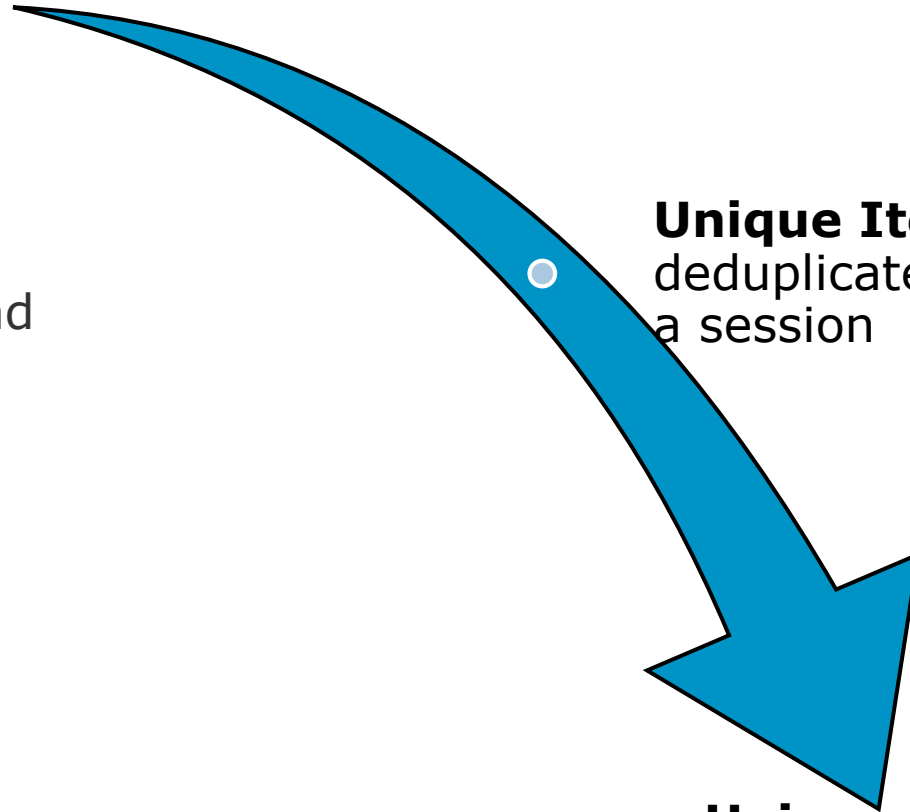
Investigations:

- ✓ All user interactions with content
- ✓ Includes interactions with metadata and links
- ✓ Example: video thumbnail

Requests

- ✓ Subset of investigations
- ✓ Interactions with full content only
- ✓ Example: video play

Total Item ...
count all actions

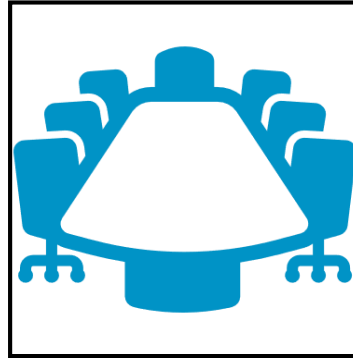


Unique Item ...
deduplicate actions in a session

Unique Title ...
roll up chapter actions to books

Reports

We recommend using the four COUNTER Reports, because the pre-filtered standard views exclude a lot of valuable data



PR is great for management reporting

DR and **TR** balance granularity with a usable amount of information

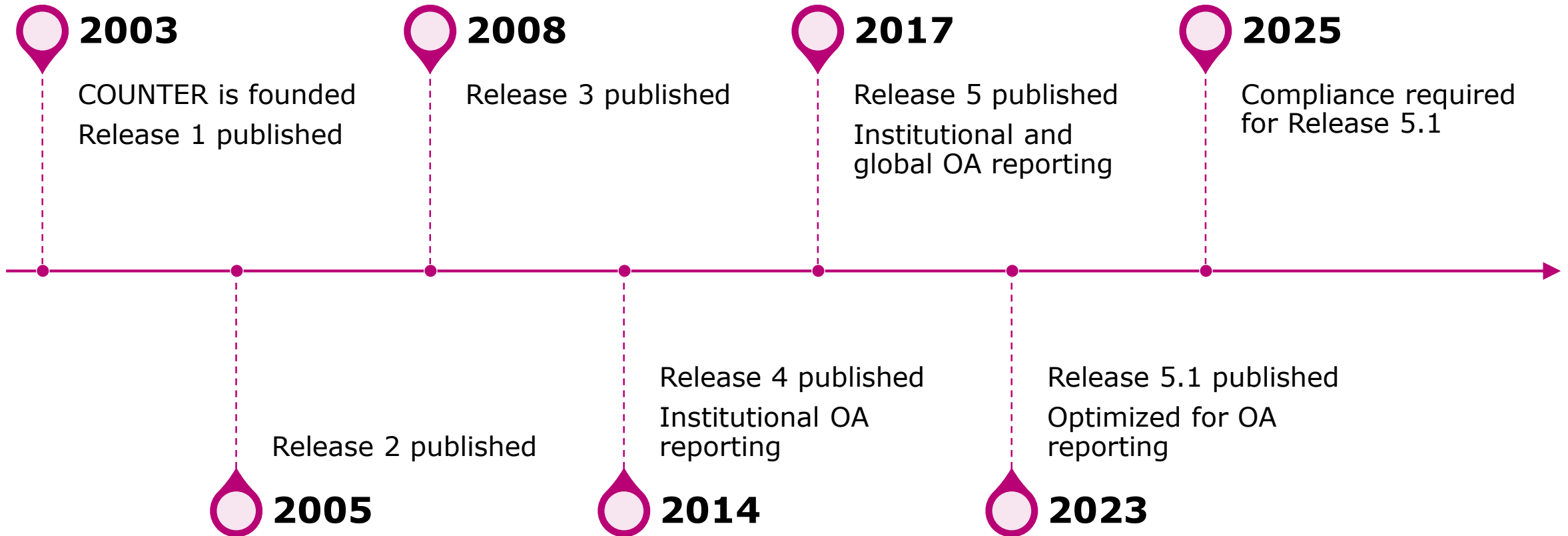


IR is designed for granular data analysis

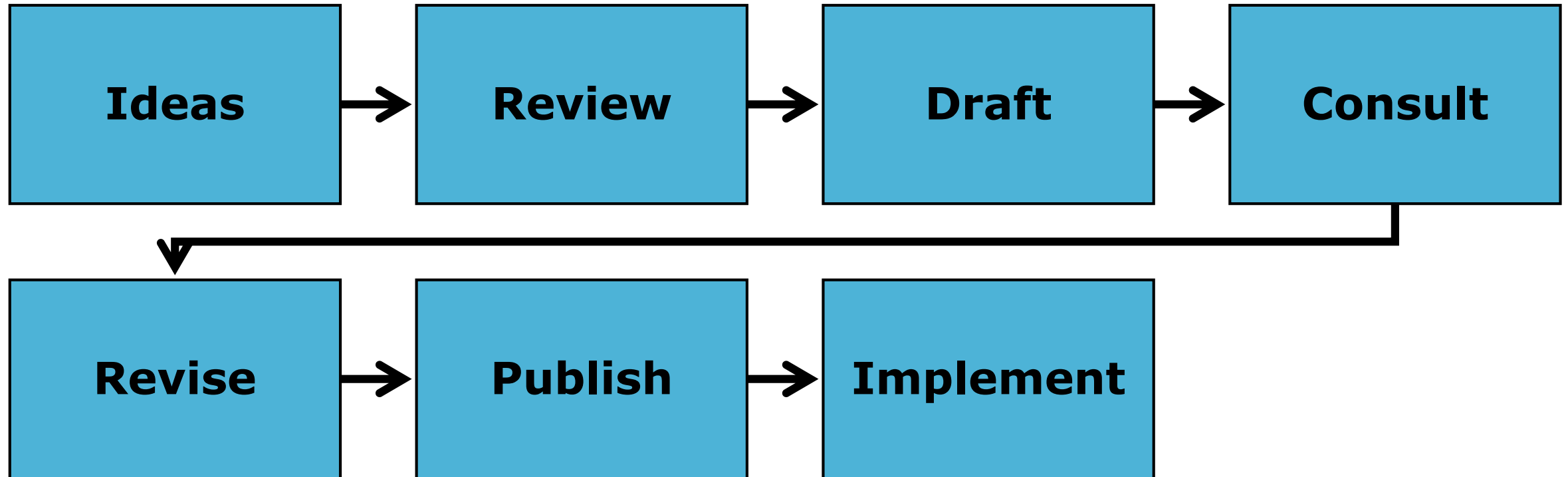
Elements	Title Report	TR_J1 standard view	TR_B1 standard view
Data Type	Books		Books
	Conferences		
	Journals	Journals	
	Newspapers		
	Patents		
	Reference Works		Reference Works
	Standards		
	Theses		
	Other		
	Unspecified		
Access Type	Controlled	Controlled	Controlled
	Open (OA)		
	Free to Read		
Access Method	Regular (human)	Regular (human)	Regular (human)
	TDM (machine)		
Metrics	Total Item Investigations		
	Unique Item Investigations		
	Total Item Requests	Total Item Requests	Total Item Requests
	Unique Item Requests	Unique Item Requests	
	Unique Title Investigations		
	Unique Title Requests		Unique Title Requests
	No License and Limit Exceeded denials		

How we work

Reflecting changes in practice



Change control





Still in place

Key changes

Minor updates

- Reports and metrics

- Simplify and rationalise

Item Reporting

- ❖ Like-for-like comparison of usage across different types of content, including in the IR
- ❖ Main impact on Item metrics for books and reference works, but the Unique Title metrics are unaffected

Access Types

- ❖ No longer linked to business model
- ❖ Controlled: Only available to authorized users
- ❖ Open: Available to everyone, with no end date
- ❖ Free To Read: Available to everyone, with an end date

Data types

- Reflect diversity of content
- Using Parent Data Types
- No more Section Types
- Components are now optional

COUNTER API (sushi)

- Dropping IP authentication
- Updated endpoints
- New parameters

JSON

- OpenAPI3.1
- Deduplicated and compact
- Matched to tabular reports

Item as the unit of reporting

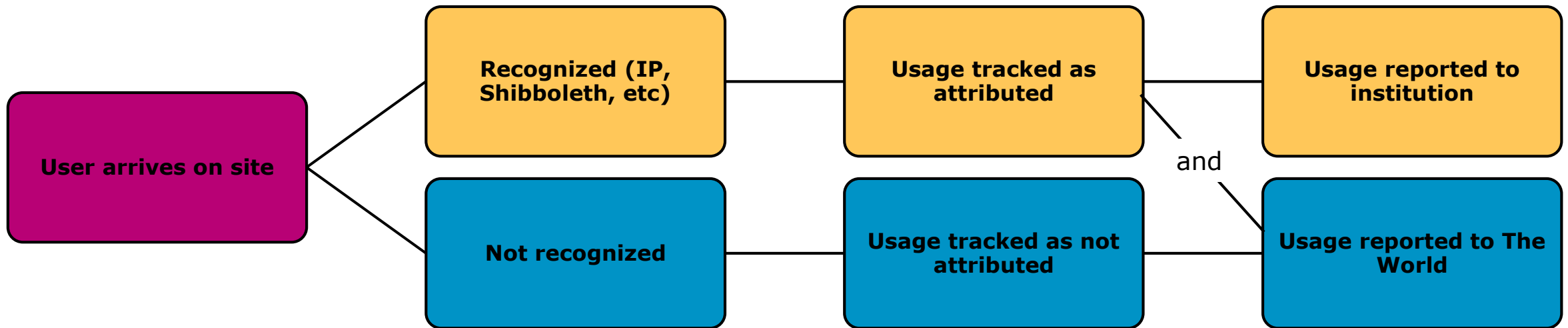
Scenario: a user has downloaded a 10-chapter book as a single file, and 10 articles.

	Book, R5	Book, R5.1	Journal, R5	Journal, R5.1
Total Item Investigations	1	10	10	10
Unique Item Investigations	1	10	10	10
Total Item Requests	1	10	10	10
Unique Item Requests	1	10	10	10
Unique Title Investigations	1	1		
Unique Title Requests	1	1		

COUNTER for OA

Global reporting

Institutional COUNTER reports show only the usage attributed to that institution: Global COUNTER reports show everything



Using COUNTER for OA



Global reports

Geographic breakdown
Title-level ROI
Impact comparisons



Item reports

Researcher impact
Funder reporting
Article-level ROI



Institutional reports

Internal usage
Trends over time

Access types

Access Types apply only to the platform producing the report.

Each Item has a single Access Type



Controlled

Only available to authorized users



Open

Available to everyone, with no end date

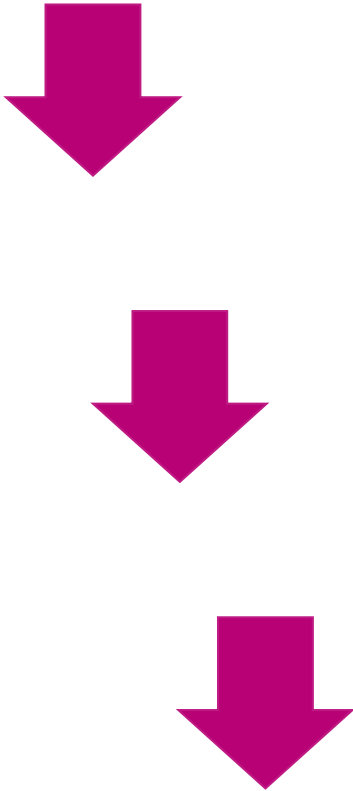


Free To Read

Available to everyone, with an end date

Audit basics

The Registry and audits



COUNTER is not perfect

Help us make it better: get involved!

Ways to get involved



Over to you!

Questions? Contact
tasha@countermetrics.org



**COUNTER
METRICS**