THE FRIENDLY GUIDE
TO RELEASE 5
FOR PROVIDERS

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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COUNTER

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INTRODUCTION

THIS GUIDE IS A friendly introduction to the COUNTER Code of Practice, Release 5, for publishers and other providers. It accompanies *The Friendly Guide to Release 5: Technical Notes*, which provides an overview of Release 5 implementation and auditing.

For more information, please refer to the full Code of Practice.

WHAT IS COUNTER?

COUNTER stands for

Counting Online Usage of NeTworked Electronic Resources.

Our website is at http://www.projectcounter.org/

COUNTER is one of the first, if not the first, standards organisations 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 ensures 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, and a register of COUNTER-compliant vendors and publishers. Release 5 of the Code of Practice, which is the subject of this Friendly Guide, is subject to continuous maintenance. As the Release changes, this Guide will be updated.

WHO USES COUNTER REPORTS?

The COUNTER standard was originally developed to provide a service to librarians and other people 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 they are increasingly being used for that purpose.

SCENARIO

Camford purchases two subscriptions for 2017: Journal X for £25,000 and Journal Y for £10,000. At the end of the year Camford's librarian (Barbara) runs a COUNTER TR_J1 report to check the usage. Journal X is showing 60,000 Total_Item_Requests, 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 has to choose a journal to cancel, it's likely to be Journal Y.

Academic libraries across the world use COUNTER reports to:

- Inform renewal decisions or new purchasing decisions based on data about usage and access denials

- Inform faculty about the value of the library and its resources

- Understand user behaviour and improve user experiences

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 denials

- Inform editors and authors about the usage of their publications

HOW DO 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 libraries—lead COUNTER. A Board of Directors has oversight of the 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 relevant reports**

There are four 'Master Reports' in Release 5 of the COUNTER Code of Practice, each of which has a set of 'Standard Views'. This Guide will help you select which of the Master Reports and Standard Views are relevant to your platform.

■ **Prepare your COUNTER reports**

All Master Reports and Standard Views must be available in two formats:

- In tabular form (e.g. as an Excel spreadsheet)
- As machine-readable JSON data via SUSHI

More detail about report formats can be found in The Friendly (Technical) Guide to Release 5.

■ **Complete the paperwork**

Once you are ready, use the COUNTER Report Validation Tool (available on our website at projectcounter.org/) to check whether your reports are valid. The results of your test and the Declaration of COUNTER Compliance will be needed for your audit.

We also encourage everyone to become a COUNTER member to support our work. You will find both the Membership Application and the Declaration on the website at projectcounter.org/.

■ **Undergo an independent audit**

There are two approved COUNTER auditors—ABC (abc.org.uk) and BPA Worldwide (bpaww.com). COUNTER will also accept an audit by any Chartered Accountant (UK), Certified Public Accountant (USA), or their equivalent elsewhere. Once you have selected your auditor, provide them with access to your prepared reports.

■ **Tell your customers you are COUNTER-compliant**

Once you have passed your audit, COUNTER will list you on its website and issue you a dated logo stating that you are COUNTER-compliant.

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's Project Director to discuss permission to be audited every other year.

COUNTER METRICS

USAGE

There are several different types of usage metrics in Release 5, which break down into *investigations* and *requests*.

An investigation is tracked when a user performs any action in relation to a content item or title, while a request is specifically related to viewing or downloading the full content item (see Figure 1).

INVESTIGATIONS

View abstract

Link to Link Resolver

View cited references

Link to Inter-Library Loan form

Vew HTML full text

View PDF full text

Watch whole video

View article preview
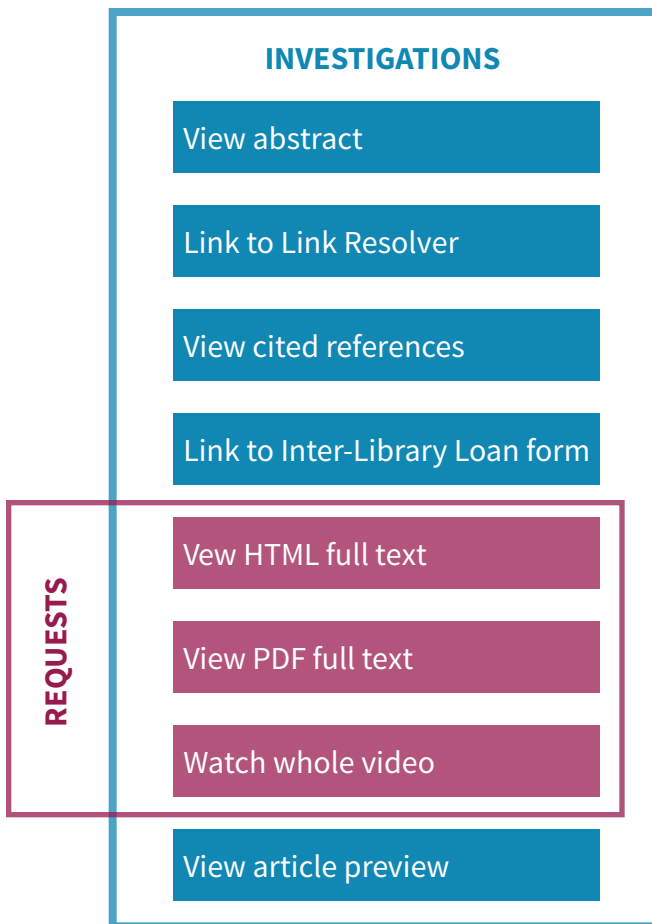
REQUESTS

Figure 1: Investigations & Requests

Investigations

- **Total_Item_Investigations**
  the total number of times a content item or information related to a content item was accessed.

- **Unique_Item_Investigations**
  the number of unique content items (e.g. chapters) investigated by a user.

- **Unique_Title_Investigations**
  the number of unique titles (e.g. books) investigated by a user.

Requests

- **Total_Item_Requests**
  the total number of times the full text of a content item was downloaded or viewed.

- **Unique_Item_Requests**
  the number of unique content items (e.g. chapters) requested by a user.

- **Unique_Title_Requests**
  the number of unique titles (e.g. books) requested by a user.

SCENARIO

Susan is researching the history of antibiotics on Publisher Platform Alpha. From a list of search results, she opens three article abstracts and a video record. All four records are different, but two of the articles are from the same journal. The counts are:

- Total_Item_Investigations: 4
- Unique_Item_Investigations: 4
- Unique_Title_Investigations: 3

After reading the abstracts, Susan downloads the PDFs for two of the articles, both from the same journal. The counts change to:

- Total_Item_Investigations: 6
- Unique_Item_Investigations: 4
- Unique_Title_Investigations: 3
- Total_Item_Requests: 2
- Unique_Item_Requests: 2
- Unique_Title_Requests: 1

ACCESS DENIALS

Access denials are also known as turnaways. Two varieties of access denial metric are tracked in Release 5:

- **No_License**
  counted where a user is unable to access a unique content item because their institution does not have a license to the content.

- **Limit_Exceeded**
  counted where a user is unable to access a unique content item because their institution's cap on the number of simultaneous users has been exceeded.

SCENARIO

Susan is researching the history of antibiotics on Publisher Platform Alpha. From a list of search results, she opens three article abstracts and two video records. Her institution has not subscribed to the video database, and she is therefore denied access. The counts are:

- No_License: 2
- Limit_Exceeded: 0

Susan repeats her attempt to access one of the video records five minutes later. The counts are:

- No_License: 3
- Limit_Exceeded: 0

SCENARIO

Susan is researching the history of antibiotics on Publisher Platform Alpha. From a list of search results, she opens three article abstracts and two video records. Her institution has a concurrency-limited subscription to the video database, and Susan's usage exceeds that cap. The counts are:

- No_License: 0
- Limit_Exceeded: 2

SEARCHES

There are four different types of search metric in Release 5:

- **Searches_Regular**
  the number of times a user searches a database, where they have actively chosen that database from a list of options OR there is only one database available to search.

- **Searches_Automated**
  the number of times a user searches a database, where they have *not* actively chosen that database from a list of options.

- **Searches_Platform**
  the number of times a user performs a search on the platform, regardless of the number of databases involved in the search.

- **Searches_Federated**
  the number of times a search is run remotely through an API.

SCENARIO

Susan is researching the history of antibiotics on Publisher Platform Alpha. She runs a search for "history AND antibiotics". The counts are:

- Searches_Regular: 0
- Searches_Automated: 0
- Searches_Platform: 1
- Searches_Federated: 0

SCENARIO

Susan is researching the history of antibiotics on Publisher Platform Alpha, which includes five databases. She runs a search for "history AND antibiotics". The counts are:

- Searches_Regular: 0
- Searches_Automated: 5
- Searches_Platform: 1
- Searches_Federated: 0

Susan then selects the 'History of Medicine' database and reruns her search. The counts are:

- Searches_Regular: 1
- Searches_Automated: 5
- Searches_Platform: 2
- Searches_Federated: 0

In a separate session, Susan uses an API to search Publisher Platform Alpha. The count for that activity is:

- Searches_Regular: 0
- Searches_Automated: 0
- Searches_Platform: 0
- Searches_Federated: 1

COUNTER MASTER REPORTS AND STANDARD VIEWS

Release 5 of the COUNTER Code of Practice includes four **Master Reports**:

1. Platform Master Report

2. Database Master Report

3. Title Master Report

4. Item Master Report

Which of the Master Reports you need to provide will depend on your **Host Type**. Master Reports cover a wide spectrum of activities, so for ease of use each of the Master Reports has one or more pre-set Standard Views. These are summaries of particular types of activity, such as usage or access denials. While you can filter a Master Report to show a Standard View (or a custom view to suit your needs), Standard Views only hold a subset of the information from a Master Report; it is therefore not possible to 'unfilter' a Standard View to obtain its parent Master Report.

Each Master Report includes a complete set of COUNTER **metrics**, which are discussed in the next section, supplemented with a variety of **attributes**. There are details of the Master Reports and their Standard Views later in this guide.

REPORT HEADERS

The tabular versions of Release 5 reports have a common header format, which looks like this:

Label	Value
Report_Name	Name of the report
Report_ID	Identifier of the report
Release	5

Institution_Name	Name of the institution usage is attributed to
Institution_ID	Identifier(s) for the institution usage is attributed to
Metric_Types	Semicolon-space delimited list of metric types included in the report
Report_Filters	Semicolon-space delimited list of filters applied to the data to generate the report
Report_Attributes	Semicolon-space delimited list of attributes applied to the data to generate the report
Exceptions	Any exceptions that occurred in generating the report
Reporting_Period	Date range covered by the report
Created	Date the report was run
Created_By	Name of organization or system that generated the report
<row left blank>	

It is important to stick with this common report header format with the labels in column A, values in Column B and the rows are presented above starting with row 1 and including the blank row, as anything else will not be COUNTER-compliant. For the purposes of this guide we are showing the header and body information separately, but in the actual report these would be in the same tabular report with the header starting in cell A1 and the body in A13.

PLATFORM REPORTS

All Host Types must provide a Platform Master Report (PR). A PR shows activity across all metrics for entire platforms. As with all Master Reports, it can be filtered according to user needs and also has a pre-set Standard View.

Identifier	Name	Description
PR_P1	Platform Usage	A pre-set Standard View of PR showing total and unique item requests, as well as platform searches

For the purposes of PR_P1, the PR is pre-filtered using the following specification:

- Access_Method: Regular
- Metric_Type: Searches_Platform; Total_Item_Requests; Unique_Item_Requests

PR FILTERS

PR can be filtered on five attributes, as described in the table below. It is also possible to exclude the month-by-month breakdown of activity and show only the total activity for the whole reporting period.

Filter / attribute	Description
YOP	All years, a specific year, or a range of years
Data_Type	All, or one or more of the Data_Types applicable to the platform
Access_Type	All, or one or more of the Access_Types applicable to the platform
Access_Method	All, or one or more of the Access_Methods applicable to the platform
Metric_Type	All, or one or more of the Metric_Types applicable to the platform
Exclude_Monthly_Details	True or False. Show the Reporting_Period_Total column without month-by-month breakdowns

WHAT DOES A PR LOOK LIKE?

PR is a relatively compact report, only six columns across plus monthly breakdowns. Every metric type should be included, but for the purposes of this guide only a subset are shown in the example below.

Example: a PR has been generated for Publisher Platform Alpha (PPα) covering the period from 01 January to 30 June 2017, for Sample University. In this case, users from Sample University have investigated a series of journal and book items but have not attempted to access any fulltext: this means that while there are 15 investigations in total, of 11 unique items, there are no requests in the report. Users have also been denied access to a database on three occasions during the report period.

Report_Name	Platform Master Report
Report_ID	PR
Release	5
Institution_Name	Sample University
Institution_ID	isni=1234567890
Metric_Types	*as selected*
Report_Filters	*as selected*
Report_Attributes	as selected
Exceptions	
Reporting_Period	2017-01-01 to 2017-06-30
Created	2017-05-25
Created_By	Publisher Platform Alpha

Platform	Data_Type	Access_Type	Access_Method	Metric_Type	Reporting_Period_Total
PPα	Journal	Controlled	Regular	Total_Item_Investigations	10
PPα	Journal	Controlled	Regular	Unique_Item_Investigations	6
PPα	Journal	Controlled	Regular	Unique_Title_Investigations	5
PPα	Book	Controlled	Regular	Total_Item_Investigations	5
PPα	Book	Controlled	Regular	Unique_Item_Investigations	5
PPα	Book	Controlled	Regular	Unique_Title_Investigations	3
PPα	Database	Controlled	Regular	No_License	3

DATABASE REPORTS

Three Host Types need to provide a **Database Master Report** (DR):

1. A&I Database

2. Aggregated Full Content

3. Multimedia Collection

A DR shows activity across all metrics for entire databases or fixed collections of content that behave like a database. As with all Master Reports, it can be filtered according to user needs and also has pre-set Standard Views.

Identifier	Name	Description
DR_D1	Database Search and Item Usage	A pre-set Standard View of DR showing total item investigations and requests, as well as searches
DR_D2	Database Access Denied	A pre-set Standard View of DR showing where users were denied access because simultaneous use (concurrency) licenses were exceeded, or their institution did not have a license for the database

For the purposes of DR_D1, the DR is pre-filtered using the following specification:

- Access_Method: Regular
- Access_Type: Controlled
- Metric_Type: Searches_Automated; Searches_Federated; Searches_Regular; Total_Item_Investigations; Total_Item_Requests

For the purposes of DR_D2, the DR is pre-filtered using the following specification:

- Access_Method: Regular
- Metric_Type: Limit_Exceeded; No_License

DR FILTERS

DR can be filtered on five attributes, as described in the table below. It is also possible to exclude the month-by-month breakdown of activity and show only the total activity for the whole reporting period.

Filter / attribute	Description
YOP	All years, a specific year, or a range of years
Data_Type	All, or one or more of the Data_Types applicable to the database
Access_Type	All, or one or more of the Access_Types applicable to the database
Access_Method	All, or one or more of the Access_Methods applicable to the database
Metric_Type	All, or one or more of the Metric_Types applicable to the database
Exclude_Monthly_ Details	True or False. Show the Reporting_Period_Total column without month-by-month breakdowns

WHAT DOES A DR LOOK LIKE?

DR is less compact than PR, with eleven columns across plus monthly breakdowns. In addition to the columns in PR (platform, data_type, access_type, access_method, metric_type, and reporting_ period_total), DR shows the database name within the platform, the publisher details, and the year of publication.

Again, every metric type should be included, but for the purposes of this guide only a subset is shown in the example below.

Example: a DR has been generated for the Multimedia database on Publisher Platform Alpha (PPα) covering the period from 01 January to 30 June 2017, for Sample University. In this case, users from Sample University have investigated eight items in the database, and requested the full record for three of those items. There is also a record of one search of the database during the report period.

Report_Name	Database Master Report
Report_ID	DR
Release	5
Institution_ Name	Sample University
Institution_ID	isni=1234567890
Metric_Types	*as selected*

DATABASE REPORTS

Report_Filters	*as selected*
Report_ Attributes	as selected
Exceptions	
Reporting_ Period	2017-01-01 to 2017-06-30
Created	2017-05-25
Created_By	Publisher Platform Alpha

Database	Publisher	Publisher_ ID	Platform	Proprietary_ ID	Data_ Type	YOP	Access_ Type	Access_ Method	Metric_ Type	Report-ing_ Period_ Total
Multimedia	Gamma	1234_gam	PPα	ahgoiuaryg	Database	2016	Controlled	Regular	Total_Item_ Investigations	8
Multimedia	Gamma	1234_gam	PPα	ahgoiuaryg	Database	2016	Controlled	Regular	Unique_Item_ Investigations	8
Multimedia	Gamma	1234_gam	PPα	ahgoiuaryg	Database	2016	Controlled	Regular	Unique_Title_ Investigations	1
Multimedia	Gamma	1234_gam	PPα	ahgoiuaryg	Database	2016	Controlled	Regular	Total_Item_ Requests	3
Multimedia	Gamma	1234_gam	PPα	ahgoiuaryg	Database	2016	Controlled	Regular	Unique_Item_ Requests	3
Multimedia	Gamma	1234_gam	PPα	ahgoiuaryg	Database	2016	Controlled	Regular	Unique_Title_ Requests	1
Multimedia	Gamma	1234_gam	PPα	ahgoiuaryg	Database	2016	Controlled	Regular	Searches_Regular	1

TITLE MASTER REPORT

Three Host Types need to provide a **Title Master Report** (TR):

> 1. Aggregated Full Content
>
> 2. eBook
>
> 3. eJournal

A TR shows activity across all metrics for entire titles, which may be books or journals. As with all Master Reports, TR can be filtered according to user needs and also has pre-set Standard Views. In the case of TR, the Standard Views apply to different Host Types—for example, an eJournal host does not need to provide TR_B1.

Identifier	Name	Description	Host Types
TR_B1	Book Requests (Excluding OA_ Gold)	A pre-set book filter of TR showing fulltext activity for all content which is not Gold Open Access. Numbers between sites will vary based on whether the content is delivered as a complete book or by chapter.	Aggregated Full Content eBook
TR_B2	Book Access Denied	A pre-set book filter of TR showing where users were denied access because simultaneous use (concurrency) licenses were exceeded, or their institution did not have a license for the database	eBook
TR_B3	Book Usage by Access Type	A pre-set book filter of TR showing showing all applicable metric types broken down by Access_ Type	Aggregated Full Content eBook
TR_J1	Journal Requests (Excluding OA_ Gold)	A pre-set journal filter of TR showing fulltext activity for all content which is not Gold Open Access.	Aggregated Full Content eJournal
TR_J2	Journal Accessed Denied	A pre-set journal filter of TR showing where users were denied access because simultaneous use (concurrency) licenses were exceeded, or their institution did not have a license for the database	eJournal

| TR_J3 | Journal Usage by Access Type | A pre-set journal filter of TR showing all applicable metric types broken down by Access_Type | Aggregated Full Content

eJournal |
| TR_J4 | Journal Requests by YOP (Excluding OA_Gold) | A pre-set journal filter of TR breaking down the fulltext usage of non-Gold Open Access content by year of publication (YOP). | Aggregated Full Content

eJournal |

TITLE REPORT STANDARD VIEWS FOR BOOKS

For the purposes of TR_B1, the TR is pre-filtered using the following specification:

- Access_Method: Regular
- Access_Type: Controlled
- Data_Type: Book
- Metric_Type: Total_Item_Requests; Unique_Item_Requests

For the purposes of TR_B2, the TR is pre-filtered using the following specification:

- Access_Method: Regular
- Data_Type: Book
- Metric_Type: Limit_Exceeded; No_License

For the purposes of TR_B3, the TR is pre-filtered using the following specification:

- Access_Method: Regular
- Data_Type: Book
- Metric_Type: Total_Item_Investigations; Total_Item_Requests; Unique_Item_ Investigations; Unique_Item_Requests; Unique_Title_Investigations; Unique_Title_ Requests

TITLE REPORT STANDARD VIEWS FOR JOURNALS

For the purposes of TR_J1, the TR is pre-filtered using the following specification:

- Access_Method: Regular
- Access_Type: Controlled
- Data_Type: Journal
- Metric_Type: Total_Item_Requests; Unique_Item_Requests

For the purposes of TR_J2, the TR is pre-filtered using the following specification:

- Access_Method: Regular
- Data_Type: Journal
- Metric_Type: Limit_Exceeded; No_License

For the purposes of TR_J3, the TR is pre-filtered using the following specification:

- Access_Method: Regular
- Data_Type: Journal
- Metric_Type: Total_Item_Investigations; Total_Item_Requests; Unique_Item_ Investigations; Unique_Item_Requests

For the purposes of TR_J4, the TR is pre-filtered using the following specification:

- Access_Method: regular
- Data_Type: journal
- Metric_Type: Total_Item_Requests; Unique_Item_Requests

TR FILTERS

TR can be filtered on six attributes, as described in the table below. It is also possible to exclude the month-by-month breakdown of activity and show only the total activity for the whole reporting period.

Filter / attribute	Description
YOP	All years, a specific year, or a range of years
Data_Type	All, or one or more of the Data_Types applicable to the title
Access_Type	All, or one or more of the Access_Types applicable to the title
Access_Method	All, or one or more of the Access_Methods applicable to the title
Metric_Type	All, or one or more of the Metric_Types applicable to the title
Section_Type	All, or one or more of the Section_Types applicable to the title
Exclude_Monthly_ Details	True or False. Show the Reporting_Period_Total column without month-by-month breakdowns

WHAT DOES A TR LOOK LIKE?

TR is where COUNTER reports become highly detailed and therefore quite lengthy. As well as the core information from the PR (platform, data_type, access_type, access_method, metric_type, and reporting_ period_total), TR shows the title name and identifiers, the publisher details, the sec-tion_type, and the year of publication, for a total of 17 columns plus monthly breakdowns.

Again, every metric type should be included, but for the purposes of this guide only a subset is shown in the example below.

Example: a TR has been generated for *Journal Six* on Publisher Platform Alpha (PPα) covering the period from 01 January to 30 June 2017, for Sample University. In this case, users from Sample University have investigated eight articles, and requested the fulltext for three of those articles.

Report_ Name	Title Master Report
Report_ID	TR
Release	5
Institution_ Name	Sample University
Institution_ ID	isni=1234567890
Metric_ Types	*as selected*
Report_ Filters	*as selected*
Report_ Attributes	as selected
Exceptions	
Reporting_ Period	2017-01-01 to 2017-06-30
Created	2017-05-25
Created_By	Publisher Platform Alpha

Title	Publisher	Publisher_ ID	Platform	DOI	Proprietary _ID	ISBN	Print_ ISSN	Online_ ISSN	URI	Data_ Type	Section_ Type	YOP	Access_ Type	Access_ Method	Metric_ Type	Reporting_ Period_ Total
Journal Six	Gamma	1234_gam	PPα	10.1000/ xyz123	xyz123			1110987654321		Journal	Article	2016	Controlled	Regular	Total_ Item_ Investigations	8
Journal Six	Gamma	1234_gam	PPα	10.1000/ xyz123	xyz123			1110987654321		Journal	Article	2016	Controlled	Regular	Unique_ Item_ Investigations	8
Journal Six	Gamma	1234_gam	PPα	10.1000/ xyz123	xyz123			1110987654321		Journal	Article	2016	Controlled	Regular	Unique_ Title_ Investigations	1
Journal Six	Gamma	1234_gam	PPα	10.1000/ xyz123	xyz123			1110987654321		Journal	Article	2016	Controlled	Regular	Total_ Item_ Requests	3
Journal Six	Gamma	1234_gam	PPα	10.1000/ xyz123	xyz123			1110987654321		Journal	Article	2016	Controlled	Regular	Unique_ Item_ Requests	3
Journal Six	Gamma	1234_gam	PPα	10.1000/ xyz123	xyz123			1110987654321		Journal	Article	2016	Controlled	Regular	Unique_ Title_ Requests	1

ITEM MASTER REPORT

Two Host Types need to provide an **Item Master Report** (IR):

> 1. Multimedia
>
> 2. Repository

An IR shows activity across all metrics for single items, such as articles or videos. As with all Master Reports, it can be filtered according to user needs and also has pre-set Standard Views.

Identifier	Name	Description
IR_A1	Journal Article Requests	A pre-set Standard View of IR showing total item requests for journal articles
IR_M1	Multimedia Item Requests	A pre-set Standard View of IR showing total item requests for multimedia items

Like TR, IR has an extra filter, Section_Type, which is in addition to the five which apply to all of the Master Reports. Section_Type may be all, or one or more of the Section_Types applicable to the title.

Repositories should specify IR_A1 using the following specification:

- Access_Method: Regular
- Data_Type: Article
- Metric_Type: Total_Item_Requests

For the purposes of IR_M1, the IR is pre-filtered using the following specification:

- Access_Method: Regular
- Data_Type: Multimedia
- Metric_Type: Total_Item_Requests

Should a publisher choose to provide IR_A1, the IR is pre-filtered using the following specification:

- Access_Method: Regular
- Data_Type: Journal
- Section_Type: Article
- Metric_Type: Total_Item_Requests

IR FILTERS

IR can be filtered on six attributes, as described in the table below. It is also possible to include component details, and to exclude the month-by-month breakdown of activity.

Filter / attribute	Description
YOP	All years, a specific year, or a range of years
Data_Type	All, or one or more of the Data_Types applicable to the title
Access_Type	All, or one or more of the Access_Types applicable to the title
Access_Method	All, or one or more of the Access_Methods applicable to the title
Metric_Type	All, or one or more of the Metric_Types applicable to the title
Section_Type	All, or one or more of the Section_Types applicable to the title
Include_Component_Details	True or False. Show the sub-units of the item
Exclude_Monthly_Details	True or False. Show the Reporting_Period_Total column without month-by-month breakdowns

WHAT DOES AN IR LOOK LIKE?

An IR contains so much detail that it is not possible to show an example report here. The 36 column heads associated with an IR cover the item itself, its parent, and its component parts, and appear in the IR in this order:

- Item
- Publisher
- Publisher_ID
- Platform
- Authors
- Publication_Date
- Article_Version
- DOI
- Proprietary_ID
- ISBN
- Print_ISSN
- Online_ISSN
- URI
- Parent_Title
- Parent_Data_Type
- Parent_DOI
- Parent_Proprietary_ID
- Parent_ISBN
- Parent_Print_ISSN
- Parent_Online_ISSN
- Parent_URI
- Component_Title
- Component_Data_Type
- Component_DOI
- Component_Proprietary_ID
- Component_ISBN
- Component_Print_ISSN
- Component_Online_ISSN
- Component_URI
- Data_Type
- Section_Type
- YOP
- Access_Type
- Access_Method
- Metric_Type
- Reporting_Period_Total

ATTRIBUTES, ELEMENTS,
AND OTHER (SLIGHTLY) TECHY THINGS

Release 5 of the COUNTER Code of Practice has added a series of elements and attributes to our longer-standing metrics. These help to provide much more granular information in an organized way, and let the COUNTER team maintain and amend the Code of Practice over time.

HOST TYPE

Your Host Type determines which of the Master Reports you need to produce. A single platform might fit multiple Host Types. If you aren't sure what your Host Type is, please send a question to the COUNTER team through our website (projectcounter.org).

Host Type	Description
A&I Database	Databases containing Abstract and Index information but no fulltext
Aggregated Full Content	Aggregated pre-set databases of fulltext and other content where content is accessed in the context of the licensed database
Data Repository	Access to data rather than fulltext content; includes subject repositories, institution, department, etc.
Discovery Service	A central index of article, book, and other metadata
eBook Collection	Book content provided as fixed collections that behave like databases
eBook	Book content provided as individual titles or packages
eJournal	Serial content as individual titles or packages
Multimedia Collection	Audio, video, or other multimedia content as fixed collections that behave like databases
Multimedia	Audio, video, or other multimedia content as individual items
Repository	Provides access to an institution's research output; includes subject repositories, institution, department, etc.
Scholarly Collaboration Network	A service used by researchers to share information about their work

ATTRIBUTE: DATA_TYPE

Data_Type is used to group content at the level of the Title. Depending on your Host Type, you will need to apply different Data_Types.

- Article: an individual content object, usually published as part of a journal or reference work
- Book Segment: a book segment (e.g. chapter, section label, etc.)
- Book: a monograph text
- Database: a fixed database where content is searched and accessed in the context of the database
- Dataset: a data set
- Journal: textual content published serially as a journal or magazine
- Multimedia: multimedia content, such as audio, images, or video
- Newspaper Or Newsletter: textual content published serially in a newspaper or newsletter
- Platform: the "Title" of the item being reported on is a content platform and may reflect usage from multiple data types
- Report: a report
- Repository Item: generic classification used for items stored in a repository
- Thesis Or Dissertation: a dissertation or thesis
- Other: the content item cannot be classified by any of the other data types

SCENARIO

Susan is researching the history of antibiotics on Publisher Platform Alpha. From a list of search results, she opens three article abstracts and a video record. The relevant Data_Types are:

- Journal
- Multimedia

ATTRIBUTE: SECTION_TYPE

Some Data_Types are delivered in small sub-units, which is where Section_Type comes in.

- Article: a sub-unit of Data_Types Journal and Book
- Book: a sub-unit of Data_Types Platform and Database
- Chapter: a sub-unit of Data_Types Book and Book Segment
- Section: a sub-unit of Data_Types Book and Book Segment
- Other: content delivered in sections that are not otherwise represented on the list

ATTRIBUTE: ACCESS_TYPE

Access_Type allows us to determine whether content was Open Access or not. For the Host Types eBook, eJournal, Multimedia, and Repository, only two Access_Types are needed:

- OA_gold: content available under a Gold Open Access license from the point of publication
- Controlled: everything which is not OA_Gold

The Repository Host Type also needs to provide a third Access_Type:

- Other_Free_To_Read: content which is not OA_Gold, but which is freely available to read without a license

ATTRIBUTE: ACCESS_METHOD

Access_Method applies when a Host allows Text and Data Mining (TDM) of their content, and is able to distinguish TDM activity from all other activity, for example because they have a specific TDM API. The valid Access_Method attributes are

- Regular: all activity which is not TDM
- TDM: text and data mining activity

ATTRIBUTE: YOP

YOP stands for Year of Publication—the four-digit year in which the Version of Record was published. Where the YOP is undefined:

- Use "9999" for in-press articles
- Use "0001" for content with an unknown YOP

PUTTING IT ALL TOGETHER

In this section we're going to walk through a scenario and use the information to put together a set of COUNTER Release 5 reports.

ABOUT THE PLATFORM

Publisher Platform Alpha (PPα) hosts a combination of materials: 100 fulltext journals, 750 fulltext books, and a multimedia database. This means that PPα falls under several Host Types: Aggregated Full Content, eBooks, eJournals, and Multimedia Collection.

Given the Host Types, we know that PPα needs to provide all four of the Master Reports. Throughout this example, you will see tables showing what is being counted for each metric for each of the Master Reports. In the summary section at the end we've also shown the metrics and counts for each of the relevant Standard Views.

ABOUT THE SUBSCRIBING INSTITUTION

Institution Omega subscribes to the entire journals list on PPα, as well as the multimedia database. They do not subscribe to the books list.

SUSAN'S ACTIVITY

Susan is researching the history of antibiotics on PPα. She runs a search across the entire platform *without* selecting just the multimedia database.

Metric	Master Report	Count	Explanation
Searches_Automated	PR	1	Incremented against the multimedia database
	DR	1	Incremented against the multimedia database
Searches_Platform	PR	1	Incremented against the platform

From the list of search results, Susan opens the following items:

- 2 article abstracts from *Journal of Antibiotics are Fun*
- 1 article abstract from *Journal of Medical Historical Trivia*
- 1 video preview from the multimedia database
- 1 chapter abstract from *The Big Book of Medical Marvels*
- 1 book abstract of *A Medical History Reference*

This activity triggers a whole series of investigation metrics, as well as some access denial metrics. Note that because Susan's institution has no license to access the book content, we're counting two access denials here even though she has only attempted to access the abstracts at this point.

Metric	Master Report	Count	Explanation
Total_Item_Investigations	PR	6	Incremented against the platform
	DR	1	Incremented against the multimedia database
	TR	6	Incremented against five titles
	IR	6	Incremented against five titles
Unique_Item_Investigations	PR	6	Incremented against the platform
	DR	1	Incremented against the multimedia database
	TR	6	Incremented against five titles
	IR	6	Incremented against five titles
Unique_Title_Investigations	PR	5	Incremented against the platform
	DR	1	Incremented against the multimedia database
	TR	5	Incremented against five titles
	IR	5	Incremented against five titles
No_License	PR	2	Incremented against the platform
	TR	2	Incremented against two book titles

After reading the abstracts, Susan then triggers additional investigation and access denial metrics, as well as some request metrics, by:

- Downloading 2 article fulltext PDFs from *Journal of Antibiotics are Fun*, one dated 2016 and one dated 2017
- Watching 1 video from the multimedia database
- Attempts to download 1 chapter PDF from *The Big Book of Medical Marvels*

Note that Susan's attempt to download a chapter from *The Big Book of Medical Marvels* does count as an investigation but **does not** count as a request. This is because her institution has not licensed books, and therefore her access is denied. The Unique_Item_Investigations and Unique_Title_Investigations don't change, because Susan is not looking at anything new in this set of actions.

Metric	Master Report	Count	Explanation
Total_Item_Investigations	PR	4	Incremented against the platform
	DR	1	Incremented against the multimedia database
	TR	4	Incremented against three titles
	IR	4	Incremented against three titles
No_License	PR	1	Incremented against the platform
	TR	1	Incremented against one book title
Total_Item_Requests	PR	3	Incremented against the platform
	DR	1	Incremented against the multimedia database
	TR	3	Incremented against two titles
	IR	3	Incremented against two titles
Unique_Item_Requests	PR	3	Incremented against the platform
	DR	1	Incremented against the multimedia database
	TR	3	Incremented against two titles
	IR	3	Incremented against two titles
Unique_Title_Requests	PR	2	Incremented against the platform
	DR	1	Incremented against the multimedia database
	TR	2	Incremented against two titles
	IR	2	Incremented against two titles

IN SUMMARY

Collecting all of this together, Susan's session on PPα results in:

1	Searches_Automated
1	Searches_Platform
10	Total_Item_Investigations
6	Unique_Item_Investigations
5	Unique_Title_Investigations
3	No_License
3	Total_Item_Requests
3	Unique_Item_Requests
2	Unique_Title_Requests

The metrics will appear in all four Master Reports, as well as the Standard Views described in the table below, for delivery to Institution Omega.

Report / View	Report subject	Metrics	Counts
Master Report: PR	Platform: PPα	Searches_Automated	1
		Searches_Platform	1
		Total_Item_Investigations	10
		Unique_Item_Investigations	6
		Unique_Title_Investigations	5
		No_License	3
		Total_Item_Requests	3
		Unique_Item_Requests	3
		Unique_Title_Requests	2
Standard View: PR_P1	Platform: PPα	Searches_Automated	1
		Searches_Platform	1
		Total_Item_Requests	3
		Unique_Item_Requests	3
		Unique_Title_Requests	2

Master Report:	Database:	Searches_Automated	1
DR	Multimedia Database	Total_Item_Investigations	2
		Unique_Item_Investigations	1
		Unique_Title_Investigations	1
		Total_Item_Requests	1
		Unique_Item_Requests	1
		Unique_Title_Requests	
Standard View:	Database:	Searches_Automated	1
DR_D1	Multimedia Database	Total_Item_Investigations	2
		Total_Item_Requests	1
Master Report:	Titles:	Total_Item_Investigations	10
TR	Journal of Antibiotics are Fun	Unique_Item_Investigations	6
	Journal of Medical Historical Trivia	Unique_Title_Investigations	4
		No_License	3
	The Big Book of Medical Marvels A Medical History Reference	Total_Item_Requests	3
		Unique_Item_Requests	3
		Unique_Title_Requests	2
Standard View:	Titles:	No_License	3
TR_B2	The Big Book of Medical Marvels A Medical History Reference		
Standard View:	Title:	Total_Item_Requests	2
TR_J1	Journal of Antibiotics are Fun	Unique_Item_Requests	2
Standard View:	Title:	Total_Item_Investigations	4
TR_J3	Journal of Antibiotics are Fun	Unique_Item_Investigations	2
		Total_Item_Requests	2
		Unique_Item_Requests	2

Standard View:	Title:	YOP 2016	
TR_J4	Journal of Antibiotics are Fun	Total_Item_Requests	1
		Unique_Item_Requests	1
		YOP 2017	
		Total_Item_Requests	1
		Unique_Item_Requests	1
Master Report:	Items:	Total_Item_Investigations	10
IR	3 journal articles	Unique_Item_Investigations	6
	1 video	Unique_Title_Investigations	4
	1 book chapter abstract	No_License	3
	1 book abstract	Total_Item_Requests	3
		Unique_Item_Requests	3
		Unique_Title_Requests	2
Standard View:	Items:	Total_Item_Investigations	2
IR_M1	1 video from the multimedia database	Unique_Item_Investigations	1
		Total_Item_Requests	1
		Unique_Item_Requests	1

ABOUT THE AUTHOR

An active participant in the scholarly publishing community, Tasha is a member of the COUNTER Executive and organises the annual Digital Publishing conference for STM. Her industry expertise stretches from publishing operations and project management to policy setting, via technology management and business analysis. Tasha can be found on LinkedIn at https://www.linkedin.com/in/tashamc/

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