COUNTER: Provider Discovery Reports

The purpose of these reports

Many librarians view effective content discovery by their users as one of the most important areas of concern for their libraries. To that end, they are turning to discovery solutions that provide users with a single interface from which to access all of the resources curated by their libraries. It is therefore to the advantage of publishers and other content providers to contribute metadata to these discovery services to ensure that users find the content they. However, with a discovery service, the publisher or content provider is no longer in control of the search experience, and there can be legitimate concerns about how effective their metadata contribution is. Are users finding their content? Are they clicking the links? If the metadata provided is restricted to just licensed institutions, are these and only these institutions gaining access?

To help answer questions like this, COUNTER, with input from NISO’s Open Discovery Initiative (ODI), has developed a new series of reports that will offer content providers the necessary insights into how their data is being used – insights that will help them manage their relationships with discovery partners and optimize the effectiveness of their data contributions.

The new reports parallel existing COUNTER reports on journals, books, databases and multimedia collections. The main difference is that instead of reporting on usage for all content by one customer, the Provider Discovery reports provide usage on one provider’s content by all customers, with columns showing usage by individual customer.

Examples of the Provider Discovery Reports

Examples of these new reports are provided Appendix N and below.

Publisher Discovery Book Report: Online Service Book Activity by Month, Title and Customer

This report is a tool to understand the effectiveness of the book metadata they provide to a discovery vendor’s platform or other online service. The following metric types will be provided by accessing customer and book:

- Book Views*
- Chapter Views*
- Entry Views*
- Linkouts – Publisher Site
- Linkouts – Link Resolver
- Record Views
- Result Clicks

* Book, Chapter and Entry View metric types will only be provided when the publisher also provides the full text that is hosted on and accessed from the online service.
Publisher Discovery Database Report 1: Online Service Database Activity by Month, Title and Customer

This report parallels COUNTER Database Report 1 and offers database providers a tool to understand the effectiveness of their database on a particular discovery vendor’s platform or other online service. The breakdown by customer also allows the database vendor to verify if use is limited to subscribing institutions. The following metric types will be provided by accessing customer and book:

- Searches – Regular
- Searches – Federated and Automated
- Record Views
- Result Clicks

Publisher Discovery Journal Report 3: Online Service Journal Activity by Month, Title and Customer

- This report parallels COUNTER Journal Report 3 and offers publishers a tool to understand the effectiveness of their journal metadata on a particular discovery vendor’s platform or other online service. The following metric types will be provided by accessing customer and book:
  - Full Text Requests*
  - Linkouts – Publisher Site
  - Linkouts – Link Resolver

2 COUNTER: New Book Reports BR7 January 2015
- Record Views
- Result Clicks
- * Full Text Requests metric type will only be provided when the publisher also provides the full text that is hosted on and accessed from the online service.

Publisher Discovery Multimedia Report 1: Online Service Multimedia Collection Activity by Month, Title and Customer

This report parallels COUNTER Multimedia Report 1 and offers multimedia collection providers a tool to understand the effectiveness of their collection on a particular discovery vendor’s platform or other online service. The breakdown by customer also allows the database vendor to verify that use is limited to subscribing institutions. The report measures the total number of accesses to multimedia items by collection and customer.

Delivery of Reports

Due to the size of the reports, SUSHI would be the most practical method for a content provider to harvest these new reports. Excel files would be provided on request and, unlike customer-facing reports, a special interface for content providers is not a requirement of COUNTER.

Audit requirements

These reports are **optional** for Release 4 of the COUNTER Code of Practice, which means that there is no mandatory requirement for vendors and publishers to submit it for independent audit.
However, COUNTER is encouraging providers to implement them. COUNTER is also asking publishers and vendors to report implementation of the report and we will list their compliance on the COUNTER website under "Optional Provider Discovery Reports provided but not audited".

COUNTER hopes that these new reports will prove useful and looks forward to your continued feedback.