

COUNTER

Online Metrics Annual General Meeting

Monday 10 April 2016
Directors' Report to members

2016 has been a busy year for COUNTER with a great deal of work going on behind the scenes. We will reap the benefit of this in 2017 and we thank all our members and sponsors for their continued support.

Developing Release 5 of the COUNTER Code of Practice

COUNTER's main activity of the year has been work on the preparation of a new version of the Code of Practice. This has involved much collaboration between Publishers, Vendors and Librarians, with 14 meetings and online conferences of a subgroup of the Executive Committee. All the members of the subgroup are also members of COUNTER, so that it is members' input that dictates the improvements we are implementing.

The objective of Release 5 is to address changing needs and make the Code of Practice less complex, so that content providers and providers of usage analysis tools can adopt it more easily. The themes of the development are:

- * Consistency: in report layouts, between formats and in vocabulary
- * Simplicity: fewer standard reports and fewer categories of measurement
- * Flexibility: through filters and reporting options that address specialized reporting needs without creating one-off 'optional' COUNTER reports
- * Clarity: through clearly defined metric types and qualifying actions, processing rules, and formatting expectations.

We will consult our wider membership on a draft version of Release 5 in early 2017 and aim to publish it in the summer of 2017

The logo for COUNTER, featuring the word "COUNTER" in a bold, white, sans-serif font. The letter "N" is stylized with a white checkmark shape integrated into its top and right sides.

Register of COUNTER-compliant Publishers and Vendors

- * This new Register – available through the website – lists all the Publishers and Vendors that have passed a COUNTER audit. There have been 66 successful audits this year.
- * Libraries can use the Register to check Publisher- and Vendor-compliant status and find the information they need to harvest usage statistics using SUSHI.

Release of the Report Validation Tool

- * Thanks to a generous donation by EBSCO Information Services, this new tool is available free to COUNTER members. Its aims are to reduce the number of problems with interoperability and compliance and to help publishers check the accuracy of their COUNTER usage reports and SUSHI implementation.

Robots and Crawlers

COUNTER publishes a list of internet robots, crawlers and spiders as the minimum requirement for eliminating robots and 'rogue usage'. However, with the recent trend towards Open Access (OA), it has become apparent that more needs to be done to eliminate usage by 'bad' or unknown robots, spammers, hackers, dictionary attackers and other rogue users. COUNTER has therefore formed a Robots and Crawlers group to discuss and devise 'adaptive filtering systems' – sets of algorithms that will allow publishers, repositories and services to follow a common set of rules to identify and filter out unusual usage and robot activity.

Code of Practice for Research Data

COUNTER has been collaborating with Making Data Count (MDC) and Jisc in the development of a Code of Practice for Research Data which will permit consistent and accurate reporting of the use of such data. We hope to be able to publish this in 2017.

Research

Distributed Usage Logging: a report on stakeholder demand

Under an Open Access model, content is frequently made available not just on the original publisher's website but on other institutional repositories, making it difficult for publishers to calculate 'total usage' accurately. **Distributed Usage Logging (DUL)** is a solution to this problem, allowing publishers to measure usage activity related to their content regardless of where that usage happens. In an effort to assess how useful DUL statistics would be to members, COUNTER commissioned research involving publishers, libraries and institutional repository managers. The results indicate that stakeholder demand for DUL differs depending upon whether the participants are considering the issues as providers or as users of content. You can view the full report at <https://www.projectcounter.org/distributed-usage-logging-report-stakeholder-demand/>

Webinars and publications

COUNTER is run by its members for its members and we constantly consult the community on its wishes and needs. Because members have asked us for more training and guidance in the use of the Code of Practice, in 2016 we ran a number of webinars and produced a series of 'Friendly' guides to various aspects of COUNTER.

Webinars

In conjunction with UKSG

An Introduction to COUNTER for Librarians

Led by Anna Franca, Head of Collection Development, King's College London.

During the webinar we received many questions from librarians about COUNTER usage reports. These questions and the answers to them can be found on our website.

In conjunction with NASIG

An Introduction to COUNTER for Librarians

Led by Lorraine Estelle, COUNTER Project Director and Company Secretary. This session explained what COUNTER is and why COUNTER reports are an important tool in decision making. It also described how to get the reports, provided an overview of the key report types, and showed how some libraries are analysing COUNTER data. This webinar is available to NASIG members via their website.

COUNTER

COUNTER

Our Industry Sponsors

We are grateful to the following sponsors:

Gold:
Scholarly IQ

Silver:
IOP Publishing
ABC
Jisc
BPA Worldwide

Bronze:
Statista
MPS

Governance

Board of Directors

The directors are elected members who jointly oversee the activities of the organization:

[Oliver Pesch](#)

Chair of the Board of Directors

A product strategist for EBSCO Information Services, where he helps set direction for EBSCO's SaaS and e-resource products and services.

[David Sommer](#)

Chair of the COUNTER Executive Committee

Co-founder and Product Director of Kudos (www.growkudos.com), which helps authors, publishers and institutions increase the impact of their published works.

[Dr Peter Shepherd](#)

Former Project Director of COUNTER.

[Enrique Juan Gonzales](#)

Director for AAAS

[Ross Macintyre](#)

Head of Library Analytics Services Jisc.

[Lorraine Estelle](#)

COUNTER Project Director and Company Secretary.

[Heather Ruland Staines](#)

Director Publisher and Content Strategy for ProQuest.

COUNTER

Executive Committee

The Executive Committee makes the decisions and carries out the tasks that ensure the robust development of the Code of Practice.

David Sommer Chair of the COUNTER Executive Committee

Oliver Pesch
Bernd Oberknapp
Daniel Albertsson
Hazel Woodward
Irene Barbers
Jack Ochs
Jill Emery
John Chodacki
Kornelia Junge
Marie Kennedy
Paul Needham
Sarah Bull
Simon Bevan
Sonja Lendi

Technical Advisory Group (TAG)

TAG is a multi-member community of publishers, vendors and librarians, including developers and data users. It provides advice on technical issues and developments.

Paul Needham Chair
Joseph Greene
Oliver Pesch
Andrew Goldthorpe
Gautam Kumud
Maymay Sit
Ross Macintyre
Senal Akay
Tasha Mellins-Cohen
Victoria Rao

COUNTER

Our audited accounts for 2016

| | 2016 | 2015 |
|--|---------|---------|
| | £ | £ |
| Turnover (Income from members and sponsors) | 112,623 | 94,449 |
| Administrative expenses | 124,531 | 104,660 |
| Research grant income | 31,027 | 4,812 |
| Operating profit/loss | 19,119 | (5,399) |
| Bank interest receivable | - | 130 |
| Profit/(Loss) on ordinary activities before taxation | 19,119 | (5,269) |

Current Assets and Reserve Fund

During 2016, the Reserve Fund increased from £53,796 to £72,915. The Current Assets consist of cash held in our bank accounts, as there are no Current Liabilities. The reserve total is £72,915 which is our cumulative surplus carried forward into 2017.

Creditors

The total amount due to creditors at the end of 2016 was £64,026. This relates to 2017 membership fees received before the end of 2016 and income for projects not yet completed.

Our balance sheet

| | 2016 | 2015 |
|---------------------------------------|----------------|---------------|
| | £ | £ |
| Current assets | 136,941 | 97,018 |
| NET CURRENT ASSETS | <u>136,941</u> | <u>97,018</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | 136,941 | 97,018 |
| Accruals and deferred income | <u>64,026</u> | <u>43,222</u> |
| | <u>72,915</u> | <u>53,796</u> |
| Capital and reserves | <u>72,915</u> | <u>53,796</u> |

Profit and loss account

| Year ended 31st December 2016 | 2016 | 2015 |
|-------------------------------|---------------|----------------|
| | £ | £ |
| Turnover | 112,623 | 94,449 |
| Other income | <u>31,027</u> | <u>4,812</u> |
| | 143,650 | 99,261 |
| Other charges | (124,531) | (104,530) |
| Tax | - | (61) |
| PROFIT/(LOSS) | <u>19,119</u> | <u>(5,330)</u> |

COUNTER

COUNTER

For the year ended 31st December 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

-Members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and

-The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

- These financial statements have been prepared in accordance with the micro-entity provisions and with the Financial Reporting Standard for Smaller Entities (effective January 2015).

These financial statements were approved by the directors and authorised for issue on 27th January 2017.

COUNTE[✓]NTER

COUNTE[✓]NTER