TOOLS AND TECHNIQUES FOR DECISION MAKING

Industry Trends, Usage Statistics and Standards

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EBSCO Information Services
Overview

- Industry Trends: Why usage statistics are important
- The standards: COUNTER and SUSHI
- Release 4 of the COUNTER Code of Practice
  - Adding features
  - Addressing problems
  - Improving quality
The Changing Information Industry

What is the current landscape?

Where are we going?

Based on:

• February 2012 survey to librarians and publishers
• EBSCO’s business experience working with publishers and librarians
EBSCO surveyed the largest 900 libraries in North America with whom we do business; 328 responded.

**Types of Libraries Responding to the Survey**

- ARL: 19%
- College/University: 57%
- Medical: 16%
- Public: 3%
- Other: 5%
Librarians
EBSCO Survey, February 2012

Size of Libraries Represented

- > 25,000 users: 28%
- 15,000-25,000 users: 15%
- 10,000-15,000 users: 10%
- 5,000-10,000 users: 21%
- 0-5,000 users: 26%
EBSCO surveyed the largest 100 publishers with whom we do business; 52 responded

**Types of Publishers Responding**

- 45% University press
- 38% Society
- 10% Commercial STM
- 7% Other
The Economic Situation
Conditions are improving but still tough

Overview of Library Budgets:
Past, Present, and Future

- Decreased more than 10%
  - 2009-2010: 28%
  - 2010-2011: 11%
  - 2011-2012: 7%
  - 2012-2013 (Projected): 2%

- Decreased 1-10%
  - 2009-2010: 17%
  - 2010-2011: 24%
  - 2011-2012: 24%
  - 2012-2013 (Projected): 20%

- Flat
  - 2009-2010: 39%
  - 2010-2011: 42%
  - 2011-2012: 38%
  - 2012-2013 (Projected): 52%

- Up
  - 2009-2010: 17%
  - 2010-2011: 24%
  - 2011-2012: 31%
  - 2012-2013 (Projected): 26%
The Economic Situation

Journal pricing: Annual EBSCO study of publisher prices

Serials price increases vs. inflation

Annual Inflation (CPI)  Price Increases for ARL Libraries
The Economic Situation

Librarians’ strategies for dealing with budget realities

% of librarians indicating that they employed the following strategies last year:

- Moved to E-only (dropped P): 80%
- Did not renew e-packages: 34%
- Renegotiated multi-year e-package deals: 50%
- Sought alternative Open Access content: 57%
The Economic Situation

Print continues to decline

68% of publishers report a decline in print

- 32% > 10% decline
- 23% 5 to 10% decline
- 17% 1-5% decline
- 13% No change
- 12% > 1% increase
- 3% Not sure yet
EBSCO’s total revenue dispersion by format

Growth of e-only
EBSCO’s total revenue dispersion by format: university & college customers

**1999**
- **Print & Electronic**: 8%
- **Electronic only**: 4%
- **Print**: 88%

**2011**
- **Print & Electronic**: 21%
- **Electronic only**: 16%
- **Print**: 63%
% of librarians indicating a metric as **very important** when making content decisions:

- **Usage Statistics**: 83%
- **Cost Per Use**: 59%
- **Faculty Recommendation**: 38%
- **Historical Price Increases**: 31%
We asked librarians how they use usage statistics:

- 98% for cancelation and/or renewal decisions
- 72% for journal package negotiations

We asked librarians to rank metrics most important in overall journal decision making:

1. Cost-per-use
2. Full-text requests (COUNTER-compliant)
3. Full-text requests (non-COUNTER-compliant)

Usage: The Key Metric
Publishers appear to get it

Importance of initiatives for publishers over the next 12 months

- Increasing usage: 88% (More Important), 13% (Less Important)
- Growing sales: 96% (More Important), 4% (Less Important)
- Improve hosting solutions: 83% (More Important), 17% (Less Important)
- Implementation of mobile device strategies: 76% (More Important), 24% (Less Important)
- Implementation of PDA/PPV strategies: 100% (More Important), 0% (Less Important)
The Standards

COUNTER

• Since 2002

• Consistent, comparable, credible usage statistics

• Codes of practice for processing, formatting, and presenting usage statistics

• Compliance enforced through a formal audit
SUSHI

- Standardized Usage Statistics Harvesting Initiative
- Automates the request and retrieval of XML versions of COUNTER usage reports
COUNTER …

- Consistent foundation for comparable statistics for use and cost-per-use analysis
- Wide adoption (130+ content providers)

SUSHI …

- Key for automating usage collection
- Adoption growing
Release 4 of the COUNTER Code of Practice

New Features Address Changing Needs
Single Code of Practice

- Covers books, databases, journals, and multimedia collections
- Easier for COUNTER to maintain
- Easier for content providers to implement
Better Reporting of Archival Content

• Journal Report 5 — *Number of Successful Full-Text Article Requests by Year-of-Publication (YOP) and Journal* — now required
### Better Reporting of Archival Content

#### COUNTER Code of Practice Release 4

**New features**

<table>
<thead>
<tr>
<th>Journal Report 5 (R4)</th>
<th>Number of Successful Full-Text Article Requests by Year of Publication (YOP) and Journal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOP 2012</strong></td>
<td><strong>YOP 2011</strong></td>
</tr>
<tr>
<td>Total for all journals</td>
<td>5287</td>
</tr>
<tr>
<td>Journal of AA</td>
<td>Publisher X</td>
</tr>
<tr>
<td>Journal of BB</td>
<td>Publisher X</td>
</tr>
<tr>
<td>Journal of CC</td>
<td>Publisher Y</td>
</tr>
<tr>
<td>Journal of DD</td>
<td>Publisher Y</td>
</tr>
</tbody>
</table>

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Great Lakes e-Summit
Evaluation of Databases: Sessions and searches no longer accurate measure of value

- Sessions no longer reported
- *Database Report 1* now includes:
  
  - Result Clicks
  - Record View
Evaluation of Databases: Sessions and searches no longer an accurate measure of value

COUNTER Code of Practice Release 4
New features

Evaluation of Databases: Sessions and searches no longer an accurate measure of value
Usage for Multimedia Collections

- Multimedia Report 1: *Number of Successful Multimedia Full Content Unit Requests by Month and Collection*
Usage for Multimedia Collections

<table>
<thead>
<tr>
<th>Collection</th>
<th>Content Provider</th>
<th>Platform</th>
<th>Reporting Period Total</th>
<th>Jan-2011</th>
<th>Feb-2011</th>
<th>Mar-2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total for all collections</td>
<td></td>
<td></td>
<td>15051</td>
<td>4957</td>
<td>3783</td>
<td>6311</td>
</tr>
<tr>
<td>Collection AA</td>
<td>Provider X</td>
<td>Platform Z</td>
<td>2285</td>
<td>655</td>
<td>432</td>
<td>1198</td>
</tr>
<tr>
<td>Collection BB</td>
<td>Provider X</td>
<td>Platform Z</td>
<td>10515</td>
<td>3329</td>
<td>2765</td>
<td>4421</td>
</tr>
<tr>
<td>Collection CC</td>
<td>Provider Y</td>
<td>Platform Z</td>
<td>281</td>
<td>87</td>
<td>93</td>
<td>101</td>
</tr>
<tr>
<td>Collection DD</td>
<td>Provider Y</td>
<td>Platform Z</td>
<td>1925</td>
<td>886</td>
<td>448</td>
<td>591</td>
</tr>
</tbody>
</table>
Addressing Usage for Open Access Content

• New report for Gold Open Access

Journal Report 1 GOA: *Number of Successful Gold Open Access Full-text Article Requests by Month and Journal*
Addressing Usage for Open Access Content

<table>
<thead>
<tr>
<th>Journal</th>
<th>Publisher</th>
<th>Platform</th>
<th>Journal DOI</th>
<th>Proprietary Identifier</th>
<th>Print ISSN</th>
<th>Online ISSN</th>
<th>Reporting Period Total</th>
<th>Reporting Period HTML</th>
<th>Reporting Period PDF</th>
<th>Jan-2011</th>
<th>Feb-2011</th>
<th>Mar-2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of AA</td>
<td>Publisher X</td>
<td>Platform Z</td>
<td>1212-3131</td>
<td>3225-3123</td>
<td>123</td>
<td>61</td>
<td>72</td>
<td>32</td>
<td>36</td>
<td>55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal of BB</td>
<td>Publisher X</td>
<td>Platform Z</td>
<td>9821-3361</td>
<td>2312-8751</td>
<td>129</td>
<td>48</td>
<td>61</td>
<td>62</td>
<td>67</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal of CC</td>
<td>Publisher Y</td>
<td>Platform Z</td>
<td>2464-2121</td>
<td>0154-1521</td>
<td>167</td>
<td>40</td>
<td>111</td>
<td>109</td>
<td>22</td>
<td>36</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal of DD</td>
<td>Publisher Y</td>
<td>Platform Z</td>
<td>5355-5444</td>
<td>0165-5542</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Improving Consolidation and Analysis

- Current challenge is consistent matching of items in COUNTER report to knowledge base or cost details
- ISSN/ISBN not always a good match point
- COUNTER now requires DOIs and proprietary identifiers for journals and books
Improving Consolidation and Analysis

Current challenge is consistent matching of items in COUNTER report to knowledge base or cost details.

ISSN/ISBN not always a good match point.

COUNTER now requires DOIs and proprietary identifiers for journals and books.

COUNTER Code of Practice Release 4

New features
Recognizing Different Reporting Periods

• Not all organizations work on a calendar-year basis

• Content providers must allow reports to be requested for a range of months

• Totals reported as “Reporting Period Total”
Recognizing Different Reporting Periods

- Not all organizations work on a calendar-year basis.
- Content providers must allow reports to be requested for a range of months.
- Totals reported as "Reporting Period Total."
Release 4 of the COUNTER Code of Practice

Dealing with Inconsistencies and Incompatibilities
COUNTER Reports Are Not Always Completely Compliant

- Many content providers create Excel files that do not meet COUNTER formatting requirement
- Inconsistencies have an impact on automated consolidation
COUNTER Code of Practice Release 4
Dealing with inconsistencies

COUNTER Reports Are Not Always Completely Compliant

Display/Formatting Rules:

1. **Cell A1** contains the text “Journal Report 1 (R3)"
2. **Cell B1** contains the text “Number of Successful Full Journal"
3. **Cell A2** contains the “criteria” as defined in the COUNTER Consortium or “Yale University”
4. **Cell A3** contains the text “Date run:”
5. **Cell A4** contains the date that the report was run in report run on 12 Feb 2005 would show “2005-02-12”
COUNTER Code of Practice Release 4
Dealing with inconsistencies

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Journal Report 1</td>
<td>Number of Successful Full-Text Article Requests by Month and Journal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Account 100 - EXAMPLE UNIVERSITY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Date Run:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>07/10/2012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Publisher</td>
<td>Platform</td>
<td>Print ISSN</td>
<td>Online ISSN</td>
<td>Jan-12</td>
<td>Feb-12</td>
</tr>
<tr>
<td>5</td>
<td>Total for all journals</td>
<td>EXAMPLE</td>
<td></td>
<td></td>
<td>6379</td>
<td>13061</td>
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<tr>
<td>57</td>
<td>AANA Journal</td>
<td>AANA Publishing</td>
<td>946354</td>
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</tr>
<tr>
<td>58</td>
<td>AAOHN Journal</td>
<td>SLACK INCORPORF</td>
<td>8910162</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>AAP General News Wire</td>
<td>Australian Assoc</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>AARP Modern Maturity</td>
<td>American Assoc</td>
<td>15385981</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>AARP The Magazine</td>
<td>American Assoc</td>
<td>15419894</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>AAUW Issue Briefs</td>
<td>American Assoc</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>ABA Bank Compliance</td>
<td>American Banker</td>
<td>8870187</td>
<td></td>
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<tr>
<td>64</td>
<td>ABA Bank Directors Briefing</td>
<td>Simmons-Boardr</td>
<td>15486958</td>
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<tr>
<td>65</td>
<td>ABA Bank Marketing</td>
<td>American Banker</td>
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<td>66</td>
<td>ABA Bankers News</td>
<td>American Banker</td>
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<td>67</td>
<td>ABA Journal</td>
<td>American Bar Ass</td>
<td>7470088</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>68</td>
<td>ABA Journal of Labor &amp; Employment Law</td>
<td>Water Alternativ</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>ABA Management Update of Personal Trust</td>
<td>American Banker</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>70</td>
<td>ABA Trust &amp; Investments</td>
<td>American Banker</td>
<td>10983759</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>71</td>
<td>ABA Trust Letter</td>
<td>American Banker</td>
<td>15244210</td>
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</tr>
<tr>
<td>72</td>
<td>ABF Journal</td>
<td>Monitor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>73</td>
<td>ABN Newswire</td>
<td>Asia Business Ne</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ISSNs are missing dashes. It should be 0887-0187**
**COUNTER Code of Practice Release 4**

**Dealing with inconsistencies**

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
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<tr>
<td>Journal Report 1</td>
<td>Number of Successful Full-Text Article Requests by Month and Journal</td>
<td>Account 100 - EXAMPLE UNIVERSITY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date Run:</td>
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<td></td>
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</tr>
<tr>
<td>07/10/2012</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Publisher</td>
<td>Platform</td>
<td>Print ISSN</td>
<td>Online ISSN</td>
<td>Jan-12</td>
<td>Feb-12</td>
<td></td>
</tr>
<tr>
<td>&quot;Universitatea 1 Decembrie 1918&quot; Alba Iulia, Editura Aeternitas</td>
<td>Platform in the wrong column!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COUNTER Reports Are Not Always Completely Compliant

- COUNTER audit will be more rigorous
- Format-checking tools will be provided
- More automated checking added to XML schemas
Interpretation of Schemas and the Code of Practice

- Standards and schemas must be flexible enough for future expansion
- Flexibility can result in different interpretations
- Different interpretations lead to different implementation
- Different implementation leads to incompatibility
Interpretation of Schemas and the Code of Practice

- **COUNTER-SUSHI Implementation Profile created**
- Offers strict rules for interpreting COUNTER Code of Practice, SUSHI, and related schemas
- Will serve as an input to COUNTER audit
About SUSHI Authentication…

- “… standard implementation of SOAP”
- “. must not require the SUSHI Client to use…SOAP extensions; any extensions to the sushi or counter schema; or customized versions of the sushi or counter schemas.”
About including “totals” in the XML…

• “The report must not include totals representing the sum of usage for all report items for the reporting period.”
About ISSNs and ISBNs…

• “An ISSN must be 9 characters with a dash in position 5, as specified in ISO 3297. If the ISSN ends in an “X” the “X” is uppercase. Example: 1234-567X”

• “An ISBN must be 13 digits and include dashes as specified in ISO 2108.”
About ‘ft_total’ when ‘ft_html’ and ‘ft_pdf’ reported…

- “For journal reports that include full-text requests, the ft_total metric must be included for each month in addition to applicable format-specific full-text metrics.”
Appendix A: Summary of Data Element Usage by Report

Table 5 summarizes the possible enumeration values that are allowed for each report.

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Description</th>
<th>Identifier Type</th>
<th>ItemDataType</th>
<th>Category</th>
<th>MetricType</th>
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</thead>
<tbody>
<tr>
<td>BR1</td>
<td>Number of Successful Title Requests by Month and Title</td>
<td>Online_ISBN, Print_ISBN, DOI, Proprietary</td>
<td>Book</td>
<td>Requests</td>
<td>ft_ps, ft_pdf, ft_html, ft_total</td>
</tr>
<tr>
<td>BR2</td>
<td>Number of Successful Section Requests by Month and Title</td>
<td>Online_ISBN, Print_ISBN, DOI, Proprietary</td>
<td>Book</td>
<td>Requests</td>
<td>ft_ps, ft_pdf, ft_html, ft_total</td>
</tr>
<tr>
<td>BR3</td>
<td>Access Denied to Content Items by Month, Title, and Category</td>
<td>Online_ISBN, Print_ISBN, DOI, Proprietary</td>
<td>Book</td>
<td>Access_denied</td>
<td>turnaway, no_license, other</td>
</tr>
</tbody>
</table>
Release 4 of the COUNTER Code of Practice

Timing
• Release 4 was published in March 2012
• Content providers have until December 2013 to comply
• SUSHI has been website updated with Release 4 resources
• *COUNTER-SUSHI Implementation Profile* has been approved and was published in September
• Collections continue the transition to “e”
• Budgets are not keeping pace with price increases
• Usage statistics provide vital input for making collection decisions
• COUNTER and SUSHI are the two standards that provide the foundation for scalable harvesting and evaluation of usage
• COUNTER is adapting to changing needs with Release 4 of the Code of Practice
References


**COUNTER CoP R4**  
http://www.projectcounter.org/code_practice.html

**COUNTER-SUSHI Implementation Profile**  

**COUNTER Schema Date Element Values**  
http://www.niso.org/workrooms/sushi/values_R4

**KBART**  
http://www.uksg.org/kbart

**NISO SUSHI website**  
http://www.niso.org/workrooms/sushi

**SUSHI Reports Registry**  
http://www.niso.org/workrooms/sushi/reports_R4/

**SUSHI Server Registry**  
https://sites.google.com/site/sushiserverregistry/

*Thank you*  
opesch@ebsco.com