

Oxford University Press COUNTER Usage Statistics Customer Help File

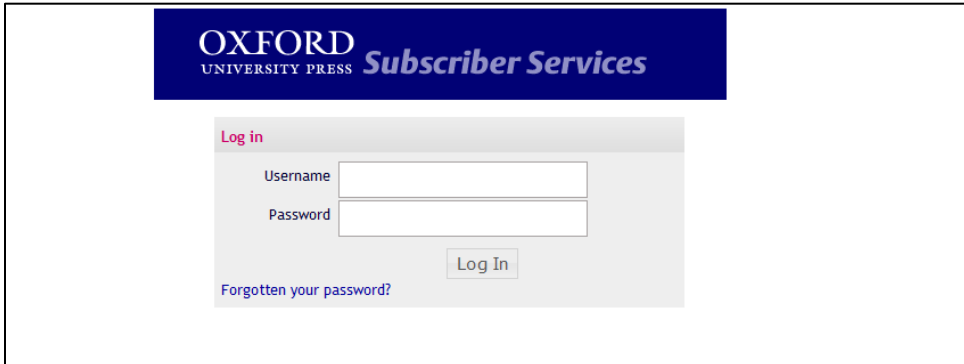
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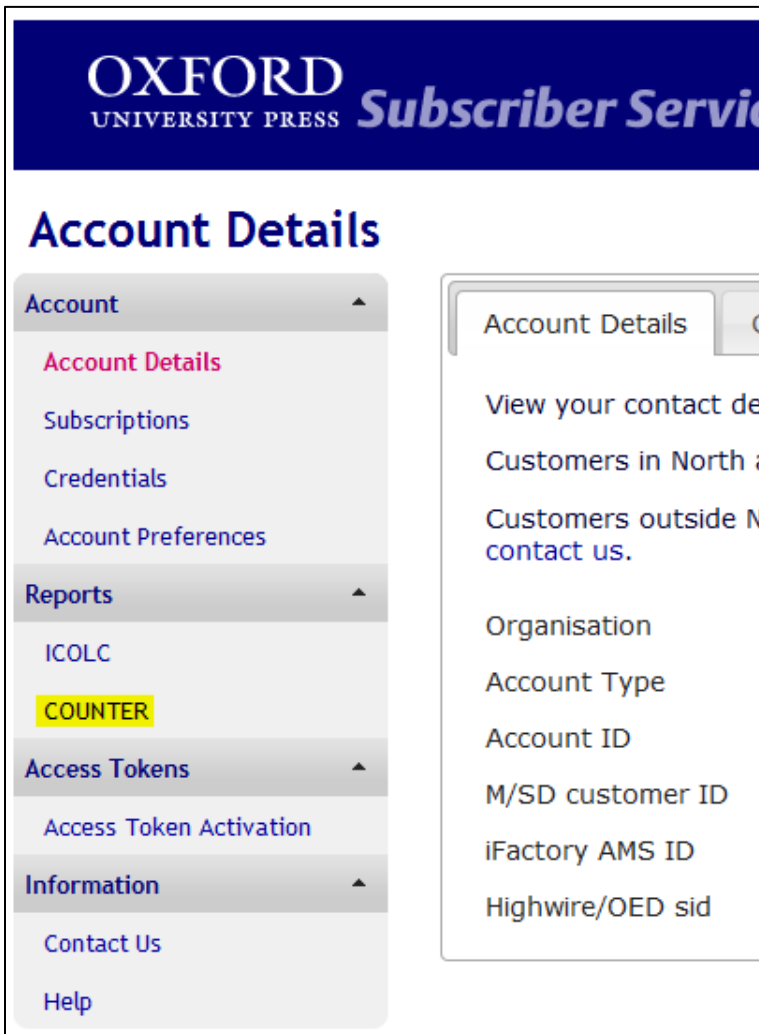
Logging In

1) To access your COUNTER-compliant statistics, you must first log in to SAMS [Subscriber Services](#) as an administrator.



The screenshot shows the login interface for Oxford University Press Subscriber Services. At the top, there is a dark blue header with the Oxford University Press logo and the text "Subscriber Services". Below the header is a light grey login box. Inside the box, the text "Log in" is displayed in red. There are two input fields: "Username" and "Password". Below the password field is a "Log In" button. At the bottom left of the login box, there is a link that says "Forgotten your password?".

2) Click on the COUNTER link in the reports menu (highlighted yellow in the screenshot below)



The screenshot shows the "Account Details" page in the Oxford University Press Subscriber Services system. The page has a dark blue header with the Oxford University Press logo and the text "Subscriber Services". Below the header, the title "Account Details" is displayed in large blue font. On the left side, there is a navigation menu with several sections: "Account", "Reports", "Access Tokens", and "Information". The "Reports" section is expanded, showing a list of links: "Account Details", "Subscriptions", "Credentials", "Account Preferences", "ICOLC", "COUNTER", "Access Token Activation", and "Contact Us". The "COUNTER" link is highlighted in yellow. On the right side, there is a main content area with a title "Account Details" and a list of links: "View your contact details", "Customers in North America", "Customers outside North America", "Organisation", "Account Type", "Account ID", "M/SD customer ID", "iFactory AMS ID", and "Highwire/OED sid".

3) Click the grey COUNTER button (highlighted yellow in the screenshot below) to access the COUNTER service

COUNTER

Account

- Account Details
- Subscriptions
- Credentials
- Account Preferences

Reports

- ICOLC
- COUNTER**

Access Tokens

- Access Token Activation

Information

- Contact Us
- Help

Report Options | Report Output

Two types of usage statistics reports are available, ICOLC and COUNTER (for further details on how to run these reports, please visit the [Help COUNTER](#) section). Oxford University Press is in the process of migrating all products to the COUNTER standard.

The following titles are now exclusively available in the **COUNTER** format:

- Fordham Scholarship Online (from March 2011)
- Oxford English Dictionary Online (from November 2010)
- Oxford Bibliographies Online (from May 2011)
- Oxford Handbooks Online (from June 2011)
- Oxford Medicine Online (from May 2011)
- Oxford Scholarship Online (from March 2011)

ICOLC reports are available for all online products with the exception of those listed above.

To access our new COUNTER reporting system for compliant products please click here:

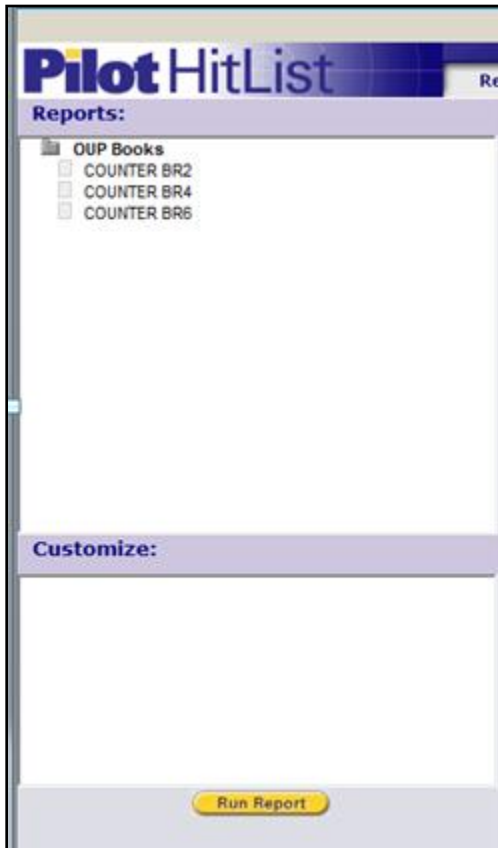
[View COUNTER Reports](#)

For historical [Oxford Handbooks Online \(to May 2011\)](#) and [Oxford Scholarship Online \(to February 2011\)](#) statistics, please use the tool below:

Please note:

- You can **only** access your COUNTER-compliant statistics via SAMS [Subscriber Services](#) – if you are not currently logged into SAMS, the COUNTER service will automatically redirect you back to SAMS so that you can log in.
- If you have more than one account at SAMS subscriber services, make sure that you log in to the SAMS account that you use when administering your online subscriptions.

Running COUNTER reports



When you arrive at the COUNTER service, you will see a menu of “reports” on the left and a blank panel on the right of the screen.

There are 3 COUNTER Code of Practice for Books reports available in the reports menu:

- **COUNTER BR2 – Book Report 2: Number of Successful Section Requests by Month and Title**
This reports the number of sections of content received by your users
- **COUNTER BR4 – Book Report 4: Turnaways by Month and Service.** This report will only be relevant to you if you have a concurrency-based subscription. Unless you have a concurrency-based subscription, you will see only zeros in this report (because your users will never have been turned away!)
- **COUNTER BR6 – Book Report 6: Total Searches and Sessions by Month and Service**

(See the FAQ section at the end of this document for [more detail about what the reports mean](#))

Running a report



1) Click on the name of the report you want to run (BR2, BR4, or BR6). Date controls then appear in the “customize” part of the interface.

If you are running a BR2 report, you also need to choose the website you want data about – e.g. Oxford English Dictionary, or Oxford Scholarship Online

- 2)** Choose the start date and end date for your report.
- 3)** Click the yellow Run Report button to run the report

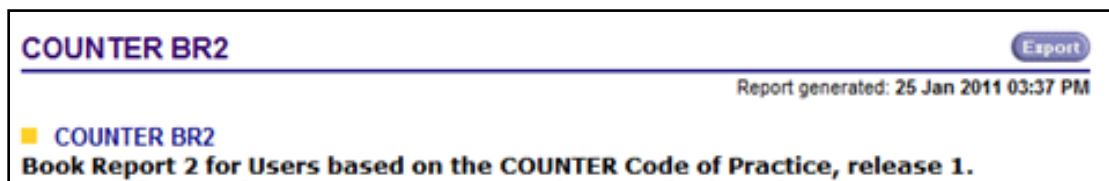
Your report runs, and appears in the main pane of the interface, to the right of the date controls.

When choosing dates for your report please note:

1. The service started on 1 December 2010 for OED, with further products being added at intervals after that: [see this table for details](#). Reports will show 0 usage for months that were before the site was added to this service. If you would like to access statistics for dates prior to this, please visit the "Usage Statistics" section of SAMS [Subscriber Services](#).
2. The COUNTER standard requires us to produce reports that are only for completed months. Thus, we cannot produce reports until the first day of the following month (for instance, usage for January 2011 cannot be made available until after 1st February 2011).
3. If you choose dates for which the service has no data (or, for example, mistakenly choose an end date that is earlier than the start date) you will receive the following error message: ***"not enough information to calculate"***.

Things you can do with the report

- You can print your report, using the Print controls in your browser.
- You can save the data to a file by using the Export button (a blue button to the right of the report title – see screenshot below)



When you click the Export button, a dialog box appears in which you can choose a variety of formats (XLS, CSV, Word, and PDF). Once you have chosen the format and clicked Export, use your normal browser controls to name the file and copy it to the location of your choice.



Frequently Asked Questions

(Oxford Scholarship Online and Oxford Handbooks Online subscribers please see [the last FAQ in this section for questions that are specific to these sites](#)).

When do COUNTER statistics start, and what do they include?

Sites have begun COUNTER reporting on this system as follows:

Site	Data start from	Data available on this site from
<i>Oxford English Dictionary</i>	1 December 2010	Jan 2011
<i>Oxford Scholarship Online</i>	1 March 2011	April 2011
<i>Fordham Scholarship Online</i>	1 March 2011	April 2011
<i>Oxford Bibliographies</i>	1 May 2011	8 July 2011
<i>Oxford Handbooks Online</i>	1 June 2011	3 August 2011
<i>University Press Scholarship Online (UPSO)</i>	22 September 2011	26 October 2011
<i>Cairo Scholarship Online</i>	22 September 2011	26 October 2011
<i>Florida Scholarship Online</i>	22 September 2011	26 October 2011
<i>Kentucky Scholarship Online</i>	22 September 2011	26 October 2011
<i>Hong Kong Scholarship Online</i>	22 September 2011	26 October 2011
<i>Oxford Medicine Online</i>	1 May 2011	December 2011
<i>Max Planck Encyclopaedia of Public International Law</i>	1 November 2011	December 2011
<i>Investment Claims</i>	1 November 2011	December 2011
<i>Oxford Reports on International Law</i>	1 November 2011	December 2011
<i>Oxford African American Studies Centre</i>	1 December 2011	January 2012

<i>AMA Manual of Style Online</i>	1 December 2011	January 2012
<i>Berg Fashion Library</i>	1 December 2011	January 2012
<i>Oxford Biblical Studies Online</i>	1 December 2011	January 2012
<i>Oxford Dictionaries Pro</i>	1 December 2011	January 2012
<i>Oxford Dictionary of National Biography</i>	1 December 2011	January 2012
<i>Oxford History of Western Music</i>	1 December 2011	January 2012
<i>Oxford Islamic Studies Online</i>	1 December 2011	January 2012
<i>Oxford Language Dictionaries Online</i>	1 December 2011	January 2012
<i>Oxford Art Online</i>	1 December 2011	January 2012
<i>Oxford Music Online</i>	1 December 2011	January 2012
<i>Who's Who</i>	1 December 2011	January 2012
<i>Electronic Enlightenment</i>	1 January 2012	February 2012

Please note that OED figures cover usage of the re-launched OED site at <http://www.oed.com/>. Any usage of the older OED site at dictionary.oed.com will NOT be counted in these usage statistics and are available in ICOLC format via SAMS [Subscriber Services](#).

Why have you changed the system you use to provide usage statistics?

Previously, Oxford University Press has supplied statistics under the [ICOLC standard](#) published in 2001. The more rigorous [COUNTER standard](#), which we have previously used only for *Oxford Scholarship Online* and *Oxford Handbooks Online*, has increasingly become the industry norm, and by adopting it for more sites we expect to provide statistics that are more useful to our customers, and more easily compared with data from other COUNTER-compliant publishers.

Why are usage statistics now available from a different website?

In order to provide COUNTER-compliant usage statistics we have needed to use different systems and create a different webpage. We hope that it will not cause too much inconvenience to use a new website to access these more useful statistics.

Why are COUNTER statistics not available on a daily basis like the old ICOLC usage statistics were?

The COUNTER standard requires us to produce reports that are only for completed months, thus we cannot produce reports until the first day of the following month (for instance, usage for January 2011 cannot be made available until after 1st February 2011).

What do the different COUNTER reports mean?

- **The BR2 report counts the number of “successful section requests”.** COUNTER have a precise definition of Section Requests. A section is defined by COUNTER as “*a subdivision of a book or reference work*”, and we count one Section Request when a section has been successfully delivered to a user (but note there are additional rules and requirements; for example, to avoid counting rapid repeated requests. Users interested in the precise definition of Section Requests should refer to the [COUNTER Code of Practice](#)). The closest, but not exact, ICOLC equivalent to a Section Request is that of the ICOLC Full Content Unit,

in that this is also a statistic about the number of units of content requested from a service (though again, users interested in the precise definition of the Full Content Unit should refer to the [ICOLC standard](#)).

- **The BR4 report counts the number of “turnaways”.** COUNTER defines turnaways as *“an unsuccessful login to an electronic service due to exceeding the simultaneous user limit allowed by the licence”*. We count 1 turnaway each time we turn one of your users away from a site *because the maximum number of concurrent users are already using it*. Therefore, this report only applies to subscriptions that are on a concurrency basis (if you have an unlimited access subscription, you will never see any turnaways). Note that, because of the COUNTER definition of “turnaways,” this report does not count any occasions that your users may have been denied access to content for reasons other than concurrency. Examples include - users who request access to content to which they have no subscription; users denied access due to apparent abuse.
- **The BR6 report counts sessions and searches.** COUNTER defines sessions as *“A successful request of an online service. It is one cycle of user activities that typically starts when a user connects to the service or database and ends by terminating activity that is either explicit (by leaving the service through exit or logout) or implicit (timeout due to user inactivity).”* In simple terms, we count 1 session each time one of your users logs in to the site and does something that would appear in a COUNTER report (e.g. a section request or a search). COUNTER defines searches as *“a specific intellectual query, typically equated to submitting the search form of the online service to the server”*. In simple terms, we count 1 search each time one of your users runs a search on an OUP site.

I used to use the ICOLC statistic of Full Content Units. What should I use now - does COUNTER have an equivalent?

The COUNTER Section Request (which you can see in the BR2 report) is most likely to be the statistic to use instead of Full Content Units. Full Content Units and Section Requests are, in principle, ways of answering the same question, “how much content from the site did my users receive?”

Please note, however, that the two measurements are not exact equivalents: because the COUNTER rules and ICOLC rules are different, it may not be meaningful to compare the number of Full Content Units for one time period with the number of Section Requests for another.

Will the way in which data is collected be any different between the new and old systems? Will this mean at the end of my subscription I will have to collate two different sorts of data reports?

There are some technical differences between the way that the old and new systems collect and process the data. These arise because the new system applies the COUNTER rules and also many of the standards issued by ABCE. Under some circumstances, this could result in a rise or fall in your reported usage.

For subscriptions that run across the changeover period between old and new services, it will be necessary to collate old and new reports.

If you have queries about your usage statistics given the changes please contact our Online Support team or your sales team contact, who will be happy to work with you to answer your queries.

Outside the Americas

<http://www.oup.co.uk/contactus/academic/online/>

Within the Americas:

Online Customer Support:
Telephone: 800-334-4249 ext 6484
Email: oxfordonline@oup.com

How can I get a username and password to access the usage statistics for my institution or company?

Please speak to your librarian administrator. If you are the administrator for your institution or company please email our Online Support department

Outside the Americas:

Telephone: +44 (0) 1865 353705
Email: onlinesubscriptions@oup.com

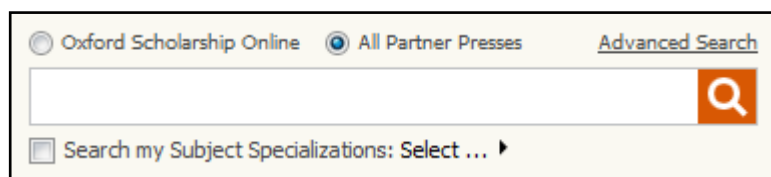
Within the Americas:

Telephone: 800-334-4249 ext 6484
Email: oxfordonline@oup.com

I am a subscriber to *Oxford Scholarship Online* or *Oxford Handbooks Online* and used COUNTER reports from the old service – how does the new service differ?

- **BR2** reports are offered on a site-by-site basis – you must choose the site for which you want a report (e.g. *Oxford Scholarship Online*, or *Oxford English Dictionary*)
- The new **BR2** report shows usage every individual title available - significantly more detail than before. As a result, those who subscribe to only some of the service will see titles that are not included in their subscriptions.

- Please note – if you do want to analyse usage module-by-module, or to remove titles that are of no interest, please export the report into a suitable format (e.g. Microsoft Excel, where you can use features such as sorting and filtering to do many kinds of analysis).
- The ISBNs given in the **BR2** for *Oxford Scholarship Online*, *Fordham Scholarship Online*, and *UPSO university presses* are the print ISBNs for the titles in question, to make it easier to cross-reference to data about the printed book.
- **BR4** and **BR6** reports cover ALL sites that have COUNTER statistics - you do not need to choose an individual site to report upon, they all appear in the same report.
- We no longer offer BR1, BR3 and BR5 reports, because these only contain data that can be seen more usefully in the **BR2**, **BR4** and **BR6** reports.
- The new service enables you to choose start and end dates for your report, rather than just to select a year. This enables you to run a report for any time period of interest (e.g. an April – April financial year). Please note - strictly speaking, a COUNTER report should be for a calendar year, and this is the date range chosen for you by default
- The new service counts usage of the PDF format introduced to *Oxford Scholarship Online* and *Oxford Handbooks Online* in 2010. For this reason, the new **BR2** report will log more section requests than the old system when your users are looking at PDF content.
- The new system counts sessions in a new manner that is both COUNTER compliant and also compliant with the JICWEBS Website Traffic Reporting Standards (2011). This new counting procedure may lead to a difference in the number of sessions you see reported by the new system compared with our older SAMS and ICOLC systems.
- OSO launched on the new *University Press Scholarship Online (UPSO)* Platform in September. The new platform has changed the way that users search and the way that users view content. Both of these things have a bearing on the COUNTER reports which will result in a change in the numbers.
 - Content: OSOv1 provided our content in chunks of 3 book pages per web page. So a chunk of content - a section request - which is counted in the BR2 report, would be 3 pages of a print book. However, the new site offers content in chunks of 1 book chapter per webpage. The upshot of this is that the amount of Section Requests will drop. This doesn't mean users are accessing less content, only that for each request they make, they get more content than before.
 - Searches: The easiest way for a user to search a site is to use the quick search field at the top of every page on ever UPSO site. It looks like this:



The default setting is for the search query to be parsed to “All Partner Presses” – that is, in this case, not limited to *OSO*. All searches of this kind are logged in the UPSO product report on Hitlist. This will result in a decline in the number of searches in *OSO* and *FSO* and a low number of searches in the other partner press sites. This is the correct way to report using the COUNTER standard as we must report on **what** is searched, and in most cases it is the entire UPSO content collection being searched.

Why is the *Oxford Scholarship Online BR2* report different to other product reports?

OUP have heard from customers that they receive error messages when attempting to view multiple months of data for *OSO*. This is due to the large amount of content available on *OSO*, which leads to reports containing more than 6,000 lines multiplied by the amount of months requested. This large amount of data has led to timeout errors depending on local internet settings.

The report options have been redesigned to allow for a more customized report which contains a more specific (and therefore smaller) data set. You will now be asked to select a module of *OSO* on which to report. This does include the option to select ‘All’ but please be aware that this may well lead to a timeout error. Users can also choose to include only those titles for which there is usage. This will greatly reduce the number of report lines and speed up the rendering of the report. To do this, select ‘With Traffic’ from the drop-down menu.

Customize:

End Date: December 2011

Report Parameters:

Module: Biology

Include Titles: Biology

BookUserID: [empty]

Classical Studies

Economics and Finance

History

Law

Linguistics

Literature

Mathematics

Music

Neuroscience

Physics

Political Science

Psychology

Public Health and Epidemiology

Religion

Social Work

All

Philosophy

Customize:

End Date: December 2011

Report Parameters:

Module: Biology

Include Titles: All

BookUserID: All

With Traffic

Run Report

Troubleshooting

My report says I had zero usage, but I know there must have been usage.

1. Please check that you did not make a mistake with the dates you entered – for example, reporting on months before a site was included in the COUNTER service.
2. If you have several SAMS accounts, please check that you logged in using the SAMS account you use to administer your online products.
3. The problem may be caused by JavaScript not being permitted to run by your browser's security settings. This will depend on which browser you are using, and how its security settings have been set up. To remedy this issue on Internet Explorer please add <https://secure.oxfordjournals.org/> to your 'trusted sites' list. You may need to contact your IT department for assistance depending on your administrative rights.

My report contains some usage, but lots of titles that have zero usage.

The COUNTER Code of Practice states:

"Books for which the number of section requests is zero in every month should be included in Book Report 2, except where an aggregator or gateway is responsible for recording and reporting usage" (quoted from Notes on Book Report 2)

So a zero in a COUNTER report can always mean either:

- Your users could have accessed that book but have not used it, OR
- Your users don't have access to this book

You can check which titles you have access to from your SAMS subscriber services account

If only part of the COUNTER reports are of interest to you (e.g. you subscribe only to Law titles within *Oxford Scholarship Online*) we recommend that you export the report into a spreadsheet program (e.g. Microsoft Excel). You can then use the filter and sort functions to hide rows of the report that are not relevant to you.

I cannot see the full list of reports on my screen.

The system currently requires a minimum vertical window size of approximately 800 pixels in order to display the list of reports. Note that the window size may be reduced by a small screen resolution or additional toolbars on your browser. We are working on a fix, but in the meantime, if you have problems seeing the list of reports, please use a larger screen or close toolbars before logging in.

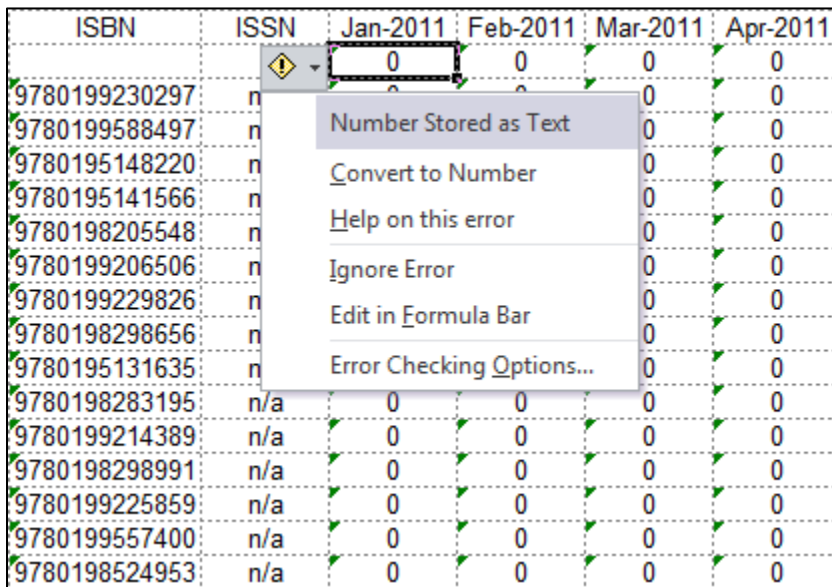
I can see usage for a site to which I don't subscribe.

Some parts of OUP websites are not restricted to subscribers only, and the usage you see may represent your users visiting this publicly available content.

For example, the *Oxford English Dictionary* encourages users to sign up for its *Word of the Day* and *In the News* features, which make some dictionary entries publicly available for a time (from [links on the OED home page](#)). If users explore this publicly available content, this usage will be recorded as Section Requests (BR2) and Sessions (BR6).

I have exported COUNTER reports as Excel files, but can't do mathematical operations on my Excel spreadsheet.

This problem is caused by a bug in Excel, which can cause Excel to regard imported numbers as text. You can see this has happened because Excel shows a green error indicator in the top left corner of the affected cells, and an error button (an exclamation mark in a diamond shape) appears when you select the cells (see overleaf):



ISBN	ISSN	Jan-2011	Feb-2011	Mar-2011	Apr-2011
		0	0	0	0
9780199230297	n	0	0	0	0
9780199588497	n	0	0	0	0
9780195148220	n	0	0	0	0
9780195141566	n	0	0	0	0
9780198205548	n	0	0	0	0
9780199206506	n	0	0	0	0
9780199229826	n	0	0	0	0
9780198298656	n	0	0	0	0
9780195131635	n	0	0	0	0
9780198283195	n/a	0	0	0	0
9780199214389	n/a	0	0	0	0
9780198298991	n/a	0	0	0	0
9780199225859	n/a	0	0	0	0
9780199557400	n/a	0	0	0	0
9780198524953	n/a	0	0	0	0

Excel cannot reliably do mathematics until this is remedied (e.g. if you were to use it to calculate subtotals of your usage it might not produce correct answers). This problem can be fixed as follows:

1. Select the cells that you want to change back to numbers
2. Click on the error button to open up the menu and then click "Convert to Number"

The green error indicator will disappear, and you can now do calculations with the data.

The Microsoft Office help article about this problem has more information and an alternative method for fixing the problem, and can be found here:

<http://office.microsoft.com/en-us/excel-help/convert-numbers-stored-as-text-to-numbers-HP003055900.aspx>

Alternatively, you can read the Excel Help article on this topic from within Excel – click on the error button and then chose “Help on this error”.

Q: Why is the Law site turnaway count zero?

A: Law sites (*MPEPIL*, *ORIL* and *Investment Claims*) have usage statistics for November. We are able to offer COUNTER-compliant BR2 and BR6 reports, but unfortunately will not be able to offer a BR4 report until further notice.

My question is not answered here – how can I get more help and information?

Please speak to your administrator. If you are the administrator for your institution or company please email our Online Support department

Outside the Americas:

Telephone: +44 (0) 1865 353705

Email: onlinesubscriptions@oup.com

Within the Americas:

Telephone: 800-334-4249 ext 6484

Email: oxfordonline@oup.com

Restatements and other notices

Our statistics undergo a quality assurance process each month before they are published, and we also investigate any concerns about odd-looking usage that our customers raise. Sometimes this leads us to detect problems that affect data we have already published. When this happens it is our policy to correct the data and republish them (we call this a “restatement”).

Restatements are always documented on the home page of the COUNTER service, along with any other notices about the data this month.

Notices about restatements are removed from the home page after a time to prevent clutter. Old notices are reproduced here, for the benefit of customers who did not see them on the home page

Restatement Notice published 3 August 2011

Revision of Oxford English Dictionary (OED) usage statistics, December 2010 to May 2011

We would like to inform users of the OED that we have identified two problems that affect usage statistics for the OED, and have now republished the data to fix these issues. You may wish to recheck your OED figures. **Other resources are not affected.** We apologise for any inconvenience caused.

- There was a bug in our analysis algorithms affecting the counting of sessions from December to March inclusive (for OED only). This resulted in some over-counting of sessions
- There was an issue causing us not to count traffic when users reached OED in certain ways – for example via a proxy server. This applied from December 2010 to May 2011 and meant that we did not count the section requests, searches and sessions for users who arrived at the OED in these ways.

We have now corrected both of these problems. A typical customer comparing their OED figures before and after this fix would find:

- The number of sessions has decreased in December 2010 – March 2011, but has increased in April and May
- The number of section requests and searches has increased from December to May.

But please note that there is a lot of variation between individual customers – for some the fixes cause an insignificant change, whereas other customers may see a substantial change. We apologise for any inconvenience these errors may have caused. If you have any concerns about your statistics, please contact us, using the contact details below.

Revision of Oxford Scholarship Online data for May 2011

We would like to inform users of Oxford Scholarship Online that we identified a problem with the log files for 20-31 May, which resulted in under-counting traffic from the last 11 days of May. We have now republished the data to correct this problem, and you may wish to recheck your Oxford Scholarship Online figures for May. **Other resources are not affected.** We apologise for any inconvenience caused.

Delay in publication of June data for Oxford Medicine Online

The system has now been updated to include June data for all sites except Oxford Medicine Online. Processing of Oxford Medicine Online data has been delayed by a technical problem. We are working on this and will add the Oxford Medicine Online June data as soon as possible. Usage of Oxford Medicine Online in June currently appears as “0” for all customers, but this is because the system has no data for Oxford Medicine Online in June, not because there has been no usage. **Other resources are not affected.** We apologise for any inconvenience caused.