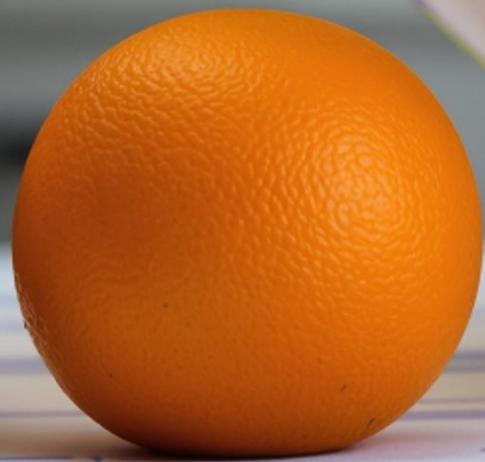


An equal playing field

Fiesole 2025



**COUNTER
METRICS**



What exactly is COUNTER?

**We bring the knowledge
community together to agree
and adopt the global standard
for measuring and reporting
content usage through
normalised metrics**



**Code of
Practice**

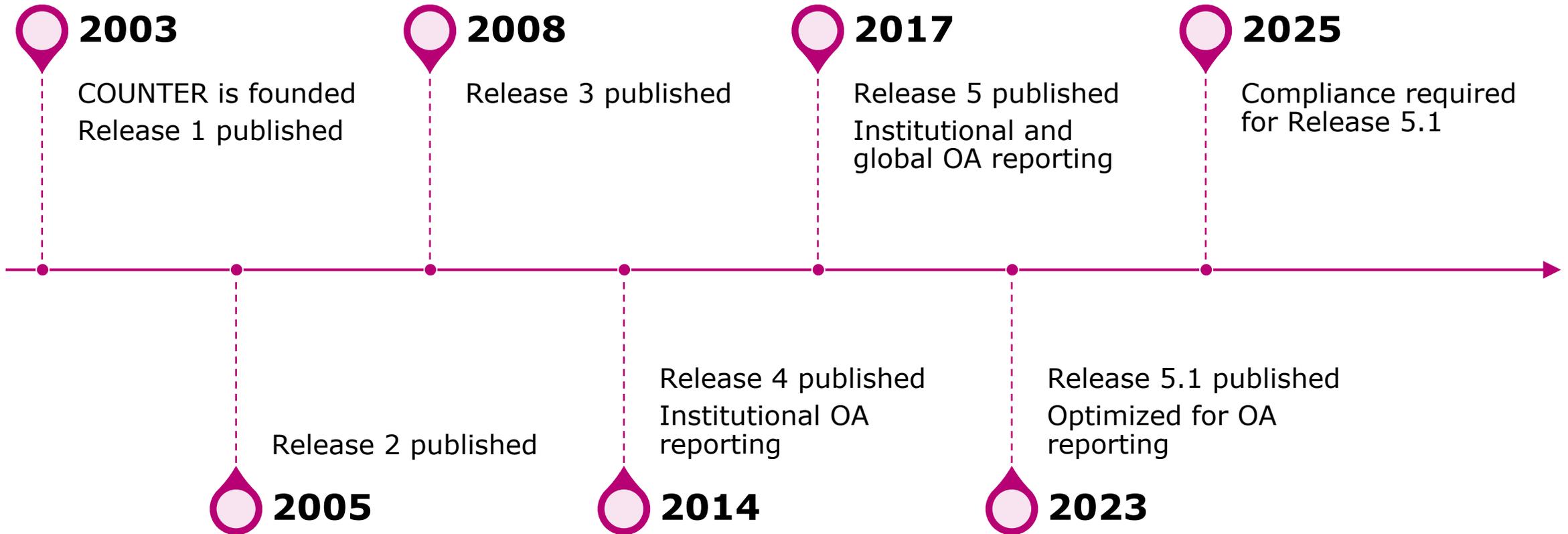


Community

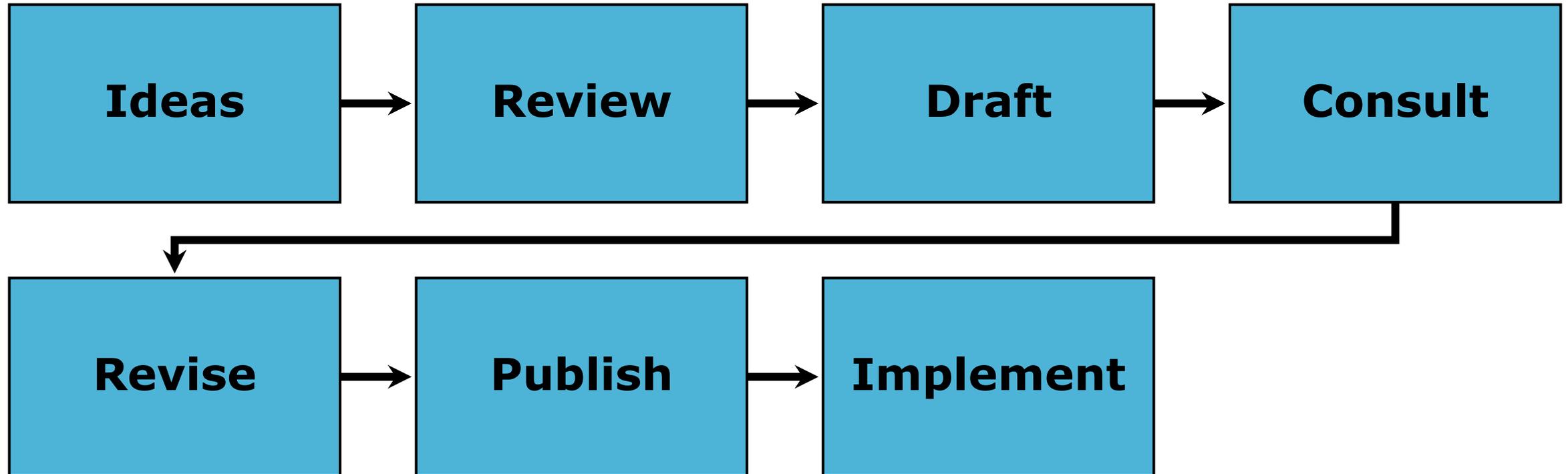


**Resilience and
sustainability**

Reflecting changes in practice



Change control



The COUNTER Metrics

Publisher A

Title	Metric	Total
The Journal of Peculiar Stories	Investigations	12,283
The Journal of Peculiar Stories	Requests	7,369
The Journal of Folklore	Investigations	3,160
The Journal of Folklore	Requests	1,896
The Journal of Mythology	Investigations	13,470
The Journal of Mythology	Requests	8,081

Publisher B

Title	Metric	Total
The Journal of Fairytales	Views	5,686
The Journal of Fairytales	Downloads	10,764
The Journal of Mysticism	Views	56,744
The Journal of Mysticism	Downloads	1,378
The Journal of Myth & Legend	Views	5,789
The Journal of Myth & Legend	Downloads	48,966

Investigation

Every interaction:
Total_Item_Investigations

Total deduplicated:
Unique_Item_Investigations

Unique rolled up for books:
Unique_Title_Investigations

Request

Full content interaction:
Total_Item_Requests

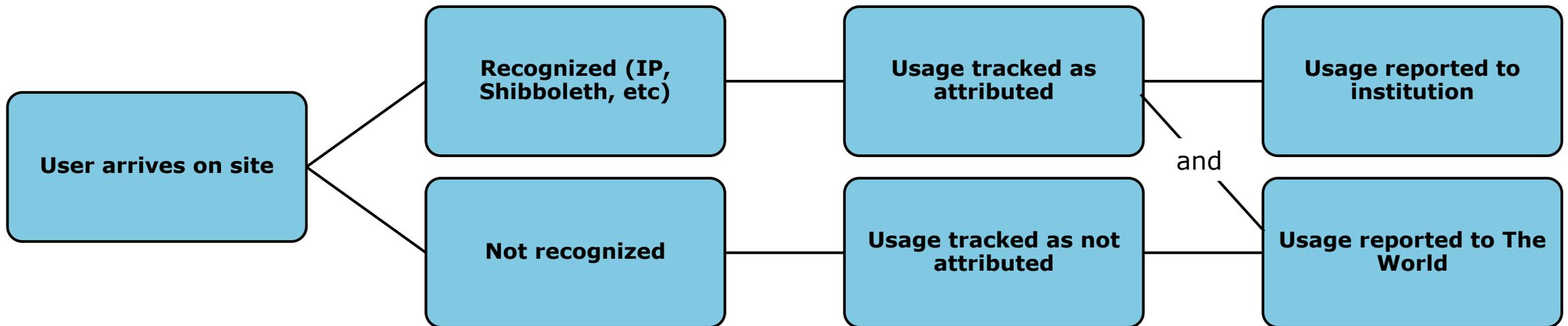
Total deduplicated:
Unique_Item_Requests

Unique rolled up for books:
Unique_Title_Requests

COUNTER for open access

Global reporting

Institutional COUNTER reports show only the usage attributed to that institution: Global COUNTER reports show everything, including non-attributed usage



Over to you

Contact: tasha@countermetrics.org



**COUNTER
METRICS**