

# An equal playing field

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Fiesole 2025



**COUNTER  
METRICS**



# What exactly is COUNTER?

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**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**

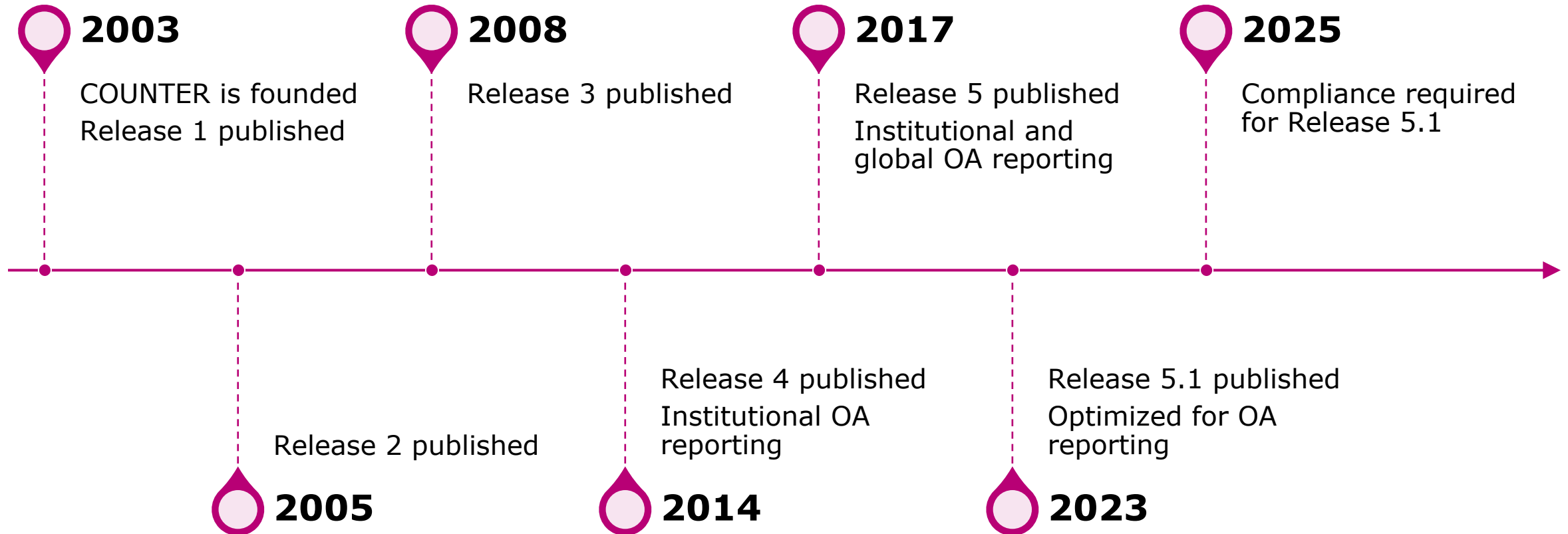


**Community**



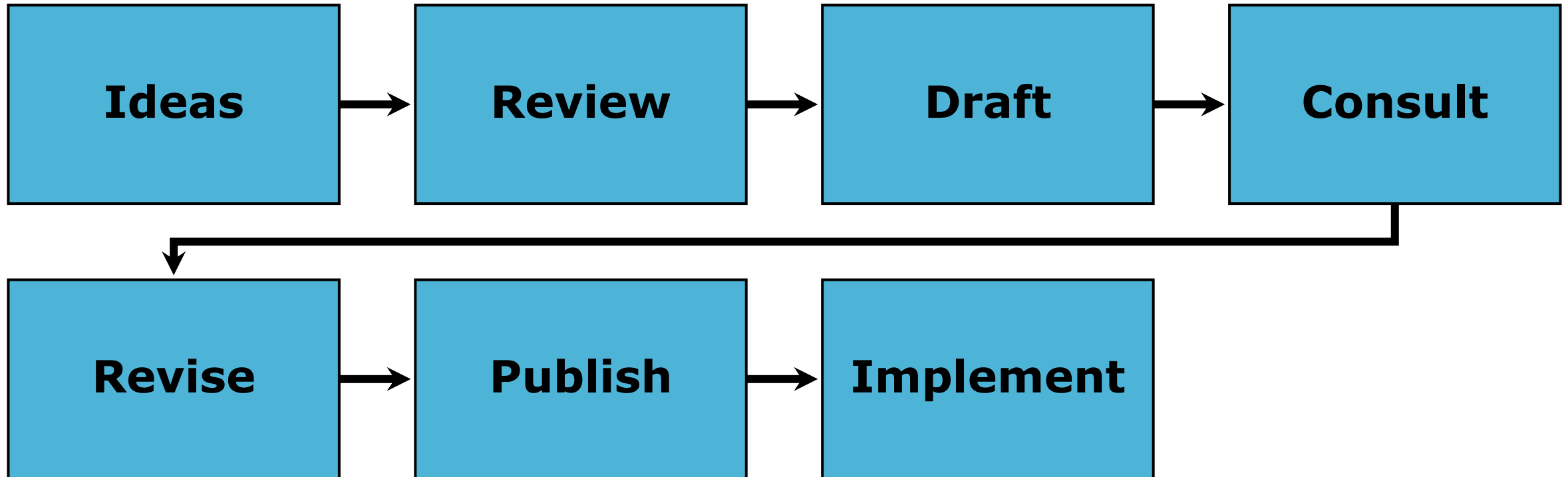
**Resilience and  
sustainability**

# Reflecting changes in practice



# Change control

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# The COUNTER Metrics

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# 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 Fairytale	Views	5,686
The Journal of Fairytale	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

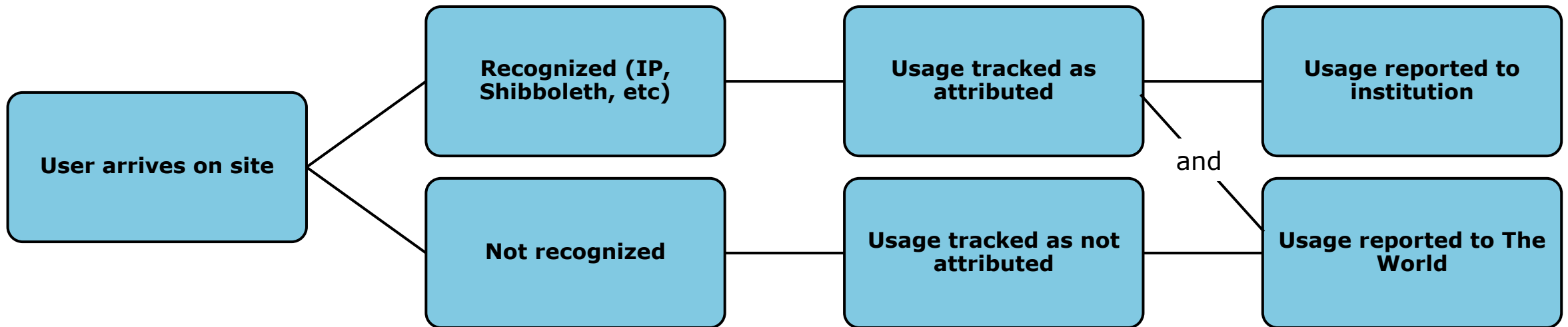
Unique rolled up for books:  
Unique\_Title\_Requests

# COUNTER for open access

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# 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

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METRICS**