

COUNTER FOR OA

Why measure OA usage?

Return on investment

- ✓ **For subscription content:**
Subscription price ÷ Unique Item Requests = Cost per use
- ✓ **For OA content:**
Article processing charge ÷ Unique Item Requests = Cost per use

Research impact

- ✓ **Citations:** direct interest in content, but take a long time to accrue
- ✓ **Altmetrics:** immediate, but fleeting attention not lasting impact
- ✓ **Usage:** reflects direct interest and accrues immediately – the missing measure of impact!

How to measure OA usage

COUNTER's Global Item Reports are optimised for OA:

- ✓ Standardised method which means your OA metrics are credible and comparable with other publishers worldwide
- ✓ Based on our very granular Item Report, showing usage of each item on a platform.
- ✓ Attribution links usage to institutions – the Global Item report combines attributed usage from every institution with non-attributed usage linked to 'The World'

