



COUNTER METRICS

Annual General Meeting

Directors' Report 2025

**A report to the members of COUNTER Online Metrics on
the organisation's activities and financial report for 2025**

Our Strategy

Our vision

A world where knowledge is advanced through trusted usage metrics

Our mission

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

Our objectives

We will maintain, develop and extend the COUNTER Code of Practice as a foundation for normalised, community-defined usage metrics.

We will foster and grow an engaged community to increase adoption and use of COUNTER metrics worldwide.

We will ensure COUNTER is operationally resilient and financially sustainable.

Our values

We are led by and for the knowledge community, welcoming those interested in usage metrics from all disciplines, all geographies and all types of organisation.

We advocate for the use of standards across the knowledge community to maximise interoperability and shared understanding.

The Code of Practice and the tools and materials we create to support it are openly available and will remain so.

As a not-for-profit organisation sustained by and answerable to our membership, we strive to be as ethical, transparent and efficient as possible in everything we do.



Directors' Report

The Code of Practice

Objective: We will maintain, develop and extend the COUNTER Code of Practice as a foundation for normalised, community-defined usage metrics.

Through 2025, our primary focus was supporting the community in the migration to Release 5.1 (R5.1) of the COUNTER Code of Practice. By the compliance deadline, which required January reports to be delivered in late February, 180 publisher platforms were compliant (59%). That represents a near doubling of the compliant platforms at the same point in the R5 implementation.

Other key activities for the Code during 2025 included:

- Successful deployment of a small Fix Release, [R5.1.0.1](#), in January
- Developing, beta testing and launching the new [Validator](#), and sunsetting the old R5-only tool.
- Establishing working groups to develop Best Practice Guidelines on complex areas. Three best practice consultations were launched towards the end of the year, on pathways to compliance (for very small publishers), on reporting when users can be tied to multiple institutional identities, and on usage metrics for generative and agentic AI tools.

Looking forward to 2026

Work will begin on a feature Release 5.1.1 in 2026, including clarifications and new, backwards compatible features identified during the best practice consultations. The Advisory Committee plans to spin out new working groups on matters such as open access reporting. We also plan to invest in updates to the [Registry](#) to make it even more useful and informative.

Our Community

Objective: We will foster and grow an engaged community to increase adoption and use of COUNTER metrics worldwide.

Outreach remained a high priority, with several initiatives to grow and support the community, including implementing the new Advisory Committee structure to enable all members to engage with COUNTER. We also ran the COUNTER Conference and AGM for a second time. It attracted over 270 registrants, with 83% rating the event as 'very good' or 'excellent'. Tasha Mellins-Cohen delivered a further 56 presentations at webinars, digital conferences and in-person events over the course of 2025.

The success of our outreach activities was reflected in the growth of our community. During 2025 organisations in eleven new countries in Africa and South America participated in COUNTER activities, and 300 new individuals signed up for our regular bi-monthly newsletter.



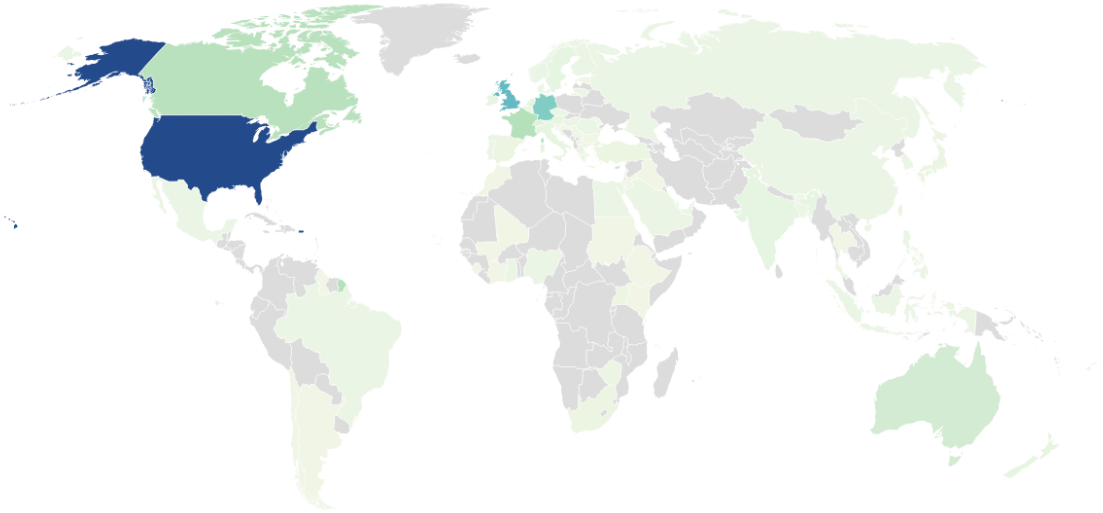


Figure 1. A world map showing the countries where COUNTER has organisational contacts, including members, from pale green where we have only one or two organisations to dark blue where there are hundreds.

Education efforts ramped up with the development and launch of COUNTER Academy. The first cohort of this online-only training began in July 2025 and ran for 16 weeks, with over 90% completion. The course received extremely positive feedback from participants.

"I feel much more confident with all aspects of COUNTER now having had the opportunity to work through and understand not only what the data really means but also what's happening when we generate those reports."

Our bi-annual community survey ran in the autumn, showing that 89% of respondents are either happy or very happy with what COUNTER is doing. Comments were again very positive, suggesting a continuing need for our work on normalised metrics.

"Thank you for all your work! COUNTER is vital to managing e-resources. It is extremely helpful to have a single standard by which we can compare our databases."

Looking forward to 2026

Given the positive feedback and high demand, the COUNTER Academy is scheduled to run again in February and July 2026.

We also plan to launch a listserv in 2026, in response to positive responses to the suggestion as assessed through the community survey.

Sustainability

Objective: We will ensure COUNTER is operationally resilient and financially sustainable.

A new membership tier structure, which primarily impacted technology providers, was approved by members at the AGM in June and implemented in October 2025 for the 2026 membership year. The initiative was designed to put COUNTER on a sustainable financial footing for the long term. It allowed the Board to approve an additional four hours of staff resource per week from 2026.



Across 2025 we welcomed 23 new members, six of which were under the Research 4 Life membership program for lower-income countries

Looking forward to 2026

With the four additional hours per week, we will investigate possible technology and educational services to address recurring needs from within the community. We also plan membership campaigns to re-recruit lapsed library and consortium members and to drive engagement with under-represented regions.



Our Board and Committees

The organization suffered a loss in January 2025 with the passing of Irene Barbers, who had served on the Board of Directors and the Executive Committee.

Board of Directors

- Jo Lambert, Jisc (Chair)
- Richard Gallagher, Annual Reviews
- Björn Johansson, Springer Nature (from May 2025)
- Heather Loehr, Hanover College
- Gary Van Overborg, Scholarly IQ
- Monica Westin, Manchester Metropolitan University | Cambridge University Press and Assessment

Executive Committee

- David Sommer, Kudos (Chair)
- John Chodacki, California Digital Library
- Jill Emery, Portland State University Library
- Jacqueline Gillet, National Institute for Research in Digital Science
- Nicola Haden, Royal Society of Chemistry
- Bernd Oberknapp, Freiburg University Library
- Jack Ochs, American Chemical Society
- Svenja Nemetschek, Springer Nature
- Oliver Pesch, EBSCO Information Services
- Matthew Ragucci, Wiley
- Heather Ruland Staines, Delta Think
- Elena Zapryanova-Hadjinikolova, Elsevier

Code Team

- Dave Harrell, Scholarly IQ
- Beda Košata, Big Dig Data and CELUS
- Bernd Oberknapp, Freiburg University Library
- Alex Snukal, University of Manitoba
- Tom Sublet, Couperin Consortium

Education Committee

- Charlotte Brown, ABC
- Jill Emery, Portland State University Library
- Nicola Haden, Royal Society of Chemistry
- Tim Lloyd, LibLynx
- Francine May, COPPUL consortium
- Heather Ruland Staines, Delta Think
- Jenny Thompson, BMJ Group

Advisory Committee

- Karen Harker (co-Chair), University of North Texas Libraries
- Michael Sisolak (co-Chair), Sage
- Michelle Urberg (co-Chair), Liblynx, USA



- Senol Akay, American Chemical Society
- Becca Banach, Smith College Libraries
- Melissa Belvadi, University of Prince Edward Island
- Josh Benson, OCLC
- Jayshree Bhakta, ITHAKA
- Cara Bradford, Purdue University Libraries
- David Chaplin, Jisc
- Kirsten Fuoti, Silverchair
- Heather Heckman, University of South Carolina
- Kathryn Hodgkinson, ABC
- Athena Hoeppe, University of Central Florida
- Hylke Koers, STM Solutions
- Meghan Lenahan, Binghamton University
- Sonja Lendi, Elsevier
- Mélanie Marcon, Couperin Consortium
- Stuart Maxwell, Scholarly IQ
- David Perry, New York University Libraries
- Oliver Pesch, EBSCO
- Adam Pulford, Oxford University Press
- Christopher Rennie, Clarivate
- Mohammed Rizk, Atypon / Wiley



Financial Statements for 2025



COUNTER ONLINE METRICS (BY GUARANTEE)**INCOME STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2025**

	2025 £	2024 £
TURNOVER	139,925	128,376
Other income	1,579	1,474
Staff costs	(29,029)	-
Other charges	(137,317)	(150,576)
Taxation	(580)	-
DEFICIT	<u>(25,422)</u>	<u>(20,726)</u>

COUNTER ONLINE METRICS (BY GUARANTEE) (REGISTERED NUMBER: 04865179)

**STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2025**

	2025	2024
	£	£
CURRENT ASSETS	324,607	325,402
CREDITORS		
Amounts falling due within one year	(145,886)	(121,259)
NET CURRENT ASSETS	<u>178,721</u>	<u>204,143</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>178,721</u>	<u>204,143</u>
RESERVES	<u>178,721</u>	<u>204,143</u>

NOTE TO THE FINANCIAL STATEMENTS

1. AVERAGE NUMBER OF EMPLOYEES

The average number of employees during the year was 6 (2024 - 6).

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2025 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the micro-entity provisions.

The financial statements were approved by the Board of Directors and authorised for issue on 3 March 2026 and were signed on its behalf by:

Signed by:

 548F69E037E3435...

Ms J Lambert - Director

Copyright © 2025

COUNTER Online Metrics

Registered office: 4 Henley Way, Doddington Road, Lincoln, Lincolnshire, LN6 3QR, UK

Postal address: 54 Carlyle Avenue, Brighton, East Sussex, BN2 4DR, UK

Contact: tasha@countermetrics.org

