## A Brief Introduction to COUNTER Metrics

### Three Types of Metric

- **Usage**
  - Compare traffic across platforms

- **Search**
  - Assess the value of discovery

- **Denials**
  - Determine what to license

### Search Metrics

- Searches Platform: search activity across a whole site
- Searches Regular: search activity within a database (user can select a database)
- Searches Automated: search activity within a database (user can’t select a database)
- Searches Federated: search activity from outside the platform

### Denial Metrics

- No License: access denied because the content is not licensed for use
- Limit Exceeded: access denied because the license is for a limited number of users, and that cap has been exceeded

### Usage Metrics

**Investigations and Requests**

- **Investigations:**
  - All user interactions with content
  - Includes interactions with metadata and links
  - Example: video thumbnail
- **Requests**
  - Subset of investigations
  - Interactions with full content only
  - Example: full video

Each interaction is counted

- Total Item Investigations / Requests
- Interactions in a session are deduplicated
- Unique Item Investigations / Requests
- Book interactions are rolled up
- Unique Title Investigations / Requests