



## Uses Of Usage Data

Hanneke Steuten,  
Director Usage Reporting ScienceDirect & Scopus



# Uses of Usage Data

- **Where are we coming from?**
- **What has changed end-user behavior?**
- **What are future developments?**

# Uses of Usage Data

## Where are we coming from?

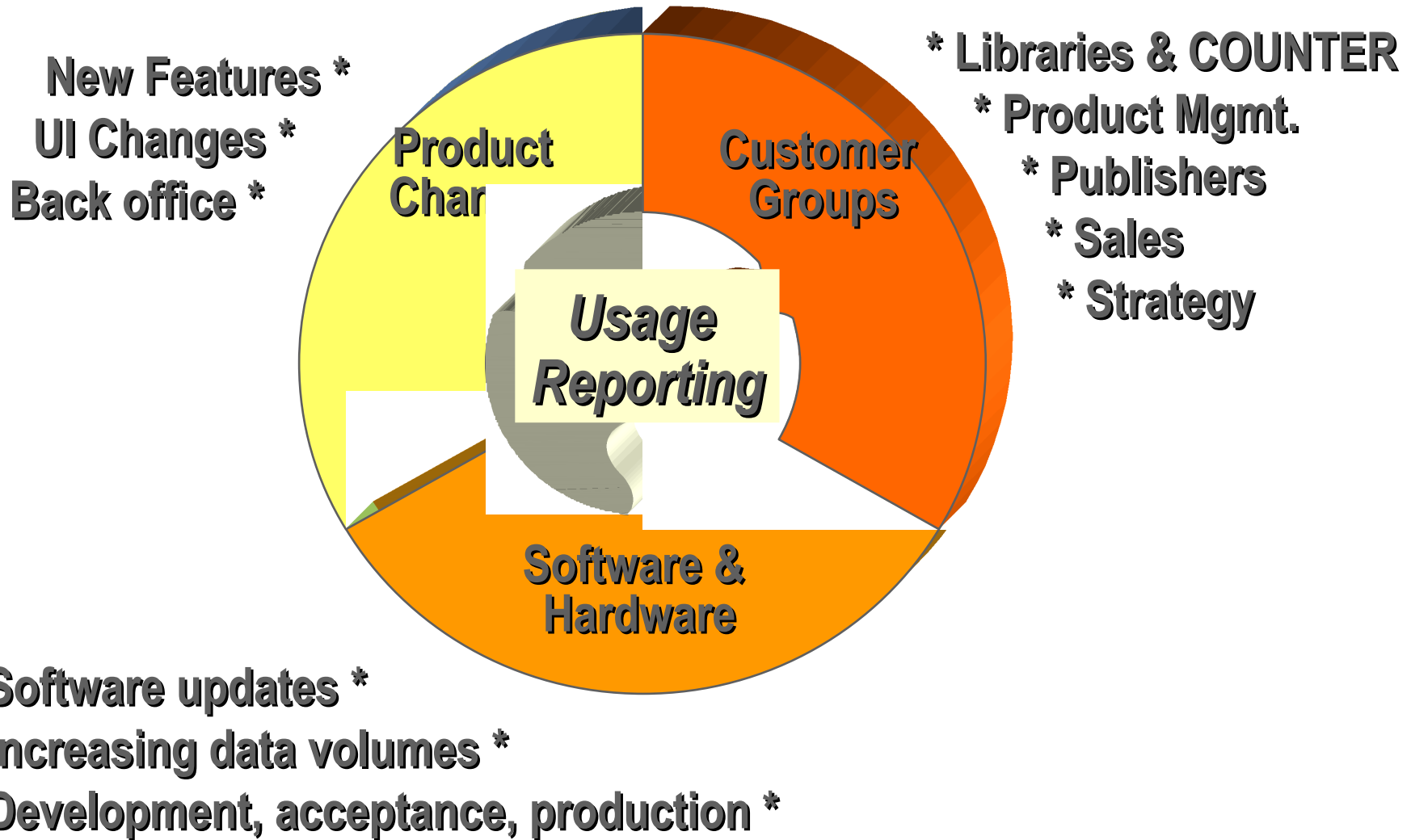
- **What has changed end-user behavior?**
- **What are future developments?**

# Library Usage Reporting (Milestones)



- **1999:** Paper reports mailed/faxed to customers
- **2000:** Usage reports were sent by email
- **2001:** Founding Partner of COUNTER
- **2003:** Major new release enabling librarian log-on and remote downloading  
COUNTER Release 1 of the CoP for ScienceDirect
- **2005:** COUNTER compliance Release 1 of the CoP for Scopus  
New User interface, integration with Librarian Admin tool
- **2006:** COUNTER Compliance release 2 of the CoP for ScienceDirect
- **2007 & 2008:** COUNTER audits by ABC Auditors

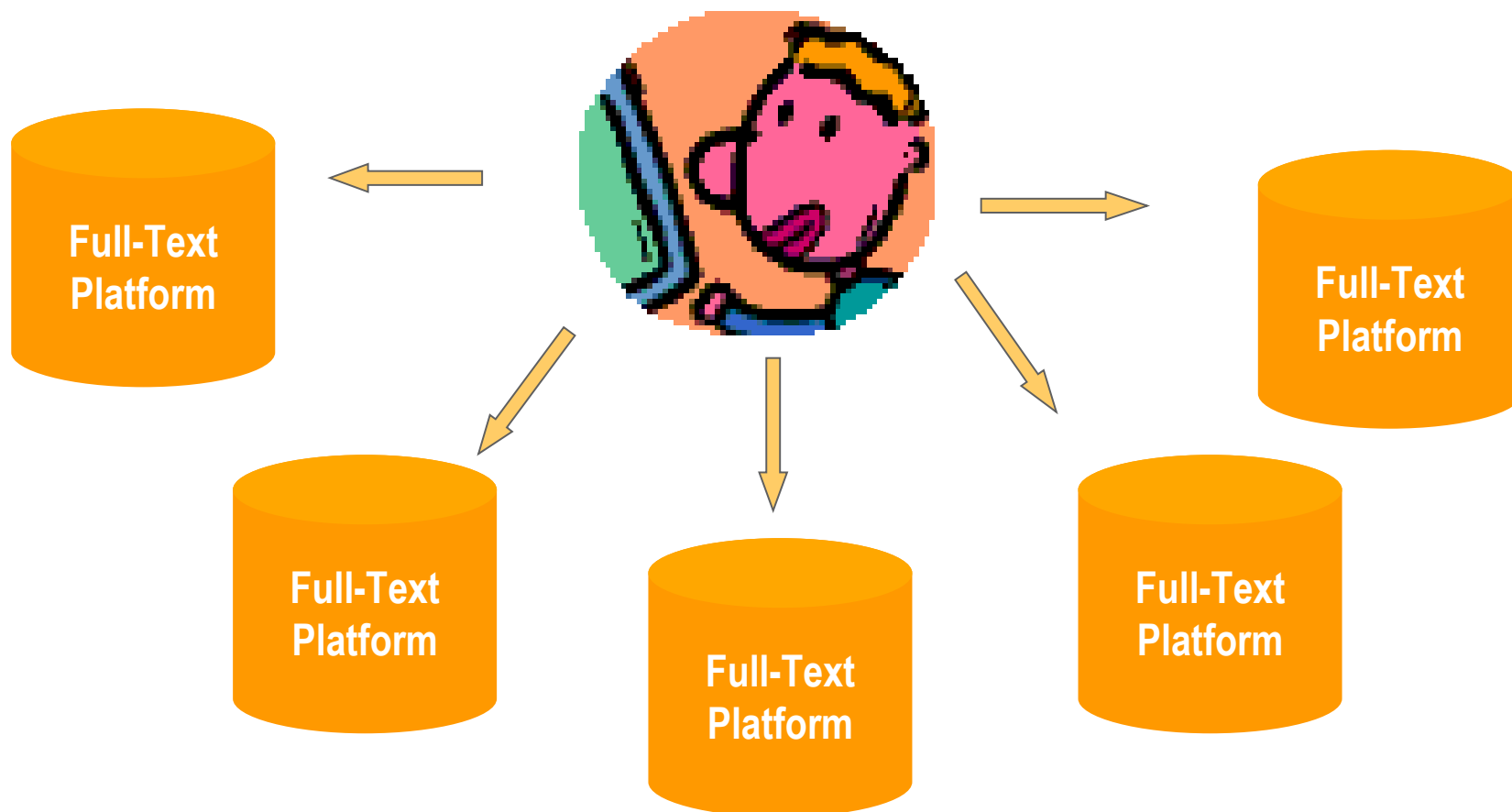
# Usage Reporting Dynamics



# Uses of Usage Data

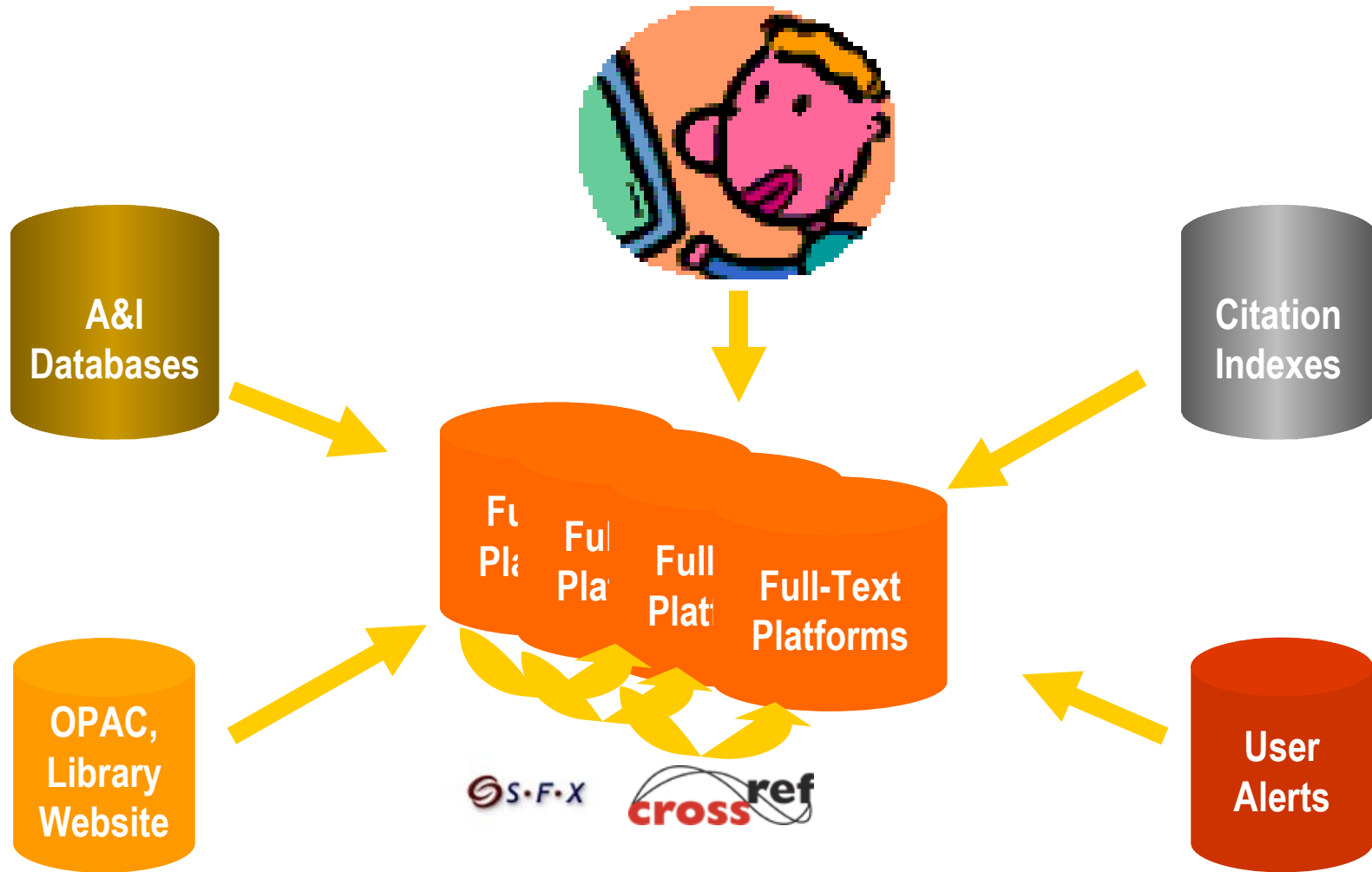
- **Where are we coming from?**
- **What has changed end-user behavior?**
- **What are future developments?**

# Becoming Interlinked



**In 2000 full text platforms were closed boxes**

# Becoming Interlinked



**In 2008 all platforms are interlinked**

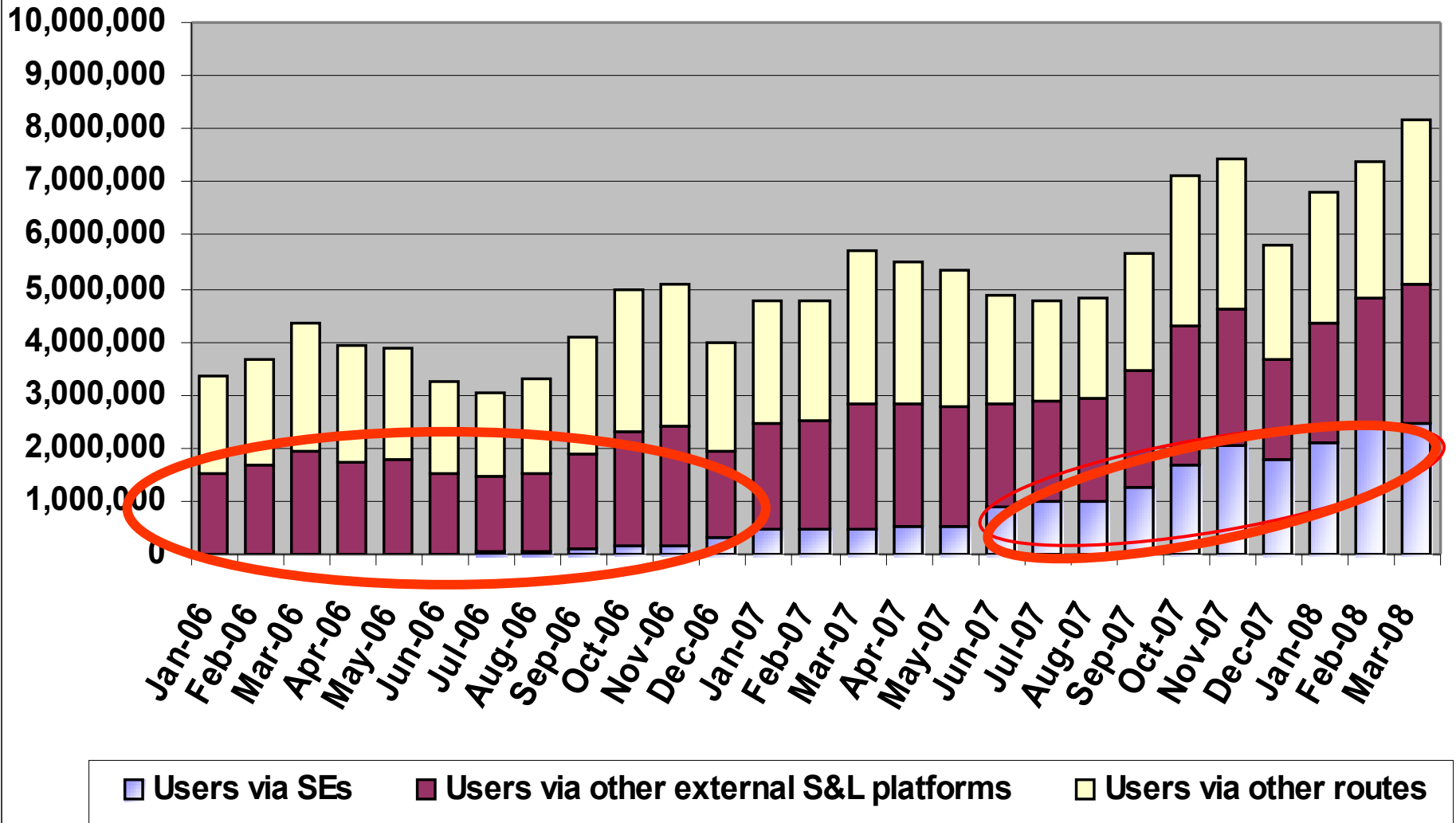


# Becoming Indexed by search engines

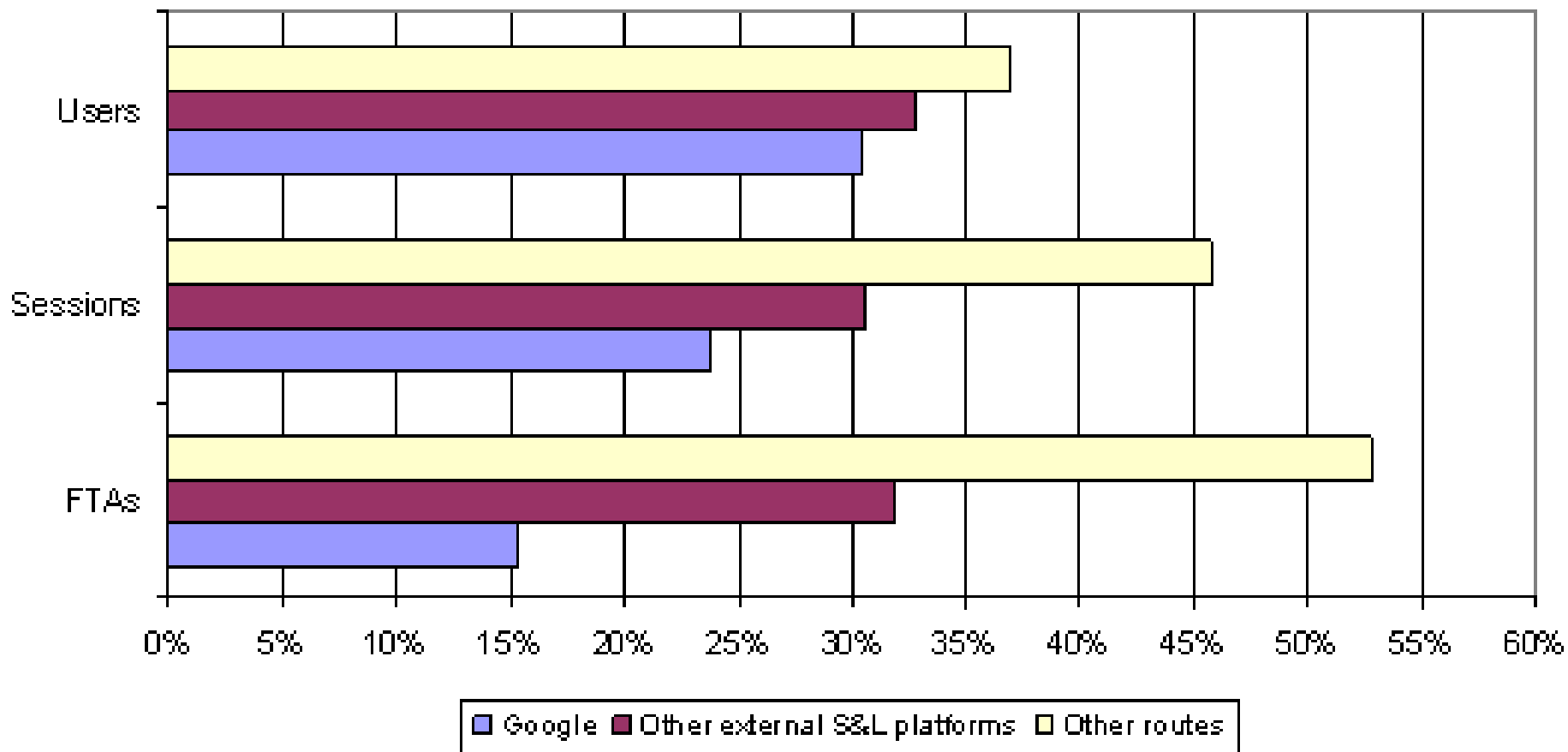


Google™

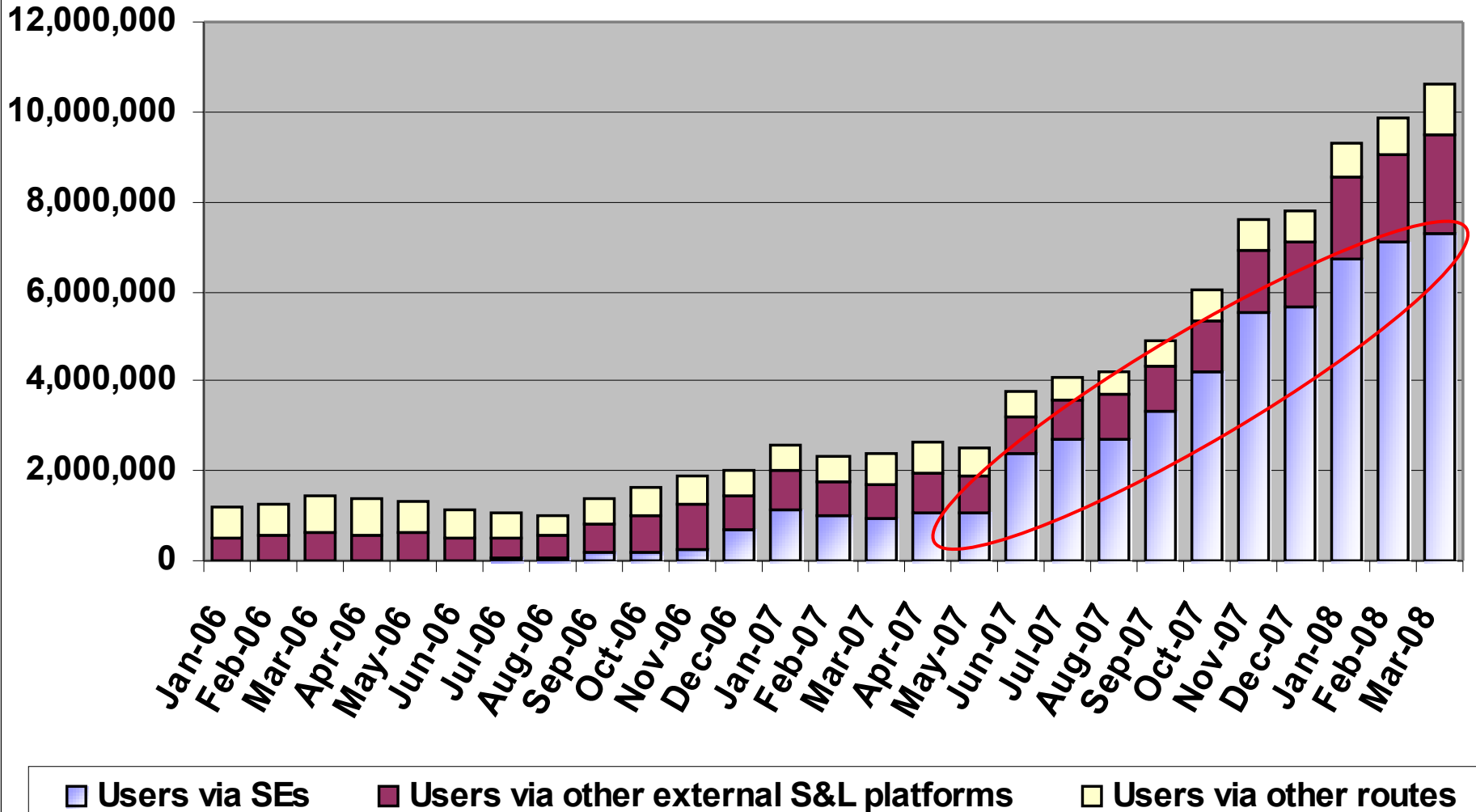
# Subscribed users coming into SD from External routes:



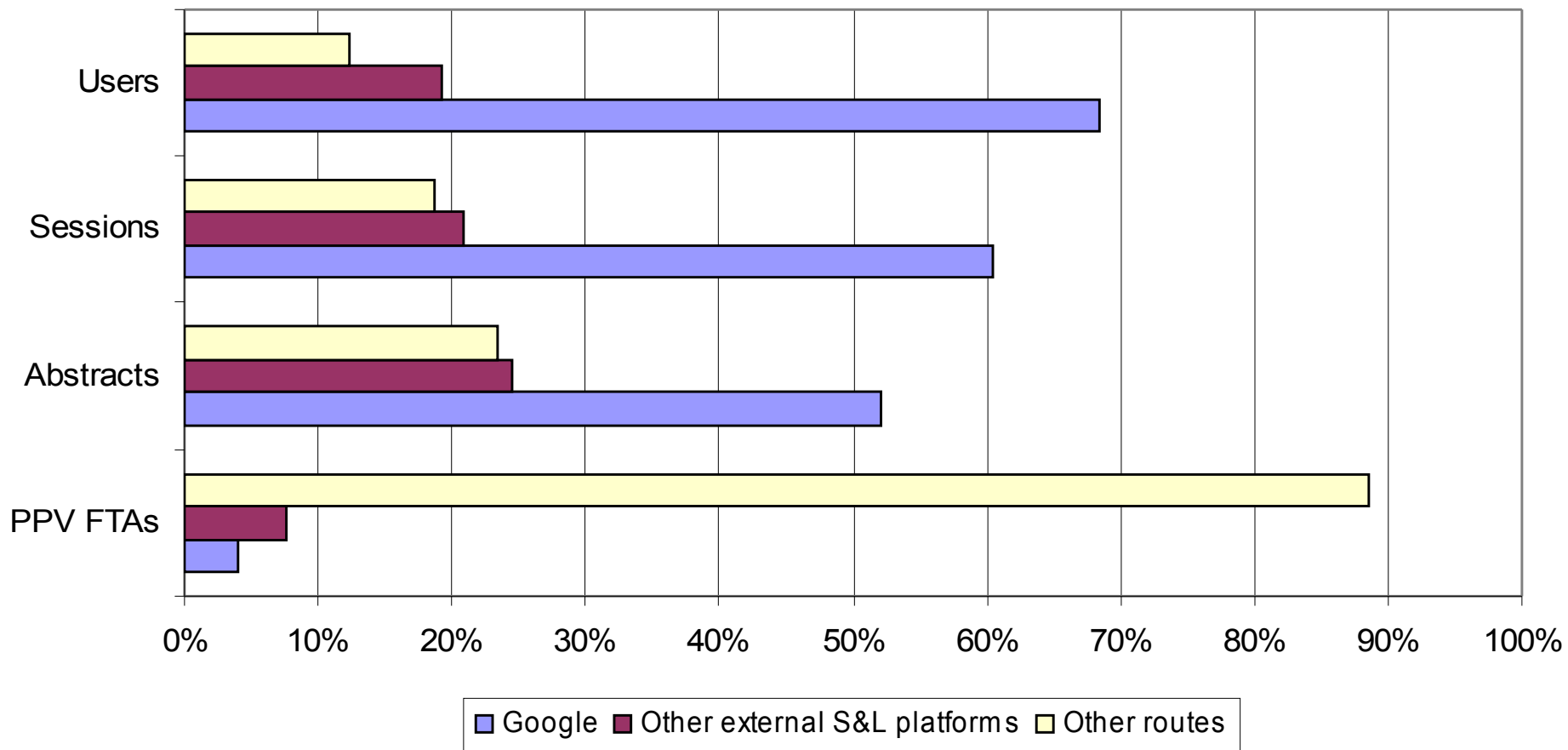
## Subscribed usage 2008



# Guest users coming into SD from External routes:



## Unsubscribed usage 2008



# Uses of Usage Data

- **Where are we coming from?**
- **What has changed end-user behavior?**
- **What are future developments?**

# Future developments

## Customer Reporting:

- **SUSHI**
- **The use of Usage Statistics Management packages**
- **Implementation COP3**
- **Supporting greater choice in business models**

## Other:

- **Using usage data in the product interface**
- **Following developments in the field i.e. Usage Factor project & MESUR, PIRUS**
- **Future CoP releases**

**Thank you!**