

## Usage and Traffic Reports

- OCLC provides weekly and monthly usage and traffic reports in Excel format for easy analysis.
- Usage reports provide a count of searches and sessions within a specific database or journal collection on aggregate and institution bases. These usage reports will become COUNTER-compliant later in 2011.
- Traffic reports provide data on traffic being driven to a publisher’s site for the full text or full record.

### Search & Sessions Usage Report example

Report shows total searches by database/collection as well as additional market segment data

**Publisher Report Overview**

Reporting Period: February 2011 - September 2010  
 Publisher: OCLC Online Computer Library Center, Inc.  
 Symbol: OCL

	Month	Feb 2011	Jan 2011	Dec 2010	Nov 2010	Oct 2010	Sep 2010
Sessions		3108	2346	0	0	0	0
ArticleFirst		94	93	0	0	0	0
Catalog of Art Museum Images Online		1	5	0	0	0	0
Electronic Collections Online		73	74	0	0	0	0
OAIster		15	21	0	0	0	0
PapersFirst		47	44	0	0	0	0
WorldCat		27	9	0	0	0	0
WorldCat.org		4613	3276	0	0	0	0
Total # of Databases Accessed		4870	3522	0	0	0	0
Institution Academic		13	0	0	0	0	0

Report shows total searches and session by database/collection and by institution

**Total Searches and Sessions by Month and Database**

Reporting Period: February 2011  
 Publisher: OCLC Online Computer Library Center, Inc.  
 Symbol: OCL

Database Name	Institution Name	Institution Symbol	Searches run	Sessions
ArticleFirst	ACQUISITION TEST PROFILE	ACQ	8	6
	OCLC FS/ILL TESTING SYMBOL 3	QAIL3	20	13
	OCLC INC	OCL	1	1
	OCLC LIBR	OCC	19	13
	OCLC, INC	OHOLC	46	17
<b>ArticleFirst Totals</b>			<b>94</b>	<b>50</b>
Catalog of Art Museum Images Online	OCLC INC	OCL	1	1
<b>Catalog of Art Museum Images Online Totals</b>			<b>1</b>	<b>1</b>
Electronic Collections Online	ACQUISITION TEST PROFILE	ACQ	4	2
	OCLC FS/ILL TESTING SYMBOL 3	QAIL3	12	6
	OCLC LIBR	OCC	11	8

# OCLC Publisher Fact Sheet—Usage and Traffic Reports

## Traffic Report quick facts

- Traffic reports capture the clicks from a library’s Web site to a publisher’s Web site as a user seeks the full text or full record for a discovered item.
- Clicks from a record that contains a link to the full record at the host’s Web site or a link to the full record generated by the library’s Open URL resolver or knowledge base are counted in this report. The statistics represent clicks to full text or full records—not the number of records accessed. If a publisher does not host its own content, then a traffic report will not be available.

Publisher Traffic Report		
Reporting Period: 2010-10-22 to 2010-11-15		
Publisher Symbol	Springer	
Rank	Exit Link	Clicks
1	<a href="http://www.springer.com">http://www.springer.com</a>	999

## Subscriber Verification Report

OCLC produces a report that shows which libraries have configured access to the publisher’s content products to verify the libraries’ subscriptions.

Subscription Verification Report							
Reporting Period: 2010-12-15 to 2011-02-14							
Institution: OCLC INC							
Symbol: OCL							
Change	Database Identifier	Database Name	Institution Name	Institution Symbol	Registry Id	City	StateCountry
Deactivated	1194	LILRC Group Catalog	MOLLOY COL, TOBIN LIBR	VYA	1961	ROCKVILLE CENTRE	NY United States
Deactivated	137	ArchiveGrid	AP WCLOCAL ENH CONTENT NAVIGATOR DEMO	APNAV	112894		
Deactivated	137	ArchiveGrid	AP WCLOCAL QS ENHANCED ACCESS DEMO	APLQS	112896		
Deactivated	137	ArchiveGrid	BARRINGTON AREA LIBR	9HV	9746	BARRINGTON	IL United States
Deactivated	137	ArchiveGrid	COLUMBUS METROP LIBR	OCO	112901		
Deactivated	137	ArchiveGrid	DEKALB PUB LIBR	BJY	9845	DEKALB	IL United States
Deactivated	137	ArchiveGrid	EVANSTON PUB LIBR	1IH	9862	Evanston	IL United States
Deactivated	137	ArchiveGrid	FREEPORT PUB LIBR	9JY	9905	FREEPORT	IL United States
Deactivated	137	ArchiveGrid	FULLER THEOL SEMINARY	CFT	113230	PASADENA	CA United States
Deactivated	137	ArchiveGrid	MCHENRY PUB LIBR DIST	DRX	10009	MCHENRY	IL United States
Deactivated	137	ArchiveGrid	NA ENHANCED ACCESS ONLY DEMO	NALCO	112841		
Deactivated	137	ArchiveGrid	NA WCLOCAL ENH ACCESS NAVIGATOR DEMO	NANAV	112691		
Deactivated	137	ArchiveGrid	NA WCLOCAL ENHANCED ACCESS DEMO	NALOC	112877		
Deactivated	137	ArchiveGrid	NA WCLOCAL QS ENHANCED ACCESS DEMO	NALQS	112693		