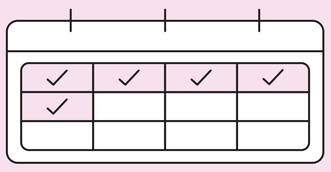
Behind the numbers: What publishers know about your article

Sarah J. Clements,[a] Doreen Valentine,[b] Joanne Walker,[c] Miriam de Boeck,[d] Sarah Brown,[e] & Stephen M. Casey[f]

[a]Costello Medical, Cambridge, UK; [b]Bristol Myers Squibb, Lawrenceville, NJ, USA; [c]Becaris Publishing, Chesham, UK; [d]Excerpta Medica, Amstelveen, North Holland, The Netherlands; [e]Avalere Health, Abingdon, Oxford, UK; [f]Omni Healthcare Communications, Philadelphia, PA, USA

Objectives and Approach

To understand **what information about published articles is captured and displayed by scientific, technical, and medical (STM) publishers**, an 11-question survey was shared via LinkedIn, the ISMPP Connect Forum and the Association of Learned and Professional Society Publishers (ALPSP) Alert newsletter



The survey was conducted from **Jan 8, 2024** to **May 8, 2024**

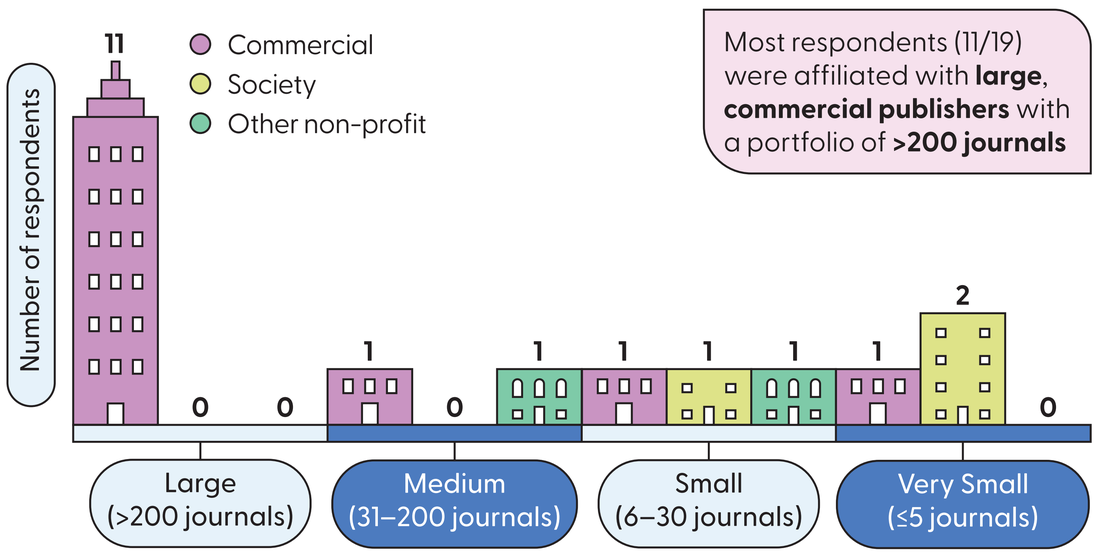


21 participants initiated the survey, of whom 20 provided responses to at least one question and were included in the analyses

Conclusions

- Publishers have access to a variety of article-level metrics via their publishing platforms; however, there is **inconsistency in what is displayed online by publishers**
- Most publishers use **Atypon's publishing platform**, offering a potential opportunity to achieve consistent reporting of article-level metrics directly via this platform developer
- Further work is being conducted by the ISMPP Metrics Workstream to build a greater understanding of **what Publication Professionals require from article-level metrics** and how those needs could be addressed by **adapting metrics** provided by publishers

Publisher Type and Size



Most respondents (11/19) were affiliated with **large**, **commercial publishers** with a portfolio of **>200 journals**

*Of the 20 respondents who completed the survey, one respondent did not state which type of publisher they worked for

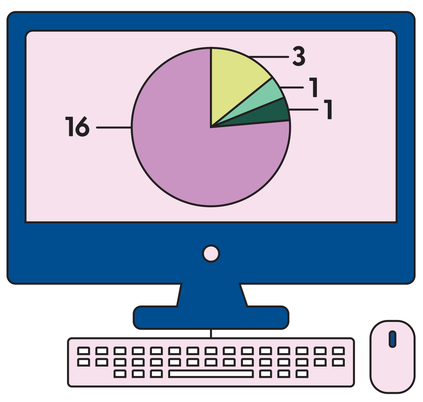
Publishing Platform Used

Most publishers use the same platform, **Atypon**

Software Used (n=19)*

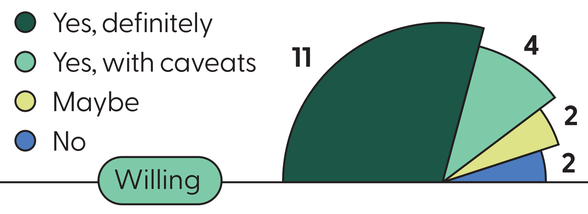
- Atypon
- Proprietary/ bespoke system
- Issuu
- Word Press





*Of the 20 respondents who completed the survey, one respondent did not provide information about the content delivery platform used and two reported using two different platforms

Are Publishers Willing to Share More Information?



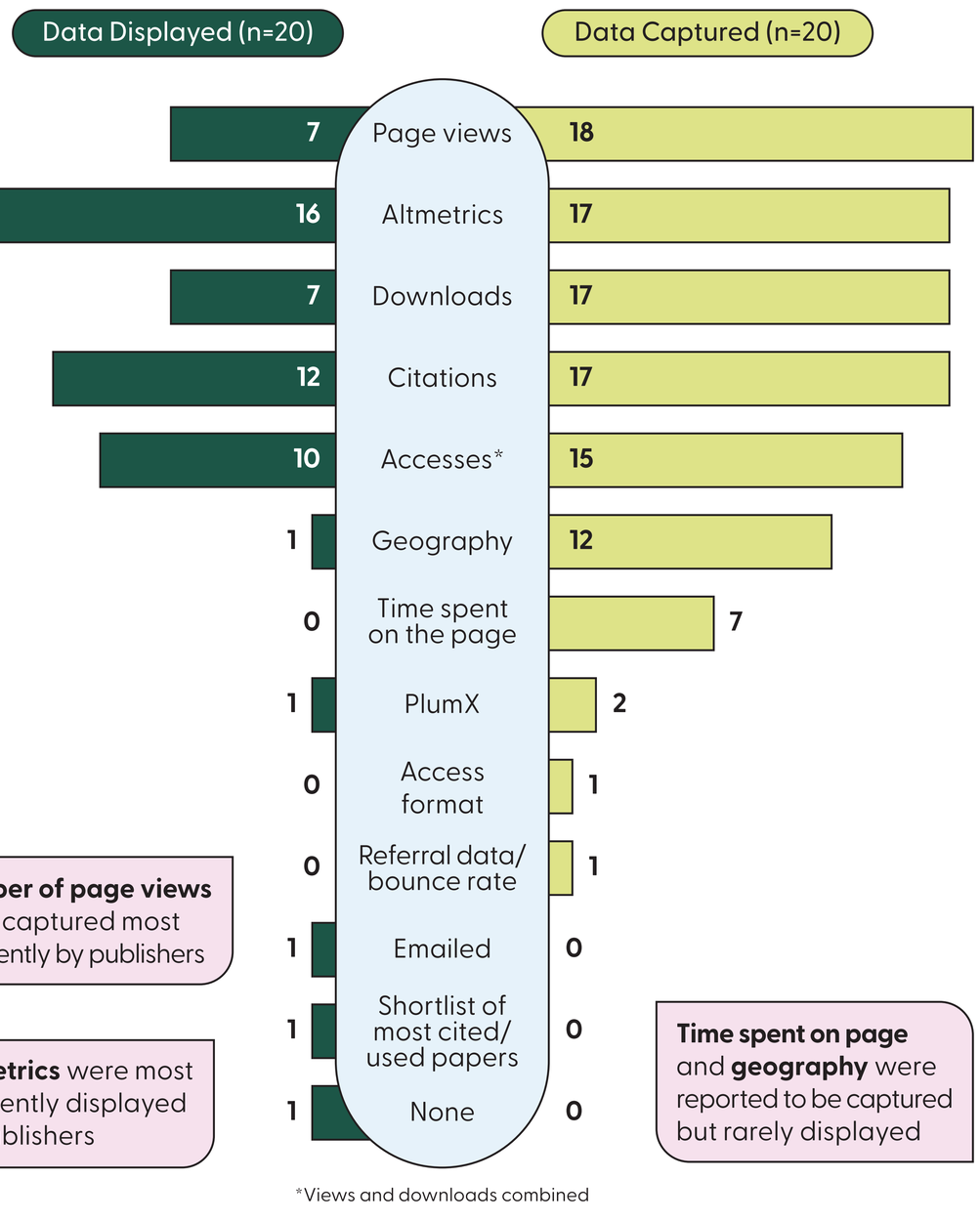
11/19 publishers would **definitely** be willing to share more information*

- If there was feedback to suggest this was desired
- If there was a strong rationale for it
- If it could be standardised across all journals in the publisher's portfolio
- If internally permitted

- Shared data are sufficient
- It isn't possible to measure usage (e.g. when open access)
- We omit data to avoid overwhelming readers
- Some information is commercially sensitive
- It is not my decision

*Of the 20 respondents who completed the survey, one respodent did not provide a response about whether they would be willing to share more information

Displayed versus Captured Data



Number of page views were captured most frequently by publishers

Altmetrics were most frequently displayed by publishers

Time spent on page and **geography** were reported to be captured but rarely displayed

*Views and downloads combined

How Publishers Currently Use Backend Analytics

Most publishers reported having access to backend analytics for their websites, of whom **12/15 (80%)** expressed a **willingness to share** more data about **publication use** and **impact**

Publishers reported using backend analytics for...

- Identifying the most impactful content
- Understanding audience demographics
- Understanding the preferred type of content
- Measuring the effect of publication enhancers/extenders
- Responding to information requests from customers
- Evaluating user experience



Acknowledgements: The authors thank all survey respondents for their valuable contributions. All authors participated in development of the survey and review of the results, were actively involved in preparing the poster, and provided approval for submission. All authors conducted this work as part of their voluntary roles on the Metrics 2.0 workstream of the ISMPP Social Media and Web-Based Metrics Committee. The research and insights presented in this poster represent the work of the authors and do not reflect the opinions of their respective employers. Design support provided by Costello Medical.

Disclosures : SJC is an employee of Costello Medical; DV is currently an Independent Medical Communications Professional but was an employee of Bristol Myers Squibb (BMS) at the time the study was conducted and owns BMS stock; JW is a co-owner of Becaris Publishing; MB is an employee of Excerpta Medica; SB is an employee of Avalere Health; SMC is the owner of Omni Healthcare Communications.

Funding: No funding to disclose.

Presented at the International Society for Medical Publication Professionals (ISMPP) 2025 European Meeting | London, UK | 27–29 January 2025