
Institute of Physics Publishing choose PublisherStats for COUNTER reporting and web analytics

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Institute of Physics Publishing (IOP), a world leader in scientific publishing and the electronic dissemination of physics research, have selected PublisherStats to provide their web analytics and COUNTER reporting services. PublisherStats is a usage statistics service designed to meet the needs of the publishing industry, and is provided by MPS Technologies in partnership with Coremetrics.

"IOP understands the importance of COUNTER reports to our customers. Working with MPS Technologies will allow us to offer reports that are compliant with the current Project COUNTER Code of Practice and all future releases," said Ken Lillywhite, Business Director, Journals at IOP. "In addition, the web analytics service will provide us with the opportunity to gain even greater understanding of user behaviour and identify ways to further enhance their experience at our web sites."

Web analytics is becoming increasingly important in determining online strategy for publishers, particularly for those in the journal publishing sector. The web analytics information generated by PublisherStats enables publishers to better serve their existing customers as well as to increase sales by attracting new subscribers. PublisherStats' client base also includes Elsevier, IEEE, Nature Publishing Group, Royal Society of Chemistry, SAGE Publications and William S. Hein.

Jayne Marks, CEO-Global Operations at MPS Technologies said, "We are delighted that IOP have chosen PublisherStats to provide their COUNTER reports and web analytics. They represent a significant addition to our already prestigious portfolio of customers and we are looking forward to working closely with them to achieve their goal of becoming COUNTER compliant."

Note to editors:

About MPS Technologies

MPS Technologies provides a range of technology-driven services specifically designed to support libraries and publishers. These services include web analytics, fulfillment services and content delivery. MPS Technologies is part of the Macmillan group of companies and has offices in London, Boston, New York, Basingstoke, Hamburg and Delhi.

www.publisherstats.com
www.mpstechnologies.com

About Coremetrics

Coremetrics is the leading provider of on-demand web analytics and precision marketing solutions, offering the industry's only web analytics platform that captures and stores all customer and visitor clickstream activity to build LIVE (Lifetime Individual Visitor Experience) Profiles. Representing the single most accurate and comprehensive source of online customer data, LIVE Profiles serve as the foundation for all successful digital marketing initiatives. Coremetrics is also the foundation of MPS Technologies' PublisherStats service. Coremetrics services more than 600 brands and has delivered over \$300 million in documented ROI in the past two years.

www.coremetrics.com

About Institute of Physics Publishing

Institute of Physics Publishing is a not for profit publisher wholly owned by the Institute of Physics. The publishing activity dates back to 1874 and today the company publishes a wide range of journals and magazines, including the renowned Journal of Physics series and the established open access title New Journal of Physics. The company is a world leader in electronic publishing development, with its complete journal archive available online and an increasing range of other innovative web products and services for the community of physicists.

www.iop.org

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