

WIPO



SCIT/SDWG/10/9

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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

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STANDING COMMITTEE ON INFORMATION TECHNOLOGIES STANDARDS AND DOCUMENTATION WORKING GROUP

Tenth Session
Geneva, November 17 - 21, 2008

REVISION OF ANNUAL TECHNICAL REPORTS (ATRs) (TASK No. 24)

Document prepared by the Secretariat

Introduction

1. The Standards and Documentation Working Group (SDWG) of the Standing Committee on Information Technologies (SCIT), at its sixth session, held in September 2005, agreed to create a new Task Force (see document SCIT/SDWG/6/11, paragraphs 58 to 62) to clarify the objectives of the Annual Technical Reports (ATRs).

Recommended Contents

2. A questionnaire and web survey with subsequent analysis, resulting in the improvement of the recommended contents of the ATRs on Patent, Trademark, and Industrial Design Information Activities, were approved by the SDWG at its eighth session in March 2007, and implemented for the 2006 ATR survey period. (See paragraph 6 and Appendices 3 to 5 of document SCIT/SDWG/8/5, and paragraph 29 of SCIT/SDWG/8/14.)

3. Further revisions of the recommended contents were suggested and approved, by the SDWG at the ninth session in February 2008, for implementation for the 2007 ATR survey period. (See paragraphs 3 to 5 and Annexes I to III of document SCIT/SDWG/9/9, and paragraphs 62 to 70 of report SCIT/SDWG/9/12.)

Two-year plan to improve visibility of and access to the ATRs

4. The SDWG, at its eighth session, requested that the Secretariat, over a two-year period, improve the visibility and access to ATRs and present a report to the SDWG and subsequently to the SCIT Plenary. (See report SCIT/SDWG/8/14, paragraphs 30 to 32.) It is recalled the two-year plan includes the following points from paragraph 30:

- (a) to improve the statistical [web traffic] information on the ATRs;
- (b) to improve the visibility of the ATRs by requesting offices to implement the agreement referred to in paragraph 17(c) of the Annex to document SCIT/SDWG/8/5;
- (c) to simplify the access to the ATRs on WIPO's website;
- (d) to analyze and address the apparent constraints in accessing the ATRs made available through the ATR Management System;
- (e) to organize the addition of the three modalities of ATRs to search engine indexes (e.g., Google), if possible. (Modality means patent, trademark, or industrial design.)

5. At its ninth session, the SDWG noted (see SCIT/SDWG/9/12, paragraph 63) the progress made (and described in paragraphs 7 to 11 of SCIT/SDWG/9/12) with regard to the aforementioned two-year plan.

Activity relating to the two-year plan to improve visibility of and access to the ATRs

6. Statistical web traffic information on the ATRs has been improved. The statistical tool *Google Analytics* has been providing improved information on ATR activity and has done since February 2008. A sample of *Google Analytics* website traffic, in English only, is attached as an Annex to this document. The improved statistical information on the ATRs will allow more meaningful analysis of web traffic to the ATR pages over time, as requested by paragraph 30(a) of document SCIT/SDWG/8/14.

7. Regarding the request in paragraph 30(b) "to improve the visibility of the ATRs by requesting offices to implement the agreement referred to in paragraph 17(c) of the Annex to document SCIT/SDWG/8/5", SCIT members were invited in Circular C. SCIT 2654 (June 9, 2008) to inform interested parties that the ATRs are available on WIPO's website and to post, on their websites, a notice about the ATRs with a link to the ATRs web page. A brief search, in July 2008, shows that at least seven industrial property offices have current notices about and links to the ATRs homepage. It is noted that the more links there are to the ATRs pages, the better the site rankings of the ATRs pages within search engines such as Google will be. And furthermore, users of related services may have their attention (re)drawn to the existence of ATRs.

8. The Secretariat has been investigating ways "to simplify the access to the ATRs on WIPO's website" as requested in paragraph 30(c), so that users may more easily find ATRs.

9. Regarding the request in paragraph 30(d) “to analyze and address the apparent constraints in accessing the ATRs made available through the ATR Management System” a new search interface has been added to the ATR home page <http://www.wipo.int/scit/en/atrs/>. This search interface includes the ability to filter results by requested country, modality, and type. Keyword searches using simple Boolean operators allow further refining of results. SCIT members were notified of the new search interface in February 2008. Delegates at the ninth session of SDWG were encouraged to alert their Office of the request to advise interested parties of this new search facility.

10. Regarding the request in paragraph 30(e) “to organize the addition of the three modalities of ATRs to search engine indexes (e.g., Google), if possible”, efforts to improve the site rankings of the ATRs within Google have been and will continue to be made. Such efforts include revision of ATR web page metadata, site submission to major search engines, and requesting related web sites to link to the ATRs pages.

11. In order to:

- (a) improve search engine rankings,
- (b) improve interested parties awareness of ATRs, and
- (c) analyze any impact on web traffic statistical information,

it is requested that Offices, who have not already done so, inform interested parties that the ATRs are available on WIPO’s website and to post, on their websites, a notice about the ATRs with a link to the ATRs web page <http://www.wipo.int/scit/en/atrs/>.

Other Activity

12. The changes approved for the recommended contents of the ATRs on patent, trademark, and industrial design information activities have been incorporated into the 2007 ATR survey period questions. The changes are based on Annex V of SCIT/SDWG/9/12.

13. Circulars C. SCIT 2654, 2655 and 2656 regarding Annual Technical Reports 2007 were issued on June 9, 2008, and made available in WIPO's website in English, French and Spanish (see <http://www.wipo.int/scit/en/mailbox/>). The following ATRs for 2007 have been published, as at October 8, 2008:

Patent Information Activities: AM, AT, AU, BG, BR, CA, CO, CU, CZ, EA, EC, EE, ES, GB, GE, HU, KR, LT, LV, MA, MD, MX, NL, PL, TT, UA, US, UZ (28).

Trademark Activities: AM, AT, AU, BG, CA, CZ, EC, EE, ES, GB, GE, HU, KR, LT, MA, MD, MX, PL, SE, TH, TT, UA, US, UZ (24).

Industrial Design Activities: AM, AT, AU, BG, CA, CO, CZ, EC, EE, ES, GB, GE, HU, KR, LT, MA, MD, MX, PL, SE, TT, UA, US, UZ (24).

14. *The SDWG is invited:*

(a) *to note the contents of this document and of the oral report by the ATRs Task Force Leader;*

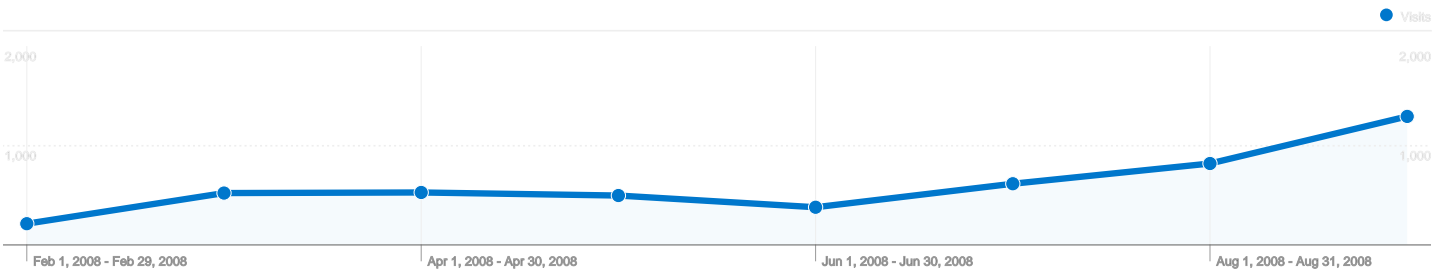
(b) *to note the web traffic statistical information available via Google Analytics, a sample of which is attached as the Annex to this document;*

(c) *to note the publication of the 2007 ATRs on the WIPO website referred to in paragraph 13, above, and;*

(d) *to remind Offices, who have not already done so, of the request to inform interested parties that the ATRs are available on WIPO's website and to post, on their websites, a notice about the ATRs with a link to the ATRs web pages.*

[Annex follows]

Dashboard



Site Usage

4,878 Visits

55.88% Bounce Rate

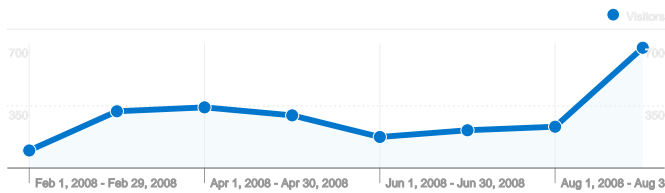
23,537 Pageviews

00:03:34 Avg. Time on Site

4.83 Pages/Visit

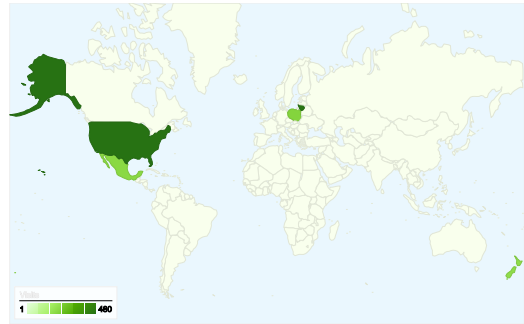
36.61% % New Visits

Visitors Overview

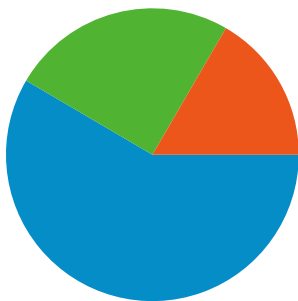


Visitors
1,903

Map Overlay world



Traffic Sources Overview

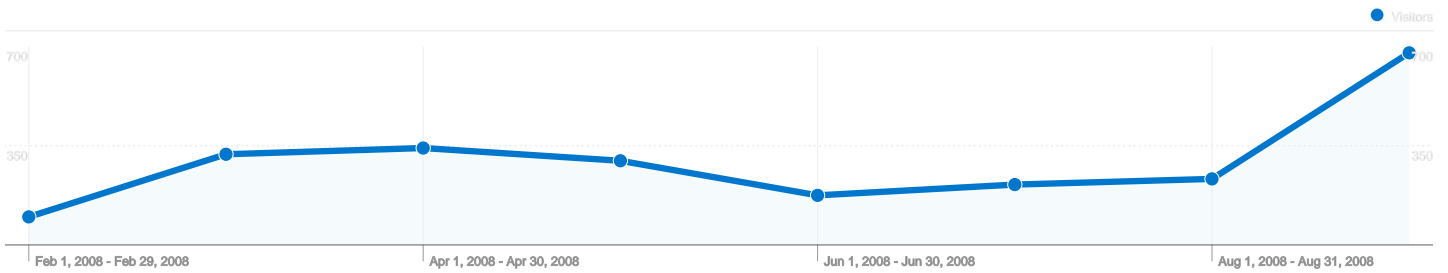


- **Search Engines**
2,851.00 (58.45%)
- **Referring Sites**
1,216.00 (24.93%)
- **Direct Traffic**
811.00 (16.63%)

Content Overview

Pages	Pageviews	% Pageviews
/scit/en/atrs/	3,367	14.31%
/cgi-ipoa/update/atr/form.pl	1,455	6.18%
/cgi-	765	3.25%
/cgi-	555	2.36%
/cgi-	508	2.16%

Visitors Overview



1,903 people visited this site

4,878 Visits

1,903 Absolute Unique Visitors

23,537 Pageviews

4.83 Average Pageviews

00:03:34 Time on Site

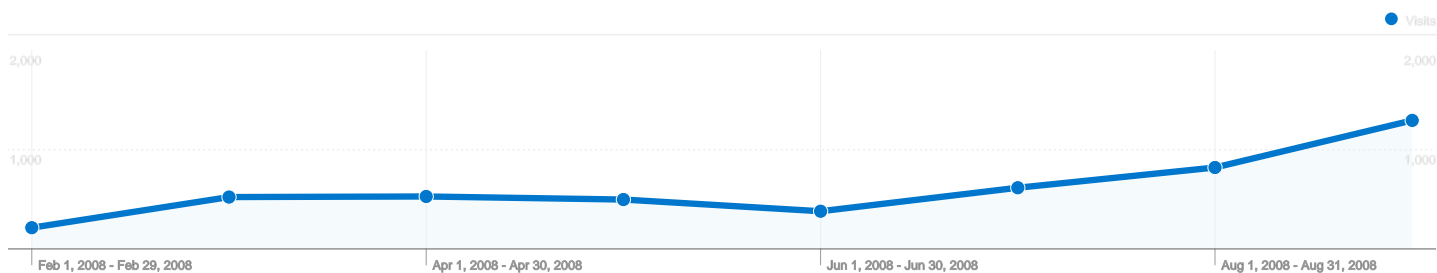
55.88% Bounce Rate

36.61% New Visits




Technical Profile

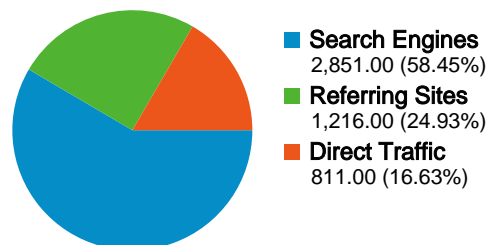
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	3,768	77.24%	Unknown	2,989	61.28%
Firefox	928	19.02%	DSL	778	15.95%
Opera	85	1.74%	T1	577	11.83%
Safari	49	1.00%	Dialup	275	5.64%
Mozilla	18	0.37%	Cable	241	4.94%

Traffic Sources Overview



All traffic sources sent a total of 4,878 visits

-  16.63% Direct Traffic
-  24.93% Referring Sites
-  58.45% Search Engines

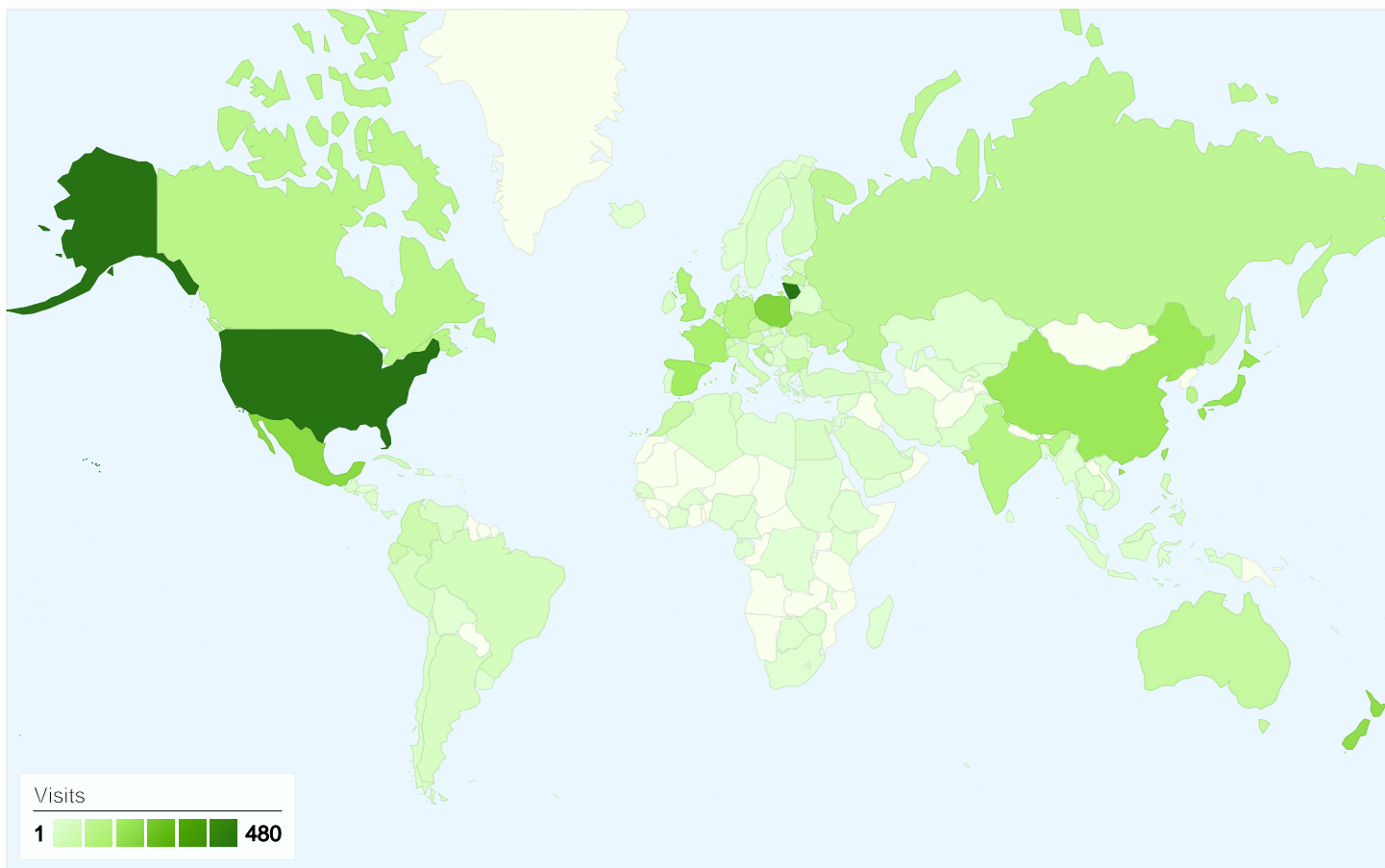


Top Traffic Sources

Sources	Visits	% visits
google (organic)	2,764	56.66%
(direct) ((none))	811	16.63%
vpb.lt (referral)	431	8.84%
lrpv.lv (referral)	63	1.29%
mail.kipo.go.kr (referral)	58	1.19%

Keywords	Visits	% visits
wipo	103	3.61%
wo 2004/049786	58	2.03%
sondage en ligne	46	1.61%
ompi	45	1.58%
german ipc classification	41	1.44%

Map Overlay

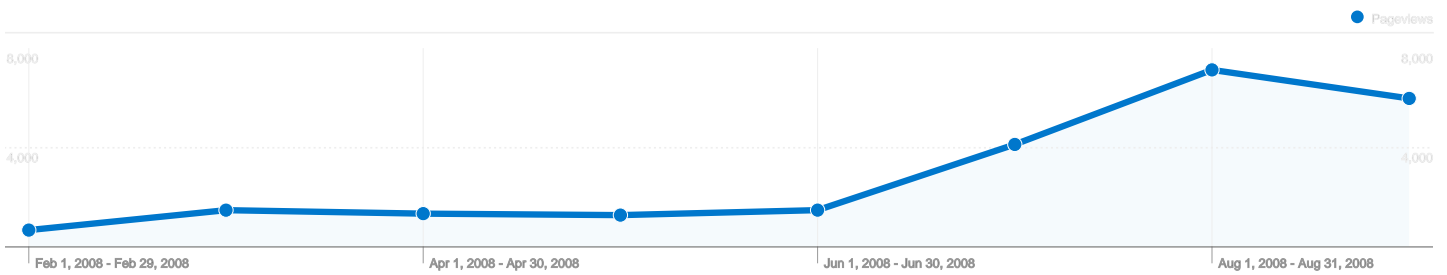


4,878 visits came from 129 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	480	3.05	00:01:33	48.96%	70.21%
Lithuania	475	2.37	00:01:06	54.32%	61.47%
Poland	224	8.38	00:07:11	12.05%	19.20%
Mexico	213	4.14	00:03:14	48.36%	61.50%
New Zealand	203	3.06	00:05:22	1.48%	68.97%
Japan	184	4.57	00:03:08	5.98%	45.11%
China	178	6.27	00:04:42	26.40%	41.01%
Spain	166	5.58	00:04:22	36.14%	51.20%
France	145	1.66	00:00:17	66.90%	75.17%
United Kingdom	135	4.75	00:02:07	49.63%	62.96%

Content Overview



Pages on this site were viewed a total of 23,537 times

- 23,537** Pageviews
- 14,845** Unique Views
- 55.88%** Bounce Rate

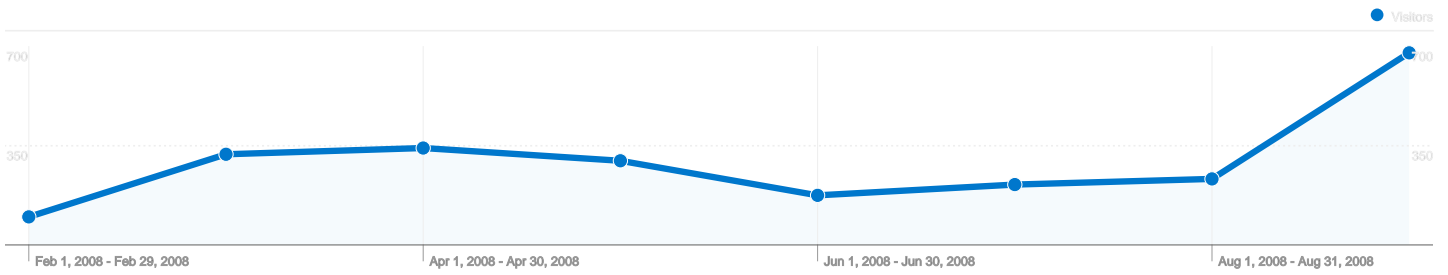
Top Content - 20 top pageviews shown below



Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit
23,537 % of Site Total: 100.00%	14,845 % of Site Total: 100.00%	00:00:56 Site Avg: 00:00:56 (0.00%)	55.88% Site Avg: 55.88% (0.00%)	20.72% Site Avg: 20.72% (0.00%)

Page	Pageviews ↓	Unique Pageviews	Time on Page	Bounce Rate
1. /scit/en/atrs/	3,367	1,913	00:00:57	44.63%
2. /cgi-ipoa/update/atrf/form.pl	1,455	497	00:00:54	10.92%
3. /cgi-ipoa/atrf_public/atrf_query.pl?atrf_year=2006	765	494	00:00:20	13.04%
4. /cgi-ipoa/atrf_public/atrf_query.pl?atrf_year=2007	555	390	00:00:25	22.22%
5. /cgi-ipoa/atrf_public/atrf_query.pl?pagenumber=2&type_id=102&atrf_year	508	248	00:00:17	0.00%
6. /cgi-ipoa/atrf_public/atrf_query.pl?pagenumber=3&type_id=102&atrf_year	403	226	00:00:19	25.00%
7. /scit/es/atrs/	316	164	00:01:26	22.48%
8. /scit/fr/atrs/	301	202	00:00:51	60.31%
9. /scit/en/atrs/resources/atrf_pi_content.htm	202	167	00:02:15	53.57%
10. /scit/en/atrs/resources/guidelines.htm	171	142	00:02:38	46.43%
11. /cgi-ipoa/atrf_public/atrf_details_query.pl?country_id=EP&type_name=Pat	163	132	00:02:10	75.00%
12. /scit/en/atrs/index.html	153	66	00:00:18	42.86%
13. /cgi-ipoa/atrf_public/atrf_query.pl?pagenumber=4&type_id=102&atrf_year	150	108	00:00:17	100.00%
14. /scit/en/atrs/resources/atrf_tm_content.htm	134	116	00:02:37	43.14%
15. /cgi-ipoa/atrf_public/atrf_details_query.pl?country_id=US&type_name=Pa	132	117	00:03:51	68.57%
16. /scit/en/taskforce/atrs/	124	68	00:02:32	48.00%
17. /cgi-ipoa/atrf_public/atrf_query.pl?atrf_year=2005	117	73	00:00:11	7.69%
18. /scit/en/atrs/index.htm	103	65	00:00:21	25.00%
19. /cgi-ipoa/update/atrf/form.pl?language_id=en:language_id=atrf_history=0	102	4	00:00:36	0.00%
20. /cgi-ipoa/update/atrf/form.pl?language_id=en:language_id=atrf_history=0	99	3	00:00:57	0.00%

Absolute Unique Visitors



1,903 Absolute Unique Visitors

Feb 1, 2008 - Feb 29, 2008	4.20% (99)
Mar 1, 2008 - Mar 31, 2008	13.58% (320)
Apr 1, 2008 - Apr 30, 2008	14.51% (342)
May 1, 2008 - May 31, 2008	12.60% (297)
Jun 1, 2008 - Jun 30, 2008	7.42% (175)
Jul 1, 2008 - Jul 31, 2008	9.04% (213)
Aug 1, 2008 - Aug 31, 2008	9.89% (233)
Sep 1, 2008 - Sep 30, 2008	28.77% (678)

Definition of Terms

Absolute Unique Visitors - represents the number of unduplicated (counted only once) visitors to the ATRs website over the course of a specified time period.

Bounce Rate - is the percentage of single-page visits or visits in which the person left the site from the entrance (landing) page without visiting any further pages.

Browser - the software used to access the ATRs website. Examples of user agents are "Explorer" (for Microsoft Internet Explorer), "Netscape" (for Netscape Navigator), and "Googlebot" (an automated robot that scours the web for website content to include in its search engine index).

Cable - a form of broadband internet access which differs from other forms of access by using the cable television infrastructure generally offered between two and ten megabits per second (Mbps).

Dashboard - collection of report summaries

Direct Traffic - people who clicked a bookmark to come to the ATRs site or typed an ATRs URL into their browser.

DSL - is a family of technologies that provide digital data transmission over the wires of a local telephone network at speeds varying from 256 kilobits per second (kbps) to 24,000 kbps.

Organic - the visit referral was not the result of any paid advertising, but was just a search engine (e.g. Google(organic)) thinking the ATRs site was a good pick and the user clicking it in the main results.

A **page view** is defined as a view of a page on the ATRs site that is being tracked by the Analytics tracking code. If a visitor hits reload after reaching the page, this will be counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview will be recorded as well.

Referring Sites (or Referrer) - The URL of an HTML page that visitors clicked to arrive at the ATRs page.

Search Engine - a program (e.g. Google) that searches documents for specified keywords and returns a list of the documents in which those keywords were found, often ranked according to relevance. In regard to the Traffic Sources information, "Search Engines" shows visits from people who clicked to your site from a search engine result page.

Session - A period of interaction between a visitor's browser and the ATRs website, ending when the browser is closed or shut down, or when the user has been inactive on the ATRs site for a specified period of time (30 minutes for Google Analytics).

Source - the origin of a referral. Examples of sources are the Google search engine, the name of a newsletter, or the name of a referring website.

T1 - a high speed (1.544 million bits per second (Mbps)) digital transmission service commonly used in the United States, Canada, and Japan.

Unique page views - aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times.

URL - A Uniform Resource Locator (URL) is a means of identifying an exact location on the Internet. For example, <http://www.google.com/analytics/conversionuniversity.html> is the URL that defines the use of HTTP to access the web page [conversionuniversity.html](http://www.google.com/analytics/conversionuniversity.html) in the `/analytics/` directory on the Google website. URLs typically have four parts: protocol type (HTTP), host domain name (www.google.com), directory path (`/analytics/`), and file name (`conversionuniversity.html`).

Visitor - A Visitor is a construct designed to come as close as possible to defining the number of actual, distinct people who visited the ATRs website. There is of course no way to know if two people are sharing a computer from the website's perspective, but a good visitor-tracking system can come close to the actual number.

Visits - represents the number of individual sessions initiated by all the visitors to the ATRs site.

Sources

Definitions of terms information is taken from <http://www.google.com/support/analytics/> and <http://en.wikipedia.org/wiki/Wiki>. More information is available at the specified Internet addresses.