

>> Annual Technical Reports Overview Task 24



- >> Objective
- >> Summary of activities since SDWG9
- >> Interim observations relating to the two-year plan to improve visibility and access

>> Relevant documentation for SDWG [SCIT/SDWG/10/9](#) including an Annex containing statistical web traffic information from the February to October.

ATRs serve to:

- >> make the information activities of the IPOs available (annually) to other offices and to the public

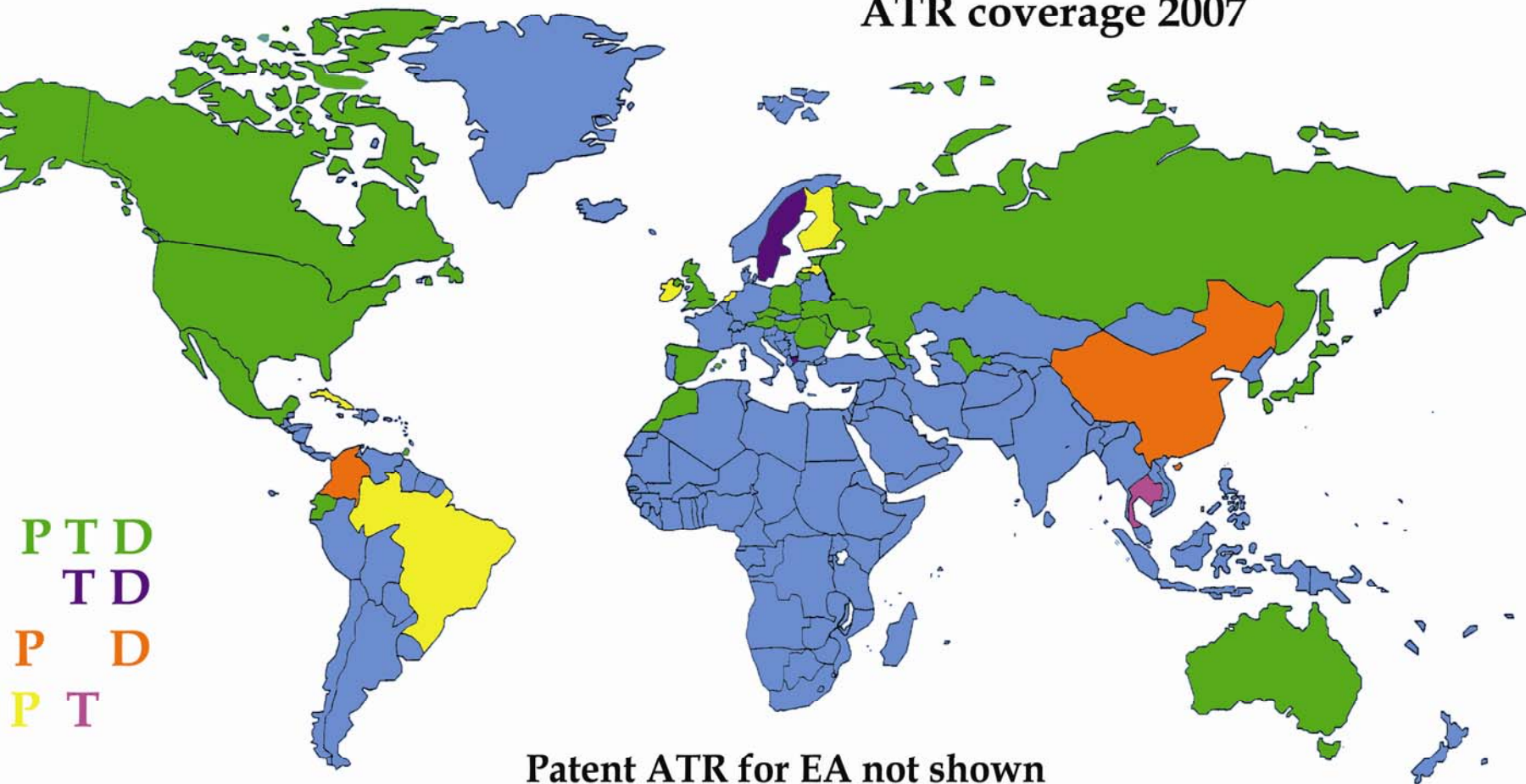
ATRs Task Force also serves to:

- >> revise Recommended Contents when required
- >> report on improve access to, visibility, and usage of ATRs (two-year project)

- >> Conducted and published ATR 2007 survey results:
 - 32 patent, 26 trademark, 27 industrial design results
- >> Progressed the two-year plan to improve and report on visibility, access to, usage of ATRs
 - analyze interim statistics
 - make available an ATR search facility in three languages
 - request Offices to promote ATRs - [C.SCIT 2641, 2642, 2643](#)

RECENT ACTIVITIES: ATR REPORTS PUBLISHED

ATR coverage 2007



>> ATRs Task Force to present a report (see [SCIT/SDWG/8/14](#) paragraphs 26-32) to the SDWG at the end of a two-year period to be subsequently presented to the SCIT Plenary including:

Paragraph 30:

(a) improved statistical information;

(b) improved visibility of ATRs

❖ offices invited to inform interested parties that ATRs are available on WIPO's website and to post, on their websites, a notice on the ATRs with a link to the ATRs Web page paragraph 17(c) of the Annex to document SCIT/SDWG/8/5;

(c) simplify access to the ATRs on WIPO's website;

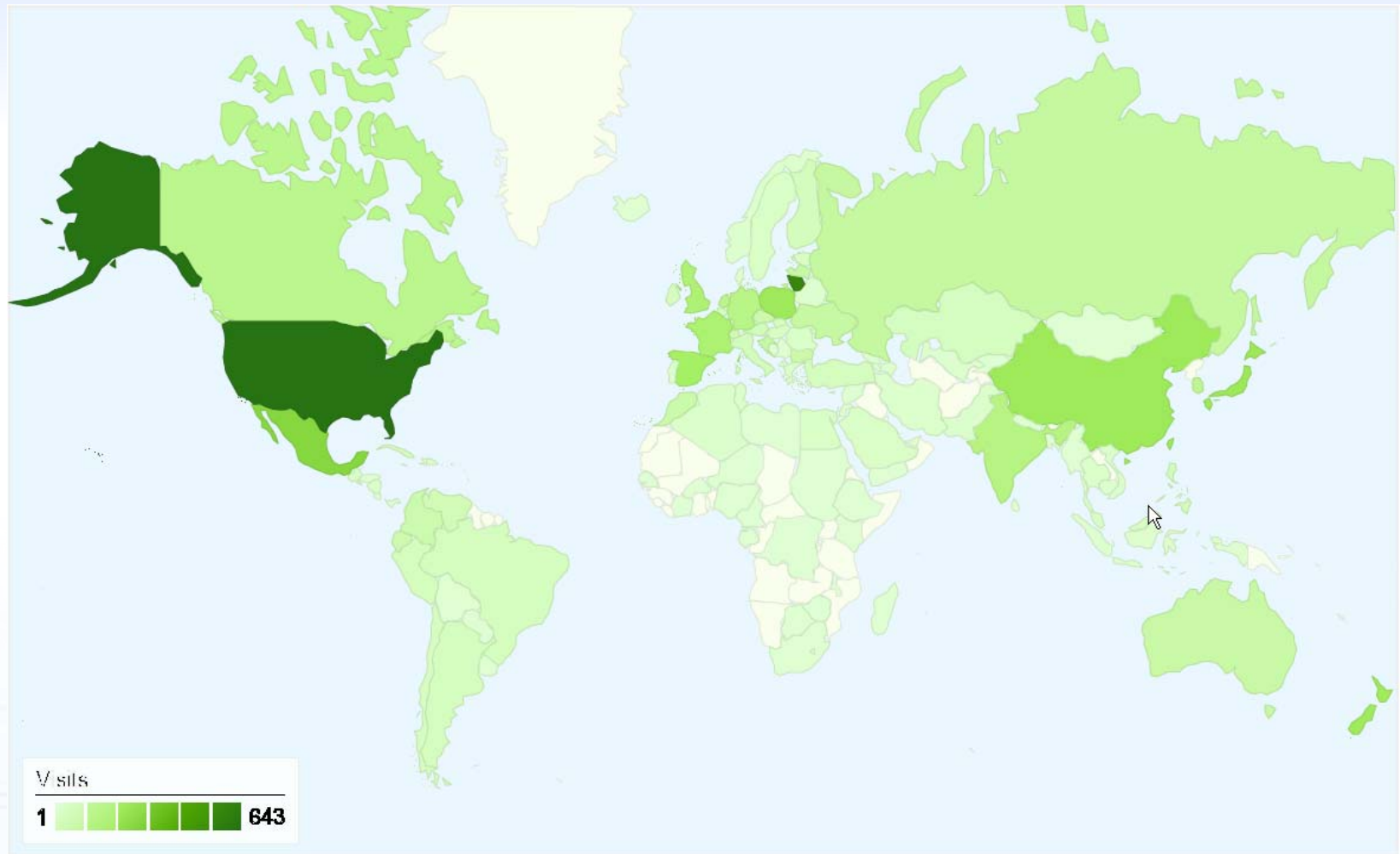
(d) analyze and address the apparent constraints in accessing the ATRs made available through the ATR Management System;

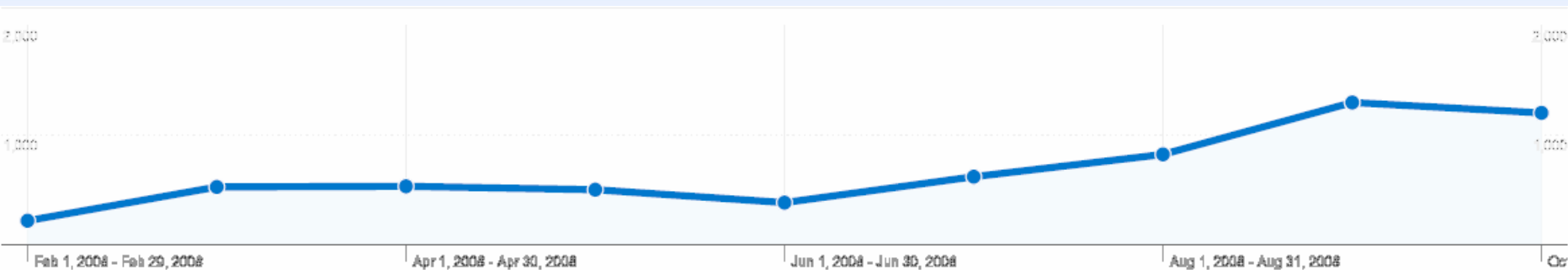
(e) organize the addition of the three modalities of ATRs to search engine indexes (e.g., Google), if possible.

>> improved statistical information;

Web traffic analysis has improved since February 2008 with the deployment of Google Analytics (GA)

- see Annex of current document SCIT/SDWG/10/9
- GA access for interest SDWG users, email your gmail address to Mary.Bonsell@wipo.int (including customizable language interface).

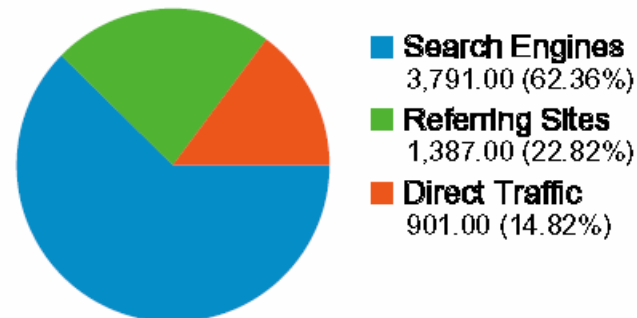
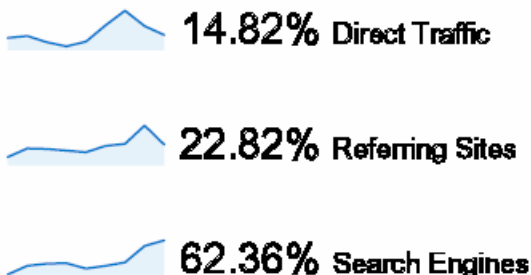




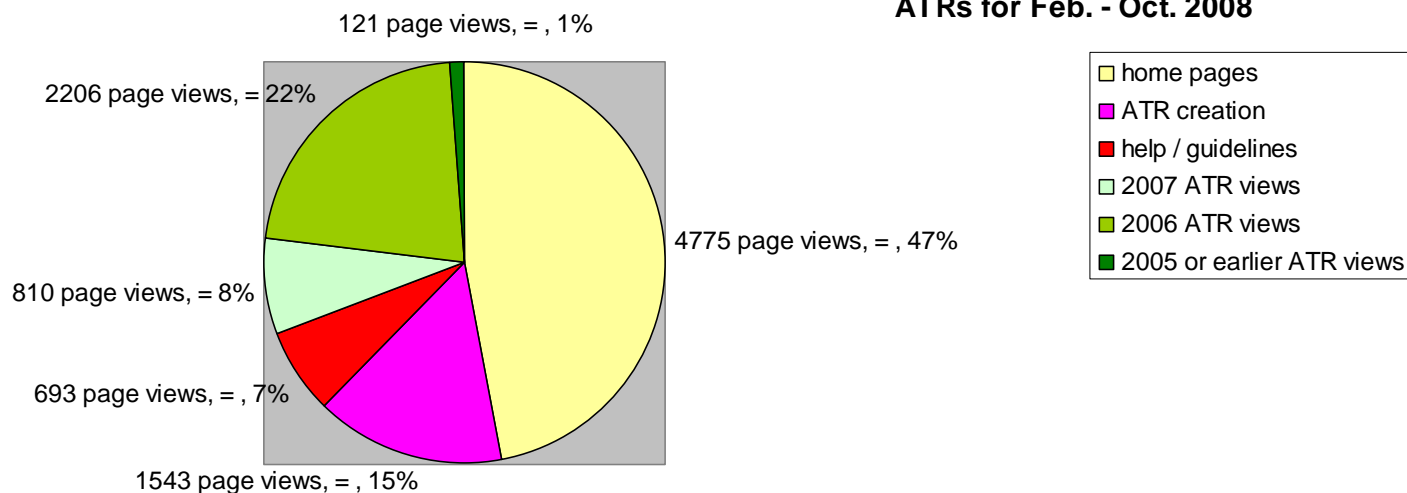
2,589 Absolute Unique Visitors

Feb 1, 2008 - Feb 29, 2008	3.13% (99)
Mar 1, 2008 - Mar 31, 2008	10.13% (320)
Apr 1, 2008 - Apr 30, 2008	10.83% (342)
May 1, 2008 - May 31, 2008	9.40% (297)
Jun 1, 2008 - Jun 30, 2008	5.54% (175)
Jul 1, 2008 - Jul 31, 2008	6.74% (213)
Aug 1, 2008 - Aug 31, 2008	7.38% (233)
Sep 1, 2008 - Sep 30, 2008	21.46% (678)
Oct 1, 2008 - Oct 31, 2008	25.39% (802)

All traffic sources sent a total of 6,079 visits



Top 20 page views (= 38% all page views) or ATRs for Feb. - Oct. 2008



>> improved visibility of ATRs

- ❖ offices invited to inform interested parties that ATRs are available on WIPO's website and to post, on their websites, a notice on the ATRs with a link to the ATRs Web page
- ❖ At least 13 member states have made reference to ATRs on their own web sites.

>> simplify access to the ATRs on
WIPO's website;

Investigation under way

>> analyze and address the apparent constraints in accessing the ATRs made available through the ATR Management System;

Search solution developed and in place

The screenshot shows the WIPO website interface. At the top left is the WIPO logo and the text 'WORLD INTELLECTUAL PROPERTY ORGANIZATION'. The main navigation bar includes 'PROGRAM ACTIVITIES', 'ABOUT WIPO', 'IP SERVICES', 'PROGRAM ACTIVITIES', 'RESOURCES', and 'NEWS & EVENTS'. A secondary navigation bar shows the breadcrumb path: 'Home > Program Activities > Standing Committee on Information Technologies > Annual Technical Reports'. The main content area is titled 'Annual Technical Reports' and includes a 'Browse ATRs' section with links for years from 2006 to 1998. Below this is an 'ATR Search (documents from 2002)' section with a search form. The form includes a 'keywords' field, a 'type' dropdown menu (with options: Any Type, Patents, Trademarks, Industrial Designs), a 'year' dropdown menu (with options: Any Year, 2002, 2003), and a 'country' dropdown menu (with options: Any Country, ARIPO, Afghanistan). There are 'Search' and 'Reset' buttons. At the bottom, there is a section 'For Industrial Property Offices only' with a list of links: 'Recommended contents of the ATRs [Patents, Trademarks, Industrial Designs]', 'Guidelines for preparing ATRs', 'Create Annual Technical Reports', and 'Circulars [PDF] [Patents, Trademarks, Industrial Designs]'.

- >> organize the addition of the three modalities of ATRs to search engine indexes (e.g., Google), if possible
- Submission of pages to search engines (July, November)
 - Reasonable rankings for key phrases in 4 top search engines in July
 - Review and streamlining of metadata in July
 - **Good rankings for same key phrases in November**

- >> Offices to be requested to complete ATRs for 2008 for publication
- >> Member states may promote ATR awareness to relevant audiences
- >> Task Force continues two-year plan to improve visibility of and access to the ATRs provide a report to present to the SCIT

Thank you for your attention

Comments, questions, further information:
Mary.Bonsell@wipo.int

