

WIPO



SCIT/SDWG/11/10

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GENEVA

STANDING COMMITTEE ON INFORMATION TECHNOLOGIES
STANDARDS AND DOCUMENTATION WORKING GROUP

Eleventh Session
Geneva, October 26 to 30, 2009

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. The recommended contents as approved by the SDWG at the ninth session in February 2008 were used for the 2008 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 document SCIT/SDWG/9/12.)

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

3. The SDWG, at its eighth session, held in March 2007, 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 document SCIT/SDWG/8/14, paragraphs 30 to 32.) It is recalled the two-year plan includes the following points from paragraph 30 mentioned above:

- (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. ("Modalities" means patents, trademarks, or industrial designs.)

4. At its ninth and tenth sessions, held in February and November 2008, respectively, the Secretariat presented interim oral reports to SDWG, which noted the progress made (see paragraph 63 of SCIT/SDWG/9/12, paragraph 67 of SCIT/SDWG/10/12, paragraphs 7 to 11 of SCIT/SDWG/9/9 and paragraphs 6 to 11 of SCIT/SDWG/10/9) with regard to the aforementioned two-year plan.

Publication of ATRs for the 2008 period

5. Circulars SCIT 2664, 2665, and 2666 regarding Annual Technical Reports 2008 were issued on April 1, 2009, and made available on WIPO's website in English, French and Spanish (<http://www.wipo.int/scit/en/mailbox/circ09.html>). The following ATRs for 2008 have been published, as at September 9, 2009:

- *Patent Information Activities*: AM, AT, AU, BG, BR, CA, CN, CZ, EE, EG, ES, GB, GE, JP, KR, KZ, MA, PL, RU, UA, US (21).
- *Trademark Activities*: AM, AT, AU, CA, CN, CZ, EE, EM, ES, GE, HR, JP, KR, KZ, MA, PL, RU, SE, UA, US (20).
- *Industrial Design Activities*: AM, AT, AU, BG, BR, CA, CN, CZ, EE, ES, GE, HR, JP, KR, KZ, MA, PL, RU, SE, UA, US (21).

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

6. The two-year period started on July 1, 2007, and ended on June 30, 2009. The report covering all five points of the two-year plan as detailed in paragraph 3 above is attached as Annex I to this document. Each point is summarized as follows:

(a) Statistical web traffic information relating to the ATRs website has been improved. The statistical tool *Google Analytics* provides improved information about ATR activity, and has been in operation since February 2008. The improved statistical information on the ATRs allows more meaningful analysis of web traffic, as requested in paragraph 30(a) referred to in paragraph 3 above. A report on the *Google Analytics* website traffic is attached as Annex III to this document. Further website traffic analysis is provided in Annex II. Some trends as observed from the web traffic reports are discussed in Annex I under the heading of “Web traffic”.

(b) Regarding the request in paragraph 30(b) “to improve the visibility of the ATRs...”, SCIT members were invited on several occasions 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. It has been observed throughout the two-year period that at least 14 industrial property offices have notices about and links to the ATRs homepage. The more links there are to the ATRs pages, the better the site rankings and visibility of the ATRs pages within search engines, such as Google, will be. More information can be seen in Annex I under the heading of “ATR visibility”.

(c) The International Bureau has investigated ways “to simplify the access to the ATRs on WIPO’s website” as requested in paragraph 30(c), so that users may find ATRs more easily. News items to interested parties and on related WIPO web pages have been placed to draw (potential) readers’ attention to the ATRs pages. Users who are already aware of ATRs and searching for terms such as “*annual technical reports*” can determine the Internet address from top ranked hits listed by the internal WIPO search engine as well as popular external Internet search engines such as Google.

(d) 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 was added, in February 2008, to the ATRs home page <http://www.wipo.int/scit/en/atrs/>. The search interface includes the ability to filter results by country(ies), modality/IP type(s), and year(s). Keyword searches using simple Boolean operators allow for additional filtering of results.

(e) 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”, the site rankings of the ATRs within Internet search engines have improved following the revision of ATRs web page metadata, site submission to major search engines, related web sites linking to the ATRs pages, as well as ATR visitor activity.

7. *The SDWG is invited to:*

(a) note the contents of this document and of the oral report by the Secretariat;

(b) note the publication of the 2008 ATRs on the WIPO website referred to in paragraph 5, above; and

(c) consider the report of the two-year plan attached as Annex I to this document as well as the appending statistical and web traffic analyses in Annexes II and III.

[Annexes follow]

ANNEX I

TWO YEAR PLAN – ANNUAL TECHNICAL REPORTS

Introduction

1. Annual Technical Reports (ATRs) serve to make the information activities of the Intellectual Property Offices (IPOs) available (annually) to other IPOs and to the public. There is an ATRs related Task Force which was set up to clarify the objectives of the ATRs and the target users (including industrial property information providers and users). The Task Force also revises and updates the current recommended contents of the ATRs when necessary. (See document SCIT/SDWG/6/11, paragraphs 58 to 62.)
2. As part of the strategy to clarify the objectives, the ATRs Task Force prepared a questionnaire and carried out a web survey. A document containing a summary and analysis of the results of the survey, including conclusions and proposals, was presented for consideration by the Standards and Documentation Working Group (SDWG) of the Standing Committee on Information Technologies (SCIT) at its eighth session, held in March 2007. (See document SCIT/SDWG/8/5.)
3. At its eighth session, the SDWG approved the conclusions given in the Annex to document SCIT/SDWG/8/5, and agreed to continue the ATRs for an additional two years and requested the ATRs Task Force to present a report to the SDWG at the end of the two-year period. The report was to include the issues stated in all five sub-paragraphs of paragraph 30 of document SCIT/SDWG/8/14.
4. Each of the five points relating to the improvement of access to, visibility of, and usage of ATRs is discussed under five separate headings below.

Web traffic

5. Paragraph 30(a) of SCIT/SDWG/8/14 requests throughout the two-year plan the improvement of statistical [web traffic] information on the ATRs.
6. As can be seen in the paragraphs under the sub-title *Web traffic analysis* below, and in the supplementary Annexes II and III relating to web activity, statistical information on the ATRs has been improved and is now rather rich.
7. Interim progress reports of the ATRs web traffic were presented to the delegates of the ninth and tenth sessions of the SDWG. The delegates of the tenth session of the SDWG were offered direct access to the Google Analytics reports.

ATRs publications available

8. Although ATRs have been filed since 1976, the peak years for filings of ATRs were from 1996 to 2000 inclusive. In 1998, 141 ATRs were filed, compared to 94 in 2007. Refer to graph 1 of Annex II.

9. From 1998 to 2007, 1,129 ATRs from 95 countries or regions, were published and are available to browse and/or search on the ATRs sub-site (<http://www.wipo.int/scit/en/atrs/>). ATRs relating to Patent Information are only slightly more prevalent (36%) than for the other modalities Trademarks and Industrial Designs (each at 32%). Refer to Chart 1 of Annex II.

Web traffic analysis

10. The following paragraphs discuss some trends revealed by the Google Analytics statistical reporting available since February 2008. Earlier statistics (from December 2006 to December 2007) have been compiled from Urchin-based site statistics. Annex III contains a selection of web traffic reports provided by Google Analytics for the period February 2008 to June 2009 (17 months). Further compiled charts and graphs using data sourced from Google Analytics, Urchin web traffic reports, and information available from the ATRs site can be found in Annex II.

(a) Visitors

(i) Map Overlay: Visitors from 152 countries showed the highest number 1,419 coming from the United States. Lithuania, Mexico, Spain, and China followed: each with over 500 visits. Refer to the *Map Overlay* graph on page 3 of Annex III.

(ii) New visits: Nearly half (46%) of the 12,000 visitors were new. Refer to the *Site Usage* and *New vs. Returning* modules on page 1 of Annex III.

(b) Visitor trending

(i) Absolute Unique Visitors: of the nearly 6,000 absolute unique visitors, most (55%) visited between September 2008 and March 2009, the highest number 802 (11%) visiting in October 2008. Refer to graph *Absolute Unique Visitors* on page 4 of Annex III.

(ii) Page views: ranging from 61 to 7,141 page views per month, the peak period for page views was in the latter half of 2008, peaking in August 2008. A similar trend can be seen in 2007 where numbers spiked in July and gradually reduced until the end of the year. Refer to Graph 2 of Annex II.

(c) Visitor Loyalty

(i) Loyalty: Most visitors from February 2008 to June 2009 visited one time only, but a substantial number 1,213 (11%) visited more than 100 times. Nearly 44,000 page views were requested during the 17-month period analyzed. Refer to the *Site Usage* and *Visitor Loyalty* graphs on pages 1 and 2 of Annex III.

(ii) Length of Visit: A large majority of visitors (nearly 70%) spent less than 10 seconds on the ATRs pages part of the WIPO website during each visit. Only 2% spent over 30 minutes during the visit. The average time spent on the site was 2 minutes and 32 seconds. Refer to the *Site Usage* and *Length of Visit* graphs on pages 1 and 2 of Annex III.

(iii) Depth of visit: For the 12,264 visits conducted, the average number of pages viewed per visit was 3.58 pages. Two thirds of visitors looked at only one page during their visit. Only 3% looked at more than 20 pages, and 15% looked at 5 pages or more. Refer to the *Site Usage* information on page 1 of Annex III.

(d) Traffic Sources

(i) Overview: Most (70%) visitors came to the ATRs sub-site from a search engine. "Search Engines" shows visits from people who clicked onto the ATRs hyperlink from a search engine result page. Refer to the *Traffic Sources Overview* information on page 1 of Annex III.

(ii) Direct traffic: 12% (1,459) of visits came directly to the ATRs site, e.g., from a bookmarked favorite or by typing the URL directly into a browser's Internet address line. Direct traffic visitors, as might be expected, appeared to be more loyal than the average ATRs sub-site visitor. Direct traffic visitors spent 2.3 times longer and visited 2.2 times more pages on the site than the average visitor. Refer to the *Direct Traffic* information on page 5 of Annex III.

(iii) Referring sites: 2,219 (18%) of visitors were referred to the ATRs site by another site. All but one of the top 22 referring sites were IPOs: the top three being Lithuania, the United States, and China IPOs; each making over 100 referrals. See the *Referring Sites* information on page 6 of Annex III.

(iv) Keywords: A wide variety (6,563) of keywords/phrases referred visitors from external search engines such as Google to the ATRs sub-site for 8,585 separate visits. Many of the words/phrases (e.g., the highest searched word *wipo*) do not appear to be closely related to ATRs. Refer to the *Keywords* information on page 7 of Annex III.

(e) Content

(i) Top content by title: 645 different page titles were viewed a total of 43,937 times. The top named pages viewed (with over 1,000 unique page views each) were the entry home page for the ATRs sub-site, the top level page for 2007 patent related ATRs, and the top level page for 2006. The expression "(not set)" means that information related to the click was lost. Other high ranking pages were the entry home pages in the Spanish and French languages; numbers 5 and 6, respectively. Individual patent related ATRs were also ranked in the top 25 hits; Poland 2007 was number 8, Latvia 2007 was number 15, Spain 2007 was number 16, and so on. In general, the deeper the visitor went into the site, the greater the time was spent on the site, and the more likelihood there was to visit other pages (i.e., there was a lower % Exit rate). Refer to the *Content by Title* information on pages 8 and 9 of Annex III.

(ii) Site search Overview: 1,142 (9%) of visits used the internal search engine on the ATRs sub-site home page which engine has been available since February 2008. After searching, visitors viewed an average of 2.18 pages taking an average of two minutes and nine seconds to do so. Looking at search depth in more detail (but not included in this report) it was observed that visitor behavior varied between making no further searches to making 72 further searches. Refer to the *Site Search Overview* information on page 10 of Annex III.

(iii) Site Search Terms: of the 2,318 unique searches, terms searched for were many and varied (1,431) the most popular (over 25 occurrences) being for general results such as 'show me all ATRs', ATRs published in 2007, patent related ATRs published in 2007, ATRs including the character string 2007, patent related ATRs, and ATRs published

in 2008. These most popular terms searched for using the internal search engine correspond generally with the most popular pages viewed. Refer to the *Site Search Terms* (and *Content by Title*) information on pages 11 and (8 and 9) of Annex III.

ATRs visibility

11. According to paragraph 30(b) of SCIT/SDWG/8/14, IPOs were requested to improve the visibility of the ATRs by implementing the agreement referred to in paragraph 17(c) of the Annex to document SCIT/SDWG/8/5.

12. Several invitations have been made to IPOs to inform interested parties that the 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 (<http://www.wipo.int/scit/en/atrs>). The following media issued the said invitation:

(a) Circulars SCIT 2643 disseminated on July 7, 2007, SCIT 2654 disseminated on June 9, 2008, and SCIT 2664 disseminated on April 1, 2009, and

(b) the oral presentations at the ninth and tenth SDWG sessions.

13. Observations throughout the two-year period reveal that at least the following 14 IPOs have advertised (by referring to and/or placing a hyperlink to) the ATRs on their website: Australia, Canada, China, Egypt, Eurasian Patent Office, Hungary, Japan, Lithuania, Norway, the Russian Federation, Spain, Taiwan, Ukraine and the United States of America. Some commercial providers and IP information news sites also link to the ATRs home page.

Access simplification

14. The International Bureau has been investigating ways (within WIPO internal channels) "to simplify (and make more prominent) the access to the ATRs on WIPO's website", as requested in paragraph 30(c) of SCIT/SDWG/8/14.

15. Users of related WIPO services have had their attention (re)drawn to the existence of ATRs so that users may more easily find ATRs by the following methods:

(a) news items posted on related WIPO web pages (e.g., via the PatentScope search service);

(b) news emails to SCIT members advising of a new search interface.

16. It is noted that a search for appropriate keywords such as ATRS or annual technical reports on the WIPO's search engine will find the ATRs homepage.

17. The promotion of information (such as the ATRs sub-site) can face fierce competition for such prime web real estate as an IPO's top level entry pages, particularly with respect to large IPOs which have many web pages and much information to share.

Analyze and address constraints of the ATR Management System

18. In paragraph 30(d) of SCIT/SDWG/8/14 was mentioned the two-year plan to analyze and address the apparent constraints in accessing the ATRs made available through the ATR Management System.

19. Constraints included:

- (a) the lack of ease for the International Bureau to update the ATR questions and administer the publication of the replies by IPOs,
- (b) the ability for IPOs to quickly and easily file (or update) their ATR response, and
- (c) the lack of easy searching or information retrieval of published ATRs.

20. With regard to the latter, a new search interface was added to the ATR home page (<http://www.wipo.int/scit/en/atrs/>) in February 2008. This search interface includes the ability to filter results by requested country, modality/IP type, and year (2002 onward). Keyword searches using simple Boolean operators allow the searcher to further refine results. Some detail about the 2318 searches conducted using the new search interface is indicated in the *Site Statistics* paragraphs earlier in this document under *Web Traffic Content*. Delegates at the ninth session of SDWG were encouraged to alert their IPOs of the request to advise interested parties of this new search facility.

Annual Technical Reports

Browse ATRs

[2008](#), [2007](#), [2006](#), [2005](#), [2004](#), [2003](#), [2002](#), [2001](#), [2000](#), [1999](#), [1998](#)

ATR Search (documents from 2002 on)

[\[Help\]](#)
e.g., *training +consultants -education*

keywords:

year:

type:

country:

21. Investigations were conducted by the International Bureau to see if the ATR management system could be improved (as noted in paragraph 34(a) and (b) above). The conclusion was it would be more cost effective to build a new facility than to try to re-engineer the existing system if it was necessary to improve data entry for IPOs and easier administration by International Bureau administrators.

Search engine ranking

22. In paragraph 30(e) of SCIT/SDWG/8/14 was mentioned the organization of the addition of the three modalities of ATRs to search engine indexes (e.g., Google), if possible.

23. Several efforts, made by the International Bureau, to improve the site rankings of the ATRs within search engines included:

(a) improving the metadata for ATRs pages: including revision of page titles, keywords, and page description, within the metadata of top level ATR pages;

(b) submitting ATRs pages to a range of search engines, several times during the two-year period.

24. Rankings for relevant search terms and phrases (such as “ATRs”, “Annual Technical Reports”, and “wipo atr”) are now very good. Four top ranked search engines (Google, Yahoo, MSN, and Ask) all link to the ATRs home page either directly or via a related page at or near the top of the ranked lists. “Related page” means that the page found contains a clear direct link to the ATRs home page, or links to a page or document that contains a clear link to the ATRs home page. The improved rankings could be in part due to the updating of the meta-data as well as other factors such as IPO member states placing a link to the ATRS page (as requested) on their own websites.

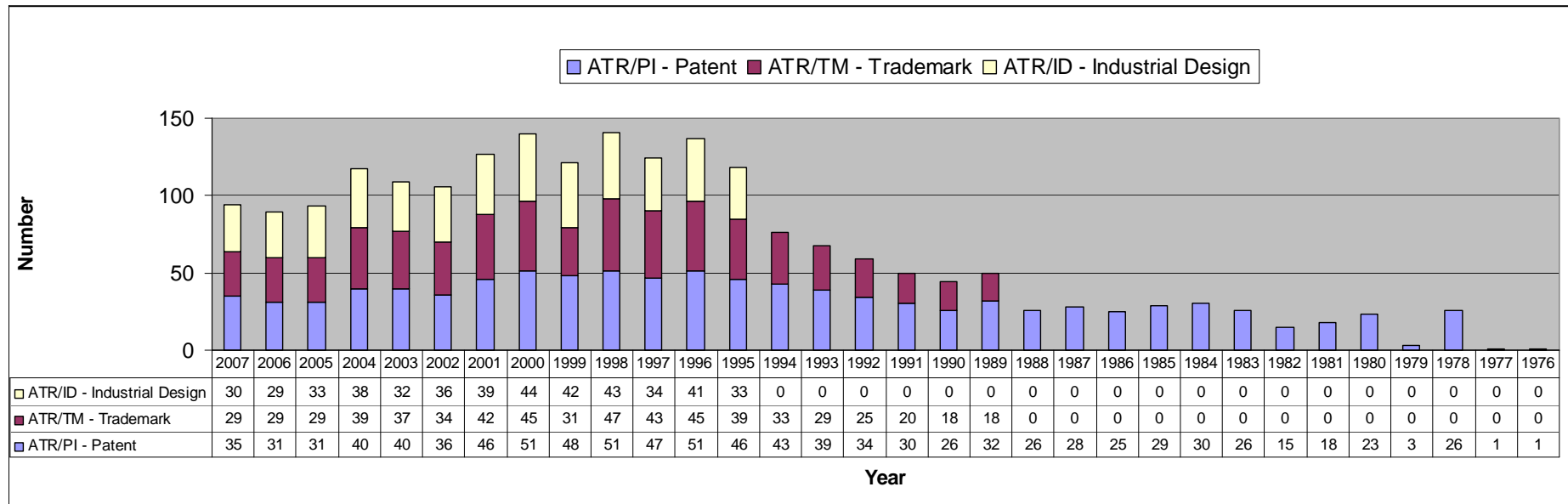
[Annex II follows]

ANNEX II

STATISTICAL CHARTS AND GRAPHS COMPILED BY THE INTERNATIONAL BUREAU

1. The following graphs and charts are provided in addition to the Google Analytics derived graphs represented in Annex III. Statistics are sourced from the International Bureau.

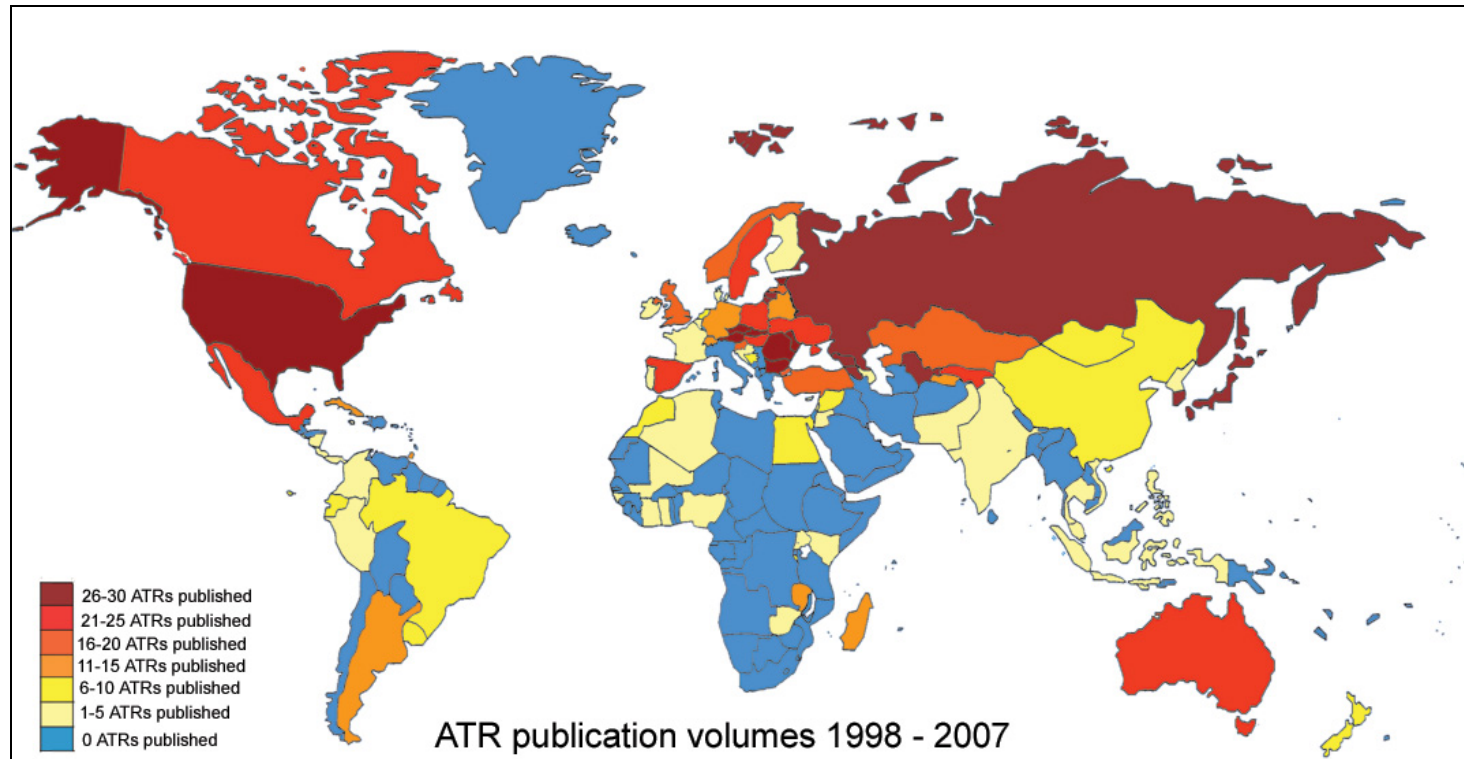
Graph 1: Volumes of ATRs for the 33-year period 1976-2007



2. ATRs for Trademarks began in 1989 and for Industrial Designs in 1995. ATRs from 1998 to 2007 are available from the ATRs part of the WIPO website (see <http://www.wipo.int/scit/en/atrs/>).

3. Since 1995, when ATR publications in all modalities (Patent Information, Trademarks, and Industrial Designs) were filed, publication numbers have been tailing off since the peak years of 1996 to 2000 inclusive, as shown in the graph above. The decline relates to all three modalities.

Chart 1: Countries from which ATRs were published over a ten-year period

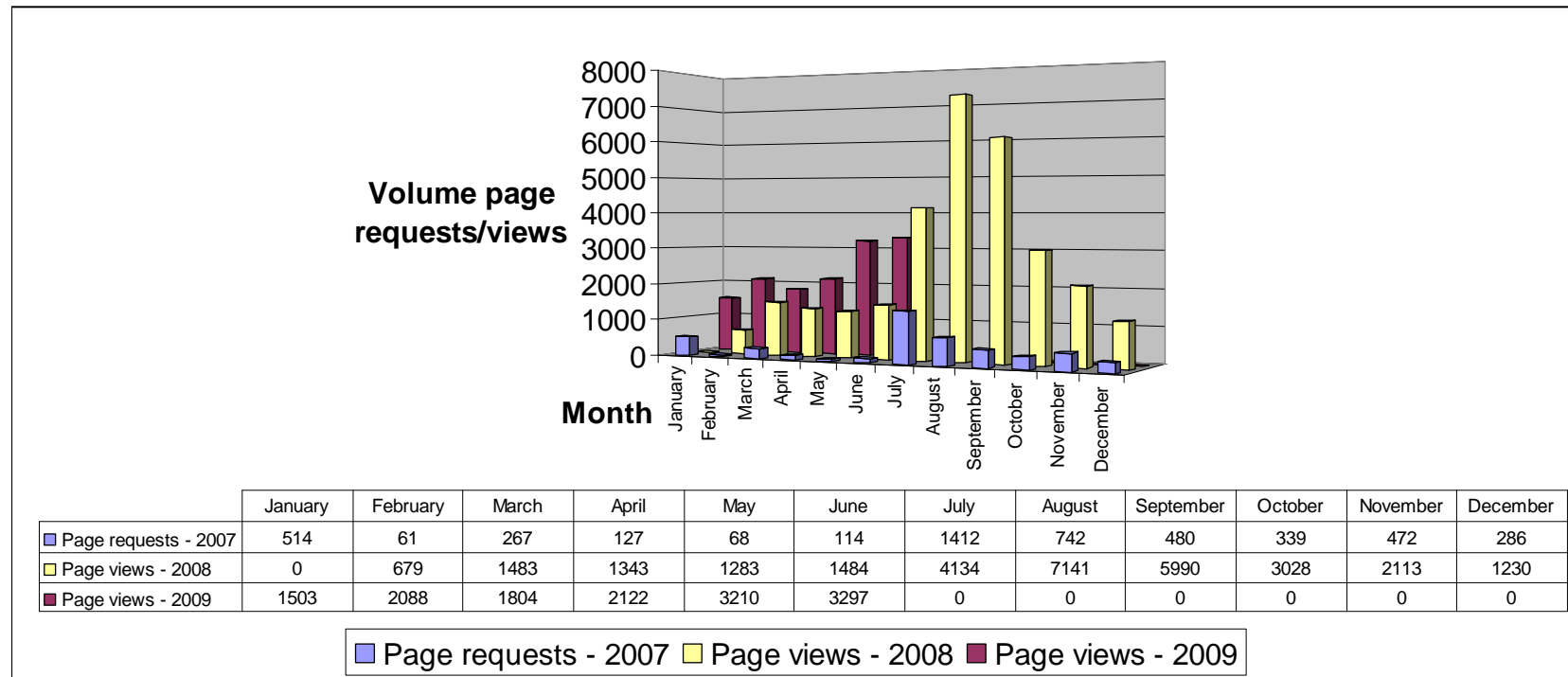


4. Over the recent ten-year period of 1998-2007, 1,129 ATRs from 95 countries or regions, were published. A pictorial overview of the volumes of ATRs filed by countries can be seen in Chart 1 above.

5. Of the 1,129 ATRs published: 405 (36%) related to Patent Information, 358 (32%) related to Trademarks, and 366 (32%) related to Industrial Designs.

6. The data for Chart 1 above was sourced from <http://www.wipo.int/scit/en/atrs/>. The chart represents countries as existing in July 2009. The former Yugoslav Republic of Macedonia and Serbia and Montenegro are not included in the above map. The regions of the African Regional Intellectual Property Organization, the Benelux Office for Intellectual Property, the Eurasian Patent Organization, the Office for Harmonization in the Internal Market (Trademarks and Designs), the European Patent Office, and the African Intellectual Property Organization, are not included in the chart.

Graph 2: ATR page requests / views per month for the period January 2007 – June 2009

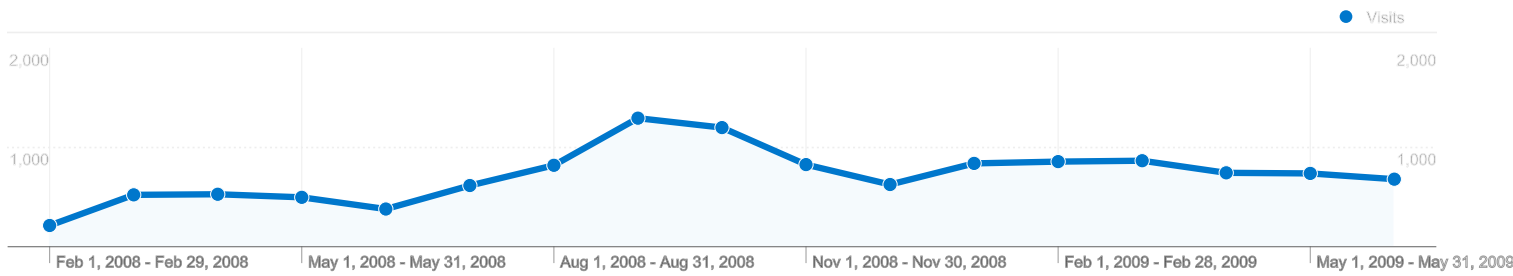


7. January 2008 statistics are not available. The above statistics have been partly taken from in-house statistics (for 2007) and partly from Google Analytics (2008-9).

8. Volumes from 2007 are significantly lower than for equivalent months in 2008 and 2009. This could be due to a number of factors including: different web traffic systems, less “page requests-2007”, and robot activity (such as search engines) may have resulted in increased recoverability in later years.

9. Peaks and troughs could coincide with when ATR reporting activity is due. In 2009 ATRs for the year 2008 were created by IPOs from April 1, 2009 to July 15, 2009. In 2008 ATRs for the year 2007 were created by offices from June 9, 2008 to September 1, 2008. In 2007 ATRs for the year 2006 were created by offices from July 5, 2007 to September 14, 2007. This could at least partly account for surges in activity for the third quarter of 2007 and 2008.

[Annex III follows]



Site Usage

12,264 Visits

66.93% Bounce Rate

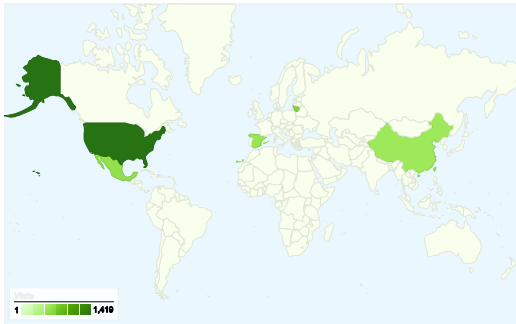
43,937 Pageviews

00:02:32 Avg. Time on Site

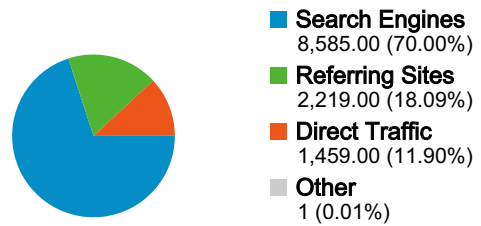
3.58 Pages/Visit

46.27% % New Visits

Map Overlay world



Traffic Sources Overview



Languages

Language	Visits	% visits
en-us	5,767	47.02%
es	1,872	15.26%
fr	685	5.59%
zh-cn	512	4.17%
ru	494	4.03%

Absolute Unique Visitors



Visitors
5,843

New vs. Returning

Visitor Type	Visits	% visits
Returning Visitor	6,589	53.73%
New Visitor	5,675	46.27%

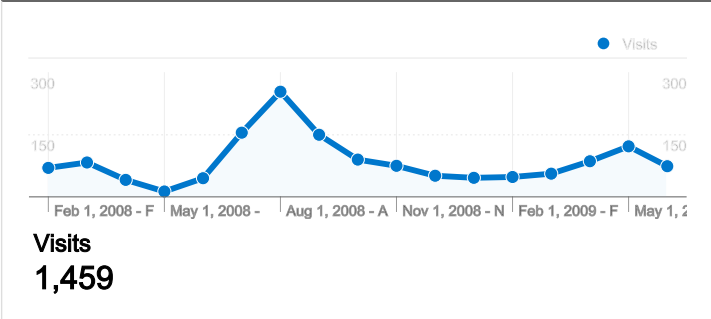
Visitor Loyalty

Count of visits from this visitor including current	Visits that were the visitor's nth visit
1 times	46.27%
2 times	8.15%
3 times	4.06%
4 times	3.00%
5 times	2.20%
6 times	1.54%
7 times	1.57%
8 times	1.23%
9-14 times	5.03%
15-25 times	4.89%
26-50 times	5.37%
51-100 times	5.98%
101-200 times	3.78%
201+ times	6.92%

Keywords

Keyword	Visits	% visits
wipo	228	2.66%
ompi	71	0.83%
informes tecnicos	67	0.78%
wo 2004/049786	60	0.70%
sondage en ligne	49	0.57%

Direct Traffic



Referring Sites

Source	Visits	% visits
vpb.lt	575	25.91%
uspto.gov	126	5.68%
sipo.gov.cn	124	5.59%
vpb.gov.lt	81	3.65%
lrpv.lv	79	3.56%

Length of Visit

Duration of visit	Visits with this duration
0-10 seconds	69.46%
11-30 seconds	5.06%
31-60 seconds	4.62%
61-180 seconds	7.59%
181-600 seconds	6.47%
601-1,800 seconds	4.74%
1,801+ seconds	2.05%

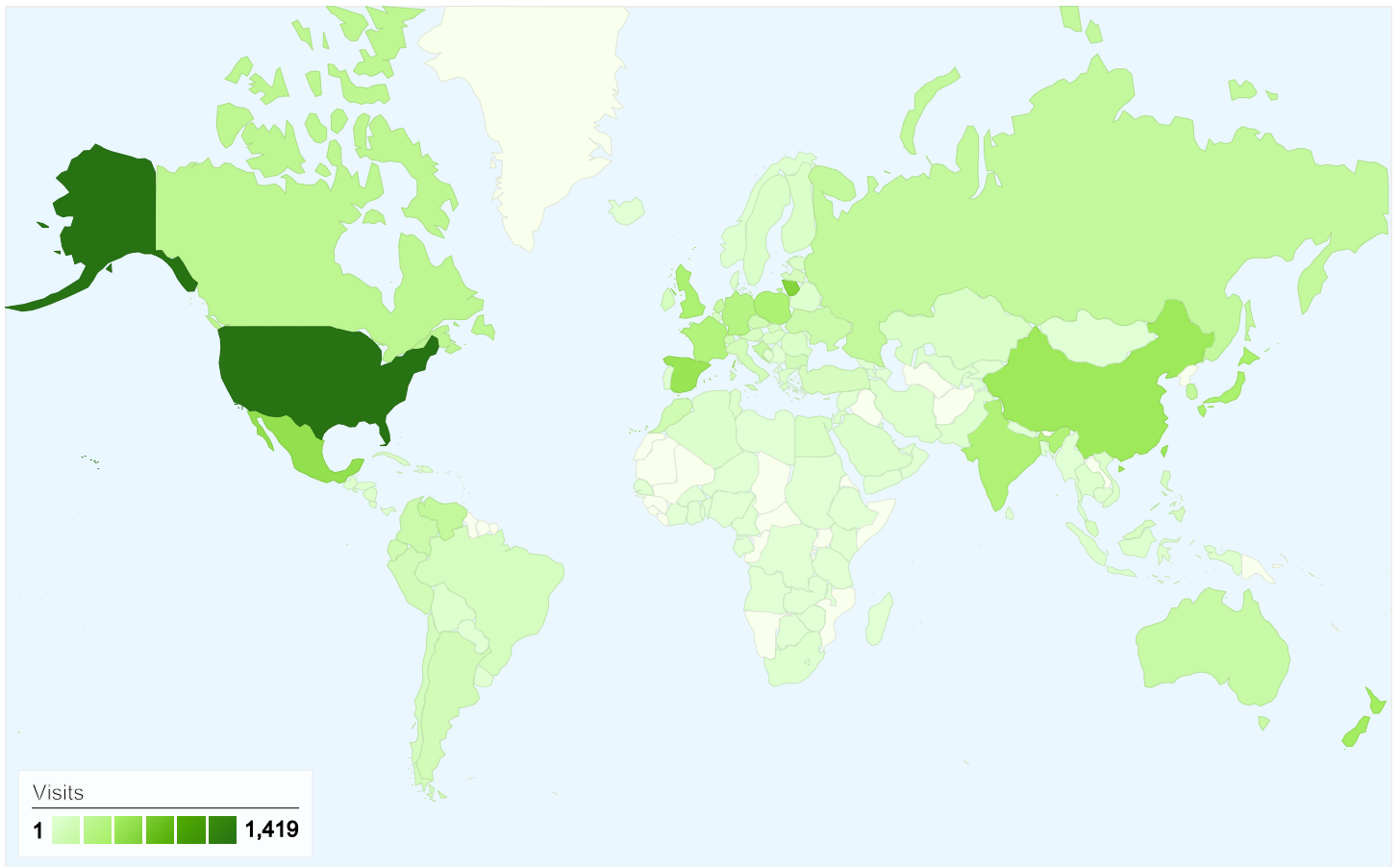
Site Search Terms

Search Term	Total Unique Searches	% visits
atr	46	1.98%
atr.year:2007	45	1.94%
atr.year:2007 atr.type:pi	42	1.81%
2007	29	1.25%
atr.type:pi	25	1.08%

Site Search Overview



Map Overlay

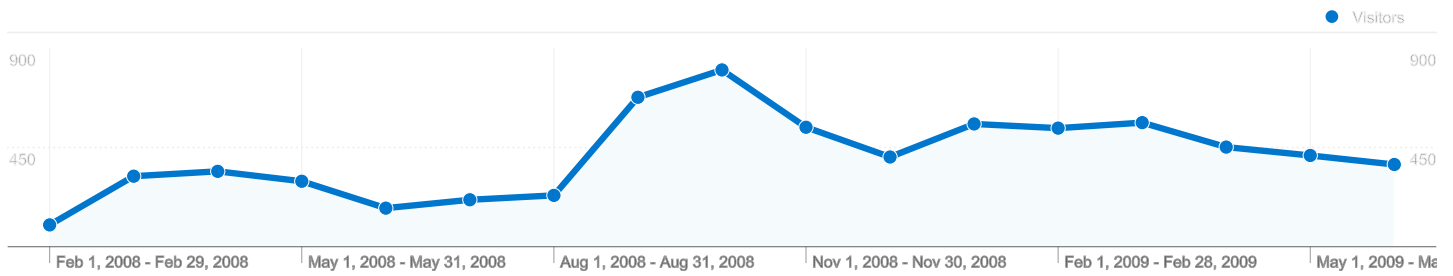


12,264 visits came from 152 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	1,419	2.28	00:01:13	57.36%	77.17%
Lithuania	663	2.46	00:01:05	56.56%	61.54%
Mexico	581	2.38	00:01:39	66.95%	79.17%
Spain	546	4.49	00:03:23	52.20%	66.12%
China	520	4.57	00:03:26	32.31%	45.38%
New Zealand	489	2.59	00:04:06	1.84%	71.78%
Japan	440	5.16	00:02:59	12.27%	51.59%
United Kingdom	418	4.10	00:02:17	43.54%	69.62%
Poland	406	7.78	00:07:21	21.18%	28.08%

Absolute Unique Visitors



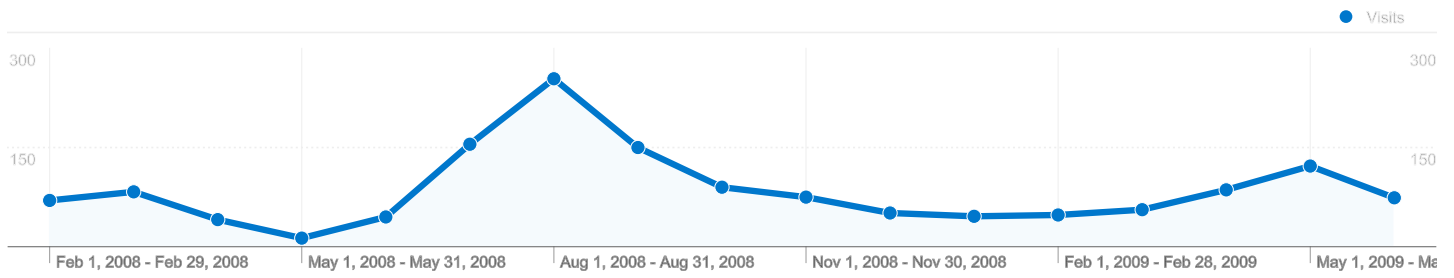
5,843 Absolute Unique Visitors

Feb 1, 2008 - Feb 29, 2008	1.41% (99)
Mar 1, 2008 - Mar 31, 2008	4.57% (320)
Apr 1, 2008 - Apr 30, 2008	4.88% (342)
May 1, 2008 - May 31, 2008	4.24% (297)
Jun 1, 2008 - Jun 30, 2008	2.50% (175)
Jul 1, 2008 - Jul 31, 2008	3.04% (213)
Aug 1, 2008 - Aug 31, 2008	3.33% (233)
Sep 1, 2008 - Sep 30, 2008	9.68% (678)
Oct 1, 2008 - Oct 31, 2008	11.45% (802)
Nov 1, 2008 - Nov 30, 2008	7.74% (542)
Dec 1, 2008 - Dec 31, 2008	5.81% (407)
Jan 1, 2009 - Jan 31, 2009	7.95% (557)
Feb 1, 2009 - Feb 28, 2009	7.68% (538)
Mar 1, 2009 - Mar 31, 2009	8.04% (563)
Apr 1, 2009 - Apr 30, 2009	6.45% (452)
May 1, 2009 - May 31, 2009	5.91% (414)
Jun 1, 2009 - Jun 30, 2009	5.32% (373)

www.wipo.int/atrs

Direct Traffic

Feb 1, 2008 - Jun 30, 2009



1,459 visits came directly to this site

Site Usage



1,459 Visits

% of Site Total: 11.90%



7.75 Pages/Visit

Site Avg: 3.58 (116.28%)



00:05:54 Avg. Time on Site

Site Avg: 00:02:32 (132.43%)



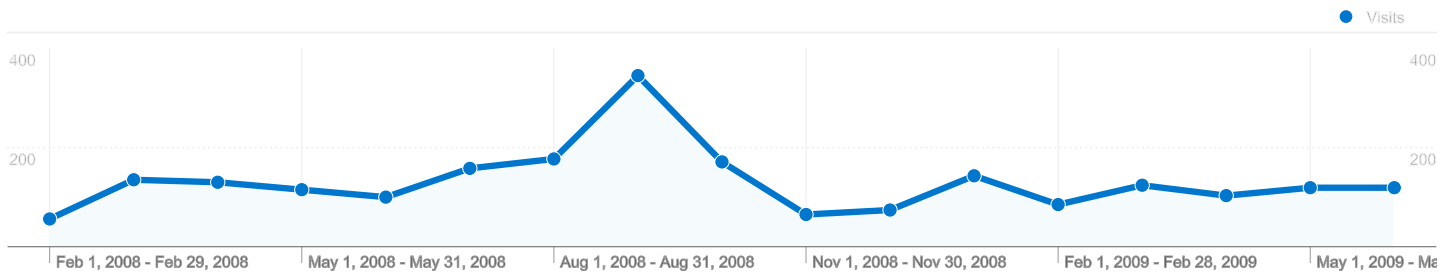
34.68% % New Visits

Site Avg: 46.27% (-25.05%)



41.47% Bounce Rate

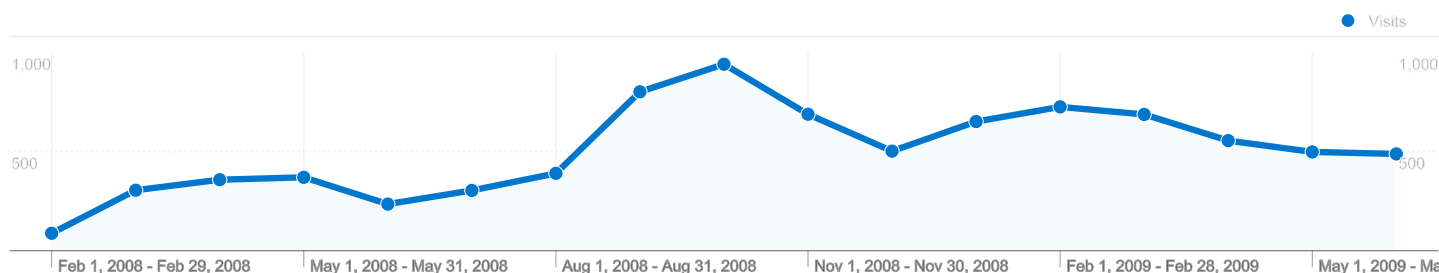
Site Avg: 66.93% (-38.04%)



Referring sites sent 2,219 visits via 298 sources

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
2,219 % of Site Total: 18.09%	5.07 Site Avg: 3.58 (41.49%)	00:03:19 Site Avg: 00:02:32 (30.93%)	35.20% Site Avg: 46.27% (-23.94%)	47.99% Site Avg: 66.93% (-28.29%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
vpb.lt	575	2.38	00:01:06	53.91%	61.04%
uspto.gov	126	4.11	00:01:49	61.11%	43.65%
sipo.gov.cn	124	5.11	00:02:33	39.52%	24.19%
vpb.gov.lt	81	2.60	00:00:59	71.60%	59.26%
lrpv.lv	79	6.78	00:05:48	30.38%	67.09%
uprp.pl	68	4.00	00:01:54	35.29%	32.35%
fips.ru	61	5.49	00:02:21	42.62%	55.74%
mail.kipo.go.kr	61	10.00	00:05:34	0.00%	11.48%
eapo.org	51	2.47	00:01:00	31.37%	54.90%
ukrpatent.org	49	3.41	00:01:33	2.04%	67.35%
oepm.es	48	10.19	00:07:06	25.00%	33.33%
ipaustalia.gov.au	42	3.81	00:03:37	2.38%	64.29%
eapatis.com	40	2.90	00:02:35	40.00%	85.00%
www1.bpo.bg	29	8.31	00:13:20	0.00%	34.48%
jpo.go.jp	26	7.62	00:04:09	3.85%	38.46%
isdvapl.upv.cz	24	9.62	00:05:54	0.00%	20.83%
patentamt.at	22	18.14	00:05:37	0.00%	0.00%
wipo.int	21	30.38	00:23:12	0.00%	19.05%
google.com	17	3.71	00:04:19	52.94%	64.71%
intranet.aipo.gov.au	17	15.24	00:09:42	5.88%	23.53%
kipo.go.kr	16	3.44	00:04:39	6.25%	31.25%
academy.wipo.int	14	2.79	00:04:14	0.00%	50.00%

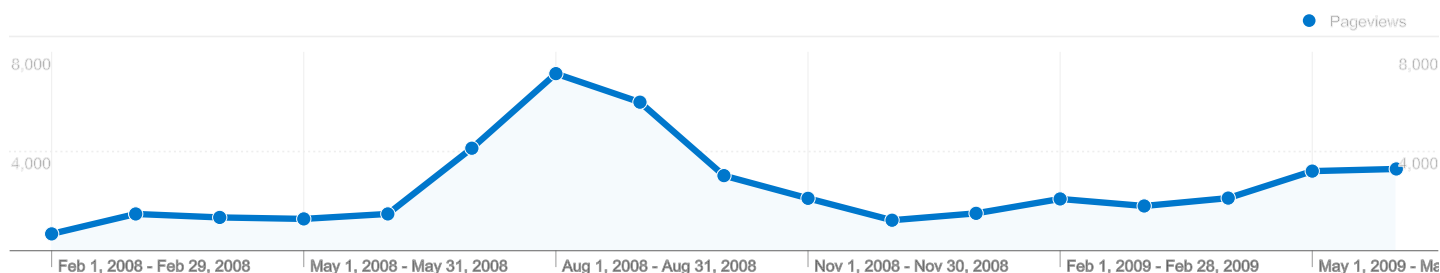


Search sent 8,585 total visits via 6,563 keywords

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
8,585 % of Site Total: 70.00%	2.49 Site Avg: 3.58 (-30.48%)	00:01:46 Site Avg: 00:02:32 (-30.49%)	51.11% Site Avg: 46.27% (10.46%)	76.14% Site Avg: 66.93% (13.77%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
wipo	228	4.79	00:04:28	21.49%	46.93%
ompi	71	5.20	00:06:30	23.94%	52.11%
informes tecnicos	67	2.00	00:00:23	98.51%	68.66%
wo 2004/049786	60	4.08	00:03:47	0.00%	75.00%
sondage en ligne	49	1.18	00:00:20	91.84%	91.84%
standards intellectual property	46	1.15	00:01:54	0.00%	86.96%
xml4ip	42	1.93	00:04:04	0.00%	66.67%
german ipc classification	41	5.85	00:07:25	0.00%	41.46%
wipo terminology	41	1.15	00:01:45	0.00%	92.68%
international patent classification ninth edition	34	13.71	00:20:55	0.00%	0.00%
wipo/inn/	33	1.30	00:03:21	0.00%	81.82%
ejemplos de informes tecnicos	30	1.73	00:00:36	96.67%	90.00%
patentscope	30	9.63	00:06:06	0.00%	20.00%
"proposals for revision"	27	1.15	00:00:53	0.00%	88.89%
locarno classification	27	8.30	00:06:55	3.70%	11.11%
wipo standards	25	2.36	00:01:44	0.00%	72.00%
wipo, compilación de datos 2007	25	12.36	00:12:51	0.00%	12.00%
inid more:trademarks	24	7.38	00:11:01	0.00%	12.50%
patent scope	23	5.78	00:04:01	0.00%	13.04%
annual technical reports	22	5.91	00:05:55	9.09%	40.91%
atr	22	8.55	00:04:38	45.45%	31.82%

Content by Title



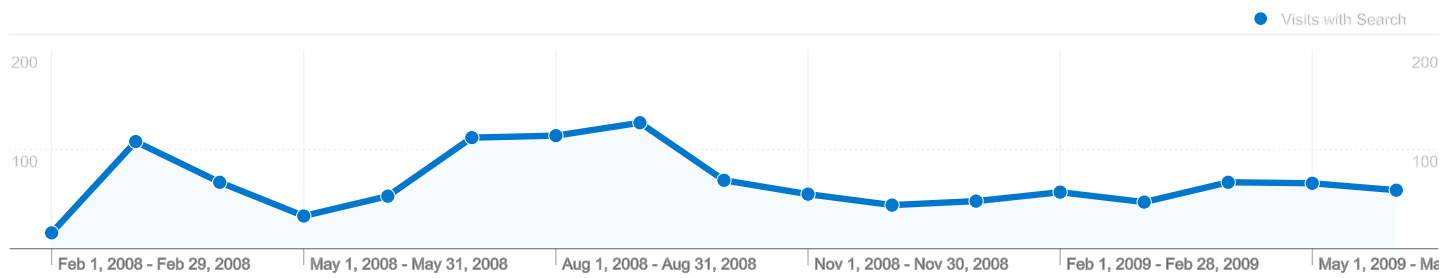
645 page titles were viewed a total of 43,937 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
43,937 % of Site Total: 100.00%	29,875 % of Site Total: 100.00%	00:00:59 Site Avg: 00:00:59 (0.00%)	66.93% Site Avg: 66.93% (0.00%)	27.91% Site Avg: 27.91% (0.00%)	€0.00 Site Avg: €0.00 (0.00%)	
Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
(not set)	8,562	7,179	00:00:46	19.75%	6.14%	€0.00
Annual Technical Reports	6,289	3,572	00:00:58	45.12%	30.56%	€0.00
Annual Technical Reports 2007 (Patent)	2,854	1,759	00:00:18	14.80%	6.27%	€0.00
Annual Technical Reports 2006 (Patent)	2,242	1,319	00:00:20	13.51%	5.44%	€0.00
Informes técnicos anuales (ATR)	714	368	00:01:07	38.03%	26.47%	€0.00
Rapports techniques annuels	460	341	00:00:47	72.05%	60.22%	€0.00
Annual Technical Reports 2005 (Patent)	406	244	00:00:12	22.22%	4.93%	€0.00
Annual Technical Report 2007 on Patent Information Activities submitted by Poland (SCIT/ATR/PI/2007/PL)	404	178	00:01:09	61.22%	32.92%	€0.00
Annual Technical Reports 2007 (Trademark)	404	270	00:00:10	0.00%	4.46%	€0.00
Recommended Contents of Annual Technical Reports on Patent Information Activities	402	345	00:02:22	55.48%	40.30%	€0.00
Directrices para preparar informes técnicos anuales	390	369	00:04:10	93.51%	89.23%	€0.00
Annual Technical Reports 2007 (Industrial Design)	359	256	00:00:18	0.00%	7.24%	€0.00
Guidelines for Preparing Annual Technical Reports	311	260	00:02:21	65.42%	40.84%	€0.00
Annual Technical Reports 2006 (Trademark)	303	188	00:00:18	16.67%	1.98%	€0.00
Annual Technical Report 2007 on Patent Information Activities submitted by Latvia (SCIT/ATR/PI/2007/LV)	301	125	00:01:03	84.44%	34.88%	€0.00

SCIT/SDWG/11/10
Annex III, page 9

Annual Technical Report 2007 on Patent Information Activities submitted by Spain (SCIT/ATR/PI/2007/ES)	296	147	00:02:02	75.25%	36.15%	€0.00
Annual Technical Report 2007 on Patent Information Activities submitted by Netherlands (SCIT/ATR/PI/2007/NL)	290	116	00:01:21	78.67%	28.97%	€0.00
Annual Technical Reports 2008 (Patent)	289	214	00:00:12	17.50%	11.42%	€0.00
Annual Technical Report 2007 on Patent Information Activities submitted by United States of America (SCIT/ATR/PI/2007/US)	279	155	00:01:20	93.55%	38.71%	€0.00
Annual Technical Reports 2004 (Patent)	274	156	00:00:17	40.00%	4.38%	€0.00
Annual Technical Report 2006 on Patent Information Activities submitted by EPO (SCIT/ATR/PI/2006/EP)	268	224	00:02:51	75.59%	61.94%	€0.00
Annual Technical Reports 2006 (Industrial Design)	263	162	00:00:24	25.00%	4.18%	€0.00
Annual Technical Report 2007 on Patent Information Activities submitted by Finland (SCIT/ATR/PI/2007/FI)	228	59	00:01:02	65.00%	11.84%	€0.00
Annual Technical Report 2008 on Patent Information Activities submitted by Spain (SCIT/ATR/PI/2008/ES)	221	65	00:00:42	0.00%	5.43%	€0.00
Annual Technical Report 2007 on Patent Information Activities submitted by China (SCIT/ATR/PI/2007/CN)	219	172	00:02:30	79.07%	54.79%	€0.00



9.31% visits used site search

1,142 Visits with Search

2,318 Total Unique Searches

1.66 Results Pageviews/Search

17.08% Search Exits

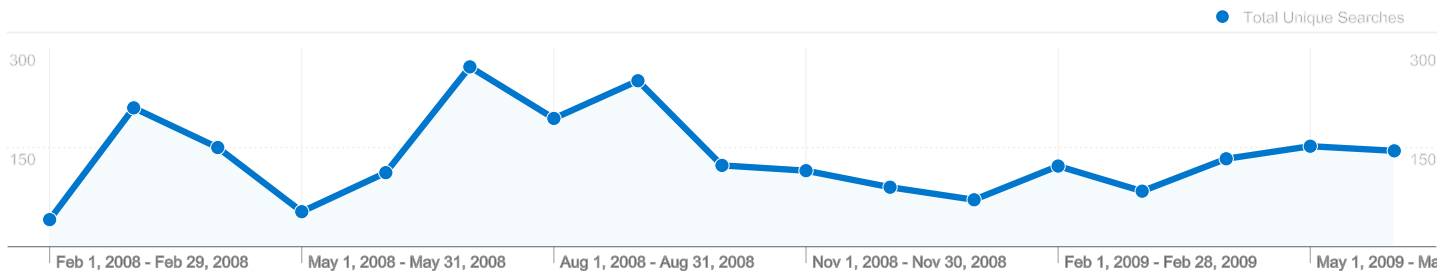
36.62% Search Refinements

00:02:09 Time after Search

2.18 Search Depth

Site Search Details

Top Site Searches	Searches	% Searches	Top Searched Content	Searches	% Searches
atr	46	1.98%	/scit/en/atrs/	1,091	47.07%
atr.year:2007	45	1.94%	(entrance)	237	10.22%
atr.year:2007 atr.type:pi	42	1.81%	/scit/en/atrs/index.html	122	5.26%
2007	29	1.25%	/scit/es/atrs/	75	3.24%
atr.type:pi	25	1.08%	/scit/fr/atrs/	56	2.42%



There were 2,318 unique searches via 1,431 search terms

Site Search Usage

Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth	
2,318 % of Site Total: 100.00%	1.66 Site Avg: 1.66 (0.00%)	17.08% Site Avg: 17.08% (0.00%)	36.62% Site Avg: 36.62% (0.00%)	00:02:09 Site Avg: 00:02:09 (0.00%)	2.18 Site Avg: 2.18 (0.00%)	
Search Term	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
atr	46	2.33	28.26%	16.82%	00:01:25	1.85
atr.year:2007	45	1.69	15.56%	36.84%	00:02:05	2.09
atr.year:2007 atr.type:pi	42	2.07	21.43%	21.84%	00:03:31	2.38
2007	29	1.28	17.24%	59.46%	00:01:51	0.72
atr.type:pi	25	1.84	28.00%	13.04%	00:01:02	3.28
atr.year:2008	24	1.25	8.33%	70.00%	00:00:55	1.25
pi	19	1.26	10.53%	66.67%	00:00:25	0.26
atr.year:2008 atr.type:pi	17	1.65	35.29%	25.00%	00:00:44	2.24
atr.country:cccn atr.year:2007 atr.type:pi	15	1.33	40.00%	15.00%	00:03:14	0.87
atr.year:2006	14	2.79	7.14%	15.38%	00:05:03	5.21
atr.year:2007 atr.type:id	14	1.21	28.57%	35.29%	00:01:57	0.86
tm	14	2.00	7.14%	46.43%	00:00:32	1.57
atr.type:tm	12	1.33	16.67%	31.25%	00:03:22	3.25
atr.country:ccep atr.year:2007 atr.type:pi	11	1.55	18.18%	41.18%	00:01:11	2.00
2008	10	1.50	20.00%	40.00%	00:02:17	1.60
atr.country:ccus atr.year:2007 atr.type:pi	10	1.30	20.00%	30.77%	00:02:32	1.40
atr.year:2007 atr.type:tm	10	2.60	20.00%	26.92%	00:06:07	1.20
atr.country:cchr atr.year:2007 atr.type:tm	9	1.78	44.44%	25.00%	00:00:37	2.33

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.