

Homepage activities of the Hungarian Patent Office (HPO) in 2008

Summary and evaluation data

The annual visitor rates increased by another 20% in comparison to 2007. As against the data measured two years ago, the total downloaded quantity went up more than twofold (to 600 gigabytes). The homepage was contacted by 125 thousand more (about 400,000) visitors. There continues to be a huge demand towards the Gazette of Patents and Trademarks: the users (not including robots) downloaded almost 360,000 files from the Gazette throughout the year.

According to the prescriptions of the act on the freedom of electronic information, HPO publishes the electronic version of the official gazette free of charge, ensuring that it is available to anyone. A search opportunity in the whole text and the electronic signature verifying the authenticity of the gazette provide added value in addition to the obligatory prescriptions. From 2008, the trademark column of the gazette is published twice a month in the homepage of the office.

The homepage of HPO contains more than 55,000 files with independent internet addresses, 55% of which is available in Hungarian and 45% in English.

Homepage statistics

In 2008, the homepage was visited by 382,549 individually identifiable visitors on 543,052 occasions. The number of visitors and visits was by 23 (12%) more than in previous year. The quantity of visited pages increased by 8%, and the downloaded data quantity by 27%.

It is important to note that the statistical data of the homepage do not cover the query data of the databases and services running on HPO servers (PIPACS, e-register, e-application etc.), as well as the services that are placed on external servers.

According to the data received from the IT Department, the users made 93,925 searches in the electronic register. The electronic application system registered a total of 163 cases.

The amount of downloaded materials exceeded 600 gigabytes. 62% of all pages were downloaded from Hungarian IP addresses, and 16% from computers where the place of registration cannot be identified (e.g. .net, .int. etc.). From among other countries showing an interest in the homepage, European states rated 10%, the USA represented 6% and China scored 3%; all the other countries together also rated 3% in the statistics.

Individually identifiable users downloaded 357,774 PDF files from the Gazette of Patents and Trademarks (the statistical programme registered 659,738 downloads, but 301,964 of them were downloaded by robots). Individuals downloaded 338,008 (95%) Hungarian language files and 19,766 (5%) files in English – 53% of the Hungarian pages and 47% of English language pages were downloaded by robots.

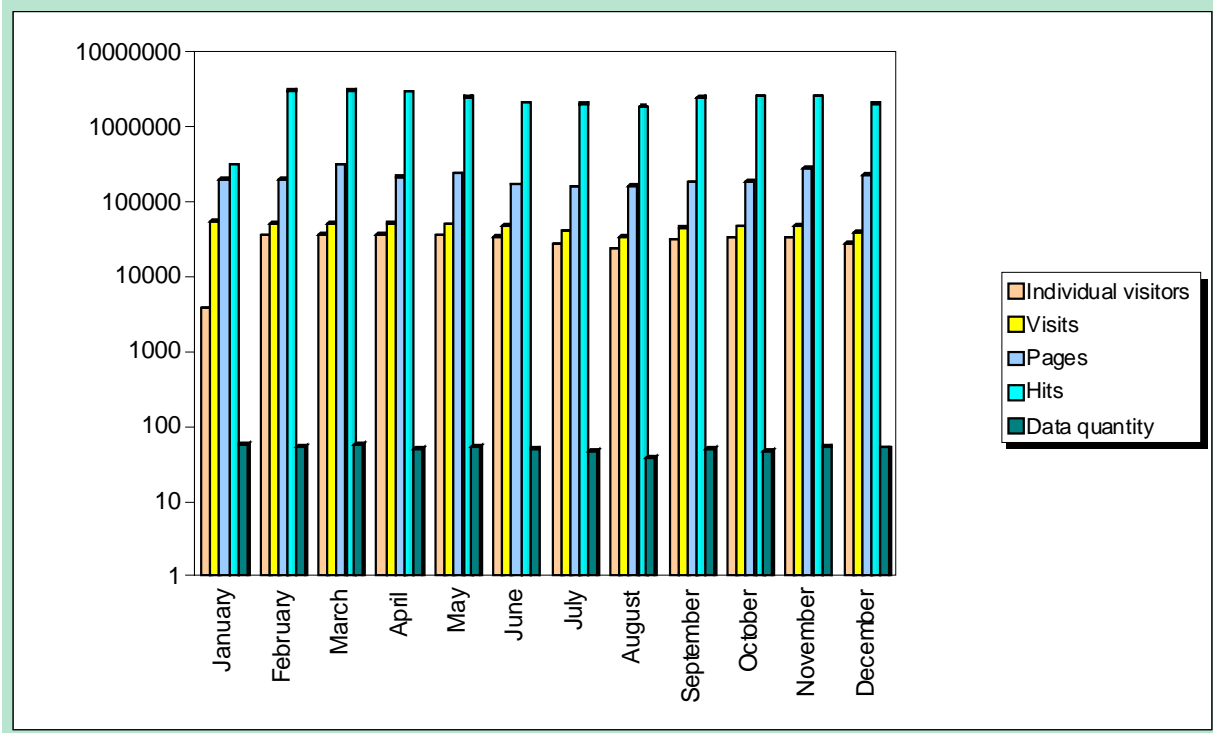
Number of individual visitors	382 549	
Number of visits	543 052	(1,41 visits/visitors)
Number of downloaded pages:	2 454 709	(4.52 pages/visits)
Number of hits	29 194 179	(53.75 hits/visits)
Downloaded data quantity	602.90 GB	(1164,14 KB/visits)

Summarised data on the visitor rate of the www.mszh.hu homepage

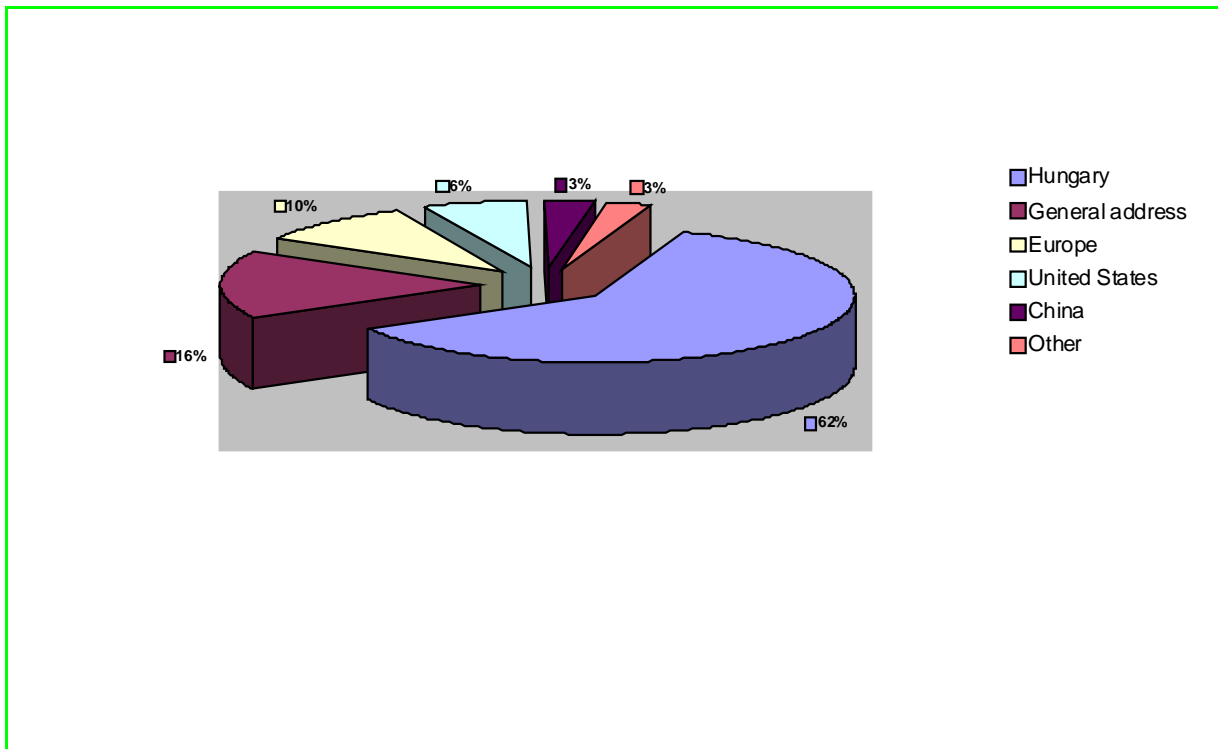
Month	Individual visitors	Visits	Pages	Hits	Data quantity
January	37000	53281	196625	299207	56,18
February	34812	50378	193382	2952099	51,76
March	35931	49746	303072	2917632	56,63
April	35473	49929	203996	2837493	50,29
May	34723	47719	227907	2418052	53,31
June	33692	46085	165736	2031242	50,13
July	25939	39161	152071	1949016	45,04
August	22714	33672	155979	1788158	37,89
September	30360	44002	174049	2380640	50,10

October	32151	44976	185239	2448246	46,92
November	32533	45959	274898	2494267	53,13
December	27221	38144	221755	1978127	51,52
Total	382,549	543,052	2,454,709	29,194,179	602,90 GB

Monthly statistical data of the homepage



Visits to the homepage in a monthly breakdown



Breakdown of the downloaded pages according to countries

Development, maintenance and operation of the homepage

Several important developments were launched and completed throughout the year. The new publication of the Nice, Locarno and Vienna classification systems was added to the homepage. The publication of the ninth issue of the IPC is in progress. The development of the regional database of the Hungarian Design Council was commenced.

The activities related to the development, maintenance and operation of the homepage have been carried out by the same external company, Hungary Network Zrt. since 1996. The Office and the external contractor have worked out an excellent cooperation scheme over the years. In 2007, there was only one 30-minute operational failure, but this was not due to the contractor's error, either. The homepage files – which have become huge by now - are protected through server mirroring.

The Office owns 65 domain names with *.hu* ending and 65 domain names with *.eu* ending, which are registered at Hungary Network Zrt.

The homepage is managed by the two-person editorial board and by the Homepage Editing Committee on the basis of the presidential instruction no. 7/2007.

Expenses related to the development, maintenance and operation of the homepage

In its budget for 2008, HPO envisaged – at a net price – HUF 12,487,000 (cca. 43,800 euros) for all homepage-related expenses. In total, HUF 7,130,000 (cca. 25,000 euros) was spent on developments, while HUF 5,357,000 (cca. 18,800 euros) was allocated towards updating, operating etc. the homepage.

The operation and the monthly maintenance of the homepage cost an extremely favourable rate of HUF 245,000 + VAT / month (cca. 860 euros). This covers actual, 168-hour operation a week, also including holidays, the publication and indexing of the gazettes twice a month, the upload of new contents, the eventually required archiving of former materials etc. Specifically, Hungary Network Zrt. performs the following tasks in return to the monthly lump-sum charge:

- Website maintenance charge
- E-mail address maintenance charge
- Homepage updating
- Publishing the electronic version of the Gazette
- Correspondence list
- Working out and operating a forum to support distance teaching
- Services aimed at enhancing visits
- Newsletter managing system
- Indexing

Prepared by: Dr. Zsuzsanna Tószegi
Editor-in-chief

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