Why does my COUNTER Journal Report 1 contain titles that do not have any full-text article requests?

Project COUNTER defines Journal Report 1 as the "Number of Successful Full-Text Article Requests by Month and Journal." However, according to Release 4 of the COUNTER Code of Practice for e-Resources (effective December 31, 2013), journals for which the number of full-text articles requests is zero in every month are included as "0" in the relevant cells of Journal Report 1. If usage has not yet been recorded for a given month, the relevant cells are left blank.

For more information on the COUNTER Code of Practice, please visit http://www.projectcounter.org/code_practice.html.