

SPRINGER NATURE

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May 2016

A new chapter

SPRINGER NATURE

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Leading in scientific publishing markets

Scientific publishing by the SPRINGER NATURE group

- Around 3,000 journals and ca. 10,000 new book titles annually, the vast majority of which are scientific
- Publishing partnerships with more than 500 scientific societies
- Growing presence in emerging markets

SpringerLink

- One of the leading internet science portals, including more than 10 million documents, an eBook Collection with more than 190,000 titles, journal archives digitized back to the first issues in the 1800s and more than 40,000 Protocols and 215 Reference Works

Open access activities

- Largest Open Access (OA) publisher with more than 300 OA journals, including BioMed Central, the pioneering OA publisher

Pharma / Healthcare

- Includes portfolio of highly-regarded Adis scientific journals and newsletters in pharmacology and pharmacotherapy

German-language content

- Leading professional medicine publishers in Germany, including renowned products such as Ärzte Zeitung, e.Akademie and springermedizin.de
- Leading publishing brands in business and technology such as Springer Gabler and Springer Vieweg

A strategic merger between three famous publishers



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nature



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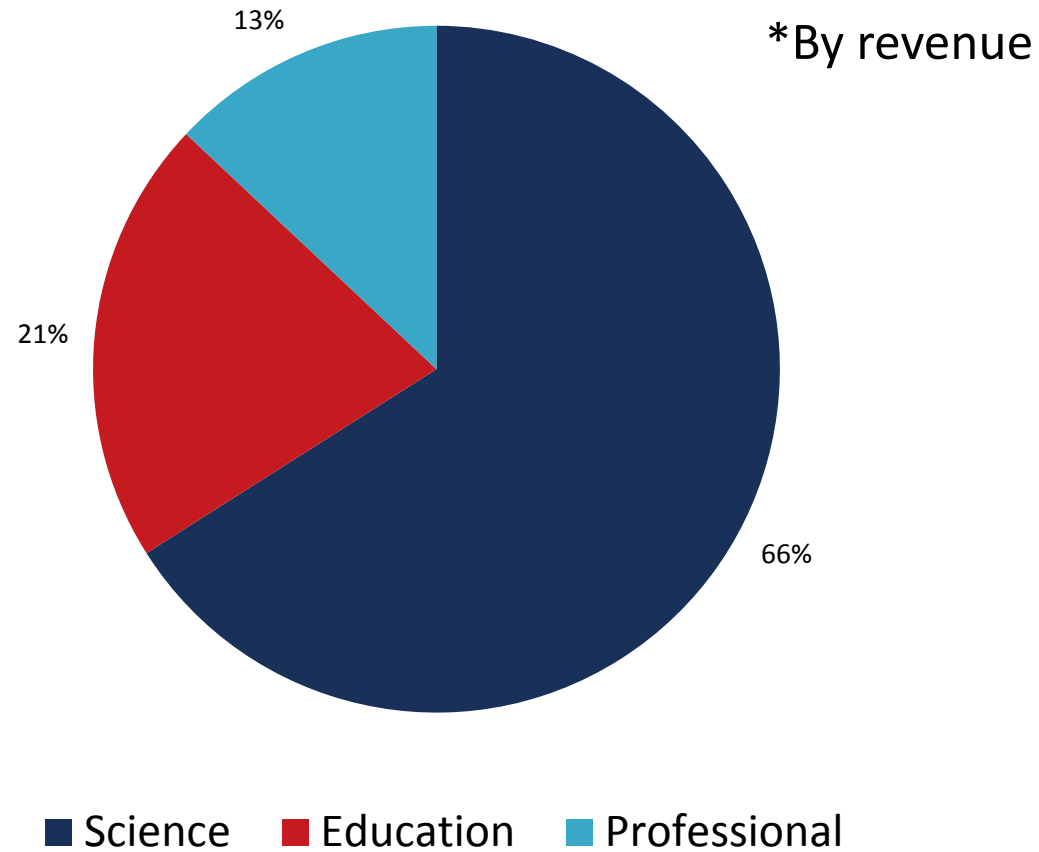
SCIENTIFIC
AMERICAN

palgrave
macmillan

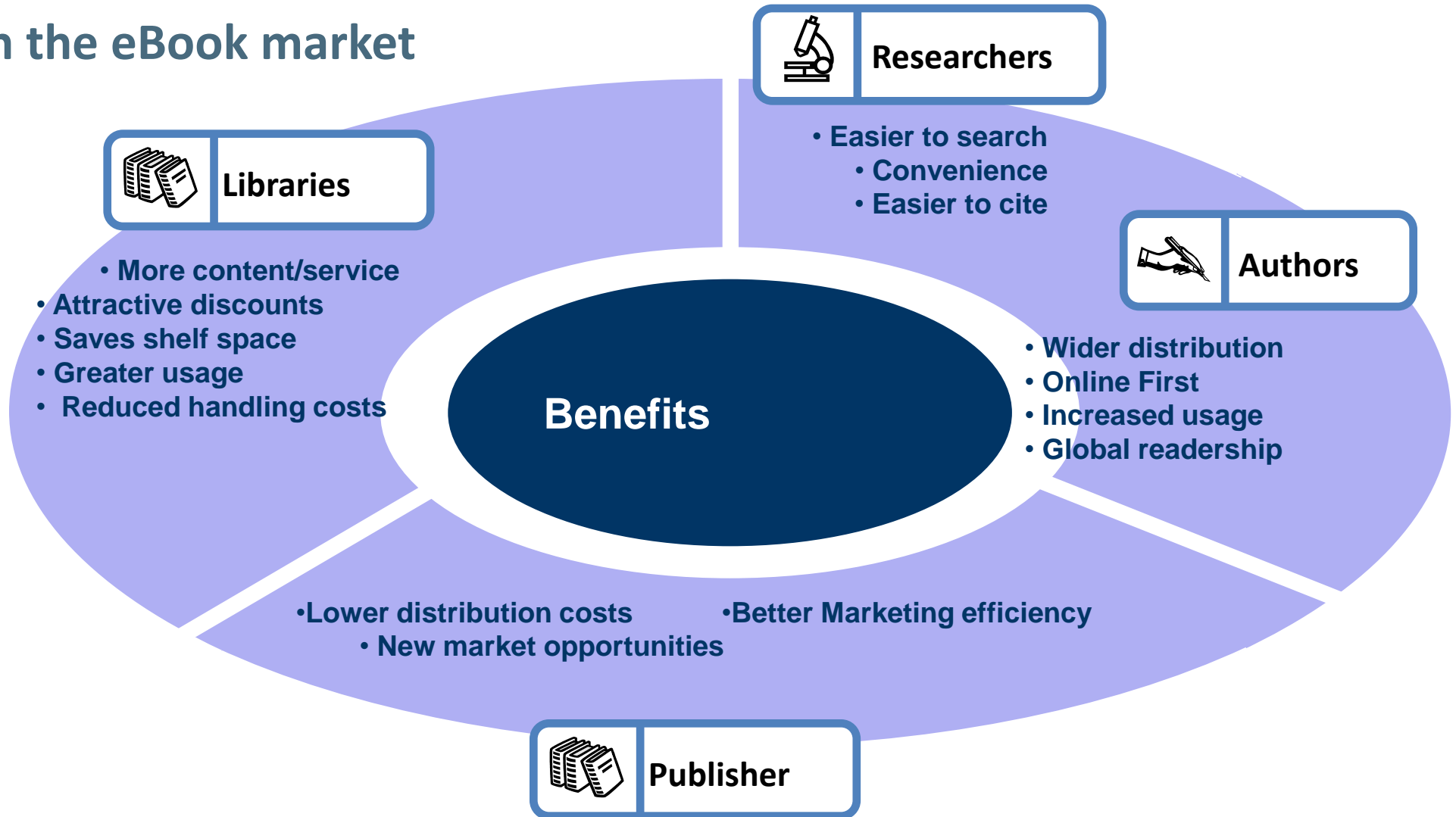
Home to a breadth and depth of imprints, journals and products



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Win-Win situation in the eBook market



SpringerLink and Its Users

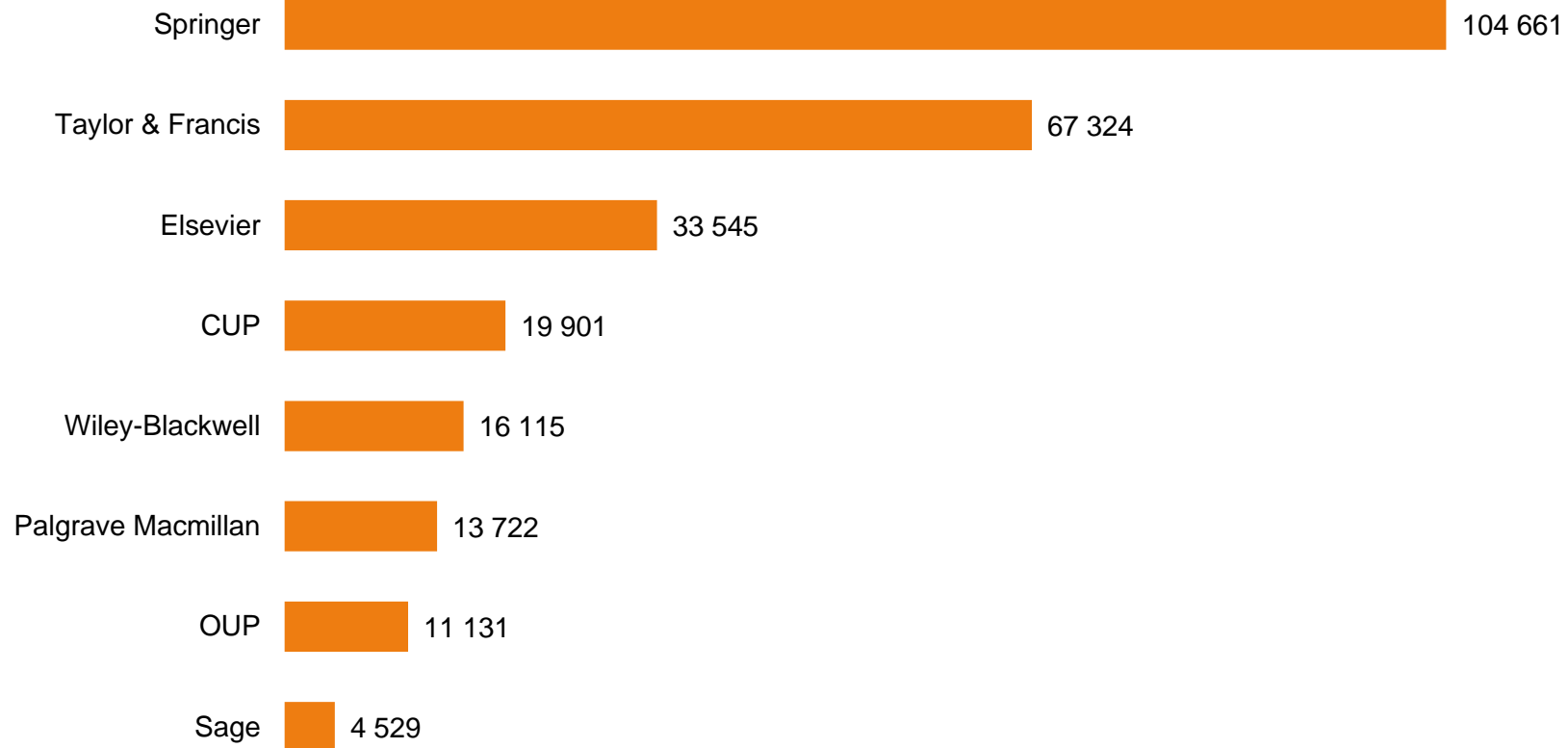
2.0

Book Market Positions by Disciplines

Discipline	#1 Publisher	#2 Publisher	#3 Publisher	
Clinical Medicine	Lippincott W&W	Elsevier Health	McGraw-Hill	#4/5  Springer
Biomedical & Life Sciences	 Springer	Wiley-Blackwell	Elsevier	
Earth & Environmental Science	 Springer	CUP	Wiley-Blackwell	
Chemistry & Materials Science	Wiley-Blackwell	 Springer	Informa	
Physics & Astronomy	 Springer	CUP	Wiley-Blackwell	
Engineering	Wiley-Blackwell	 Springer	Informa	
Computer Science (research-level)	 Springer	IEEE	IGI Global	
Mathematics & Statistics	 Springer	Wiley-Blackwell	Taylor & Francis	
Business & Economics	Informa	Palgrave Macmillan	Edwin Elgar	#4/5  Springer
Social Sciences & Humanities	Informa	OUP	Palgrave Macmillan	#8/10  Springer

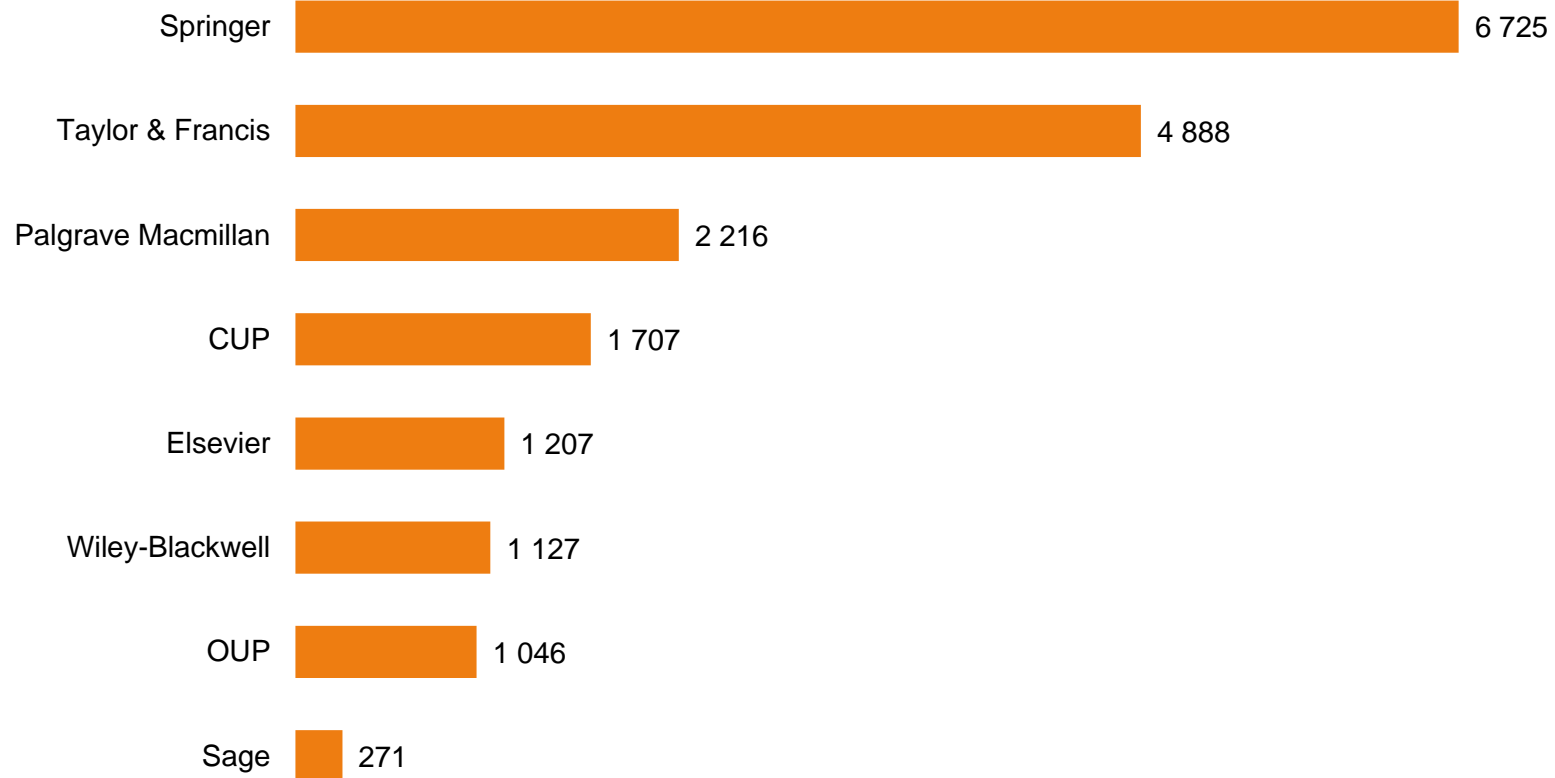
Leading eBook Publishers: Total Number of eBooks

Number of English-Language eBooks Available (as of April 2015)



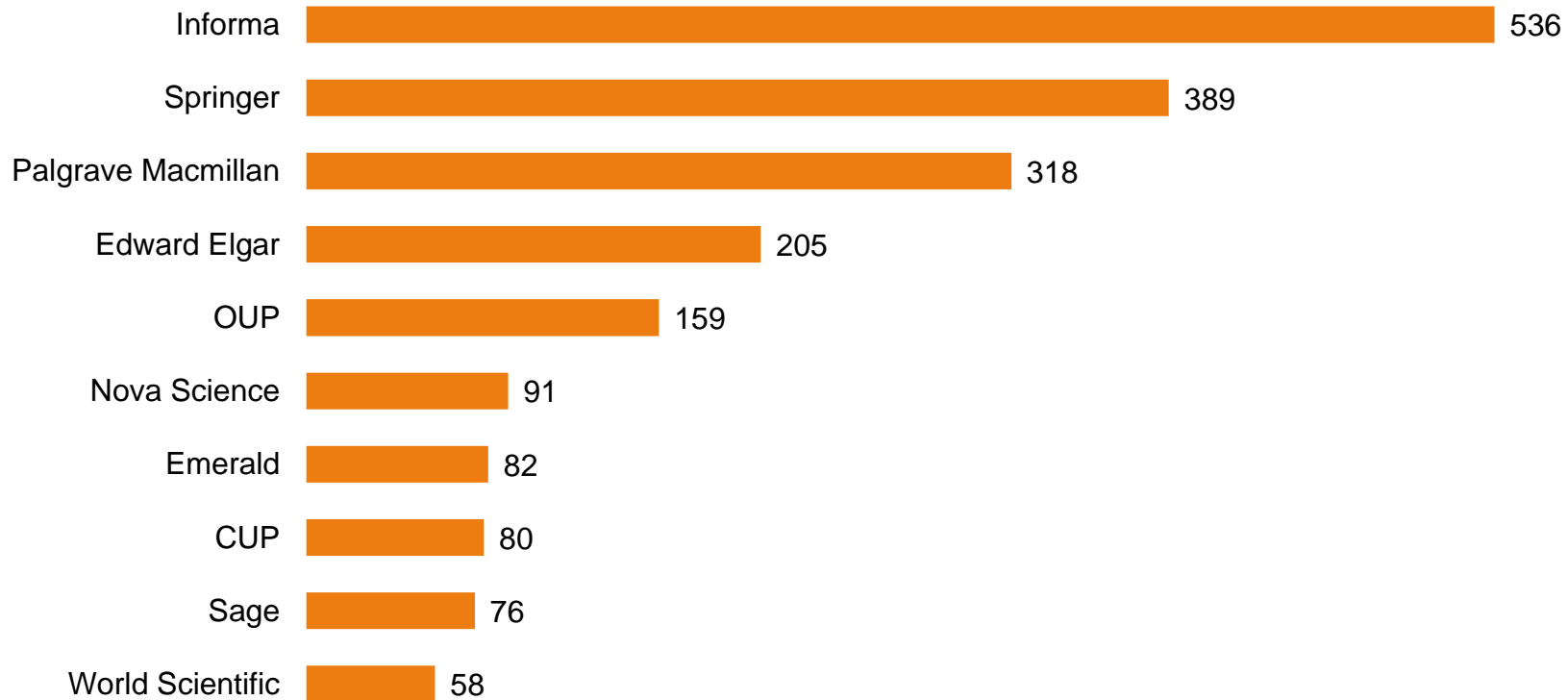
Leading eBook Publishers: eBooks published in 2014

Number of English-Language eBooks published in 2014



Leading Publishers: Business & Economics

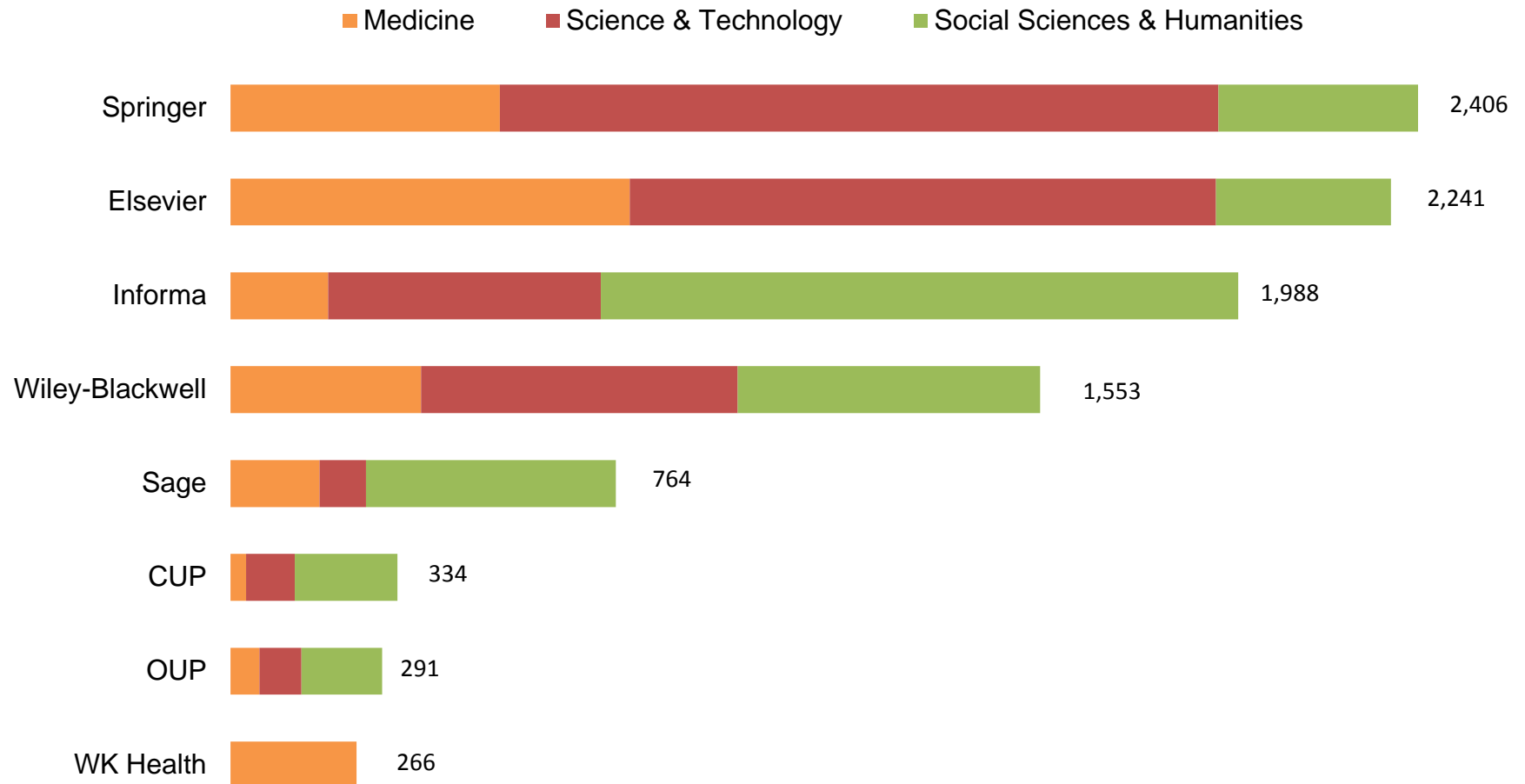
Business & Economics: Number of English-Language Titles Published in 2012



(Data from www.puballey.com; if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included)

Leading Publishers: Number of Journals Titles

Number of English-Language Journals Published in 2014



eBook Landcape by Springer **Nature** STM

The Springer Science, Technology and Medicine
Collection:

Biomedical & Life Science

Chemistry & Materials Science

Computer Science

Earth & Environmental Science

Energy

Engineering

Mathematics & Statistics

Medicine

Physics & Astronomy

Professional & Applied Computing

HSS

The Springer Humanities and Social Sciences
Collection:

Behavioral Science & Psychology

Business & Management

Economics & Finance

Education

History

Literature, Cultural and Media Studies

Political Science & International Studies

Religion & Philosophy

Social Sciences

Law & Criminology

SpringerLink and Its Users

3.0

Almost 10 Million Documents on SpringerLink (May 23, 2016)

The screenshot shows the SpringerLink search results page. The browser address bar displays the URL: <http://link.springer.com/search?query=>. The page title is "Search Results - Springer". The SpringerLink logo is visible at the top left. A search bar contains the text "Search" and a "New Search" button. The navigation menu includes "Home" and "Contact Us". The search results section shows "10,086,603 Result(s)". A red arrow points to this number. Below the result count, there are sorting options: "Sort By" set to "Newest First" and "Date Published". The pagination shows "Page 1 of 504,331". The "Refine Your Search" section includes a "Content Type" filter with the following data:

Content Type	Count
Article	5,694,683
Chapter	3,631,080
Reference Work Entry	495,486
Book	214,560
Protocol	41,874
Book Series	5,665
Journal	3,255
Reference Work	643

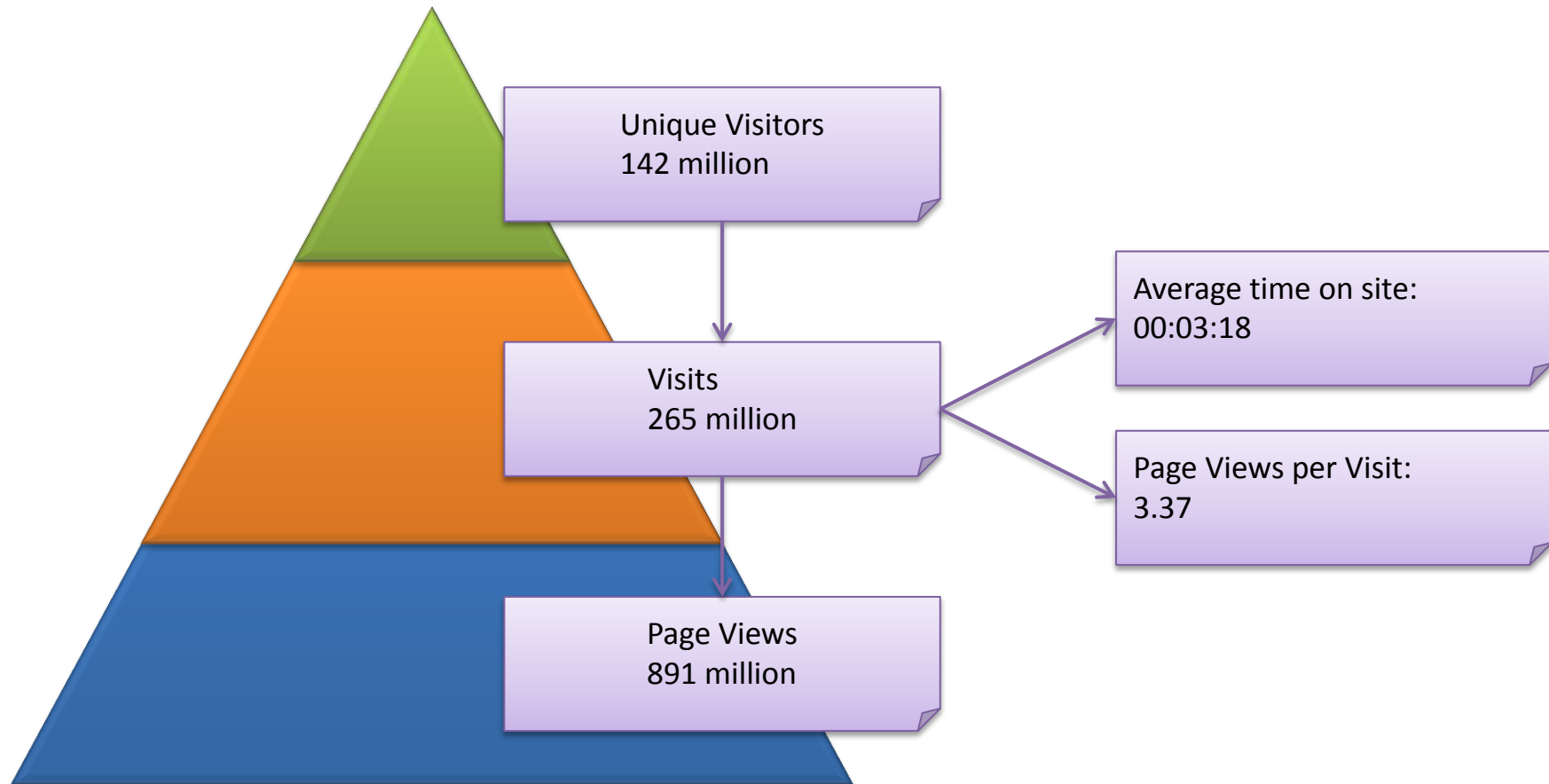
The "Discipline" filter shows "see all" for all categories. The first search result is a book titled "Participatory Sensing, Opinions and Collective Awareness" by Vittorio Loreto, Muki Haklay... in *Understanding Complex Systems* (2017). The second result is a book titled "Auf der Höhe der Zeit" by 70 Jahre Industrieverband Klebstoffe e. V. (2017). The bottom of the page features a Windows taskbar with various application icons and a system tray showing 99% battery and the time 11:10.

npg
nature publishing group
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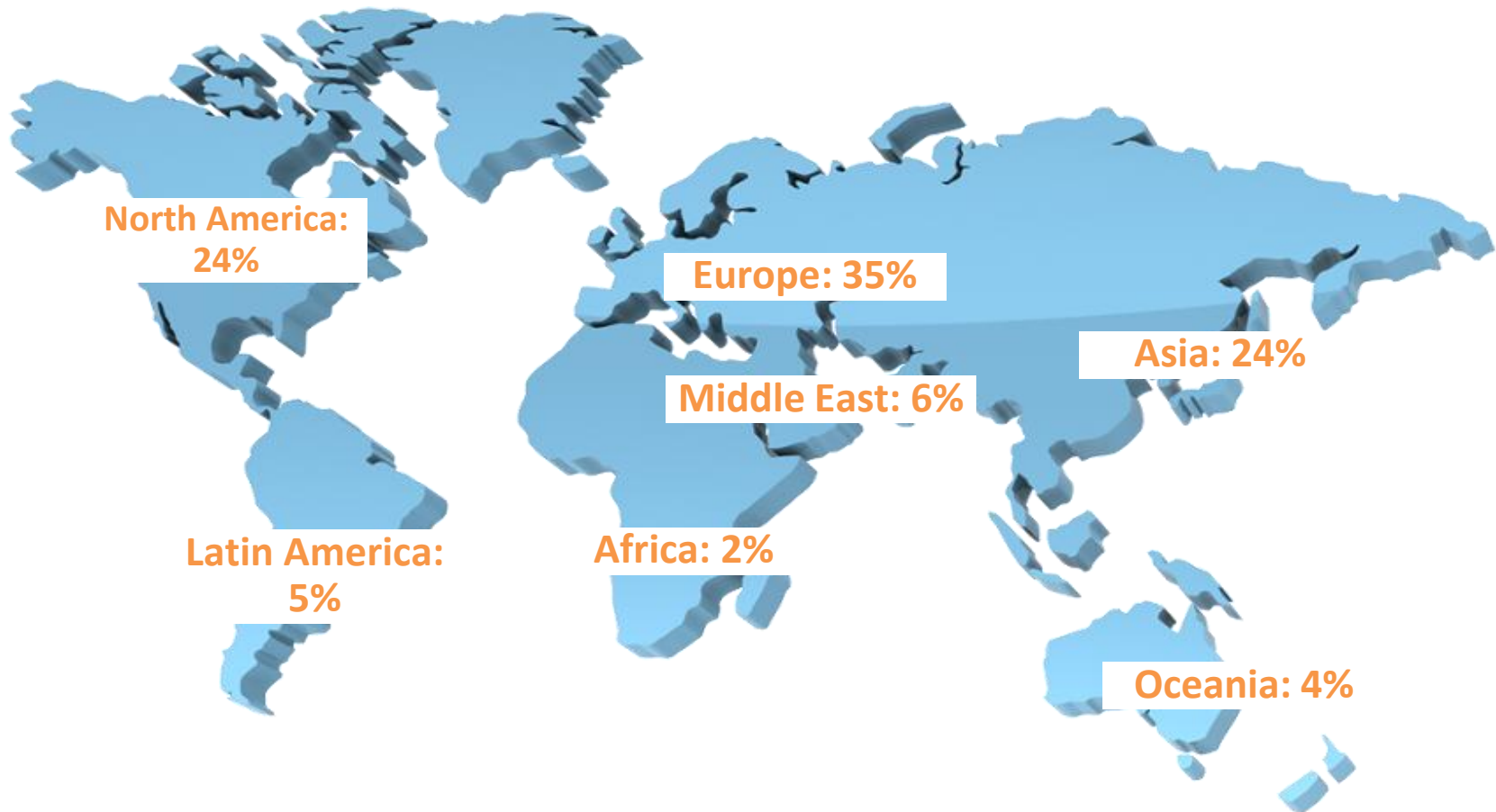
High Visibility of SpringerLink content: The platform saw 142 million visitors in 2015; **It is among the 2,500 most popular global websites**



Source: WebTrek; unique visitors are recognized by cookies and might be over-reported in cases where users clear their cookies or browse the web in 'incognito' modes or in cases where users use multiple devices

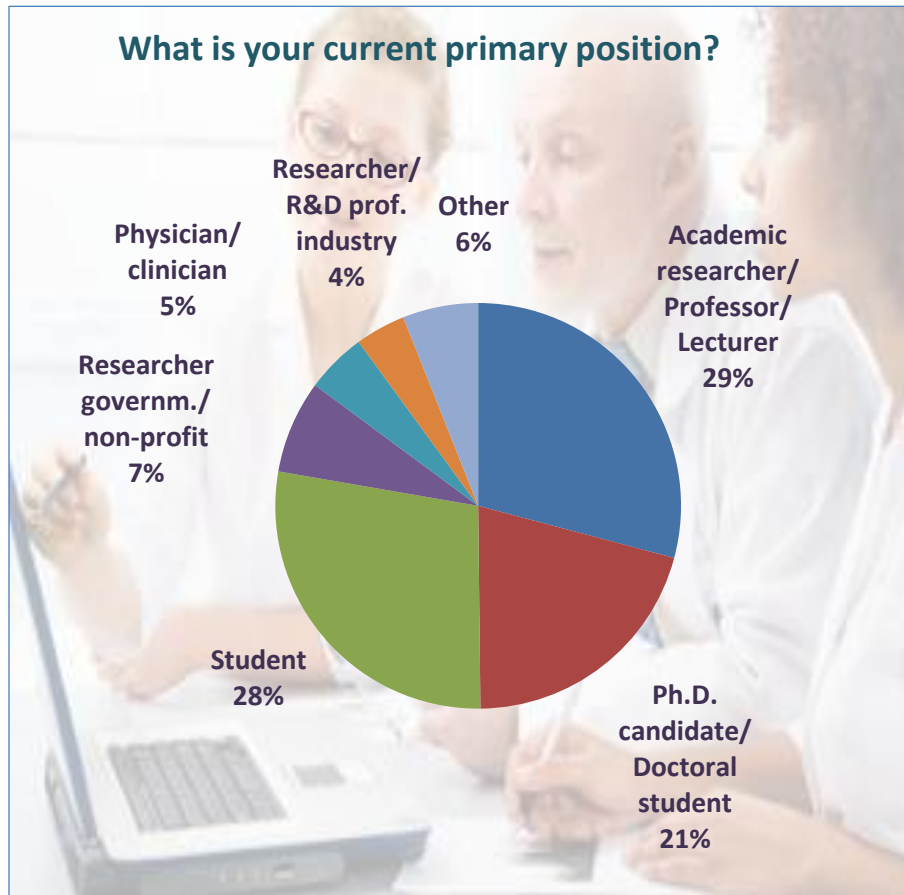
SpringerLink visitors come from all over the world

SpringerLink Visits 2015 by Region



Source: WebTreck

SpringerLink User Survey: Visitors are from all academic user groups, including Professors, Lecturers, Ph.D. Candidates, and Students



N=3,370; Source: SpringerLink User Survey 2013

Professor / Lecturer

'SpringerLink provides very rapid access to published work which is essential for several aspects of research and teaching.'
(Professor, Biomedical Sciences, Ireland)

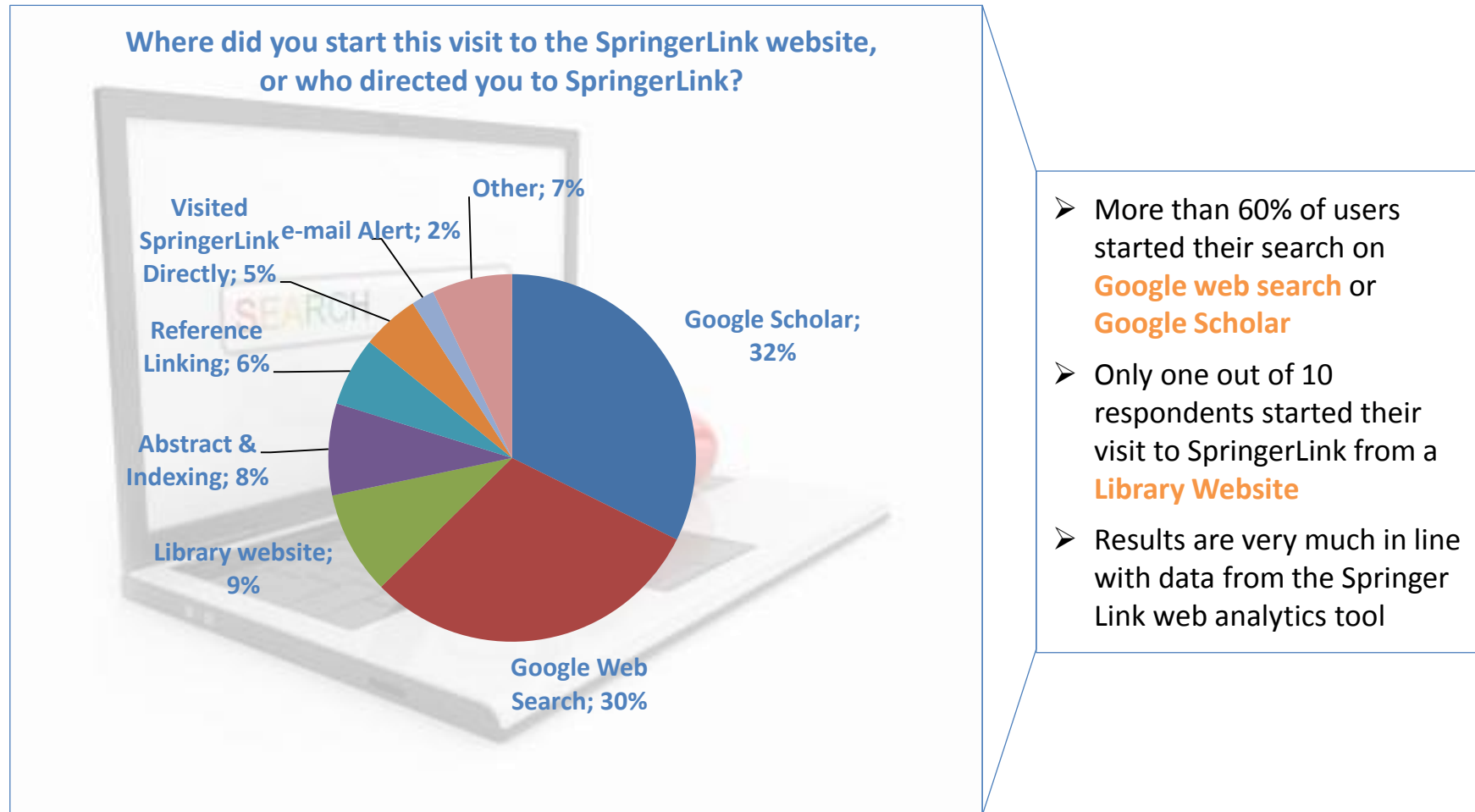
Ph.D. Candidate

'I often find papers or articles I need on SpringerLink, which I use for my literature reviews to establish the background knowledge for my own projects and research, or just to find interesting articles to stay up-to-date.'
(Ph.D. Candidate, Economics, USA)

Student

'The books and scientific articles I find on SpringerLink are useful for my thesis, it's easy to search for it and I've already found a lot of really good information that I can use and cite.'
(Graduate Student, Computer Science, UK)

Google Scholar and Google Web Search are heavily used referrers



Source: SpringerLink User Survey; N=2,554

Springer Nature Journals Impact Factor trends

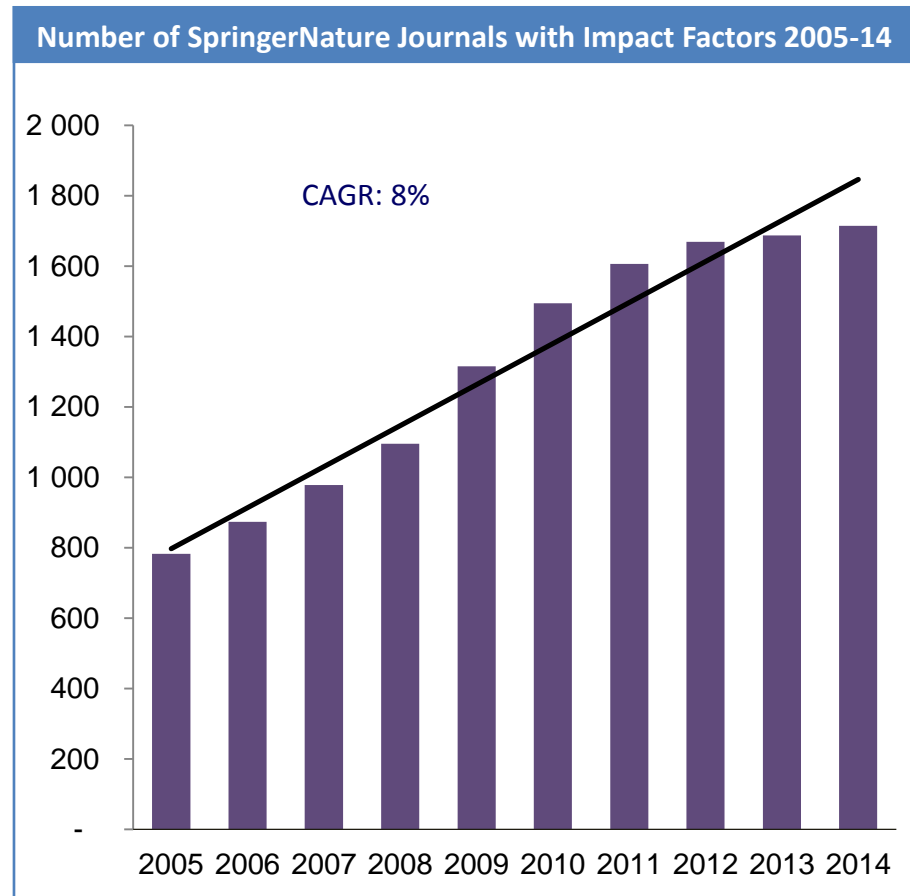
The 2014 Journal Citation Reports (JCR) lists 1,713 active English language journals from SpringerNature with an Impact Factor. These include 122 Nature and Palgrave journals.

SpringerNature is leading or among the top journals in many JCR categories:

28 categories where SpringerNature journals are leading the ranking

79 categories where SpringerNature journals are among the top 3 journals

155 SpringerNature journals ranking in top quartile by IF



Source: Thomson Reuters / Journal Citation Reports

All ten of the 2014 Nobel laureates in medicine, physics, chemistry and economics are **Springer Nature** authors and editors!

Physics



Photo: Yasuo Nakamura/Meijo University
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Economics



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SpringerLink Journal and eBook Usage

4.0

Springer **Nature** eBooks: NO Digital Rights Management (DRM):

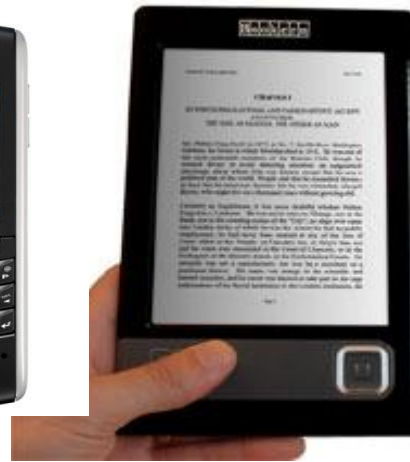
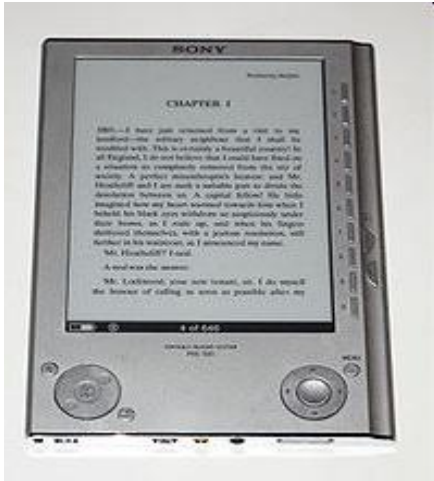


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Content and news

5.0

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Table of contents (13 chapters)

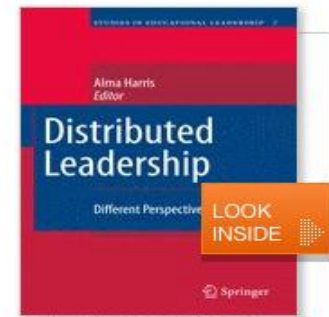
Front Matter

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Pages I-XII

Setting the Scene

Front Matter



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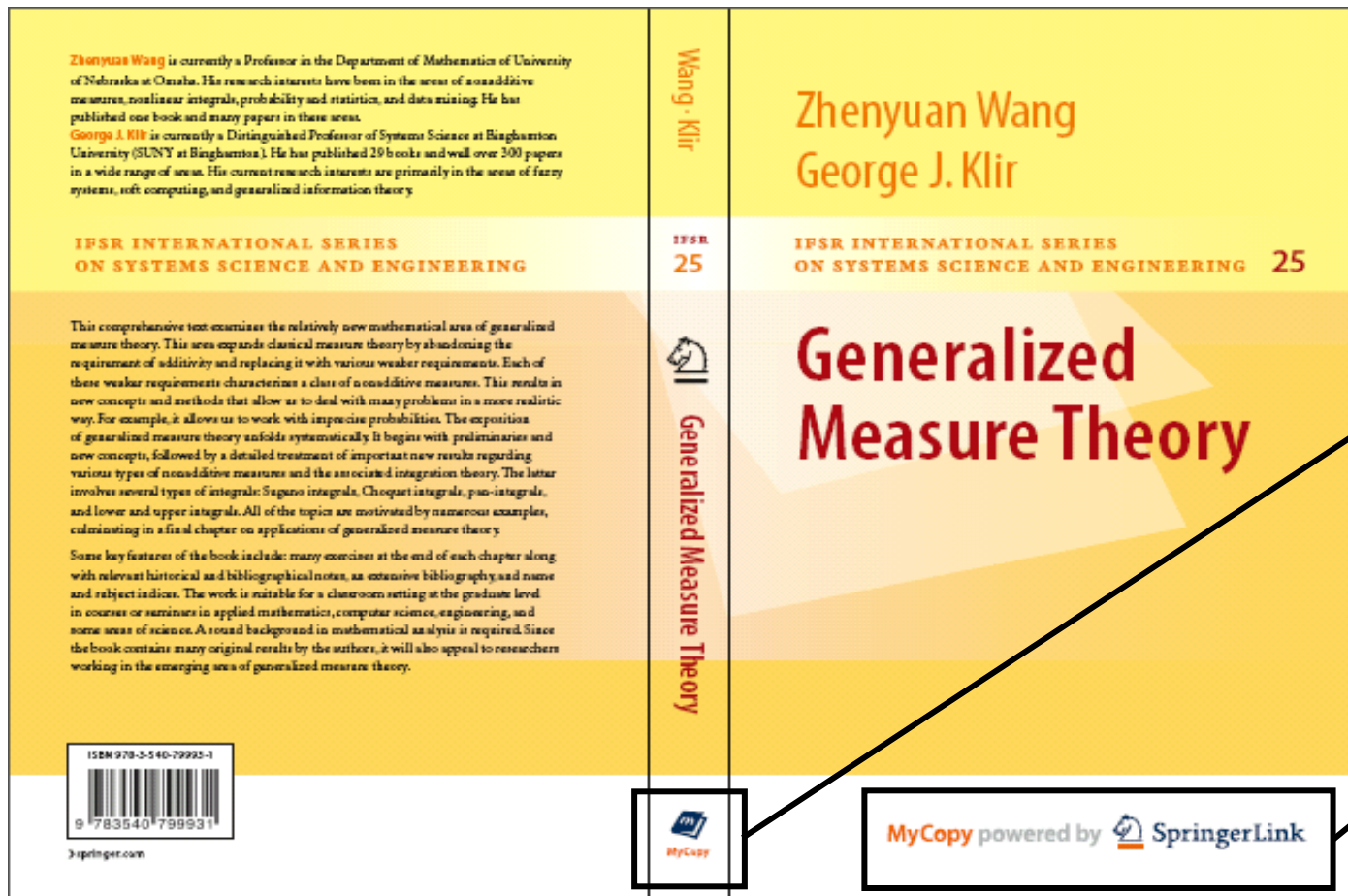
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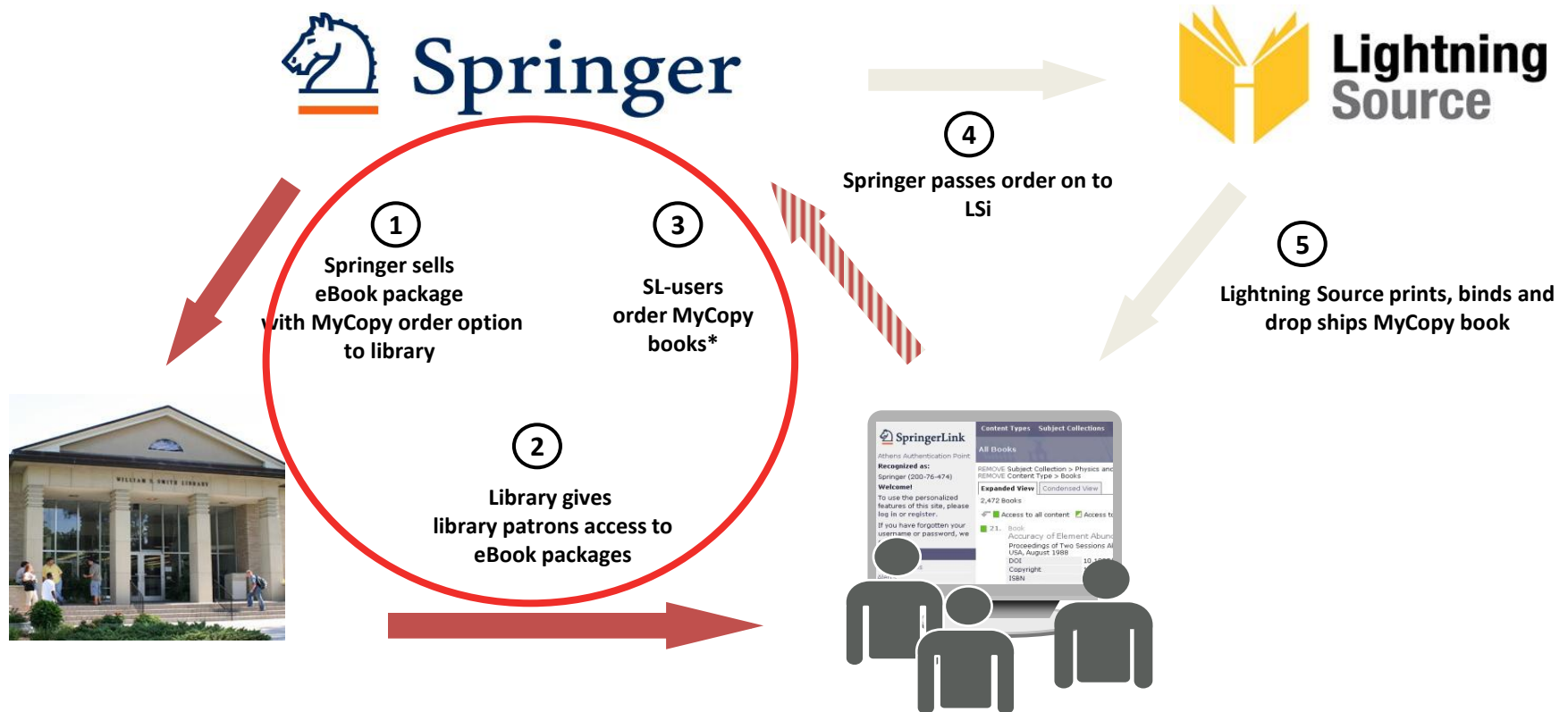
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MyCopy



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Cem Üzüm Prague-Inforum/ May 2016

- *** Also, we are happy to announce we now take PayPal & Amex**

SPRINGER NATURE

Nature Research and Reviews Journals

Key Facts:

- First 'launched' Nature branded research journal was *Nature Genetics*, in 1992
- The sister journal, *Nature Reviews Genetics*, was one of the first review journals to be launched in 2000
- 11,149 journals have an impact factor
 - 19 of the top 50 journals are Nature journals
- Only 179 of the 11,149 journals have an impact factor of > 10
 - 29 of the 179 journals (16%) are Nature journals

How we market these journals

Life, Clinical and Physical Sciences

Life Sciences	Clinical Sciences	Physical Sciences
Nature Biotechnology (1983) Nature Genetics (1992) Nature Structural and Molecular Biology (1994) Nature Medicine (1995) Nature Neuroscience (1998) Nature Cell Biology (1999) Nature Immunology (2000) Nature Methods (2004) Nature Chemical Biology (2005) Nature Protocols (2006) Nature Plants (2015) Nature Microbiology (2016) Nature Ecology & Evolution (2017) Nature Human Behaviour (2017) Nature Reviews Molecular Cell Biology (2000) Nature Reviews Genetics (2000) Nature Reviews Neuroscience (2000) Nature Reviews Immunology (2001) Nature Reviews Cancer (2001) Nature Reviews Drug Discovery (2002) Nature Reviews Microbiology (2003)	Nature Reviews Clinical Oncology (2004) Nature Reviews Cardiology (2004) Nature Reviews Gastroenterology & Hepatology (2004) Nature Reviews Urology (2004) Nature Reviews Nephrology (2004) Nature Reviews Rheumatology (2004) Nature Reviews Endocrinology (2004) Nature Reviews Neurology (2004) Nature Reviews Disease Primers (2015)	Nature Materials (2002) Nature Physics (2005) Nature Nanotechnology (2006) Nature Photonics (2007) Nature Geoscience (2008) Nature Chemistry (2009) Nature Climate Change (2011) Nature Energy (2016) Nature Astronomy (2017) Nature Biomedical Engineering (2017) Nature Reviews Materials (2016) Nature Reviews Chemistry (2017)

- **For all established Nature branded journals**
- **New Nature branded journals are marketed individually for at least 3 years until established**

Why have the Nature journals been so successful?

- **In-house professional editors** who decide which papers to publish (after extensive peer review)
 - There are ~350 peer review editors working full-time on Nature journals
 - High overhead (expensive, but worth it!) – price of the journals reflects this
 - **Extensive travel (conferences and lab visits) to ensure they are still in touch with their community and aware of new research and development in their field.**
- High production values and attention to detail
- Highly selective – we filter and publish the best science
- Not an exclusive club – we publish the best science, wherever it comes from
- “Front half” accessible news content written for a wide readership
- Editorial independence – our opinions cannot be bought
- Reputation for innovation
- Diversification has strengthened, not weakened, the brand

- More than 60 high quality academic and society journals
- Same site license model as the rest of NPG titles
- Same account administration & license agreement
- Online archival access



A great addition:

NATURE INDEX

www.natureindex.com

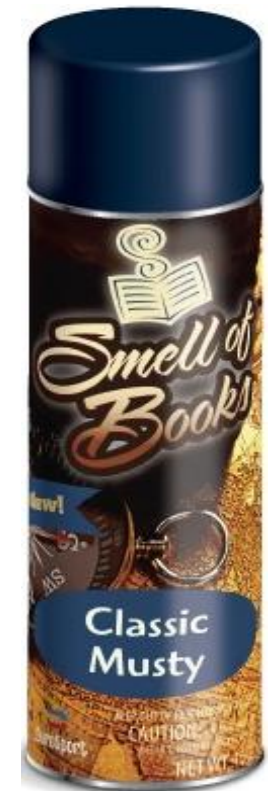
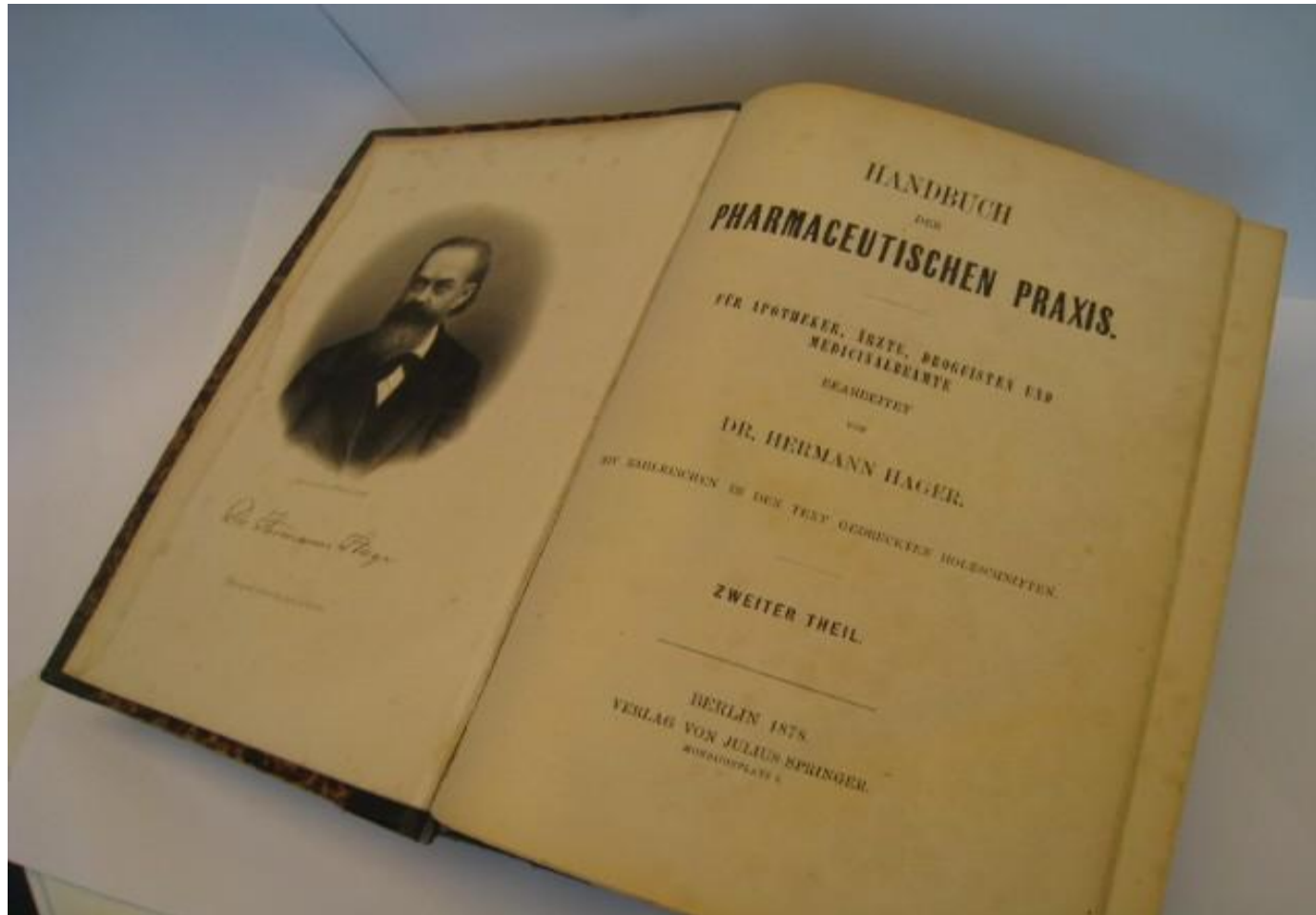
Summary

6.0

Summary - Springer **Nature** eBooks Collection is:

- **Over 10.000 new eBooks every year**
- **20 subject collections (English / Intl)**
- **10 new HSS packages by subject**
- **5 subject collections (German)**
- **Critical content**
- **100% DRM Free**
- **Unlimited use: available 24/7**
- **Fully Searchable**
- **Perpetual access – archival rights**
- **Highly used – excellent ROI**
- **Author workshops, marketing events and many more...**

There is one aspect that can't be recreated online



Thank You! – Questions?

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