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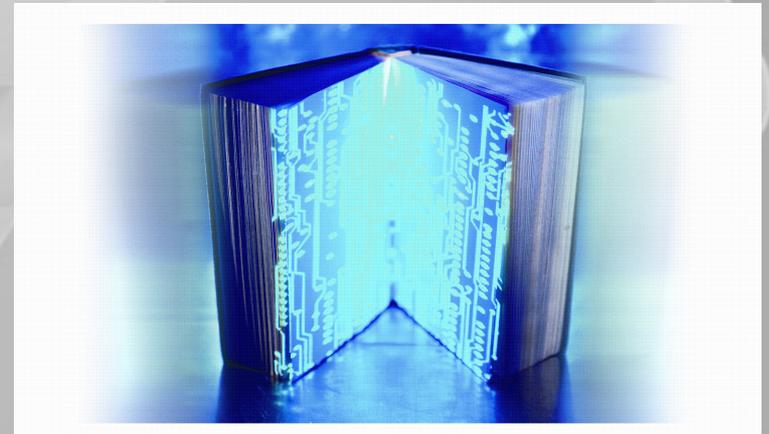


Springer

the language of science

# An Introduction to Springer eBooks: Business Models, Product, and Lessons Learned

Focko Robbert van Berckelaer



- Springer E-books defined
- Product Demo
- Business Model
- Lessons Learned

- Springer's eBook Collection includes the following content types:
  - eBooks
    - Textbooks, Monographs, Atlases, and more
  - eReference Works
    - Handbooks and Major Reference Works
  - eBook Series Organized into 13 Subject Collections

~ Available on  
SpringerLink

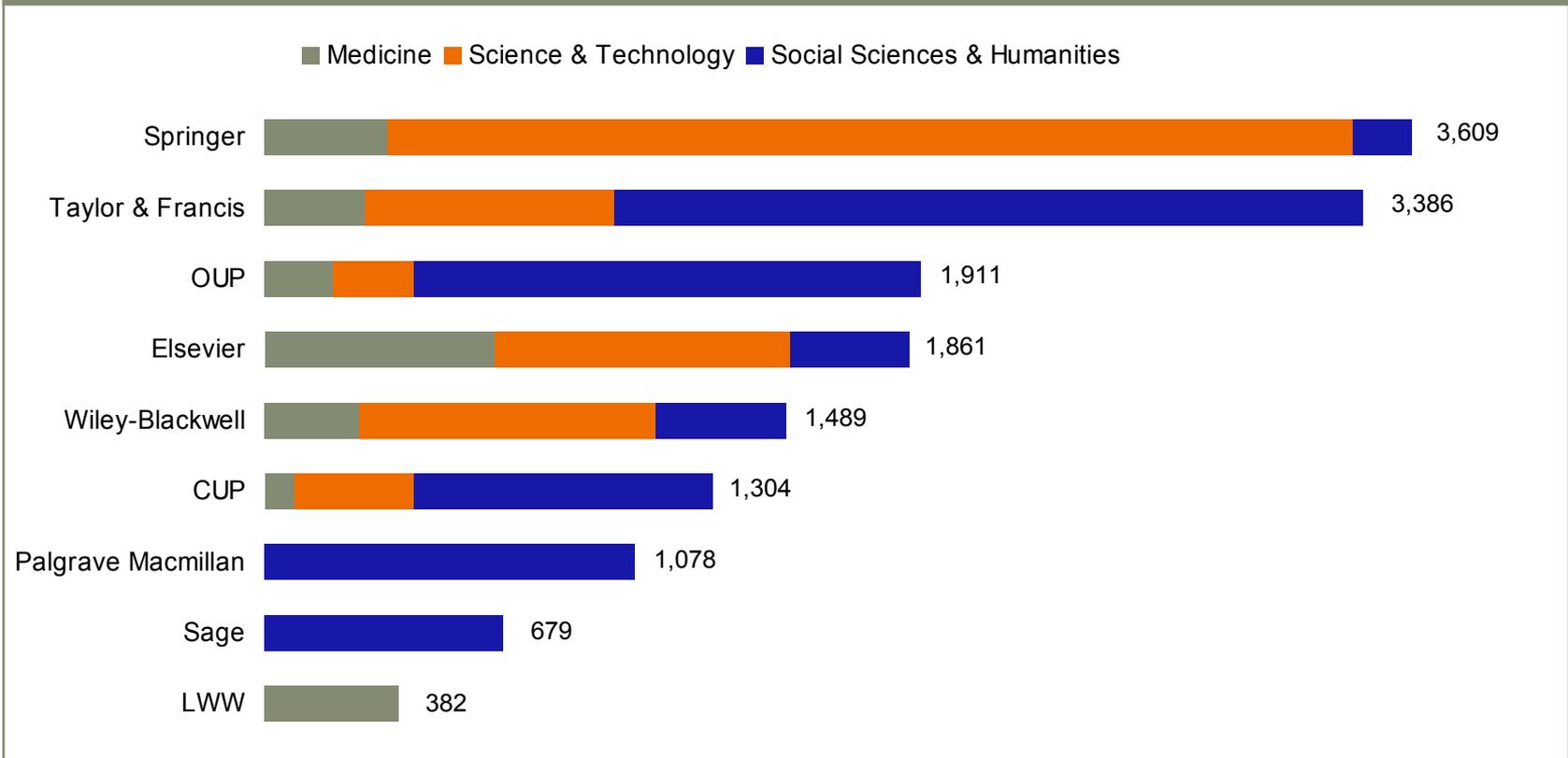


- ... the world's largest STM book publisher, publishing more than 3,000 new titles each year
- ... the first STM publisher to offer the complete publishing program online and on one integrated platform
- ...offering an interdisciplinary eBook Collection of more than 20,000 books online and with 3,000 new titles added each year
- ... providing access via SpringerLink



# Springer the undisputed market leader in STM book publishing

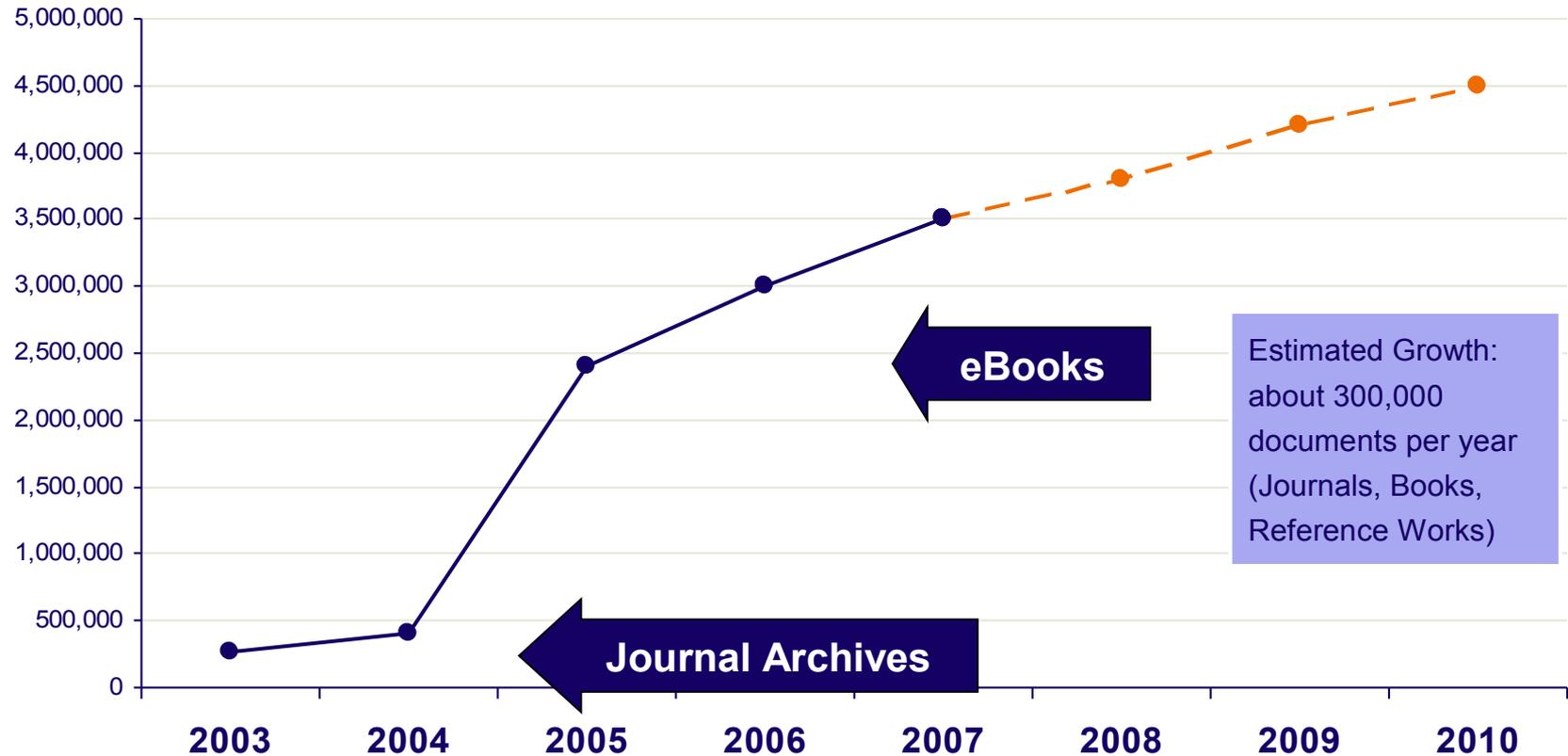
## Number of English-Language Titles Published in 2006



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

# Content growth in SpringerLink

Documents

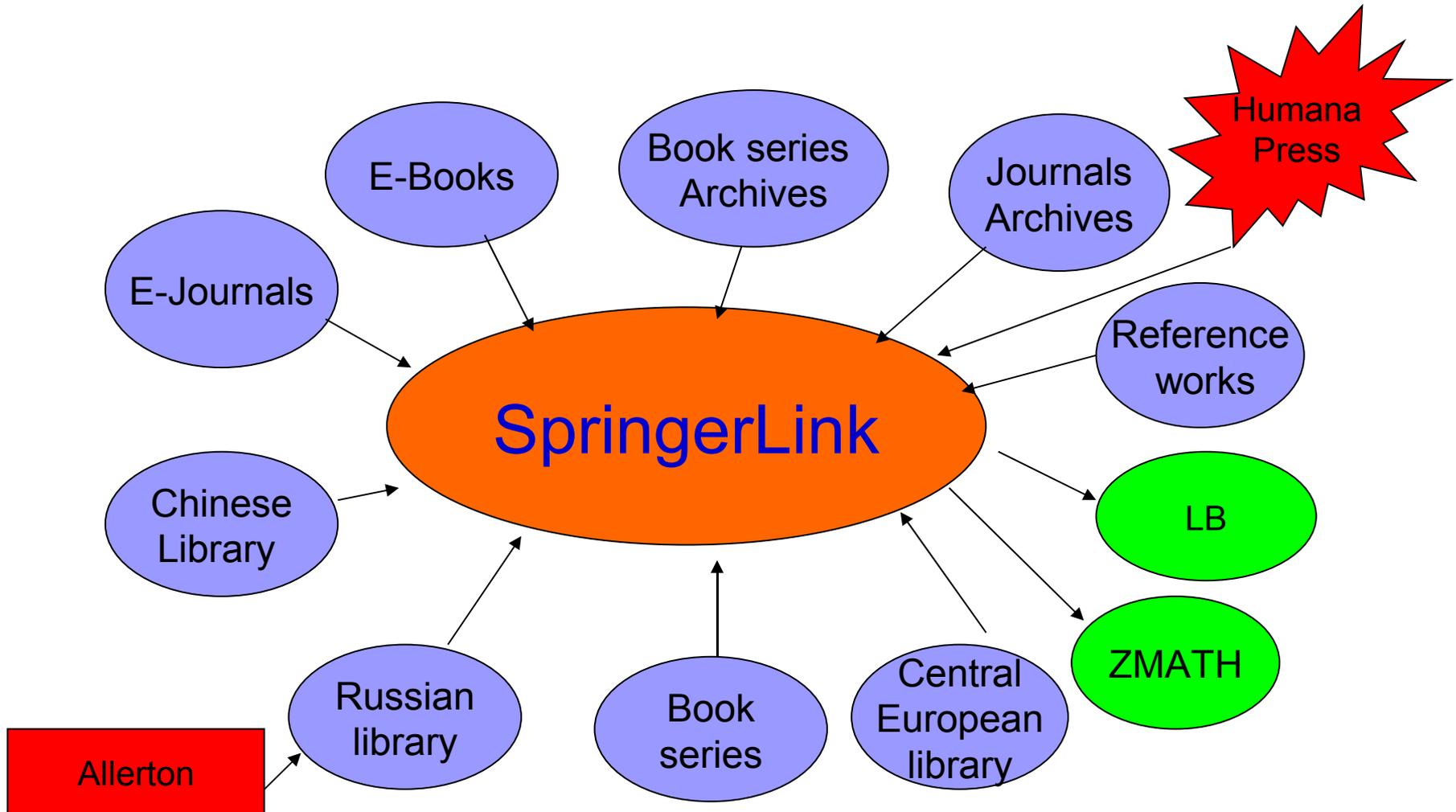


After the first growth phase from journals, eBooks become drivers in volume

- Product consists of
  - More than 6,000 imprints from 2005 & 2006
  - Growing collection from 2007
  - All imprints transferred from NetLibrary
  - KAP Major Reference Works
  - Currently more than 20,000 titles
- Product Highlights
  - Chapter level approach (DOI)
  - Fully searchable PDFs & HTML Formats (same as Journal environment)
  - Cross content linkage and references (content integration)
  - Linking to OPAC systems (MARC 21 records)



# SpringerLink – the integrated platform

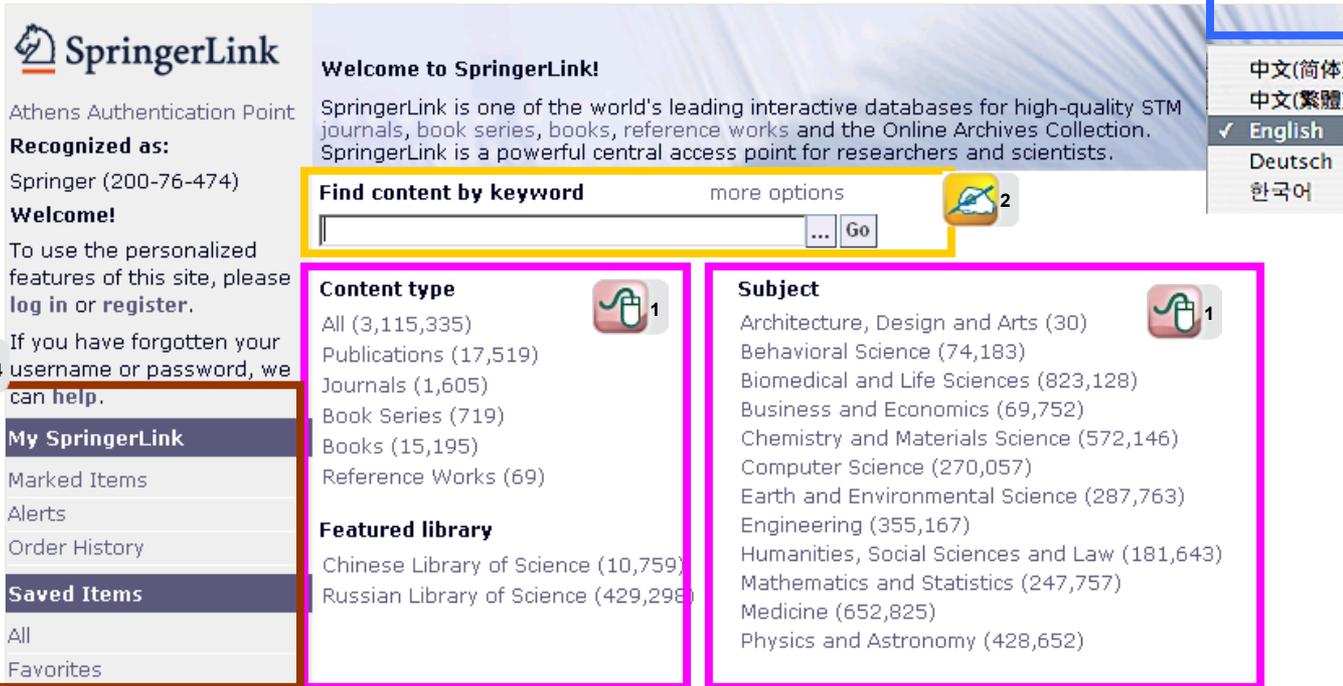


# Home Page & Browsing

## You can start browsing by:

- Content Type
- Featured Library
- Subject

 <sup>1</sup> Click on your choice to start browsing within these categories.



**SpringerLink**  
Athens Authentication Point  
**Recognized as:**  
Springer (200-76-474)  
**Welcome!**  
To use the personalized features of this site, please **log in** or **register**.  
If you have forgotten your username or password, we can **help**.

**My SpringerLink**  
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Alerts  
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**Saved Items**  
All  
Favorites

**Welcome to SpringerLink!**  
SpringerLink is one of the world's leading interactive databases for high-quality STM journals, book series, books, reference works and the Online Archives Collection. SpringerLink is a powerful central access point for researchers and scientists.

**Find content by keyword** more options  <sup>2</sup>  
... Go

**Content type**  <sup>1</sup>  
All (3,115,335)  
Publications (17,519)  
Journals (1,605)  
Book Series (719)  
Books (15,195)  
Reference Works (69)

**Featured library**  
Chinese Library of Science (10,759)  
Russian Library of Science (429,298)

**Subject**  <sup>1</sup>  
Architecture, Design and Arts (30)  
Behavioral Science (74,183)  
Biomedical and Life Sciences (823,128)  
Business and Economics (69,752)  
Chemistry and Materials Science (572,146)  
Computer Science (270,057)  
Earth and Environmental Science (287,763)  
Engineering (355,167)  
Humanities, Social Sciences and Law (181,643)  
Mathematics and Statistics (247,757)  
Medicine (652,825)  
Physics and Astronomy (428,652)

中文(简体)  
中文(繁體)  
✓ English  
Deutsch  
한국어

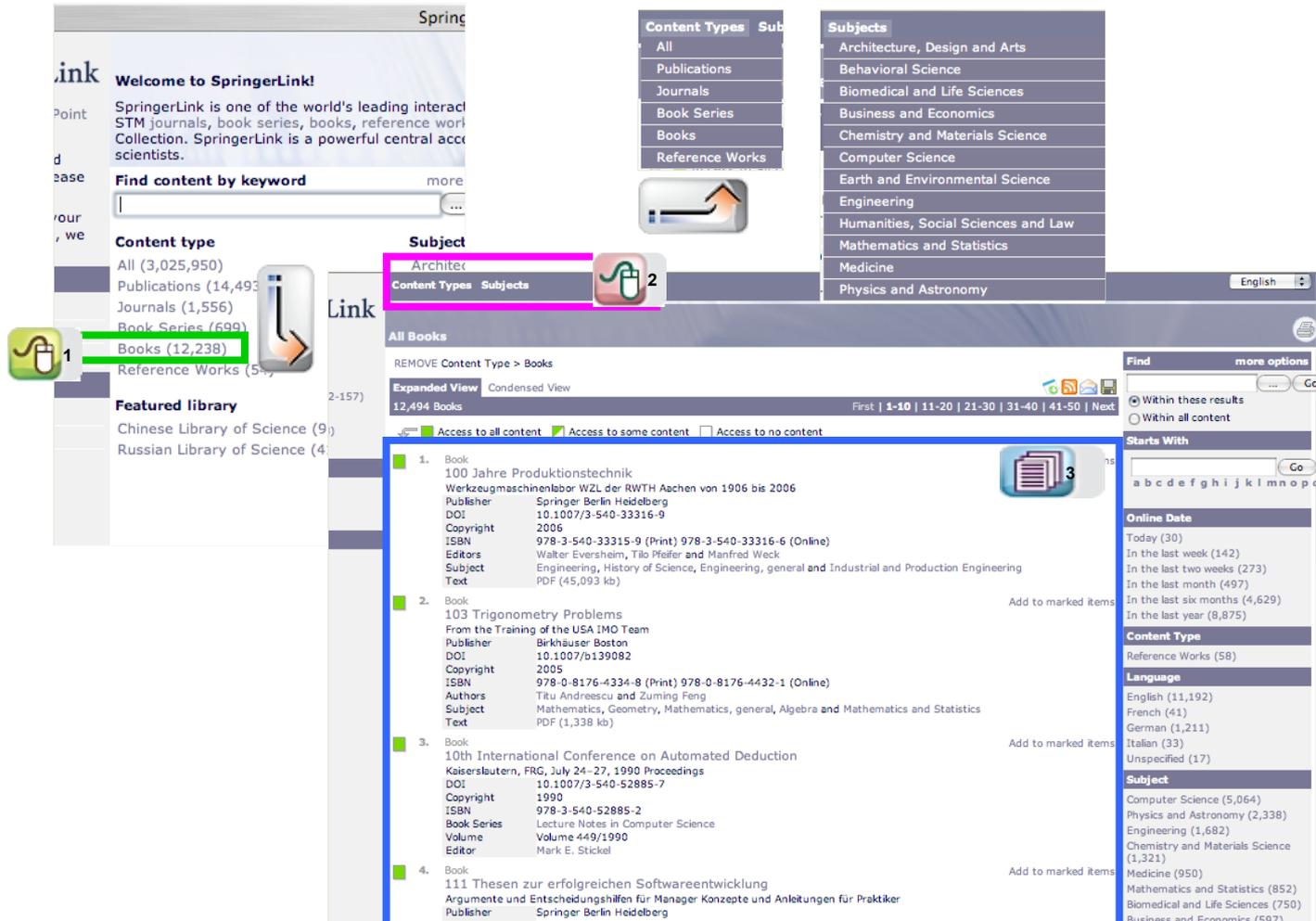
 <sup>2</sup> Enter keyword to find content.

 <sup>3</sup> Select a language for display.

 <sup>4</sup> Personalized Features.

# Browsing - Books

Click on Books to start browsing all books on SpringerLink.



The screenshot shows the SpringerLink homepage. On the left, there is a sidebar with 'Content type' and 'Featured library' sections. The 'Content type' section has a pull-down menu with 'Books (12,238)' highlighted. A mouse cursor icon labeled '1' points to this option. In the top navigation area, there are 'Content Types' and 'Subjects' menus. The 'Content Types' menu has a pull-down arrow, and a mouse cursor icon labeled '2' points to it. The 'Subjects' menu is open, showing a list of subjects. A mouse cursor icon labeled '3' points to the 'All Books' link in the main navigation bar. The main content area displays a list of books with details such as title, publisher, DOI, and subject. The first book listed is '100 Jahre Produktionstechnik' by Springer Berlin Heidelberg.

 1 Click on Books to start browsing all books.

.....

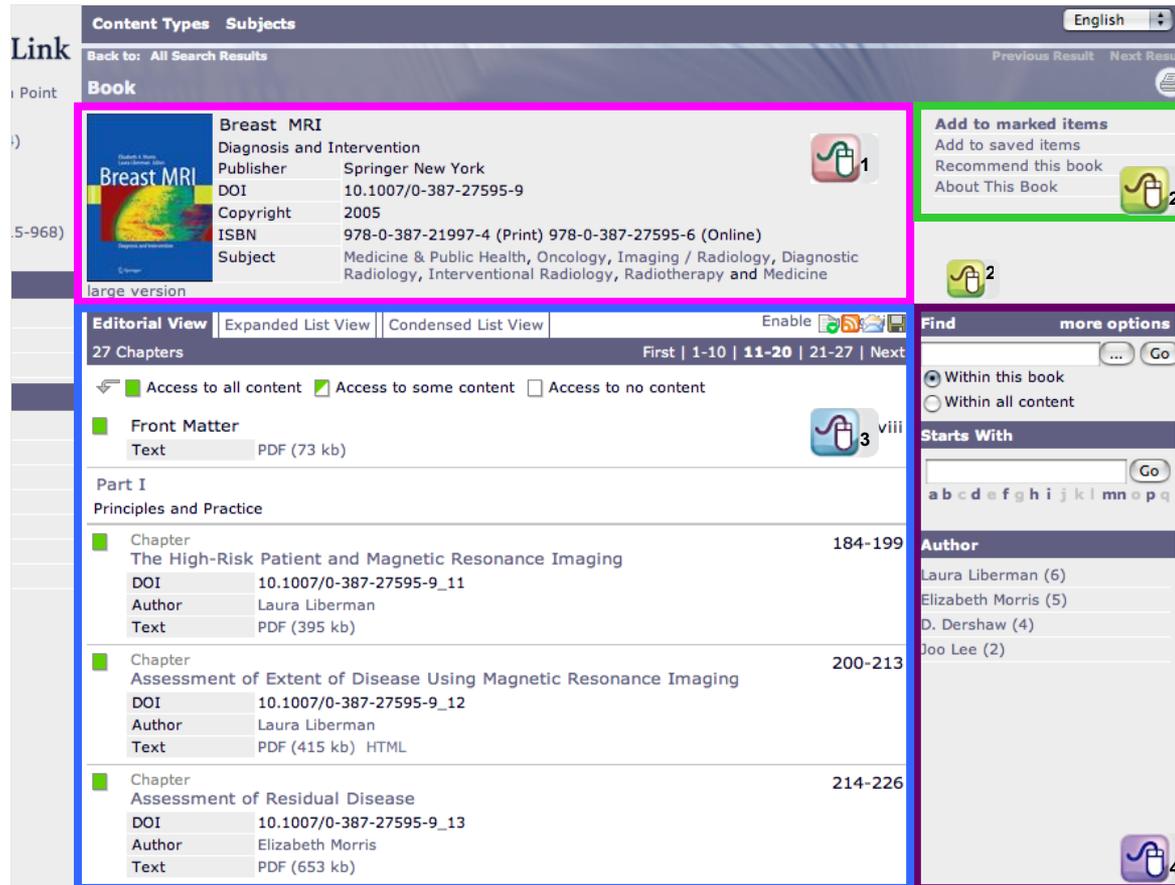
 2 Click on Content Types or Subjects to get pull-down menus for new options.

.....

 3 The A-Z list of all books.

# Book Display

Click on the title of a publication in the search results to enter the book display.



The screenshot shows the Springer book display interface for 'Breast MRI'. It includes a metadata section, an editorial view with a table of contents, and a search bar. Numbered callouts indicate key features:

- 1**: Basic book information (metadata section).
- 2**: Personalized features and general book information (Add to marked items, Add to saved items, Recommend this book, About This Book).
- 3**: The content in Editorial View / Expanded List / Condensed List (Table of Contents).
- 4**: Guided Navigation bar (Search bar).

Chapter	Page Range
Chapter The High-Risk Patient and Magnetic Resonance Imaging	184-199
Chapter Assessment of Extent of Disease Using Magnetic Resonance Imaging	200-213
Chapter Assessment of Residual Disease	214-226

 **1** Basic book information.

 **2** Personalized features and general book information.

 **3** The content in Editorial View / Expanded List / Condensed List.

 **4** Guided Navigation bar enables you to search deeper.

# Book Chapter Display

Click on a chapter of the book and go to the abstract and the full text.



**SpringerLink**  
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Acta Ethologica 765 (479-82-157)  
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Log Out

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Alerts (5)  
Order History (12)  
Saved Items  
All (23)  
Favorites (1)  
Keyword Alerts (4)  
kidney  
Revistas (1)  
Texts  
viruses (2)

**Content Types** Subjects English

**Book Chapter**

**Breast MRI**  
Assessment of Extent of Disease Using Magnetic Resonance Imaging

Book Breast MRI  
Publisher Springer New York  
DOI 10.1007/0-387-27595-9  
Copyright 2005  
ISBN 978-0-387-21997-4 (Print) 978-0-387-27595-6 (Online)  
Subject Medicine & Public Health, Oncology, Imaging / Radiology, Diagnostic Radiology, Interventional Radiology, Radiotherapy and Medicine

Part Part I  
DOI 10.1007/0-387-27595-9\_12  
Pages 200-213

**Breast MRI**  
Diagnosis and Intervention  
10.1007/0-387-27595-9\_12  
Elizabeth A. Morris and Laura Liberman

Özgür Özsen<sup>1</sup> ✉  
(3) Breast Imaging Section, Department of Radiology, Memorial Sloan-Kettering Cancer Center, NY

**Abstract**  
In this paper a method for detection of microcalcifications (MCCs), which appear at the beginning stages of breast cancer, is presented by using mathematical morphology. This method consists of four steps. At the first step the contrast of suspicious regions on the image is enhanced by contrast stretching. In the next step a morphological filtering process is applied by using six different structured elements (SEs). At the same step subtraction image is obtained by subtracting the filtered image from the original image. In the next step a black and white image is generated from this subtraction image by applying a threshold, which is calculated by using histogram. Finally, healthy regions are classified by refiltering black and white image using morphological opening. The proposed method was tested on 17 mammograms and 82.2% success rate was observed.

✉ **Özgür Özsen**  
Email: oozsen@anadolu.edu.tr

**References**

1. Gribbestad IS, Nilsen G, Fiosene H, et al. Contrast-enhanced magnetic resonance imaging of the breast. *Oncologica* 1992;31:833-842.

[ChemPort](#)

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**Text**  
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**HTML**  
This offers the quickest access for ease of browsing. Please note that some scientific and mathematical characters may not render as precisely as in PDF versions.  
Open Full Text



View the chapter in PDF or HTML.

# Book Full Text Display

Click on Entire Document / Open Full Text to view the full text in PDF or HTML format.



PDF format:

**Text**

**PDF**  1

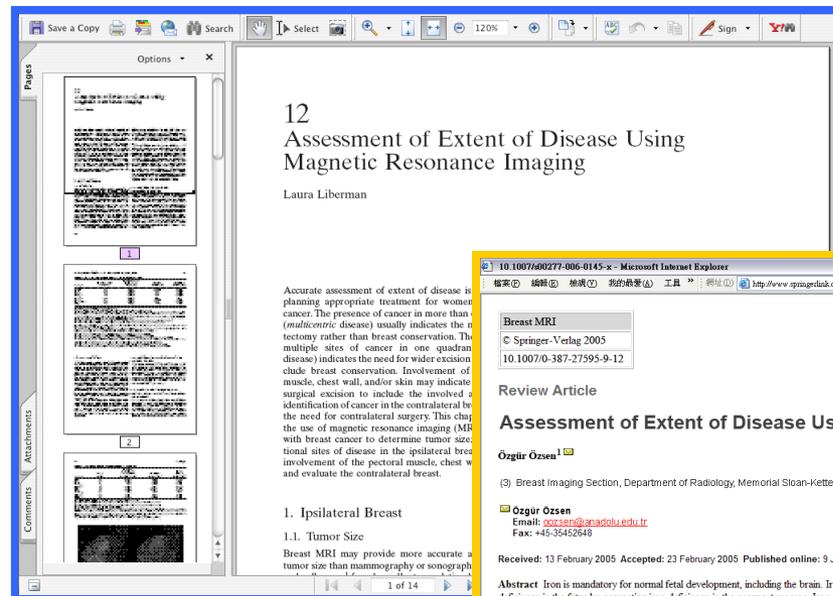
The size of this document is 522 kilobytes. Although it may be a lengthier download, this is the most authoritative online format.

Open: Entire document

**HTML**  2

This offers the quickest access for ease of browsing. Please note that some scientific and mathematical characters may not render as precisely as in PDF versions.

Open Full Text



12  
Assessment of Extent of Disease Using Magnetic Resonance Imaging

Laura Liberman

Accurate assessment of extent of disease is planning appropriate treatment for women cancer. The presence of cancer in more than (multifocal disease) usually indicates the resection rather than breast conservation. The multiple sites of cancer in one quadrant (disease) indicates the need for wider excision include breast conservation. Involvement of muscle, chest wall, and/or skin may indicate surgical excision to include the involved identification of cancer in the contralateral by the need for contralateral surgery. This chapter the use of magnetic resonance imaging (MRI) with breast cancer to determine tumor size, additional sites of disease in the ipsilateral breast involvement of the pectoral muscle, chest wall and evaluate the contralateral breast.

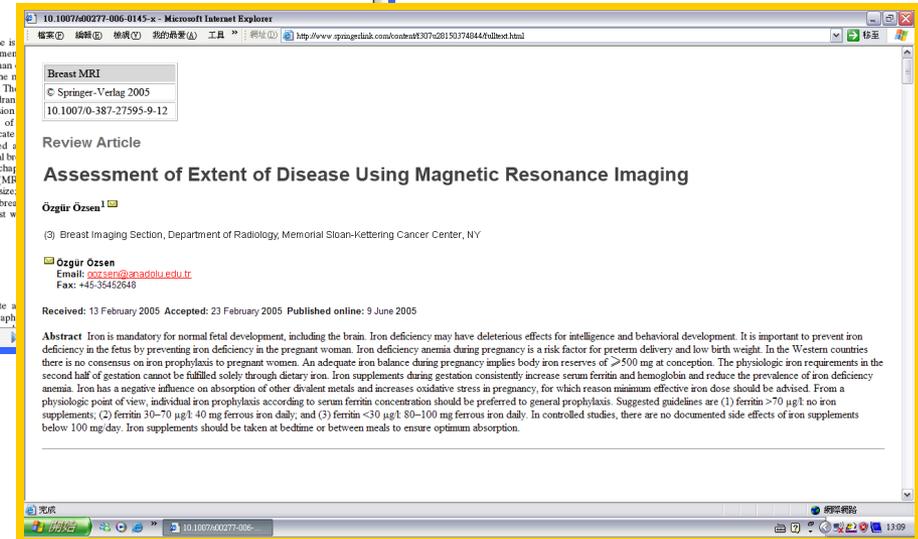
1. Ipsilateral Breast

1.1. Tumor Size

Breast MRI may provide more accurate a tumor size than mammography or sonography.



HTML format:



Breast MRI

© Springer-Verlag 2005  
10.1007/0-387-27595-9-12

Review Article

Assessment of Extent of Disease Using Magnetic Resonance Imaging

Özgür Özsen<sup>1</sup>

<sup>(3)</sup> Breast Imaging Section, Department of Radiology, Memorial Sloan-Kettering Cancer Center, NY

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Fax: +45-35452648

Received: 13 February 2005 Accepted: 23 February 2005 Published online: 9 June 2005

**Abstract** Iron is mandatory for normal fetal development, including the brain. Iron deficiency may have deleterious effects for intelligence and behavioral development. It is important to prevent iron deficiency in the fetus by preventing iron deficiency in the pregnant woman. Iron deficiency anemia during pregnancy is a risk factor for preterm delivery and low birth weight. In the Western countries there is no consensus on iron prophylaxis to pregnant women. An adequate iron balance during pregnancy implies body iron reserves of >500 mg at conception. The physiologic iron requirements in the second half of gestation cannot be fulfilled solely through dietary iron. Iron supplements during gestation consistently increase serum ferritin and hemoglobin and reduce the prevalence of iron deficiency anemia. Iron has a negative influence on absorption of other divalent metals and increases oxidative stress in pregnancy, for which reason minimum effective iron dose should be advised. From a physiologic point of view, individual iron prophylaxis according to serum ferritin concentration should be preferred to general prophylaxis. Suggested guidelines are (1) ferritin >70 µg/l no iron supplements, (2) ferritin 30–70 µg/l 40 mg ferrous iron daily, and (3) ferritin <30 µg/l 80–100 mg ferrous iron daily. In controlled studies, there are no documented side effects of iron supplements below 100 mg/day. Iron supplements should be taken at bedtime or between meals to ensure optimum absorption.

Supplementary materials including graphical abstract, chart & graph, pictorial essay, video... are provided on SpringerLink.

Graphical abstract.

**Content Types** Subjects English

**Journal Article**

**Biosensors based on carbon nanotubes**

Journal Analytical and Bioanalytical Chemistry  
 Publisher Springer Berlin / Heidelberg  
 ISSN 1618-2642 (Print) 1618-2650 (Online)  
 Subject Biomedical and Life Sciences, Chemistry and Materials Science and Engineering  
 Issue Volume 385, Number 3 / June, 2006  
 Category Review  
 DOI 10.1007/s00216-006-0314-8  
 Pages 452-468  
 Online Date Tuesday, March 28, 2006

Kannan Balasubramanian<sup>1</sup> and Marko Burghard<sup>1</sup>

(1) Max-Planck-Institut für Festkörperforschung, Heisenbergstr. 1, 70569 Stuttgart, Germany

**Received:** 9 September 2005 **Revised:** 13 December 2005 **Accepted:** 11 January 2006 **Published online:** 28 March 2006

**Abstract** Carbon nanotubes (CNTs) exhibit a unique combination of excellent mechanical, electrical and electrochemical properties, which has stimulated increasing interest in the application of CNTs as components in (bio)sensors. This review highlights various design methodologies for CNT-based biosensors and their employment for the detection of a number of biomolecules. In addition, recent developments in the fields of CNT-based chemiresistors and chemically sensitive field-effect transistors are presented. After a critical discussion of the factors that currently limit the practical use of CNT-based biosensors, the review concludes with an outline of potential future applications for CNTs in biology and medicine.

CNT-enzyme array

enzyme-CNT-FET

ssDNA-CNT array

nanoparticle-CNT-enzyme biocomposite in Nafion

**Keywords** Carbon nanotubes - Enzymatic biosensors - Electrochemical biosensors - Amperometric detection - DNA sensing - Chemiresistors

Pictorial essay in PDF format.

**Figure 6** Benign GIST of the stomach (arrow). A Coronal reformatted image. B, C Virtual gastroscopic views. D Conventional upper GI endoscopic view.

**Figure 7.** Leiomyoma of the stomach (arrows). A Axial CT image with lung window. B Coronal volume-rendering reconstruction. C Image from a color-contrast endoscopy. D Virtual gastroscopic view.

**Figure 6** Benign GIST of the stomach (arrow). A Coronal reformatted image. B, C Virtual gastroscopic views. D Conventional upper GI endoscopic view.

Leiomyomas and leiomyosarcomas of the stomach are rare (Fig. 7).

Pictorial essay in HTML format.

# Supplementary Materials

Supplementary materials including graphical abstract, chart & graph, pictorial essay, video... are provided on SpringerLink.



The screenshot shows the SpringerLink search results page. The search query is 'Anti-predator behavior of group living'. The results are displayed in an 'Expanded View' showing two journal articles. The first article is titled 'Anti-predator behavior of group-living Malagasy primates: mixed evidence for a referential alarm call system' by Claudia Fichtel and Peter M. Kappeler. It includes a metadata table and a list of supplementary materials: Video S1 (4236 kb), Video S2 (3289 kb), Video S3 (3623 kb), PDF (167 kb), and HTML. The second article is 'Anti-predator benefits of group living in white-nosed (Nasua narica)' by Christine C. Hass and David Valenzuela. A video player window titled 'video2.mpg' is overlaid on the right side of the page, showing a scene with two monkeys on a tree branch. The video player has a progress bar at 00:00:02 and standard playback controls.

Category	Original Article
DOI	10.1007/s00265-001-0436-0
Journal	Behavioral Ecology and Sociobiology
Issue	Volume 51, Number 3 / February, 2002
Authors	Claudia Fichtel and Peter M. Kappeler
Abstract	...about detected predators. These alarm... alarm...examine the anti-predator behav...
Supplemental Material	Video S1 (4236 kb) Video S2 (3289 kb) Video S3 (3623 kb) PDF (167 kb) HTML

Category	Original Article
DOI	10.1007/s00265-002-0463-5
Journal	Behavioral Ecology and Sociobiology
Issue	Volume 51, Number 6 / May, 2002
Authors	Christine C. Hass and David Valenzuela
Abstract	...the evolution of sociality among...and groupi... nosed...coatis in groups at both...and attacking i...
Text	PDF (105 kb) HTML

## — Direct Channel

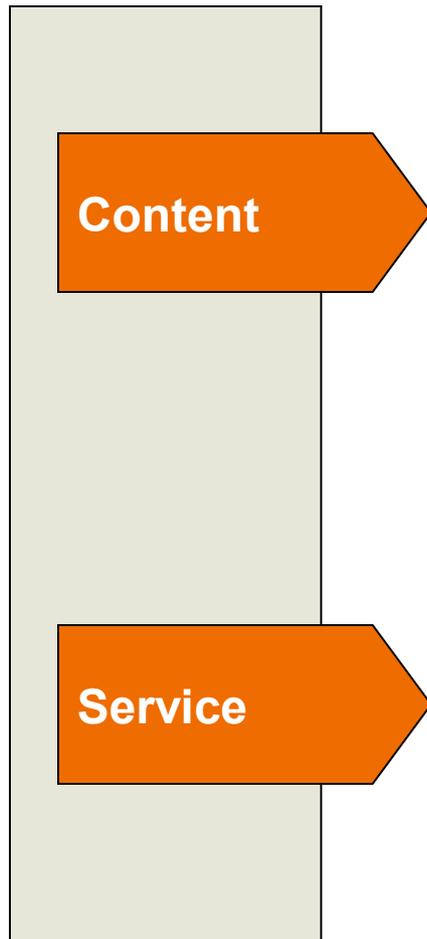
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## — Indirect Channel

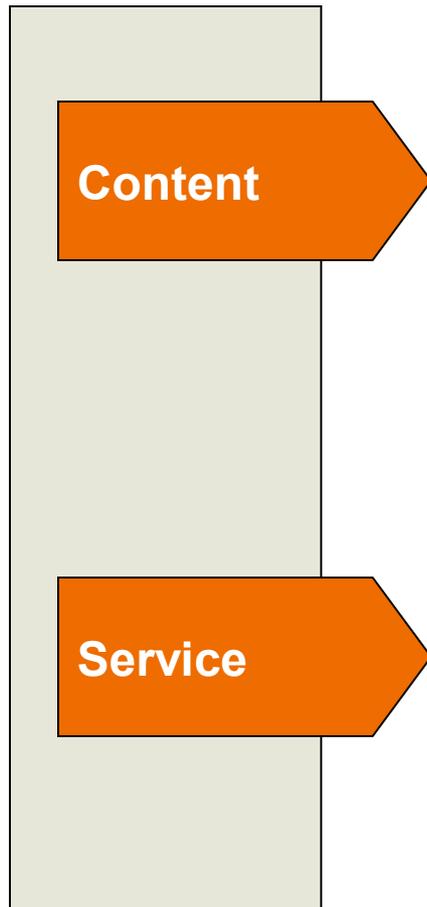
- Collection Based through vendor's
  - EBSCO, YBP, Coutts etc

## — 3<sup>rd</sup> Party Vendor Channel

- Pick and Choose Monographs & Reference Works
  - Ebrary, Netlibrary, MyiLibrary, eBooks.com

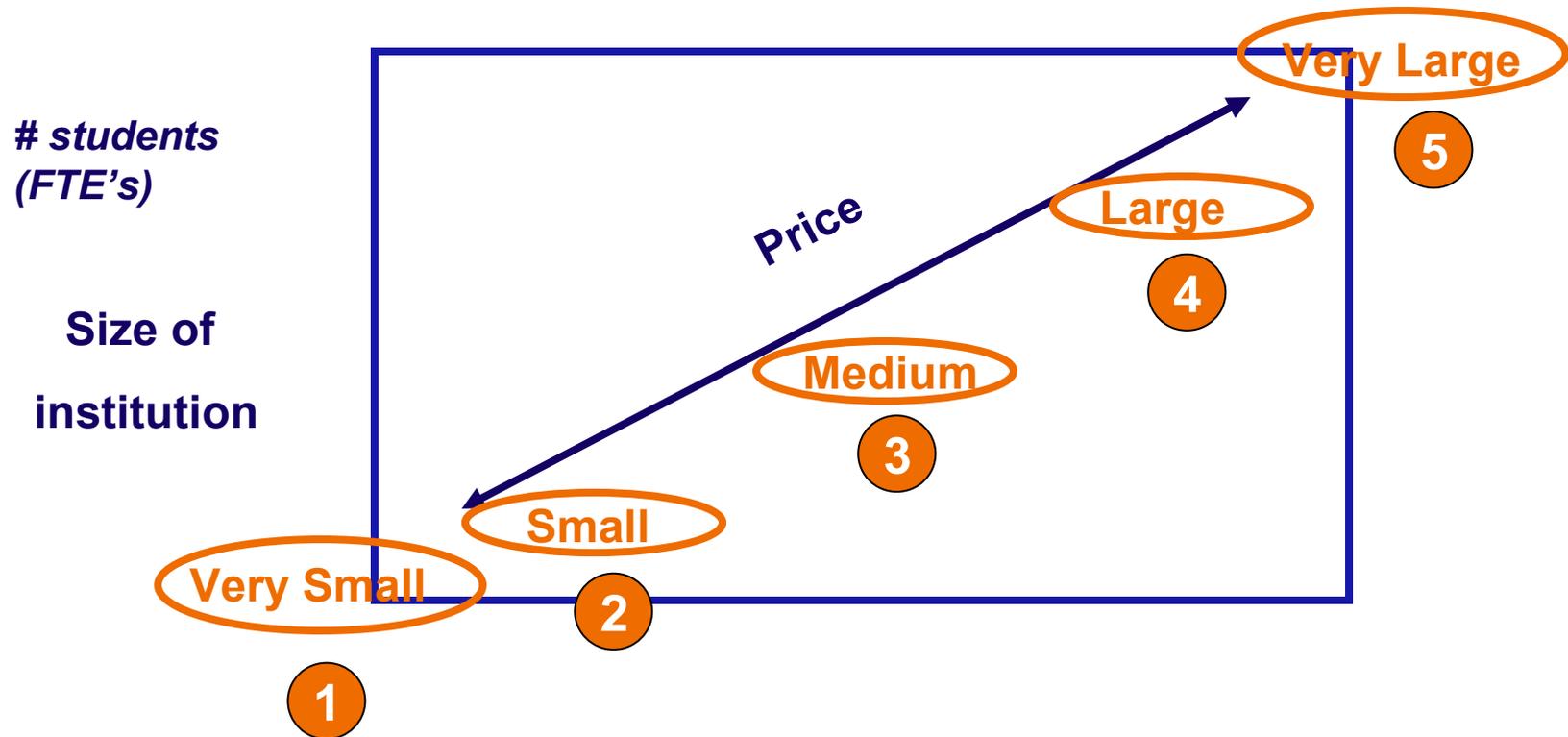


- **Ownership model**
  - 13 subject specific e-book packages
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- Flexible: Pick and Choose Monographs & Ref Works (excl. Textbooks & eBook Series)
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- 
- No Perpetual access to acquired content unless purchased at a premium.
  - Content accessed via chosen platform (Netlibrary etc)
  - May have limits on use (seats, number of copies etc).

# Pricing model based on size and type of institution



# 13 Subject Collections

<b>2008 Springer eBook Collection</b>	
<b>Subject Collections</b>	
Architecture and Design	35
BehavioralScience	40
Biomedical and Life Science	330
Business and Economics	205
Chemistry and Materials Science	175
Computer Science	845
Earth and Environmental Science	155
Engineering	340
Humanities, Social Science & Law	175
Mathematics and Statistics	350
Medicine	280
Physics and Astronomy	250
Professional Computing and Web Design	160
<b>Total</b>	<b>3340</b>

# E-book Pricing

2008 Springer eBooks	V-Large	Large	Medium	Small	V-Small
<b>2008 Springer eBook Collection</b>	<b>€ 362,545</b>	<b>€ 315,305</b>	<b>€ 215,195</b>	<b>€ 104,015</b>	<b>€ 88,265</b>
Subject Collections	Springer List Price				
Architecture and Design	€ 2,635	€ 2,295	€ 1,535	€ 755	€ 645
BehavioralScience	€ 4,015	€ 3,495	€ 2,345	€ 1,155	€ 975
Biomedical and Life Science	€ 52,895	€ 45,995	€ 30,815	€ 15,175	€ 12,875
Business and Economics	€ 21,265	€ 18,495	€ 12,395	€ 6,095	€ 5,175
Chemistry and Materials Science	€ 37,945	€ 32,995	€ 22,095	€ 10,885	€ 9,235
Computer Science	€ 76,995	€ 66,995	€ 44,885	€ 22,095	€ 18,755
Earth and Environmental Science	€ 26,675	€ 23,195	€ 15,545	€ 7,655	€ 6,495
Engineering	€ 51,745	€ 44,995	€ 30,145	€ 14,845	€ 12,595
Humanities, Social Science & Law	€ 37,945	€ 32,995	€ 22,105	€ 10,885	€ 9,235
Mathematics and Statistics	€ 36,675	€ 31,895	€ 21,365	€ 10,525	€ 8,935
Medicine	€ 44,265	€ 38,495	€ 25,795	€ 12,695	€ 10,775
Physics and Astronomy	€ 37,945	€ 32,995	€ 22,095	€ 10,885	€ 9,235
Professional Computing and Web Design	€ 22,185	€ 19,295	€ 12,925	€ 6,365	€ 5,395
<b>Total</b>	<b>€ 453,185</b>	<b>€ 394,135</b>	<b>€ 268,995</b>	<b>€ 130,015</b>	<b>€ 110,325</b>

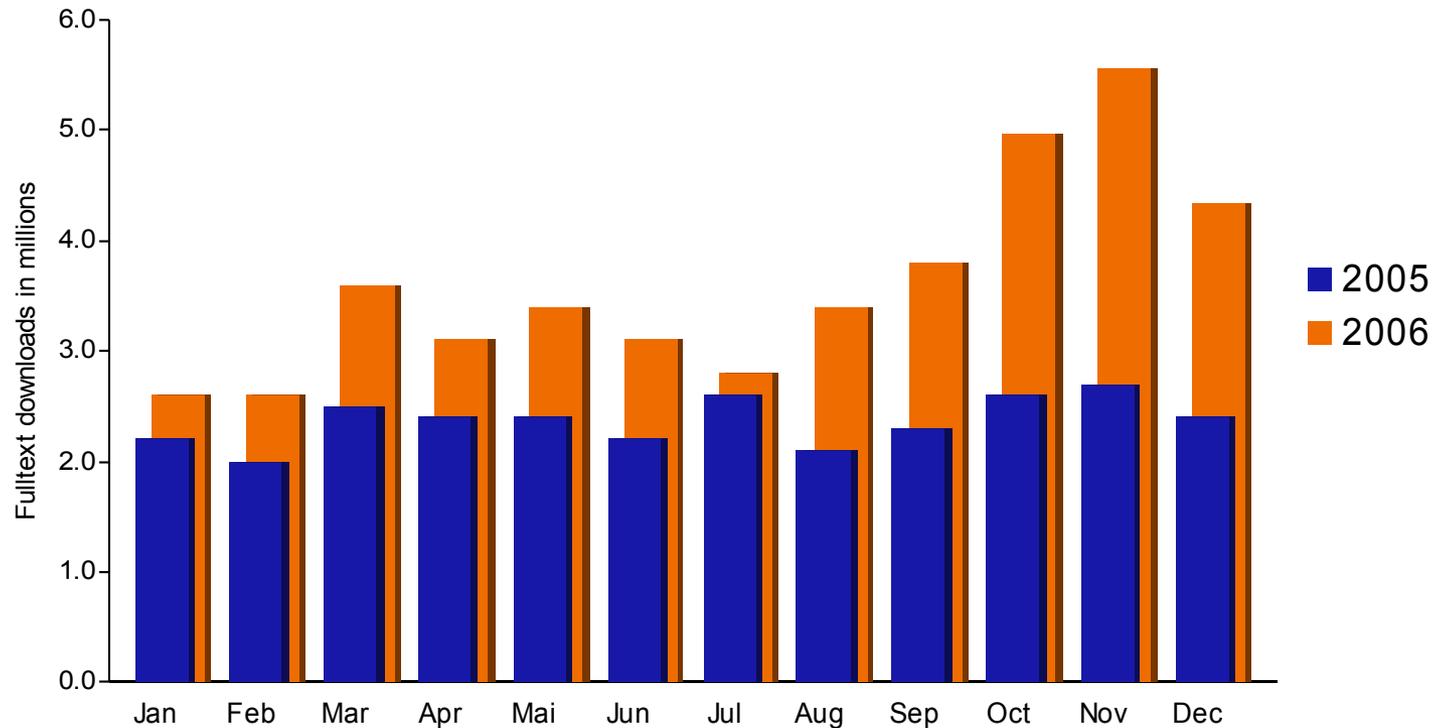
- Should the institution not be interested in the full collection the online individual library discount structure for purchasing more than one online library is as follows:
  - 1 Online Library = 0 %
  - 2 - 4 Online Libraries: 5%
  - 5 - 8 Online Libraries: 10%
  - 8 – 11 Online Libraries: 15%
  - Springer eBook collection = 20%

\*\*\*\*\* Online Libraries contain zero overlap. \*\*\*\*\*



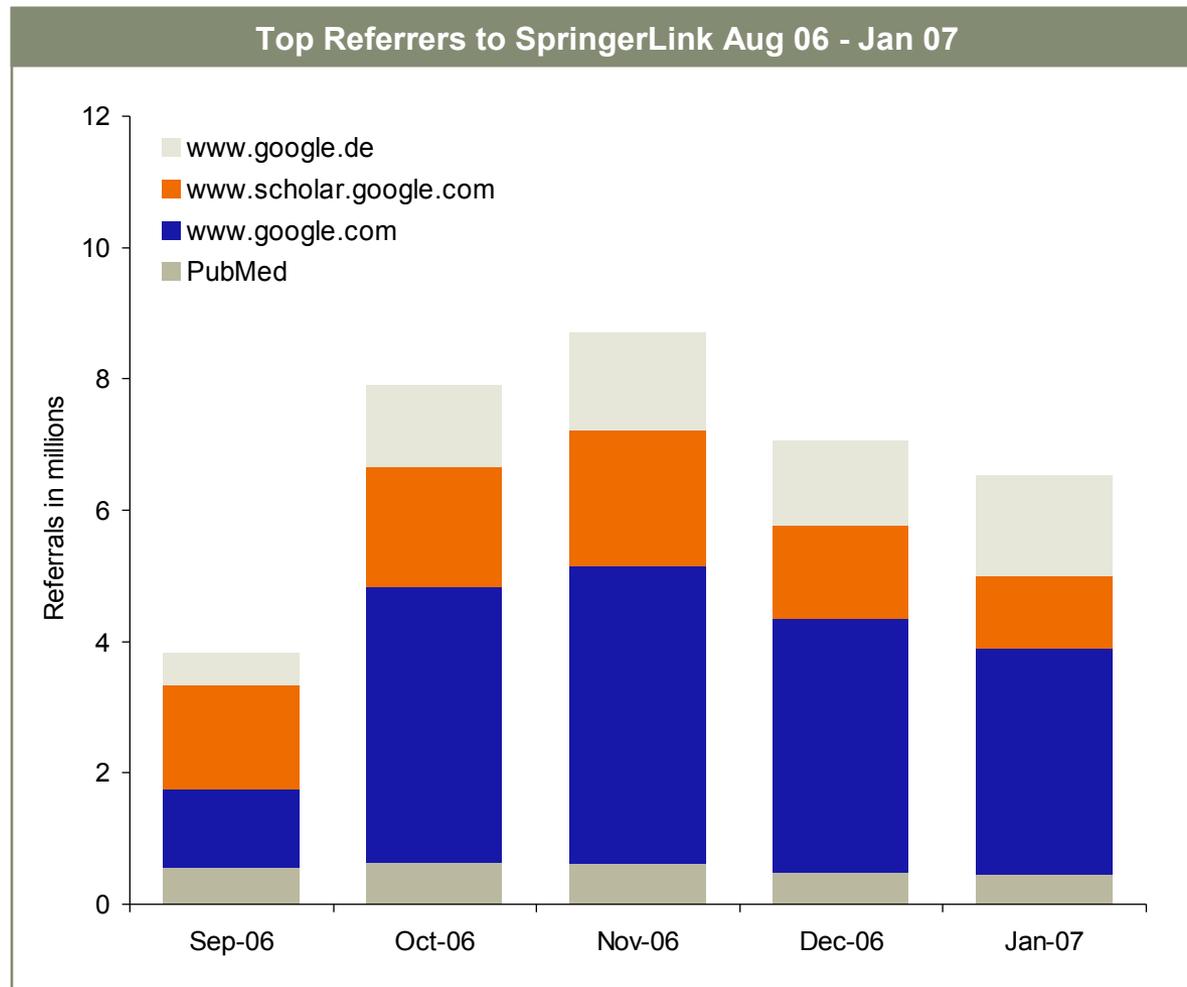
# SpringerLink: 50% increase in full-text downloads in 2006

SpringerLink Fulltext Downloads 2005-06



(Source: Metapress)

# SpringerLink: deeper Google indexing key driver of growth



(Source: Metapress)

# Google increasingly determines the way our users search

## How Springer leverages the business opportunities with Google

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Indexing of  
SpringerLink Content



Participation with  
31,000 Titles



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Springer Ads on  
Google

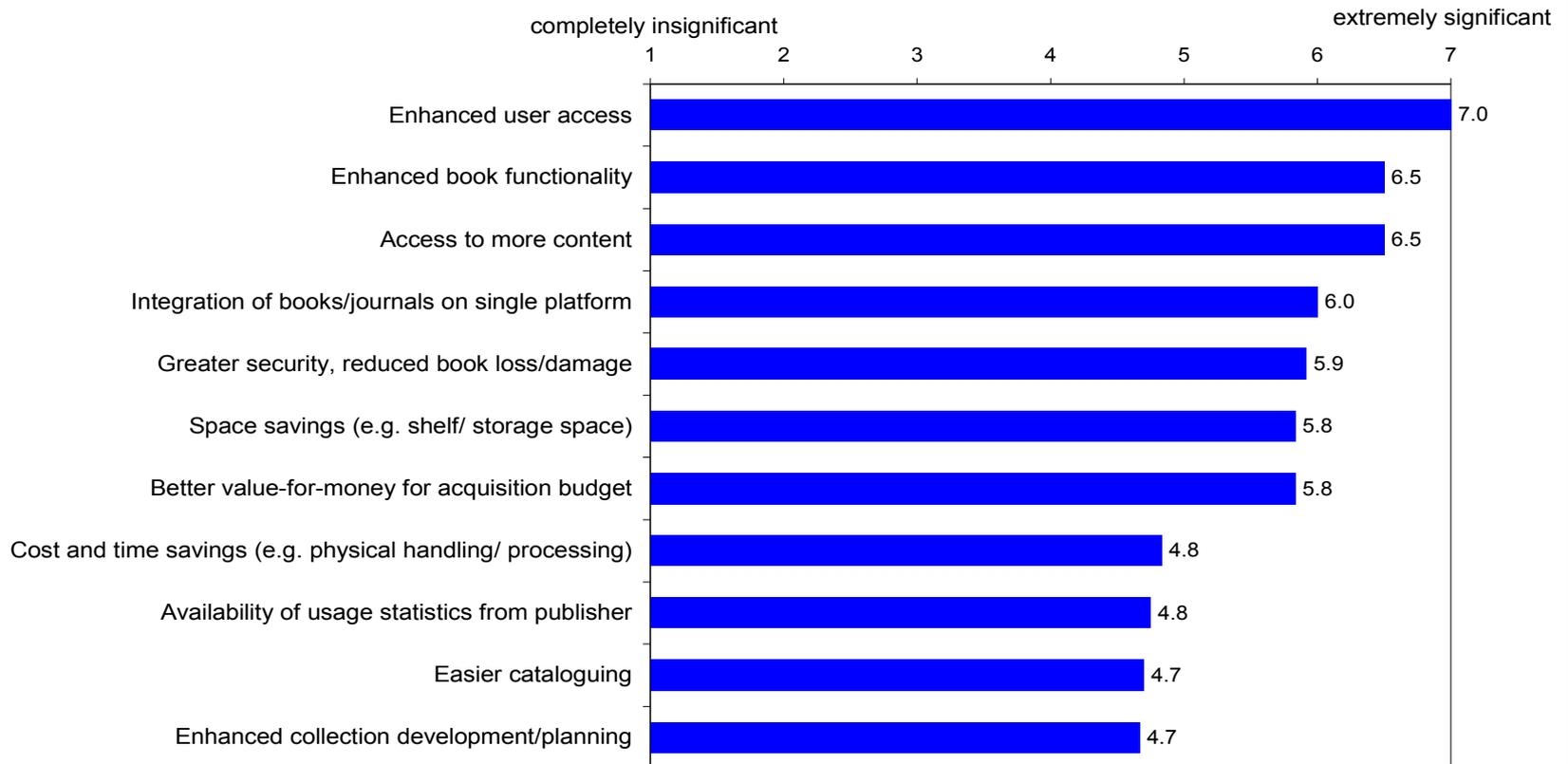


# White Paper eBooks: Case Studies with 6 Libraries Worldwide



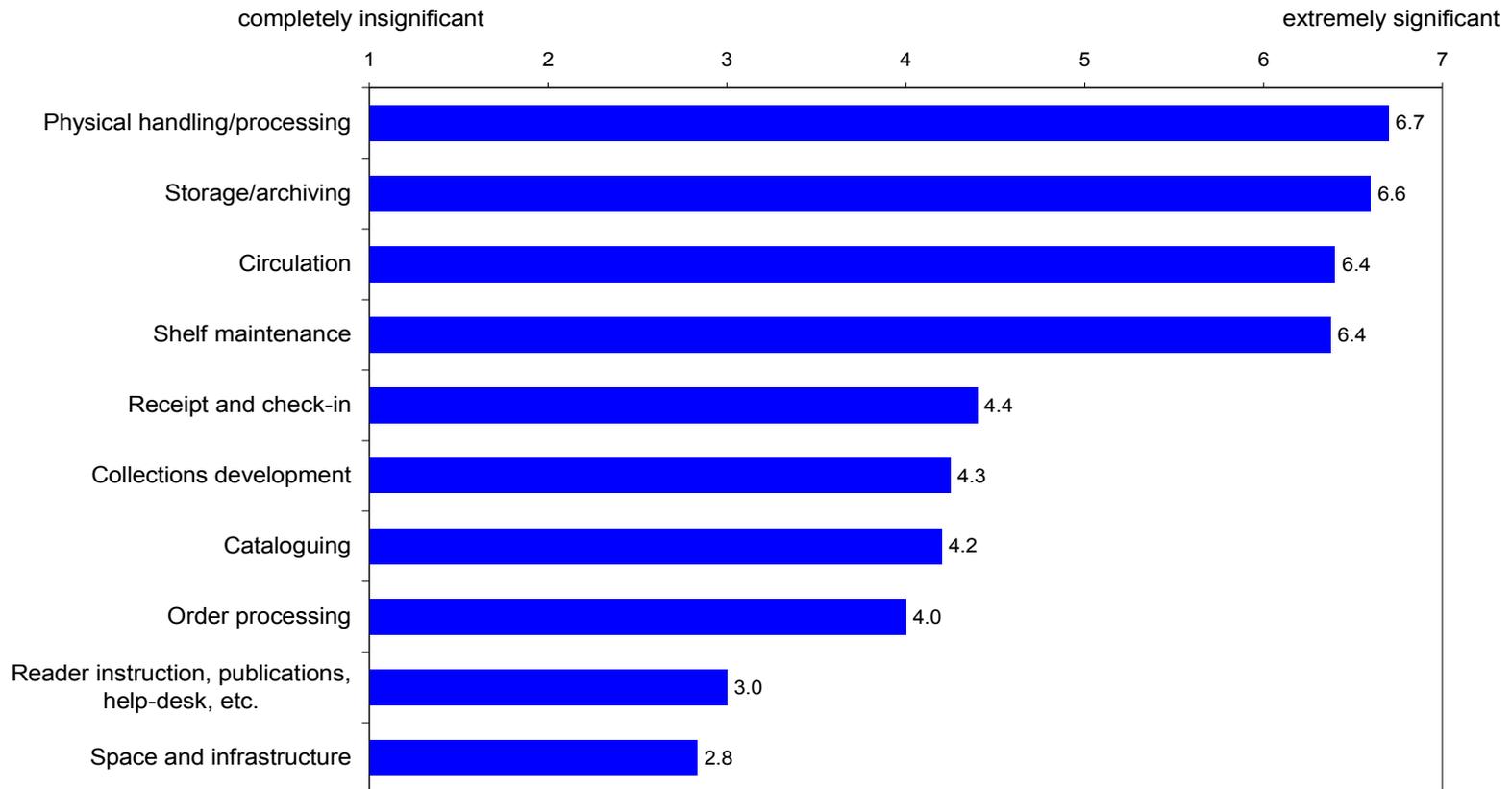
# Benefits to Academic and Research Libraries

## Benefits of eBooks



# Cost savings of eBooks vs. print books

## Cost savings of eBooks vs. print books



- Well accepted business model with unlimited access and no DRM
- Librarians like the pricing model based on tiers and not linked to print holdings
- Packages offering work well
- Integrated SpringerLink platform is innovative and well positioned
- Strong PR and Marketing efforts lead to Springer as perceived leader of e-Book market
- New markets evolve: corporate, small academic, emerging markets

# Advantages/Challenges

Advantages	Challenges
Cost per book is low	Contract
Storage and archiving	Storage and archiving
24x7 access	Reader instruction
Circulation cost decrease	
Physical handling/processing cost decrease	



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