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Health and Technology

2011 Publisher's Report

Confidential

Health and Technology – 2011 Publisher's Report

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Introduction

After the first year of "*Health and Technology*" we are happy to present the 2011 report for this journal.

48 articles were submitted, were as 13 were accepted and 15 rejected, corresponding to a rejection rate of 53%. Due to the low number of accepted articles only two issues were published, one of them a triple issue with only 50 pages.

The decision to accept and article was done after the sound average time of 104 days, rejections were decided in only 37 days.

The authors of the submitted articles are truly international and cover all continents except central and south Africa. The articles were requested 1680 time, implying an average of 130 requests per article.

The journal could gain 2 subscriptions for printed issues with online access. As the journal is a start-up journal, it was added freely to existing online deals.

All in all, the start "*Health and Technology*" was a challenge, in particular the articles flow was too low. However, the perception of the journal is comparably good and we have high chances to establish it on the market.

1. Editorial Development

1.1 Editorial Manager®

At Springer authors are strongly encouraged to submit manuscripts online. We also encourage the use of an electronic peer review management system for a number of reasons: ease of use, service level and support, reporting and tracking options, stability of the provider, innovation and modularity of the system, and integration options with Springer's production systems (i.e. Journal Workflow system (JWF)).

Editorial Manager is a complete, database-driven, web-based system for the management of manuscripts through the journal workflow processes. It enables authors to submit manuscripts via the Internet, provides online peer review services, and tracks manuscripts throughout the review process. In the past authors were limited to submitting manuscripts by mail, email, and CD-ROM, followed by editorial assistants constantly sending letters back and forth. Authors can now submit their manuscripts online and editorial assistants can monitor and administer their workflow with the ease and precision that Editorial Manager provides.

1.2 Editorial Status – Summary

During the peer review process, submitted manuscripts go through one or more revision stages leading up to acceptance or rejection.

The table below, summarizes the activity for the journal office between January 1st and December 31st of each year. Only *"Original Submissions"* have been taken into account.

The rejection rate for 2011 is calculated as the number of rejected manuscripts in 2011 compared to the total number of decisions in 2011, which is defined here as the number of rejected manuscripts plus the number of accepted manuscripts.

Submissions	2011
Total Submitted	**48**
Total Decisioned	**28**
Accept	13
Reject	15
Acceptance Rate	46%
Rejection Rate	53%
Average Days to Final Disposition Accept	104
Average Days to Final Disposition Reject	37

1.3 Author Country of Origin – Origin of Manuscripts Submitted

Country	Number of Manuscripts
	2011
AUSTRALIA	3
BELGIUM	1
BRAZIL	2
CANADA	1
CZECH REPUBLIC	1
EGYPT	1
FINLAND	1
FRANCE	1
GERMANY	2
GREECE	1
INDIA	7
INDONESIA	1
ITALY	2
JAPAN	0
MACEDONIA, THE FORMER YUGOSLAV REPUBLIC	1
MALAYSIA	1
NETHERLANDS	2
PAKISTAN	1
SAUDI ARABIA	1
SINGAPORE	2
SWITZERLAND	1
TAIWAN, REPUBLIC OF CHINA	1
UNITED KINGDOM	4
UNITED STATES	10
TOTAL	**48**

1.4 Author Country of Origin – Origin of Manuscripts Accepted

Country	Number of Manuscripts
	2011
AUSTRALIA	2
BRAZIL	1
CZECH REPUBLIC	1
INDIA	2
ITALY	1
JAPAN	1
NETHERLANDS	1
SWITZERLAND	1
UNITED KINGDOM	1
UNITED STATES	2
TOTAL	**13**

v

2. Production

The Production department is organized globally. It is responsible for the realization of all products at Springer and serves all publishing houses. The main production locations are Dordrecht, Heidelberg, and New York. Production of online and print content is carried out in cooperation with preferred suppliers, applying standardized product specifications and adopting standardized processes and systems, such as the JWF (Journal Workflow system). This approach ensures:

- Consistent quality
- Reduced time to market
- Cost savings
- Increased flexibility
- Content preservation

Our "preferred suppliers" are Full Service Vendors and Printers that are selected based on core principles:

- Focus on select certified vendors
- Long-term partnership and cooperation with vendor
- High level of integration of production workflow
- Joint development of workflow systems and procedures

For typesetting Springer works only with certified Full Service Vendors (FSV) that are based in Europe and Asia. They take part in Springer's integrated Journal Workflow system (JWF). Detailed instructions, close process monitoring, and quality audits enable us to maintain a consistently high level of quality.

Every article is published online on the SpringerLink platform as part of the Online First® program before it is allocated to an issue and appears in print. Prior to publication in Online First each article is assigned a unique Digital Object Identifier (DOI) for identification and citation purposes.

2.1 Production Volume

2.1.1 Articles

Manuscripts Accepted for Publication and Received by Springer

An overview of the number of manuscripts accepted for publication by the Editor-in-Chief and received by Springer is provided below.

Manuscripts received by the Springer Journal Workflow system are defined as "manuscripts provided to Springer by the Editor-in-Chief of *Health and Technology* as accepted for publication."

Published Online First

Articles published via Springer's Online First service are:

- **Published electronically as individual articles:** These are final articles published online after an author has reviewed proofs and all corrections have been carried out. They are in citable form 2-3 weeks after acceptance and before distribution of the print journal. Metadata is sent to all relevant bibliographic services for inclusion in abstracting and indexing databases immediately after online publication.
- **Published on the SpringerLink platform in PDF format:** For publication of the printed version, only the final pagination and the citation line are added.
- **Fully citable by their DOI (Digital Object Identifier):** The official publication date is the online publication date, which is indicated on SpringerLink and in the printed version of the journal.

Publication of papers through Online First helps shorten the time between publication and citation.

Published in Online Issue

Articles "Published in Online Issue" are organized according to the month in which the issues are published on SpringerLink.

2.1.2 Issues

Online issues published in 2011 were published according to the following schedule:

Volume / Issue	Online Issue Published [By Month]	No. of Articles [By Month]	No. of Pages [Per Issue]
Volume 1 / Issue 1	July 2011	5	56
Volume 1 / Issue 2-4	November 2011	5	50

Timely publication is essential for abstracting & indexing services and Springer is committed to helping you achieve the widest possible coverage of the journal.

2.2 Production Turnaround Time

2.2.1 Articles

Average Time Between Receipt at Springer and Online First Publication

Average Time Between Submission of a Manuscript and Publication in an Online Issue

3. Circulation

The way in which scientific journals are purchased has changed significantly over the past few years. The traditional business model, in which journals (print publications) are subscribed to, is being increasingly replaced by individually negotiated agreements for online access, including consortia, multi-site licenses, and site licenses, all referred to as "online deals."

For established journals we see a growing conversion from discrete* subscriptions to inclusion in online deals. For newer journals subscription growth will result primarily via these online deals. Institutions will buy fewer print subscriptions and will license more and more content electronically. Overall, this will lead to wider exposure, as well as visibility and usage, of *Health and Technology*.

* Discrete subscriptions are subscriptions individually subscribed to at list price via our customer service centers.

3.1 Institutional Subscriptions

Because the traditional subscription business model for journals is being increasingly replaced by individually negotiated agreements, we have seen a corresponding decrease in the total number of institutional subscriptions (conversion from discrete subscriptions to online deals).

	Subscription Type				
Region	E-Only	Print Plus Free eAccess current year	Enhanced	Deeply Discounted Price (DDP)	Total 2011
Americas	0	1	0	0	**1**
Asia Pacific	0	0	0	0	**0**
EMEA *	0	1	0	0	**1**
Grand Total	**0**	**2**	**0**	**0**	**2**

* EMEA = Europe, Middle East and Africa

Springer offers three types of subscription models, which are clearly communicated to the market via the Springer Price List published in August of the year preceding the subscription year concerned:

- **E-Only:** Subscribers purchase electronic journal current articles at list price and receive free access to Contemporary Articles (1997 – current)
- **Print Plus Free Electronic:** Subscribers that purchase current print journals at list price are offered free electronic access to Current Articles
- **Enhanced:** Subscribers purchase current print journals at list price plus 20% and receive free access to Contemporary Articles (1997 – current)
- In addition special online deals can be negotiated, which may be electronic-only or print and electronic. In cases of electronic-only, the contract party may choose to also subscribe to selected titles in print against **Deeply Discounted Prices (DDP)**.

3.2 Online Deals

For 'New Start' journals Springer's aim is to create immediate visibility and usage, as well as to establish a base to negotiate a price for these titles in deals. Therefore, our aim is to include all New Start titles in the Online Deals free of charge for the initial two years of publication, thus providing a great amount of reach for the publication in its opening years.

4. Usage

Usage is important to authors since it drives the extent to which their research is being disseminated and being found, utilized, and cited. Researchers should also be aware that usage is a determining factor for library purchases and renewals. Stable or increasing usage is a sign that the journal and its content are being utilized by its constituents. Springer shares usage statistics with librarians, who have access through administrative tools on SpringerLink.

SpringerLink is one of the most used scientific content databases in the world. In 2011, the web site recorded 230 million visits and 550 million page views. The number of full-text downloads increased strongly during the last couple of years, from 103 million in 2007 to over 208 million in 2011.

Springer measures the usage on SpringerLink according to the HYPERLINK "http://www.projectcounter.org/index.html" COUNTER (Counting Online Usage of NeTworked Electronic Resources) standards, Launched in March 2002 COUNTER is an international initiative serving librarians, publishers, and intermediaries by setting standards that facilitate the recording and reporting of online usage statistics in a consistent, credible, and compatible way. It facilitates the recording, exchange, and interpretation of online usage data by establishing open, international standards and protocols.

4.1 Successful Full-Text Downloads (COUNTER Journal Report 1)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	0	0	0	0	0	0	0	0	0	0	66	28
2011	38	56	36	133	76	47	93	129	139	383	290	166

(Source: MetaPress)

4.2 Top 10 Article Downloads

Title	Volume	Issue	Year	Article Requests Jan to Sep 2011
Just another journal? No, a different one!	1	1	2011	265
On-line health companion contact among chronically ill in the Netherlands	1	1	2011	248
Electronic Health Book—a unique Czech solution for eHealth	1	2-4	2011	118
Establishing an inventory-based medical equipment management system in the public sector: an experience from Uganda	1	1	2011	82
Accelerometry for the motion analysis of the lateral plane of the human body during gait	1	1	2011	49
Studying infant mortality rate: a data mining approach	1	1	2011	26

(Source: Coremetrics)

4.3 Downloads by Content Age

(Source: Coremetrics)

4.4 Downloads by Geography

(Source: Coremetrics)

4.5 Downloads by Visitor Referral

(Source: Coremetrics; excluding Direct Loads and Internal Referrals)

4.6 Table of Contents (ToC) Alerts

In addition to journal subscriptions Springer also offers Table of Contents (ToC) alerting. At publication of each new issue the table of contents of *Health and Technology* are announced through a special emailing. Customers can easily register for this free service on the journal's homepage. The ToC Alerts inform readers when a new issue is available online. The email contains direct links to the articles and if the registered ToC Alerts subscribers have access through their institutions, they can link directly to the papers. Nonsubscribers to the journal have access to the abstract and may purchase individual articles. In 2011 Springer sent out a total of 9.3 million ToC alerts to over 682,000 subscribers.

This convenient service is also of great interest to your editors, board members and if applicable for society members.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	0	0	0	0	0	0	6	16	24	31	36	40
2011	46	53	57	90	96	103	111	104	108	114	121	127

5. Impact

5.1 Coverage in Abstracting & Indexing (A&I) Services

Health and Technology is currently covered by the following Abstracting & Indexing (A&I) services:

SCOPUS, Google Scholar, Cabell's, OCLC, SCImago, Summon by Serial Solutions

6. Marketing & Sales

6.1 End-User Marketing

Creating the best possible experience for both authors and readers is critical to a journal's success: Enhancing contributor satisfaction and growing online usage continue to be the most important goals of Springer marketing.

6.1.1 Authors

2011 saw ongoing developments of our existing services for authors such as our dedicated author website (springer.com/authors), the *Author Zone* newsletter and automated email alerts announcing the publication of their paper. Among the newly rolled out services that deserves special attention:

- **MyPublication:** Sign the Copyright Transfer Statement online, decide whether your article should be published with OpenChoice, order offprints online and decide whether any color figures should be printed in color. Most importantly, MyPublication significantly reduces the production time of an article.
- **Article Tracking:** Authors are now able to track their articles on springer.com as they move through production. Authors stay informed about the status of their article between acceptance and publication in the assigned journal's issue.
- **eOffprint:** With very few exceptions, we now provide authors with a free eOffprint (in PDF format) of their articles. Additional print offprints can be ordered at an additional charge.

6.1.2 Readers

Both SpringerLink and springer.com were relaunched in 2011 to optimize the user or reader experience. Readers now benefit from improved search functionalities, smarter interlinking between the two sites and related sites like SpringerLink, SpringerProtocols and SpringerMaterials. While the free electronic sample copy, the "recommend to others" link, and the option to sign up for the Table of Contents Alert service remain popular elements of the journal page, springer.com has some exciting new features:

- **MySpringer:** Envisaging the future of customer and user communication, MySpringer is every springer.com user's personal and individual area. Authors can manage their publications (track their articles, order offprints, sign over the copyright, etc). Alert subscribers can manage their profiles.
- **Realtime.springer.com data feeds:** Designed to insight into what content is being read by the scientific community, all over the world, as it is happening, Realtime data on springer.com has been received incredibly well. Realtime data also feeds to SpringerLink in one of our most successful marketing efforts driving usage in 2011:

Launched in October, the wildly popular "Most downloaded from this publication" banner ads started to appear along all journal search results on SpringerLink. One million readers daily value SpringerLink for easy access to top notch online scientific content and on an average day, these banners received 575,000 impressions.

Free Trial Access Campaign

- As featured in our Free Trial Access campaign to drive usage and awareness.
- Extended only to our highest-performing and newly launched journals.
- Usage peaks from mid-November through the end of the year are attributed to this campaign.

eCampaign

- Featured in an eCampaign to Springer's database and/or WEB OF SCIENCE AUTHOR CONNECT® / BIOSIS AUTHOR CONNECT® (customized list services from Thomson Reuters, offering pre-qualified email addresses of leading researchers publishing in the top peer-reviewed journals).
- These campaigns enjoy consistently high open rates (over 16-18%).

Additional Service(s)

- Post Me! Feeds are short, journal relevant messages that can be posted to your social media accounts to help keep your accounts vibrant and visible. As of January 2012, 52 of our publishing partners have signed up to receive our PostMe! feeds: Have you signed up?
- We produced a set of journal branded business cards to help with on-site acquisitions and journal awareness.
- We were pleased to highlight an issue and/or article for free during 2011.

Conferences Presence

Exhibitions represent the journal's and Springer's best opportunity to personally engage with the authors and readers in the scientific community. We promote the journal at international conferences, giving demonstrations of its electronic content and encouraging delegates to sign up for table of contents alerts.

6.2 Library Marketing

In addition to actively promoting to authors and readers, Springer dedicates significant resources to create and maintain relationships with librarians, the largest group of journal purchasers. The Library and Account Development Team manages the ongoing process of moving academic, corporate and government librarians closer to making a decision to renew, purchase and use Springer's collection of journals, books and online products.

Springer has approached the library market in 2011 to promote the journal through a wide range of activities:

Advertising

Springer places ads in various library publications globally. These ads do not necessarily focus on specific journals, but promote all journals on our SpringerLink platform alongside highly-regarded Springer products like eBooks, Online Archives and SpringerMaterials.

Direct Mail

- Forget me Not mailing - Highlight all Springer transfer and new journals

Online Marketing/E-Mail

- Price List 2012 - www.springer.com/pricelist
- Price List 2012 Servers
- Forget me Not Email Campaigns - www.springer.com/forgetmenot
- Serials Updates

Events

Springer is represented each year at more than 100 library conferences and meetings on a global basis. Some key meetings and events are listed. Please note that Springer also attends national and regional meetings on a regular basis.

- American Library Association (ALA) Midwinter
- Special Libraries Association (SLA)
- American Library Association (ALA) Annual
- International Federation of Library Associations (IFLA)
- Frankfurt Book Fair

Special In-House Events

- Agent Days - Agents are invited to the Springer offices for an update on our products and services
- Library Advisory Board meetings

Account Development

Springer has a well-received, dedicated team that maintains positive relations with key customers, by providing ongoing technical, communication and product support, through training, seminars, usage and ROI analysis and marketing support. Within Account Development, our customer engagement programs are one of our distinctive offerings: From summits, vendor days and roadshows, we love interacting with our customers to work toward a collaborative future.

7. From Springer

7.1 News from Springer

Acquisition of Pharma Marketing and Publishing Services from Wolters Kluwer Late in 2011, Springer reached an agreement with Wolters Kluwer to acquire the Pharma Marketing and Publishing Services division (MPS) for its Springer Healthcare unit. MPS is one of the five largest global providers of strategic marketing, publishing and business intelligence products to the pharmaceutical industry, as well as to medical libraries and research institutions. This acquisition will significantly strengthen Springer's position in international corporate and healthcare markets.

Springer to offer book content back to the 1840s In October 2011, Springer announced its extensive digitization project, Springer Book Archives. This initiative will include nearly all Springer books that have been published since the 1840s, and is expected to contain around 65,000 titles. When this mammoth project is completed at the end of 2012, Springer will be able to offer more than 100,000 eBooks on www.springerlink.com.

Springer further extends its services for authors In future, Springer will be working closely with Edanz, an editing service for scientific manuscripts, thus stepping up its hands-on support for authors. Edanz helps international authors whose first language is not English by providing professional editing services before their manuscripts are published. As part of this partnership, Springer and Edanz organize free workshops for scientific authors throughout the world, most of these in regions where researchers have not published much in English to date. Springer has considerably extended its services for authors in recent years.

Springer announces winners of first API challenge In July 2011, Springer concluded the competition and selected the three most original applications using Springer metadata and content APIs. The challenge's goal was to offer users new ways to find, visualize or manipulate relevant data drawn from Springer's large and growing content database.

Springer celebrates the launch of its 50th *SpringerOpen* journal With the International Journal of Disaster Risk Science, Springer was happy to announce its 50th SpringerOpen journal in June 2011. The open access initiative was launched just one year previously, in order to expand open access to all disciplines within the science, technology and medicine fields. Most of the newly launched SpringerOpen journals derive from the fields of engineering, medicine and mathematics. Springer's BioMed Central provided the expertise and technology to help successfully establish the SpringerOpen portfolio.

7.2 Society Liaison Office

Springer's Society Liaison Office has been established specifically to assist society officials and members by answering their questions, finding solutions to their problems, or forwarding requests to the appropriate contact within Springer.

7.3 Society Zone

The *Society Zone* Newsletter is one of the ways that Springer keeps societies informed about innovative publishing initiatives, current and ongoing partnerships and activities, as well as key journal developments. It includes contributions and regular features from Springer staff in editorial, sales, marketing, customer service, and society publishing partners. Each issue is built around a specific focus, for example journals production, SpringerLink, or sales & marketing.

7.4 Springer Open Choice™ and SpringerOpen

In the midst of significant transformation in STM publishing, in which alternative business models are being tested by institutions and organizations in the research community, Springer Open Choice is proving to be a valuable publishing option to accommodate those researchers who want to publish open access. Springer Open Choice was launched in the summer of 2004 and allows articles – if accepted for publication after a rigorous peer review process – to be published with immediate full open access and deposited in repositories such as PubMed Central. The listed Springer Open Choice flat-rate fee per article remains US $3,000/EUR 2,000.

The Open Choice program applies to all Springer journals, and prestigious research organizations such as the Howard Hughes Medical Institute (HHMI) have expressed support for it. If authors choose open access in the Springer Open Choice program, they will not be required to transfer their copyright to Springer.

The Springer Open Choice uptake continues to affect journal pricing. A detailed analysis of Open Choice articles showed that 39 journals published a significant share of paid open access articles in 2010. This will be reflected in these journals' 2012 subscription prices.

Springer Open Choice is also a convenient option for authors required by the National Institutes of Health (US) policy to deposit their published research results in PubMed Central. If authors choose to publish with Open Choice, Springer will deposit the published version of the article in PubMed Central. In addition, because there is no embargo period for Open Choice articles, they are available in PubMed Central immediately on publication.

Full open access journals of BioMed Central and the SpringerOpen brand offer societies an even greater range of publishing options. BioMed Central is the largest open access provider in the world with over 200 peer-reviewed open access journals. Flagship journals include Journal of Biology, BMC Biology, BMC Medicine, Malaria Journal, BMC Bioinformatics, and Genome Biology.

SpringerOpen, as mentioned above, covers all disciplines within the science, technology, medicine (STM) fields and is growing significantly. By the end of 2011, SpringerOpen had around 80 journals. The entire content of SpringerOpen journals – including research articles, reviews, and editorials – are fully and immediately open access. SpringerOpen journals are e-only and published under the Creative Commons Attribution license.

7.5 TRANSFER and Other Industry Initiatives

One of the founding members of TRANSFER, Springer was one of the first signatories of the TRANSFER Code of Practice, released in September 2008. TRANSFER was established in 2006 under the auspices of the UK Serials Group to address the challenges caused by the growing number of titles moving between publishers. The goals of the TRANSFER Code are to establish a set of standards that will apply whenever a journal is transferred from one publisher to another and encourage the industry to embrace these standards as a baseline level of quality and performance. The Code primarily addresses online content and is designed to guarantee continued service to customers when journals are transferred.

Springer is also partnering with COPE, the Committee on Publication Ethics, which works with scientific journal editors to help them improve their skills and the quality of their publications. As a trusted partner of the scientific research community, Springer takes plagiarism and other unethical practices that threaten the peer review system very seriously. COPE provides authors and editors with an authoritative, conflict-of-interest-free resource to rely upon when needed.

In addition Springer has registered as a participating publisher in the Shared E-Resource Understanding (SERU). SERU is a simple set of terms that protects both the publisher and user of online content, and takes effect when both parties are registered and mutually agree that terms are acceptable. At that point, a normal purchase order and invoice process provides the additional legal framework necessary to conduct business.

Finally, Springer also participates in CrossCheck, an initiative officially launched in June 2008 by CrossRef to help its members actively engage in efforts to prevent scholarly and professional plagiarism. Although there are several plagiarism detection tools already available, they are not well-suited to filtering academic content simply because they have not had access to the relevant full-text literature to screen against. CrossCheck rectifies this by creating and continuously building a database of current and archival scholarly literature. This database is one of two components that make up the CrossCheck service. The second is a tool to compare authored work against the content in the database and highlight matching or similar text for further editorial review.

7.6 Research4Life

Many developing countries lack access to information and training that can help save lives, improve quality of life, and assist with economic development. To address this disparity more than 100 publishers, including Springer, three UN organizations, and two major US universities announced in July 2007 the extension of programs that provide free (or almost free) access to online subscriptions of peer-reviewed journals. Information technology leader Microsoft announced its support of technical assistance to enhance access to online research for scientists, policymakers, and librarians in the developing world.

Under the umbrella name Research4Life, the three sister programs – HINARI (Health InterNetwork Access to Research Initiative), AGORA (Access to Global Online Research in Agriculture), and OARE (Online Access to Research in the Environment) – provide research access to journals focusing on health, agriculture, and the environment, respectively, to more than 100 of the world's poorest countries. All three programs have official commitment from the partners until 2015, marking the target for reaching the Millennium Development Goals.

In July 2009, based on the success of the other Public Private Partnerships (PPPs), the Access to Research for Development and Innovation (aRDi – http://www.wipo.int/ardi/en/) program was launched, which is coordinated by the World Intellectual Property Organization together with partners in the publishing industry. aRDi's aim is to increase the availability of scientific and technical information in developing countries. By improving access to scholarly literature from diverse fields of science and technology, the aRDi program seeks to:

- reinforce the capacity of developing countries to participate in the global knowledge economy; and
- support researchers in developing countries in creating and developing new solutions to technical challenges faced on a local and global level.

Currently, Springer and 11 other publishers provide access to over 50 journals for 107 developing countries through the aRDi program.

In addition to Research4Life Springer participates in a number of other important developing countries initiatives. Please visit http://www.springer-sbm.com/index.php?id=12739 for additional information.

7.7 Copyright

Springer continues to pursue all copyright infringement cases that come to our attention. We also cooperate actively with other publishers in the International Association of STM Publishers. A few years ago the STM Association has put the question of enforcing journal publisher rights on a more regular footing and has formed an "Enforcement Task Force," which is supported by Springer through resources as well as funding.

7.8 Long-Term Archiving

Due to the transition from print to online subscriptions, long-term digital archiving is a critical issue for librarians as well as publishers. Springer participates in a number of projects and initiatives to guarantee the preservation of our journal archives and to keep the records of science available in perpetuity. For example Springer signed an agreement on long-term archiving of online publications with the National Library of the Netherlands (Koninklijke Bibliotheek) in 2005, as well as one with the German National Library in 2003.

Springer is a Governing Publisher on the Board of Directors in CLOCKSS, a partnership of libraries and publishers committed to ensure long-term access to scholarly work in digital format. CLOCKSS creates a secure, multi-sited archive of web-published content that can be tapped into to provide ongoing access to researchers worldwide for free, in case digital content becomes otherwise unavailable. In 2011, in addition to the journal content already archived by CLOCKSS, Springer has also partnered with CLOCKSS to preserve over 32,000 eBooks in the geographically and geopolitically distributed network located at 12 major research libraries around the world.

Springer and Portico have also joined forces in electronic archiving for future scholars, researchers, and students. Portico offers a not-for-profit service that provides a permanent archive of electronic scholarly journals – and supporting Portico, libraries and publishers can take collective action to protect vulnerable resources central to research and teaching. Portico will preserve 824 titles from Springer's online journals collection. Additional journals published with partner societies and other third parties will be incorporated into the agreement over time.

APPENDIX A

Contacts at Springer

Main contact for all questions related to the Journal:

Publishing

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APPENDIX B

Sales

Subscription Sales

Traditionally institutional circulation has been primarily driven by subscription sales. The past few years have seen a significant change in the way scientific journals are purchased (see below).

Online deals can be electronic-only or print and electronic. In cases of electronic only, the contract party can choose to also subscribe to selected titles in print against Deeply Discounted Prices (DDP).

Springer has business relationships with all major subscription agents worldwide, including Swets, EBSCO, Harrassowitz, Maruzen, and Kinokuniya. Approximately 75 to 80% of subscriptions are received via subscription agents, and the renewal process with the larger agents is automated via electronic file exchange following industry standards (ICEDIS).

Journal subscription orders are consolidated in our offices in New York, NY, USA (for the Americas) and Heidelberg, Germany (for all other countries), where dedicated customer service representatives respond to inquiries regarding subscription orders and fulfillment. With the Print-to-Order (PTO) workflow in place missing copies are immediately dispatched from either of these locations.

Online Deals

The traditional subscription model, in which print journals are subscribed to, is being increasingly replaced by individually negotiated agreements. Consortia, multi-site licenses, and site licenses are all referred to as online deals.

Consortia deals refer to agreements made by publishers with groups of institutions and/or libraries that negotiate package deals for electronic access to journals. In addition to consortia we increasingly see journals being sold under multi-site licenses and site licenses. These are contracts with one entity (e.g. a company) that makes one deal for their whole site or a number of sites (e.g. locations in different countries).

For established journals, we anticipate a growing conversion from discrete subscriptions to online deals over the next few years. For newer journals exposure will build primarily via online deals. Institutions will buy fewer print subscriptions and license more and more electronic content. Overall this will lead to wider circulation, visibility, and usage of the journal, as the result of a variety of subscription or licensing options, including but not limited to:

- Customers that currently have existing subscriptions to the journal must maintain them or, if moving to an e-only deal, transfer the value of existing subscriptions into a "base value" of the online deal.
- If a customer does not have an existing subscription to the journal (usually because the title is not a core title for the collection), the title is added to the license under a discounted price or as part of a general fee (sometimes a percentage of the overall value of the deal).
- In the case of a consortium or multi-site license, members/sites without current subscriptions to the journal can obtain electronic access to the journal if other members/sites do subscribe to the journal; in this case, a "cross-access fee" is charged as an additional fee, over and above title-related fees.

Online deals cover special arrangements based on factors such as duration of deal (e.g. 1-3 years), maximum annual price increases, access to previously non-subscribed journals (e.g. the entire package of Springer journals), cross-access to journals previously subscribed to by only some of the participating sites, and so forth.

Online deals can be electronic-only or a combination of print and electronic. In cases of electronic-only the contract party can choose to also subscribe to selected titles in print against Deeply Discounted Prices (DDP). In cases of print and electronic deals the contract party chooses to maintain its print subscriptions and obtains electronic access to a defined title list for a specific fee.

Price, duration, and other specific aspects of online deals are always individually negotiated. The license fee that is charged to the contract party can be built up out of different components and charges.

Library Sales Teams

Springer Sales Teams currently manage close to 800 online deal contracts for journals, of which some 200 (academic) consortia contracts, close to 300 multi-site licenses (academic and corporate) and over 300 are site licenses. In this diverse range of contracts, over 9,500 institutions are represented (number extrapolated from analysis of Springer's contracts database) and an estimated 36,000+ libraries.

We believe that a global sales strategy is best executed by local representation. Thus the journal is sold out of sales offices in New York for the USA, Canada, and Latin America, São Paulo, for Brazil; Dordrecht, London, Paris, Milano, Madrid, Istanbul, and Heidelberg for Europe; Pretoria for Africa, Dubai for Middle East, Melbourne for Australia and New Delhi, Hong Kong, Taipei, Seoul, Beijing, Kuala Lumpur and Tokyo for Asia. Library, corporate, and government sales teams operate in all of these offices. The library sales channel serves our key academic library and research institute customers, and the corporate library sales team focuses on corporate research libraries.

Annual Discussions with Library Advisory Boards

Several years ago Springer initiated the Library Advisory Boards (LABs) program in order to promote direct communication with the library community. Discussions with these sounding boards are critical for helping us shape the future relationship between librarians and publisher. Annual meetings with the academic/government LABs are held in three regions – the Americas; Europe, Middle East and Africa; and Australasia – as well as with a Corporate Library Advisory Board. These meetings afford the opportunity for valuable feedback on issues such as pricing models, the need for all future publications to be digital from the outset, the evolution of eBooks, or industry standards for journal transfer processes.

The feedback and interaction provided by the LABs does not simply end with the annual meeting – follow-up and further discussion are organized through a series of conference calls, select working groups, and small follow-up meetings at major trade shows.

Third-Party Licensing

License sales consist of sales of translations and income from the exercise of subsidiary rights, such as third-party licensing, as well as rights and permissions.

Springer's third-party licensing activities include the following partnerships:

- **Aggregated Database Partners:** Aggregated databases offer access to full-text articles from peer-reviewed journals published by many of the world's most prestigious academic publishers. Licensed library clients are granted access against guaranteed payments to the collection in these aggregated databases, thus expanding their subscription base. Databases should be viewed as a complement (not a replacement) to the core sales of print and electronic journal collections. Springer journal articles have an embargo period of 1

year (delay of availability of full-text articles) to make sure the access through aggregated databases will not cannibalize regular online deals. The availability and ease of access improve the use of back files.

Springer has contracts with several leading parties for journals, such as H.W. Wilson, EBSCO Publishing, ProQuest, Ovid, Ingenta, and JSTOR.

- **Pay-Per-View (PPV) and Document Delivery (DD) Partners:** These arrangements make single articles available to customers at single article prices. We have over a dozen partners that provide pay-per-view and document delivery services.
- **Reproduction Right Organizations:** We work closely together with companies or institutions that collect copyright fees for the reproduction of our publications. The best known among such partners include CCC, PLS, and VGWort.
- **Rights & Permissions (R&P):** These activities include the management and control of the rights our authors have transferred to Springer. Permissions for re-use are granted against payment or free of charge, depending on the nature of the re-use and the requester of the permission. Our ten-person R&P team always actively seeks partnerships to find translation opportunities.

APPENDIX C

SpringerLink Platform

Springer has relaunched its online platform SpringerLink, which hosts over 5 million documents, including eBooks, journals and reference works. The redesigned site has a new and fresh concept that includes semantic linking and connects related content across eBooks and journals. SpringerLink also contains a PDF preview feature that provides all readers with a free look inside eBook chapters to be certain that the content matches their information needs. The site also includes newly-integrated software that presents links to related content within journal articles and eBook chapters.

Today SpringerLink provides electronic access to more than 2,600 scientific and specialist journals, over 49,000 eBooks, more than 1,500 book series and about 200 reference works. The publications cover topics from 12 subject collections such as mathematics, computer science, medicine, engineering, economics, law, humanities and social sciences

Web Presence

Recognized as one of the world's leading Internet scientific information portals, SpringerLink provides unparalleled opportunities for web access to Springer content. In figures this means that:

- More than 5.2 million documents on SpringerLink (90% published in English)
- Approximately 170,000 articles added each year published in around 2,000 journals
- Springer eBook Collection including more than 45,000 titles, over 6,000 new book titles added annually
- More than 180 Reference Works
- Over 23,000 Protocols
- More than 15,000 institutions with SpringerLink access
- Over 250,000 registered individual users
- 209 million full-text downloads in 2011 (including Springer Protocols)
- 682,000 ToC-Alert subscribers

Online First®

With the advent of online publishing, Springer took the opportunity to provide publication of articles in advance of print issues through Online First, an extremely fast publishing track.

One of SpringerLink's most important features, Online First articles are:

- Electronically published ahead of print shortly after an author has reviewed proofs and all corrections have been made. Metadata of each article are sent to all relevant abstracting and indexing services on day of online publication.
- Published in PDF and HTML formats. For publication in the printed version, only the final pagination and the citation line are added.
- Fully citable by their DOI. The official publication date is the online publication date, which is indicated on SpringerLink and in the printed version of the journal.

Springer was the first publisher to supply data directly from its electronic production system to PubMed.

CrossRef®

Springer has played a leading role in advancing the development of CrossRef and maintains a seat on its Board of Directors. The world's leading STM publishers joined together to create the non-profit, independent organization, Publishers International Linking Association, Inc. (PILA), which operates CrossRef. All article header information is deposited and registered at CrossRef at the start of the production process so that a DOI is assigned to each article

for its publication in Online First. This means that other publishers can reference articles electronically, referred to as "reference linking". Almost all Springer articles make use of this reference linking (or outbound linking) so that the list of references (bibliography) is enriched with the DOI of the referenced articles. Hyperlinks are thus created from which the reader can automatically jump to the referenced article, even if it is published by other publishers.

Springer is also part of the Forward Linking Program. Forward linking is the latest development related to CrossRef and enables hyperlinks to be displayed to every Springer article that cites the article being read.

Google™

There are two new golden rules in STM publishing: your content has to be online and it has to be "findable". That is why Springer has chosen to partner with Google—the most powerful search engine in the world. Half of all web searches—over 3 billion a day—are conducted on Google.

Springer's association with Google is unique. SpringerLink hosts over 4 million online items and we have worked proactively with Google to have our content thoroughly identified, crawled, and over 5.5 million pages indexed. As a result Springer content consistently shows up exceptionally well in search results (among the first or second entries for all academic keyword searches) and researchers can readily find our abstracts, articles, and eBooks by searching with Google. Through deep text indexing in Google, SpringerLink has risen in the search result field, consistently appearing in the top 10 results.

As half of all Internet searches are actually performed using Google, traffic to our website has increased exponentially. Full content on SpringerLink is indexed weekly by Google so that the growing number of end users using Google can find and seamlessly link into SpringerLink content (and thus, your content) from Google or other search engines.

Related Documents

In order to give all users access to the most comprehensive information, Springer will be introducing new functionality to interlink all of our documents on SpringerLink. For each of the 4 million plus articles and chapters, a list of the ten most related documents will be available.

Linking for the related documents is bilateral. For example a journal article can link to a book chapter and vice versa or an article from a mathematics journal can link to an article published in a medical journal where similar content is found. Related documents are selected by sophisticated text mining software. The program compares the fingerprint data of all content and pulls the content which is most similar. Since new content is constantly added to SpringerLink, this procedure is continually operational and updated.