



Springer

Your 'LINK' to the future

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March 2014

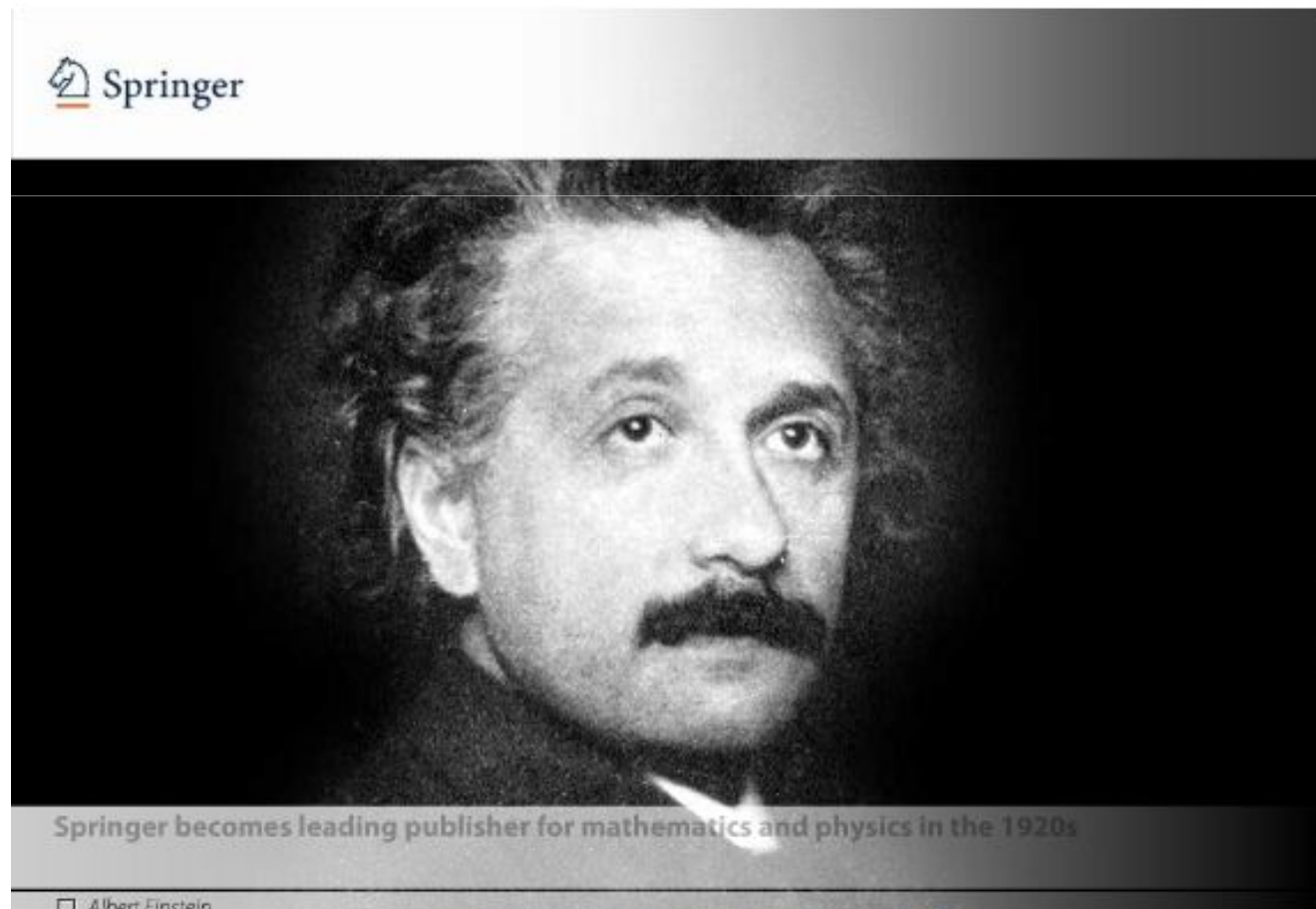
1. Introductions
2. Springer Strategy
3. Development of Springer Content
4. Usage of Springer content in Lithuania
5. What's in it for both of us in the coming years

The e-evolution of publishing – a Springer perspective

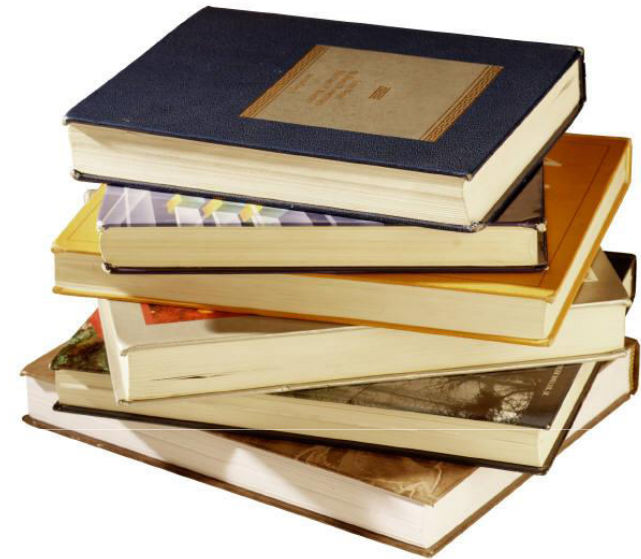
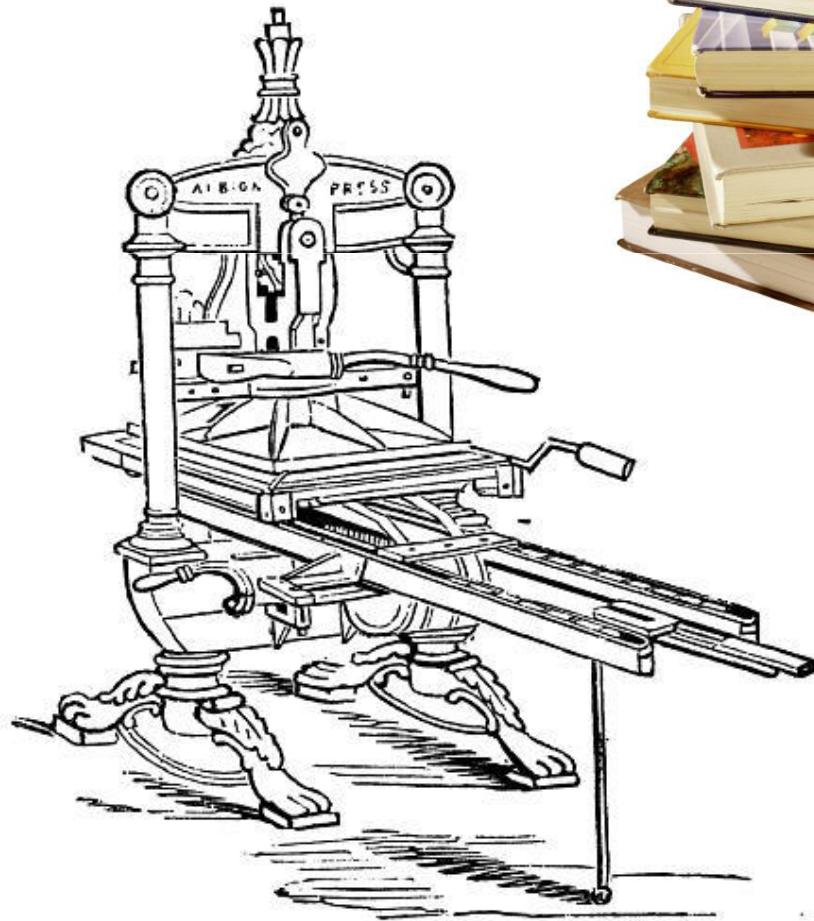
Large global STM publisher

More than 165 years of publishing experience

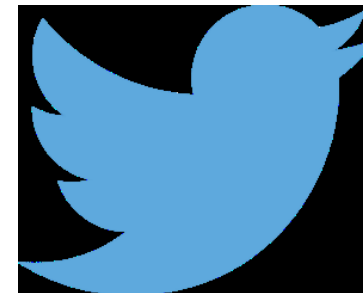
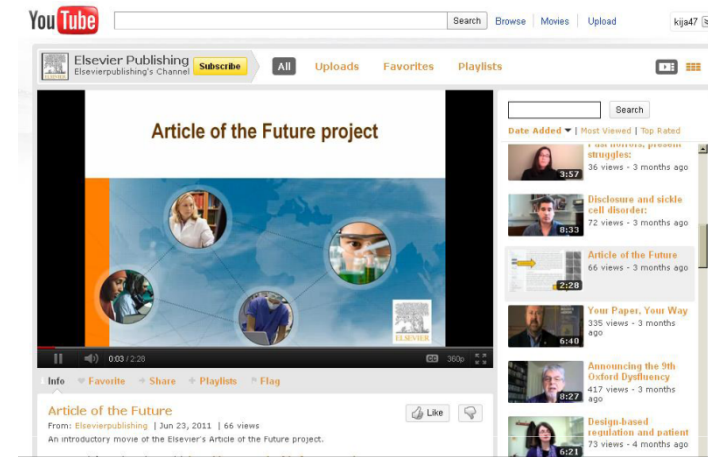
150 Nobel prize winners, **you are in good company..!**



The (mis)perception of publishing



The new publishing eco-system



1. Your content has to be online

All new articles
(250,000/yr)

Backfiles
(2.4 million articles)

All new books
(7,000/yr)

Book Archive
(110,000 books)

2. Your content has to be “findable”

SEO

A&I
services

Library
portals

Book search
programs / eRetail

Social
Media

Push
marketing

Findability & Visibility of content are Key

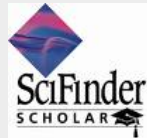
How Springer leverages business opportunities

Search Engine
Optimization



Discoverability – Working with search engines, library technology, etc.

Abstract & Indexing
Services



Driving Usage – Marketing , conferences, email alerting services, etc.

Library portals



Preservation- Work with preservation initiatives, LOCKSS/CLOCKS

Book search programs /
eRetail



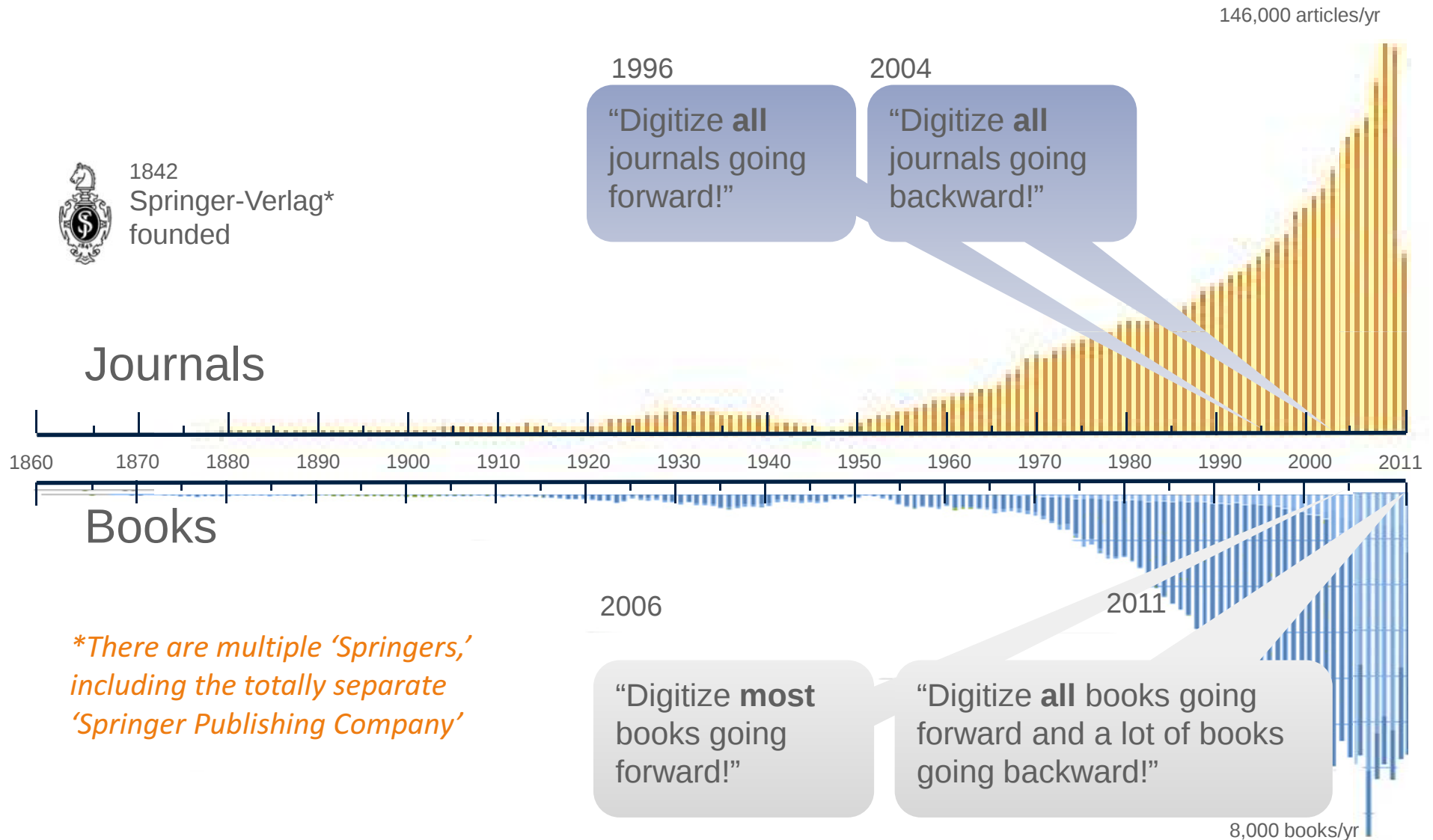
Social Media



Background: The short history of STM eBooks

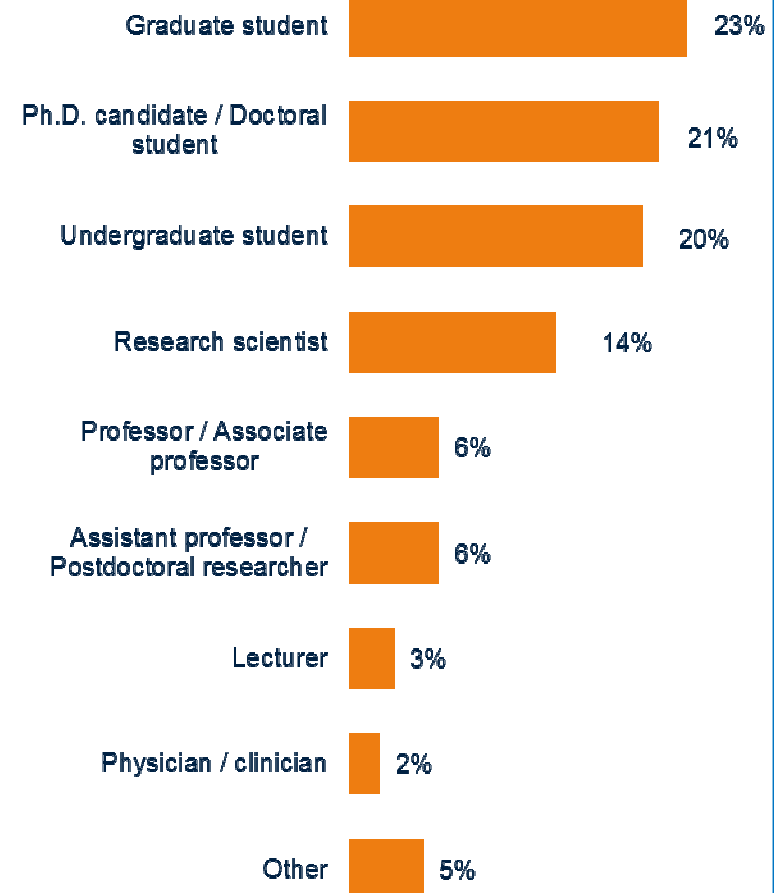


1842
Springer-Verlag*
founded



- According to a recent SpringerLink user survey, approx. **63% of all visitors to an eBooks chapter page are students**. Each of the three major student groups (undergraduate, graduate, doctoral) represents roughly 20% of the user base.
- The high percentage of students among the eBooks user base also explains the high use of books that are particularly attractive to students, such as (major) reference works and textbooks.
- Approx. **30% of our eBooks users are researchers and professors**.

Position of visitors to SpringerLink eBooks



(SpringerLink user survey April 2013; N=1,363)

Innovation moves faster than adoption – challenge is to keep up

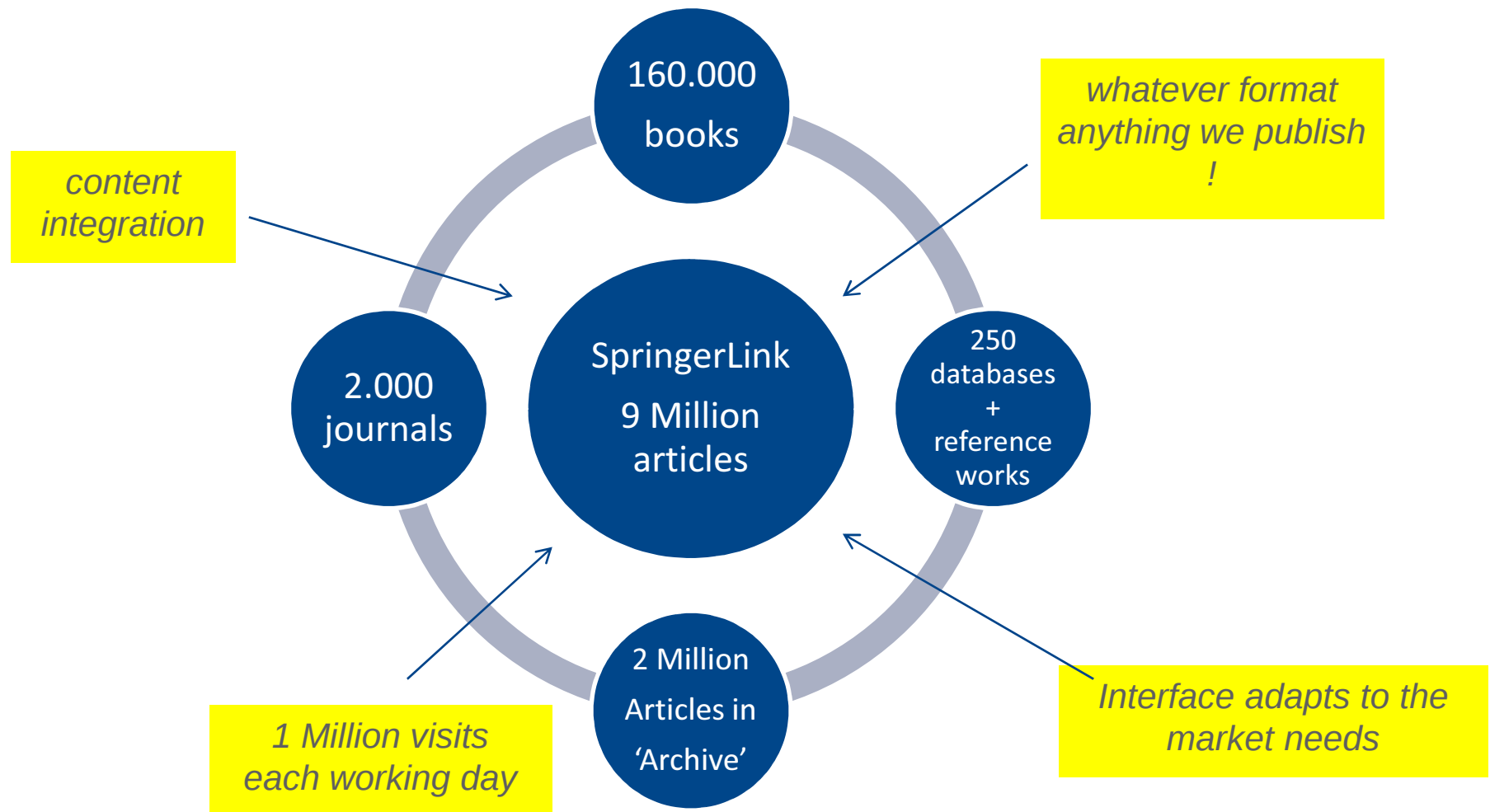
Think outside the box (alternative business models)



1. Transformation from a traditional publisher to an information technology provider
2. Content does matter and makes a difference
3. Huge investment in the platform SpringerLINK
4. Open Access program
5. Improve services & functionalities (author, user, librarian)

1. Global coverage of submitted articles
2. Add more than 400.000 articles per year
3. Continued focus on quality (high rejection rates)
4. Add niches and key (society) journals
5. Grow over all scientific subject areas
6. Increased potential for the student
7. Division Science+Technology / Medicine+Life Sciences /
Humanities+Social Sciences remains 55% - 25% - 20 %

SpringerLINK: the heart of our company!

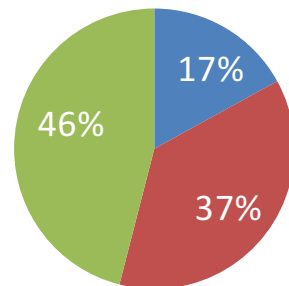


1. No DRM, simultaneous users, inter library loan, printing, create course packs, downloading allowed
2. eReader compatible PDFs
3. MARC records available for free
4. Flexible business models (purchase, perpetual archive rights, subscription/access only)
5. Fully searchable
6. Option to download chapters and complete book
7. COUNTER-compliant usage statistics
8. MyCopy available (print version of book at Euro 24,99)

1. Journal usage of 2013 increase by 21% compared to 2012
2. Very strong (450.000) use of ebook trial in second half of 2013
3. Potential for ebook use (more than 1M downloads per year)
4. Need for 'archival content' is evident (20% of total usage)

Division of usage per subject area in 2013

Usage in Journals = 153.311 downloads

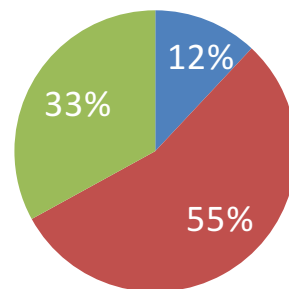


■ Humanities & Social Sciences

■ Science & Technology

■ Medicine & Life Science

Usage in Books = 419.594 downloads

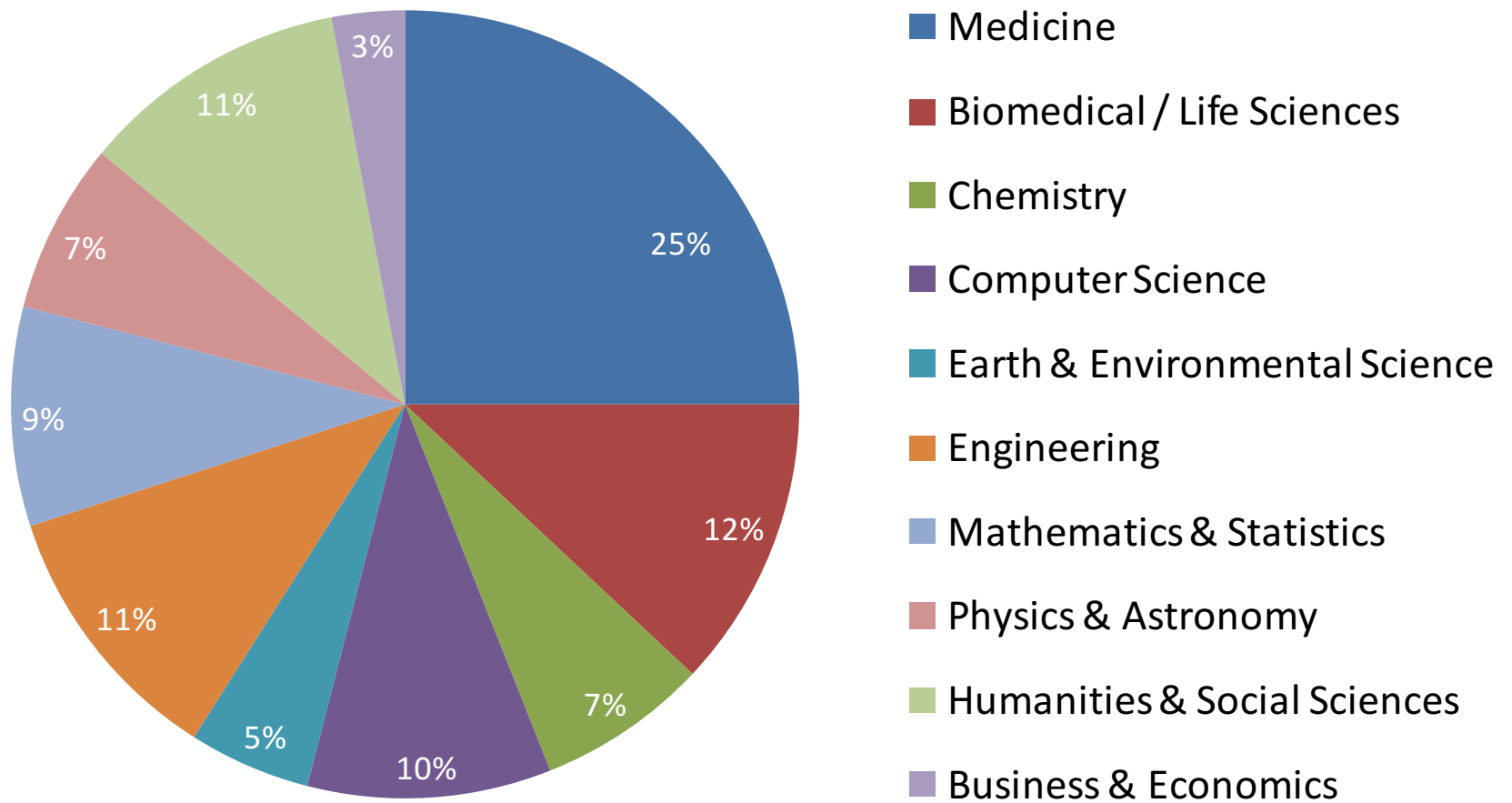


■ Humanities & Social Sciences

■ Science & Technology

■ Medicine & Life Science

Usage journals & books 600.000 downloads!



1. Ongoing focus on high quality peer reviewed content
2. Strong focus on ebook output
3. SpringerLink development (discoverability, navigation, adding value to the publication, i.e interactive content)
4. Digitization of 110.000 book archives
5. Leading Open Access publisher

OUR JOINED GOAL

‘exploit SpringerLink content to its full value and potential’

Strong increase in **Availability** of Springer content

Flexibility in business models

Experiment with Open Access

We are keen to form a long-term partnership

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Increased **Flexibility** of accessing Springer content

Experiment in business models

Availability of Open Access

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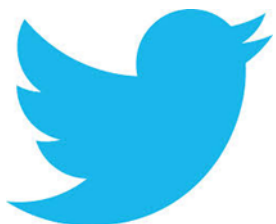
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