



Springer

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“Springer’s value for the  
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Community”  
Licensing Manager, Central  
Europe

## Agenda

- Springer
- Springer eBook and eJournal Postion
- The Romanian Case
- MyCopy
- Summary & Conclusions

# Leading in scientific publishing markets

## Scientific publishing by the Springer group

- Around 3,000 journals and more than 7,000 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 5.5 million documents, an eBook Collection with more than 55,000 titles, journal archives digitized back to the first issues in the 1800s and more than 26,000 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

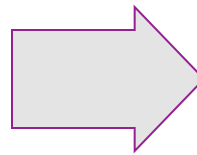


## Unlimited access to eBooks

Every end user to have unlimited 24/7 access, when and where ever they want, to enhance the role scientific literature plays in the research process.



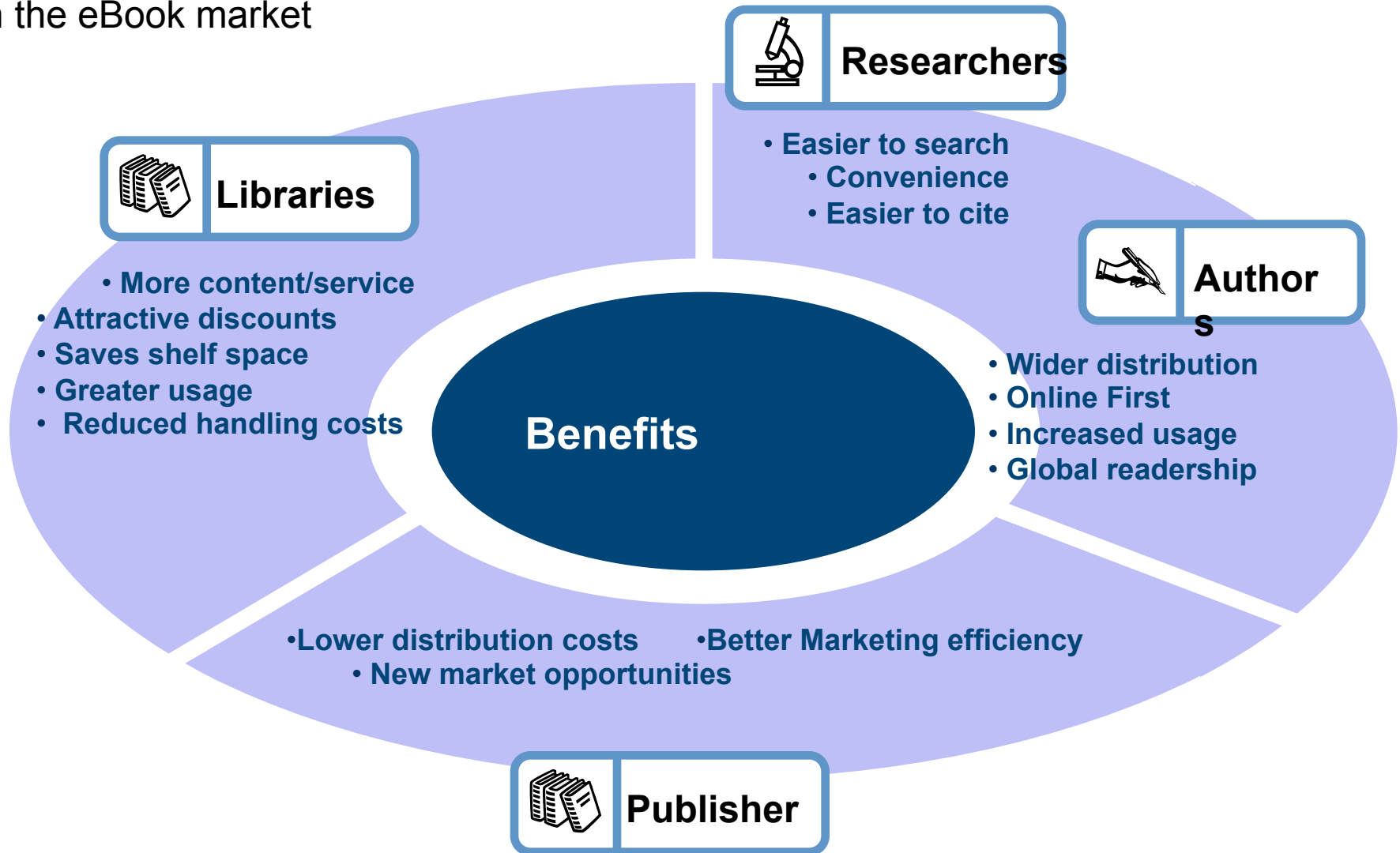
**Paper model**



**Online database model**

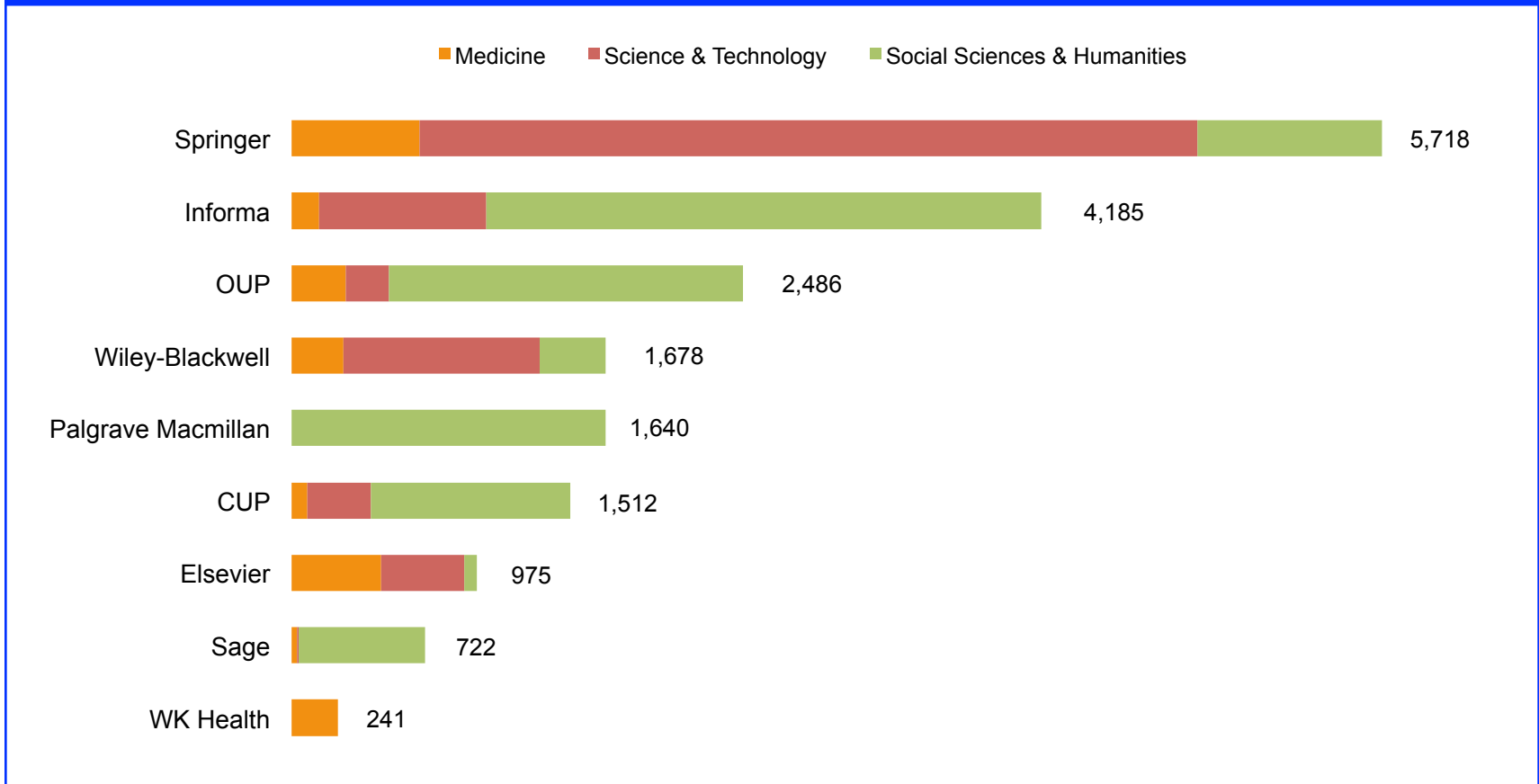
**eBooks accelerate research**

## Win-Win situation in the eBook market













## Leading Publishers: Number of Books Published

### Number of English-Language Titles Published in 2012



(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)

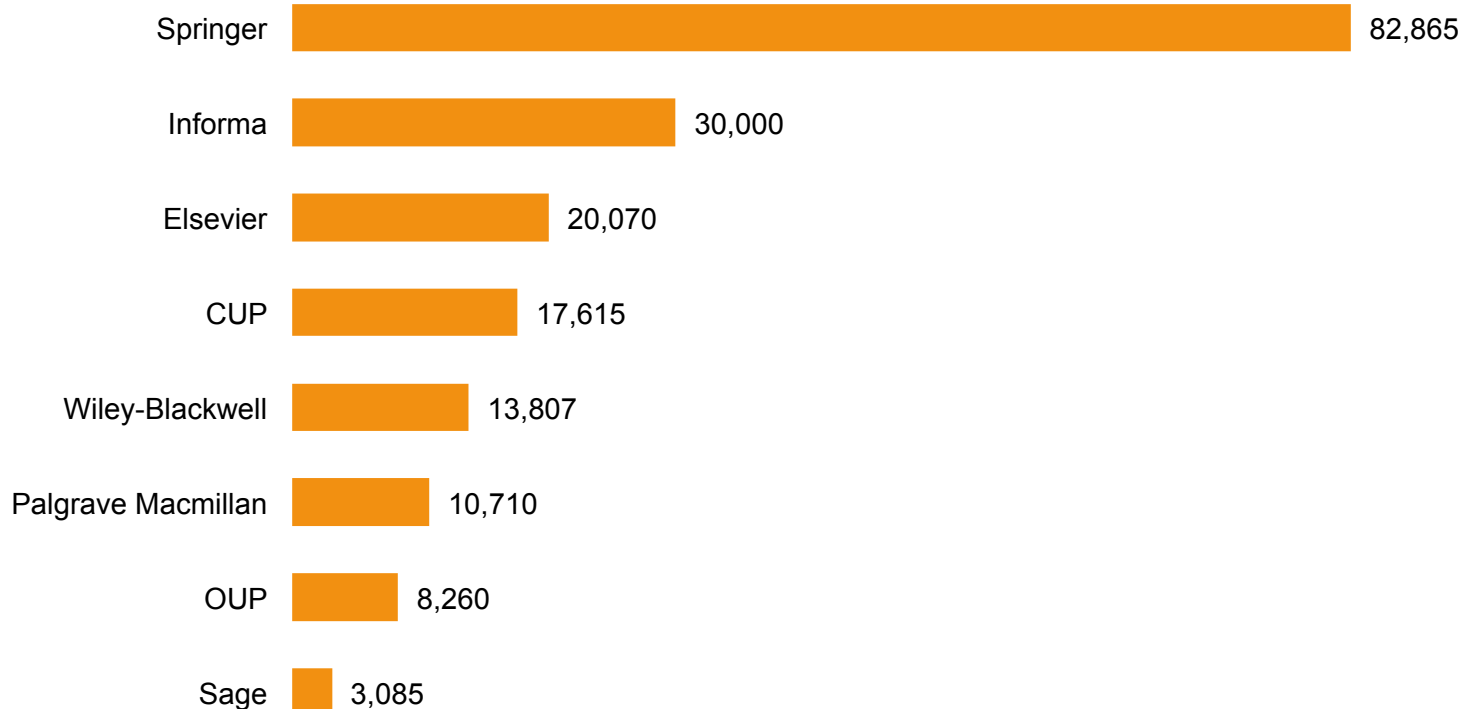
## Book Market Positions by Disciplines

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 eBooks Publishers: Total Number of eBooks

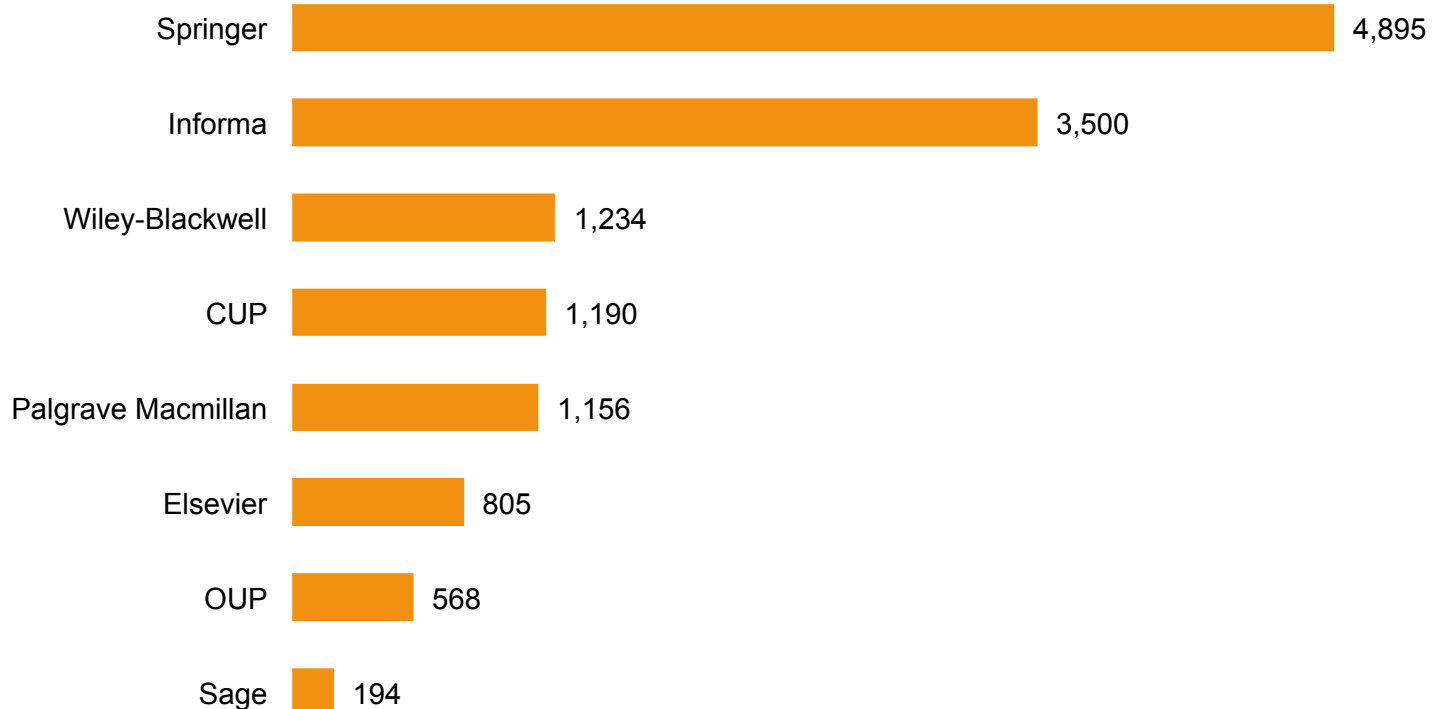
### Number of English-Language eBooks Available (as of Jun 2013)



*(Data from publisher websites; estimates for Informa)*

## Leading eBooks Publishers: eBooks published in 2012

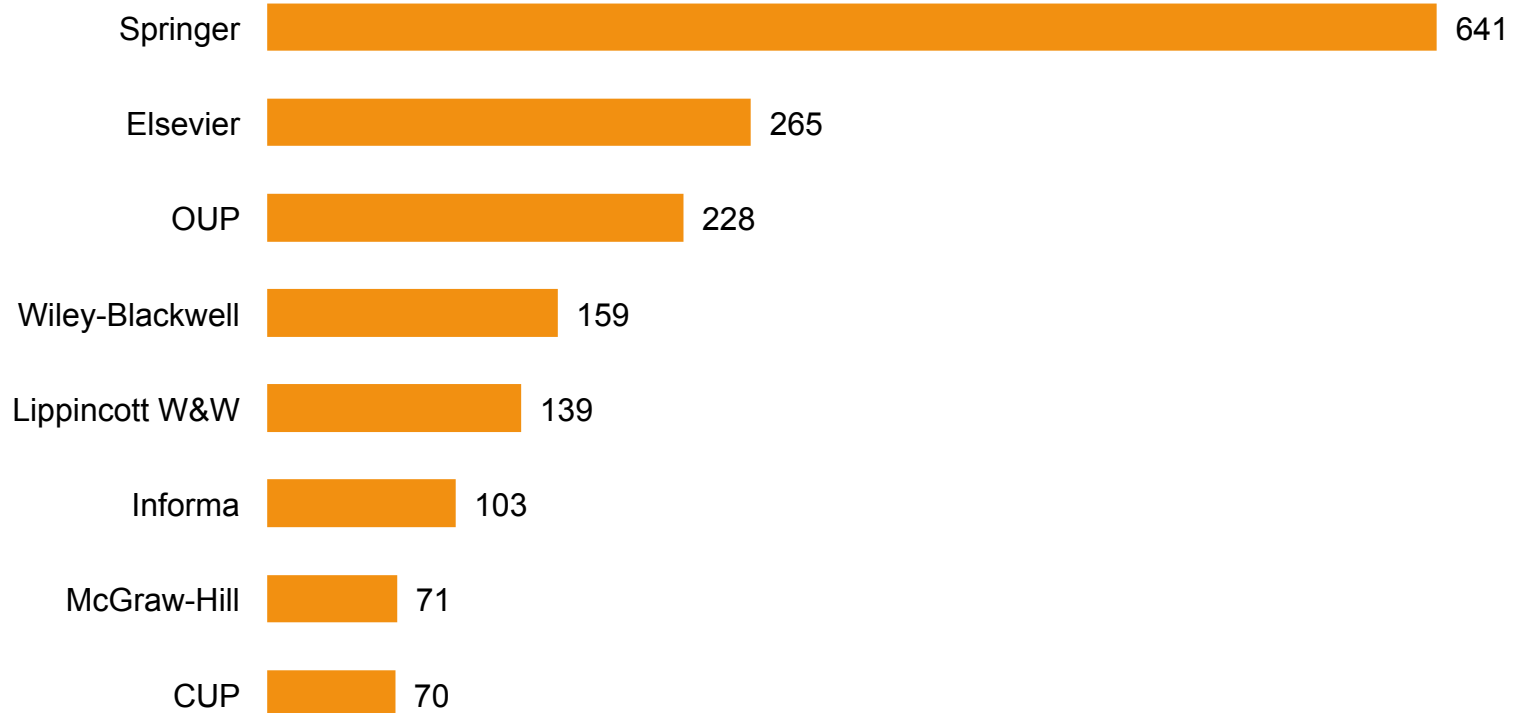
### Number of English-Language eBooks published in 2012



*(Data from publisher websites; data retrieved June 2013; estimates for Informa)*

## Leading Publishers: Clinical Medicine

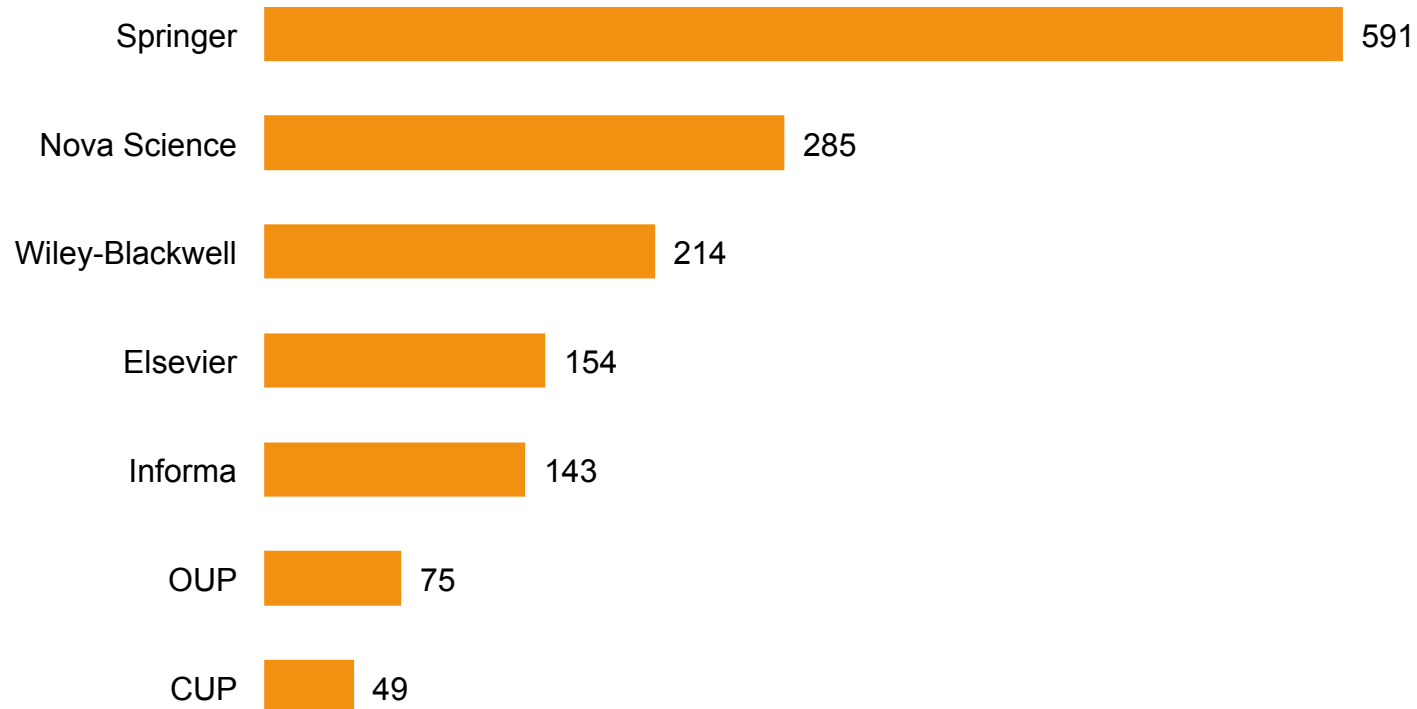
### Clinical Medicine: Number of English-Language Titles Published in 2012



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

## Leading Publishers: Biomedical & Life Sciences

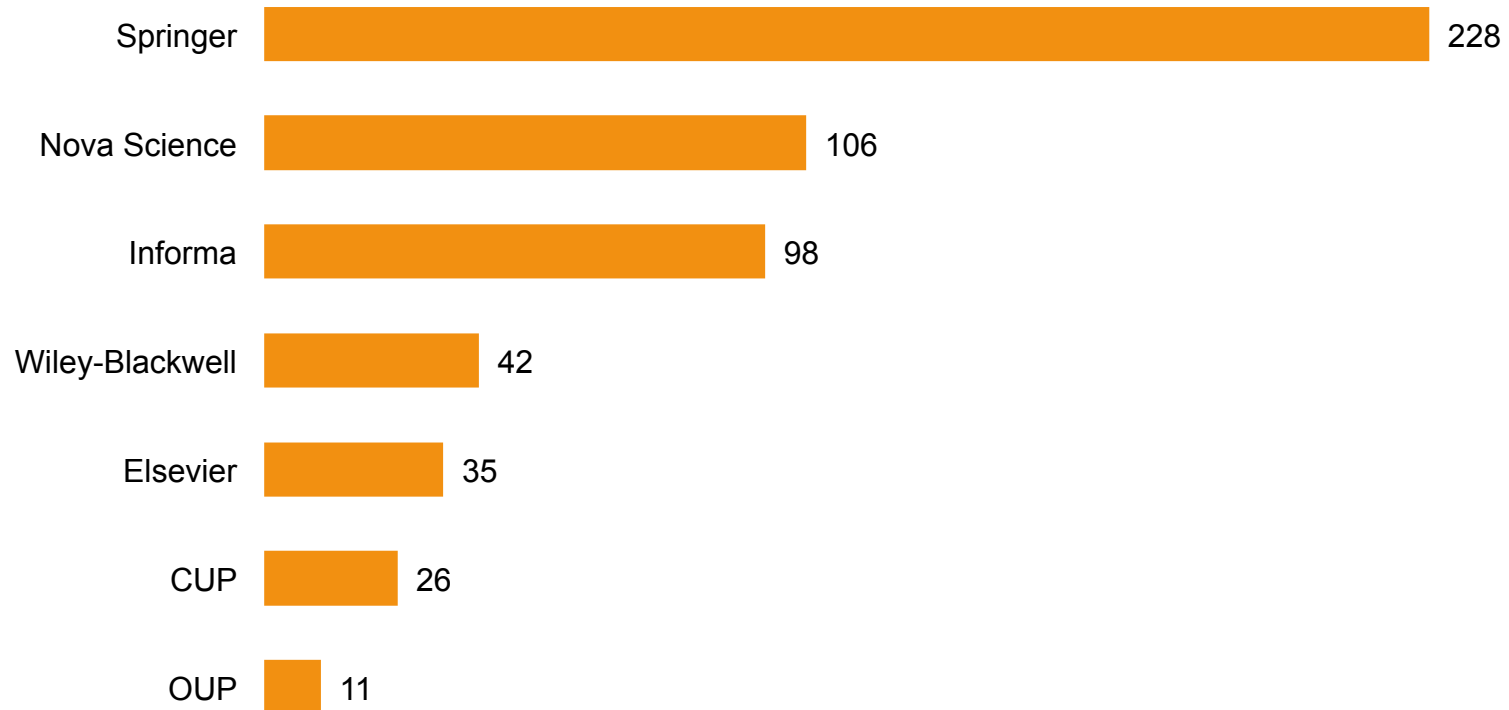
### Biomedical & Life Sciences: Number of English-Language Titles Published in 2012



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## Leading Publishers: Earth Sciences

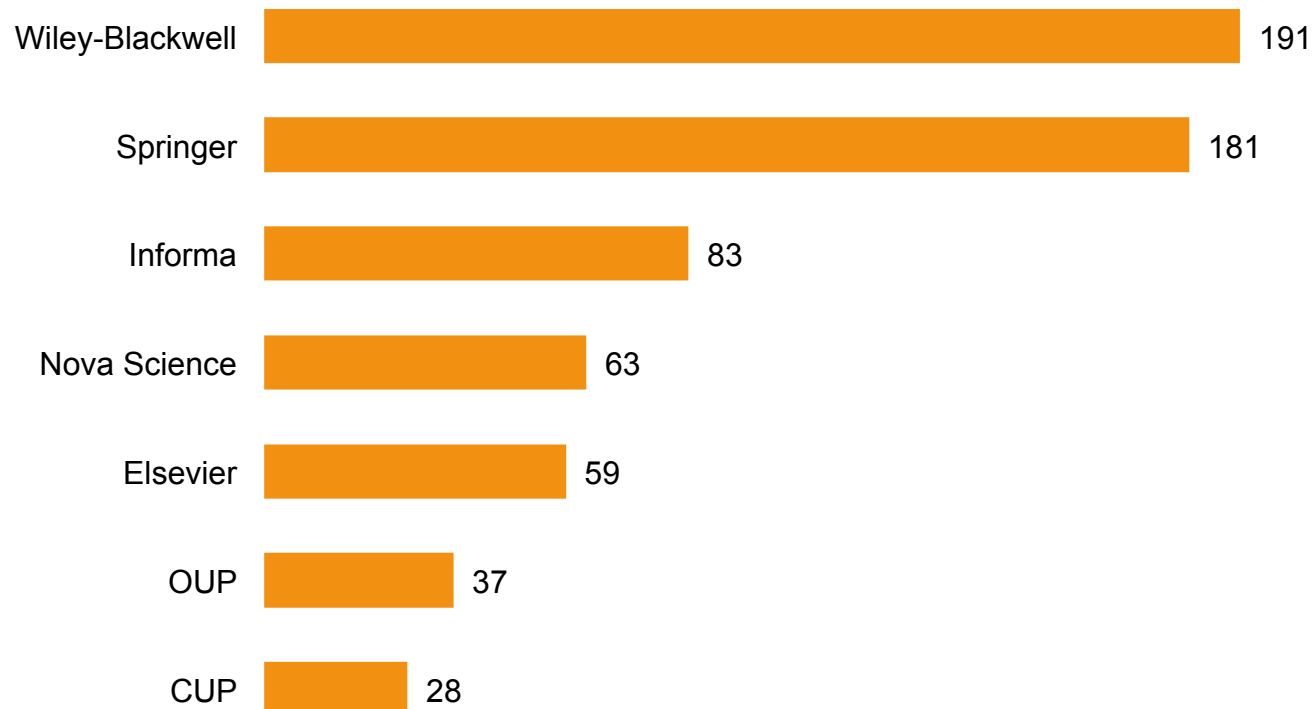
### Earth Sciences: Number of English-Language Titles Published in 2012



*(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)*

## Leading Publishers: Chemistry & Materials Science

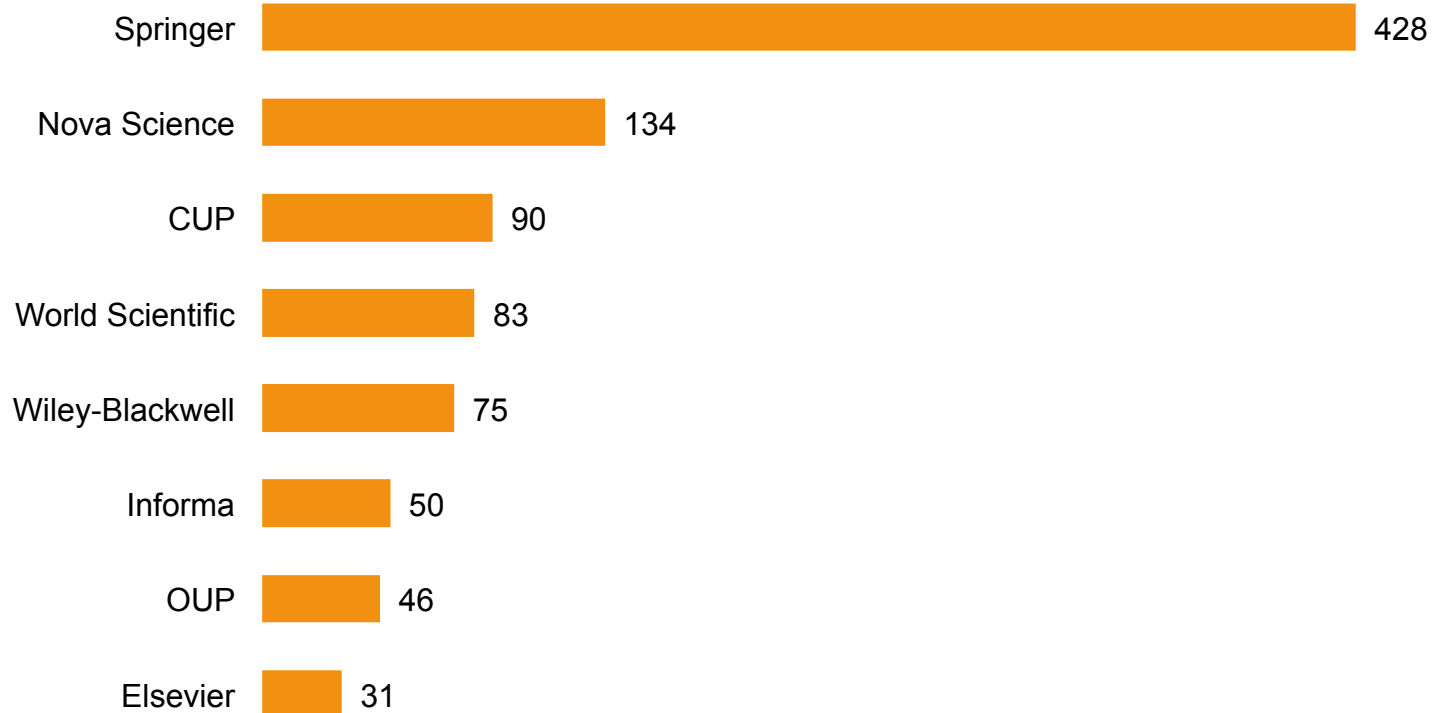
### Chemistry & Materials Science: Number of English-Language Titles Published in 2012



*(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)*

## Leading Publishers: Physics & Astronomy

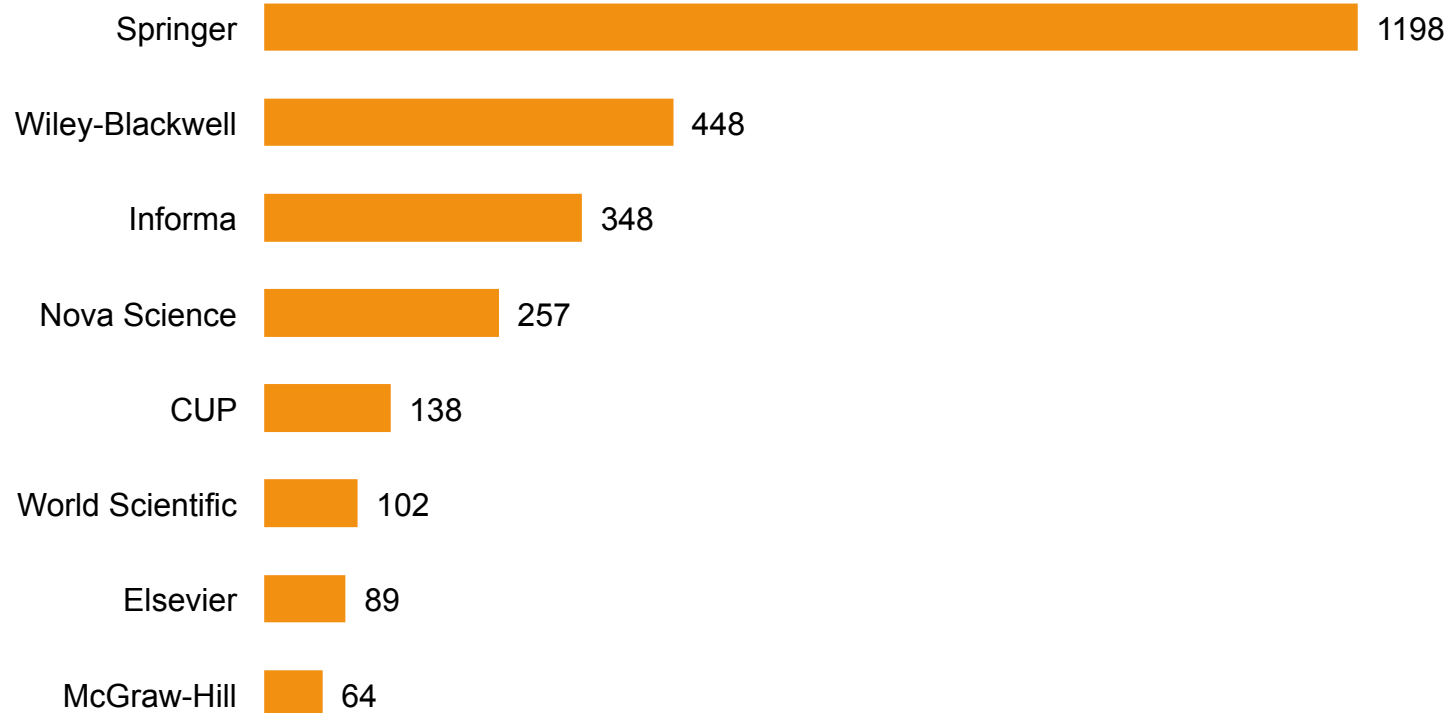
### Physics & Astronomy: Number of English-Language Titles Published in 2012



*(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)*

## Leading Publishers: Engineering

### Engineering: Number of English-Language Titles Published in 2012

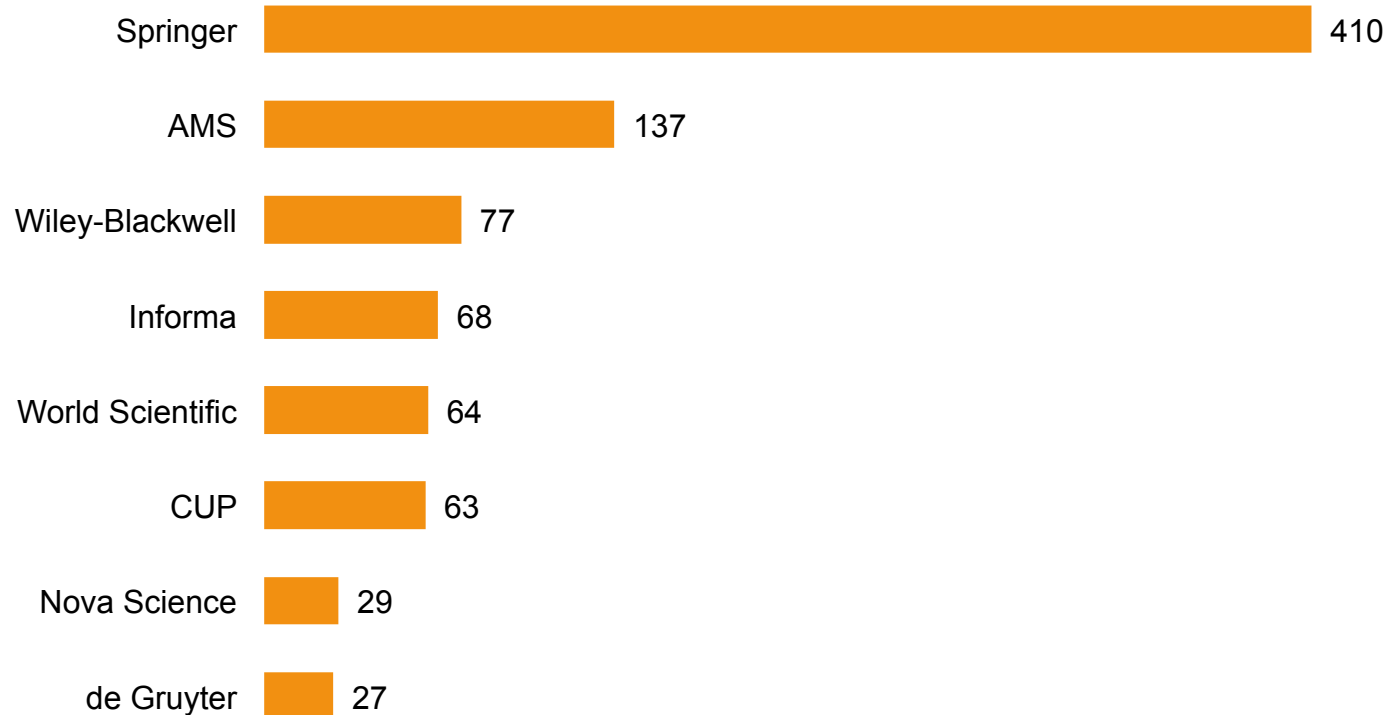


*(Data from [www.puballey.com](http://www.puballey.com); if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included)*



## Leading Publishers: Mathematics & Statistics

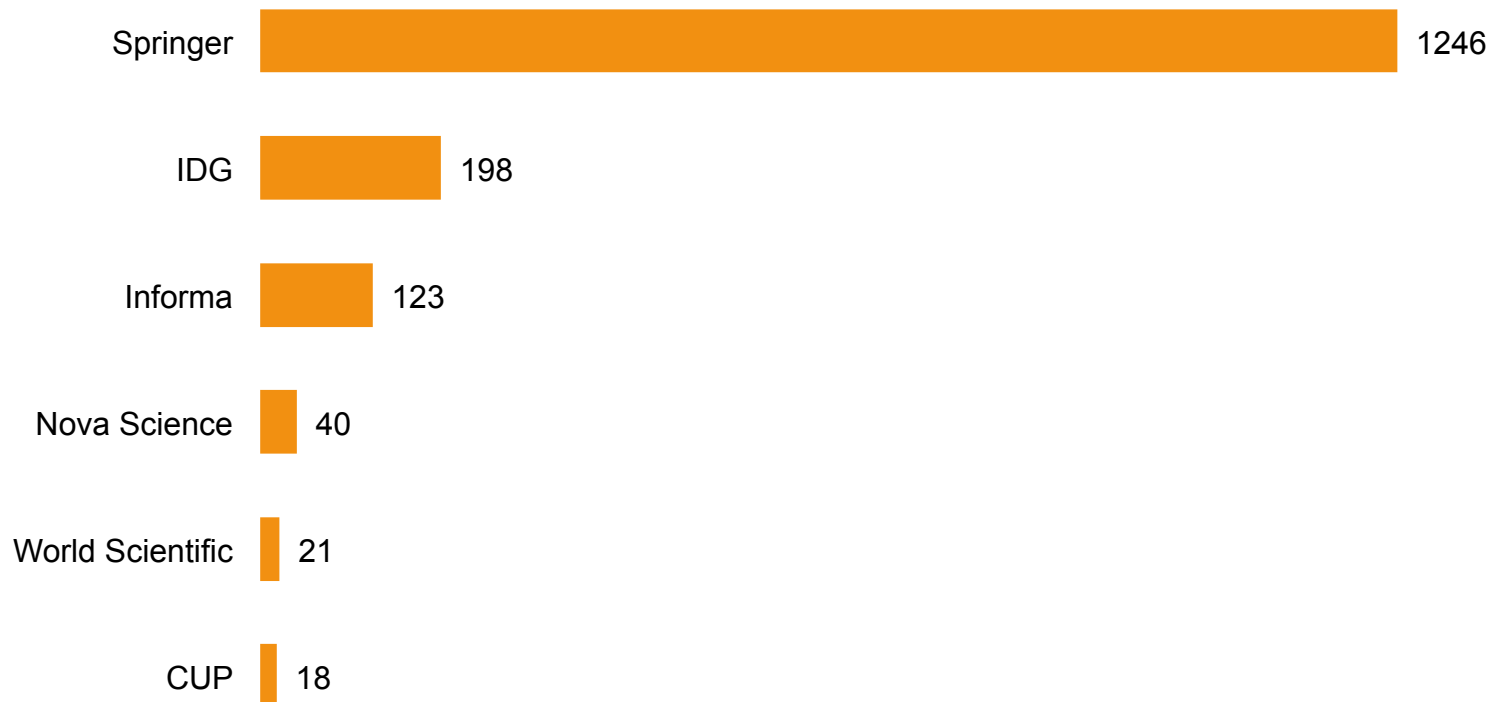
### Mathematics & Statistics: Number of English-Language Titles Published in 2012



*(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)*

## Leading Publishers: Computer Science (Research Level)

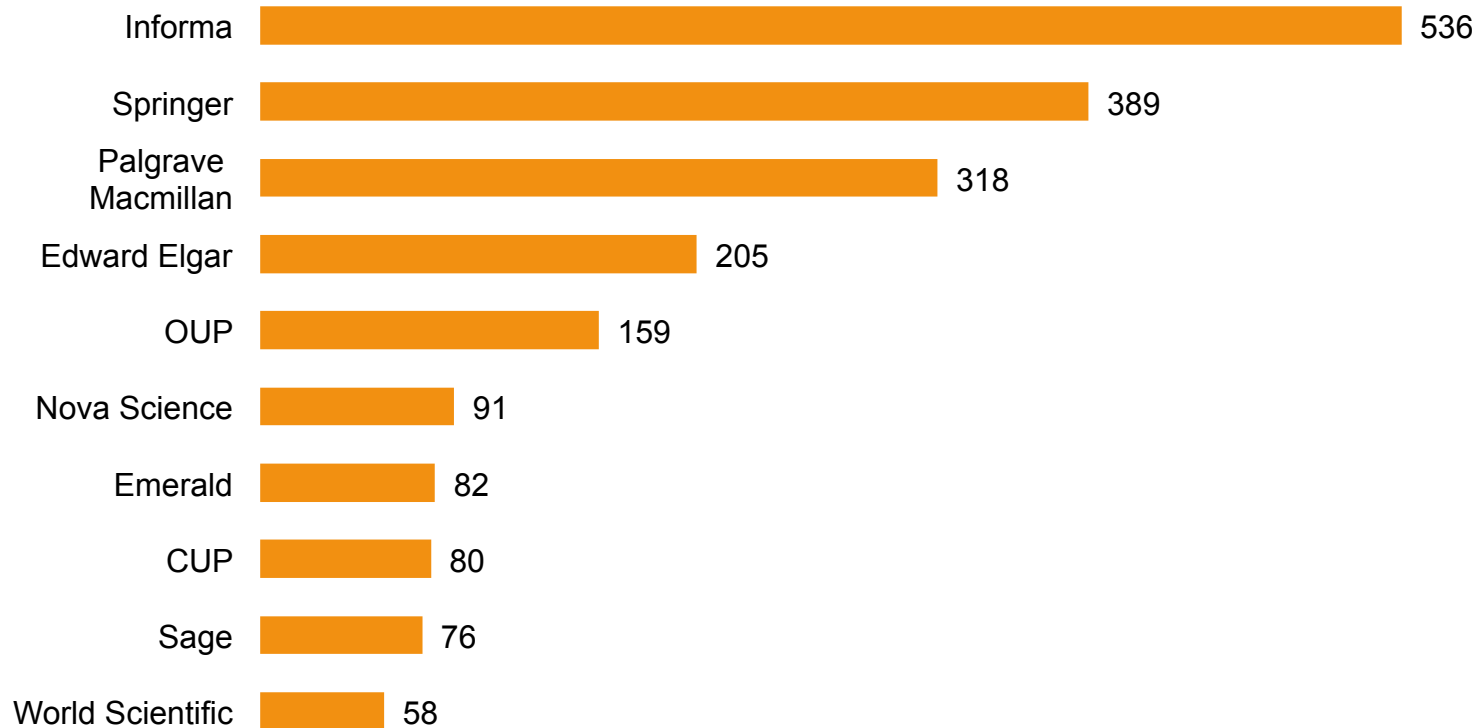
### Computer Science: Number of English-Language Titles Published in 2012



*(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)*

## Leading Publishers: Business & Economics

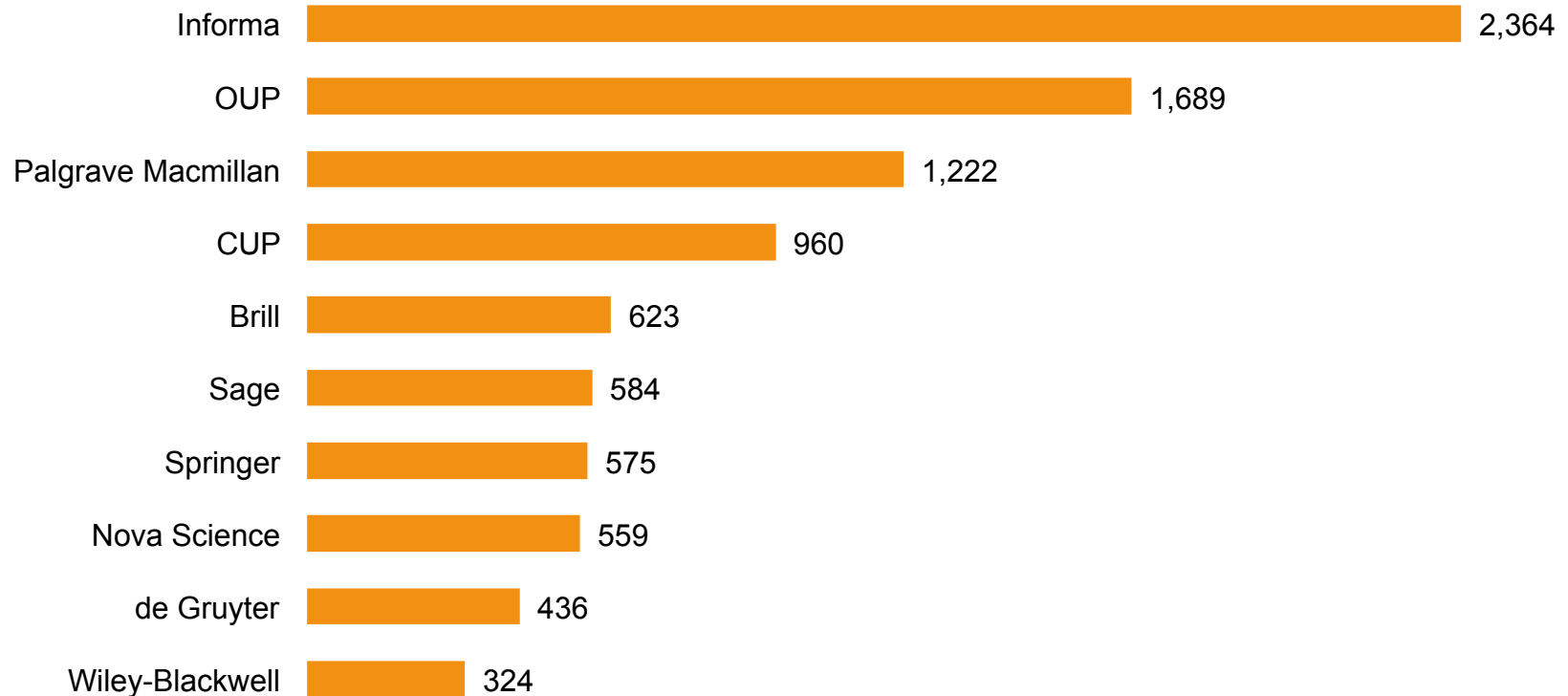
### Business & Economics: Number of English-Language Titles Published in 2012



*(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)*

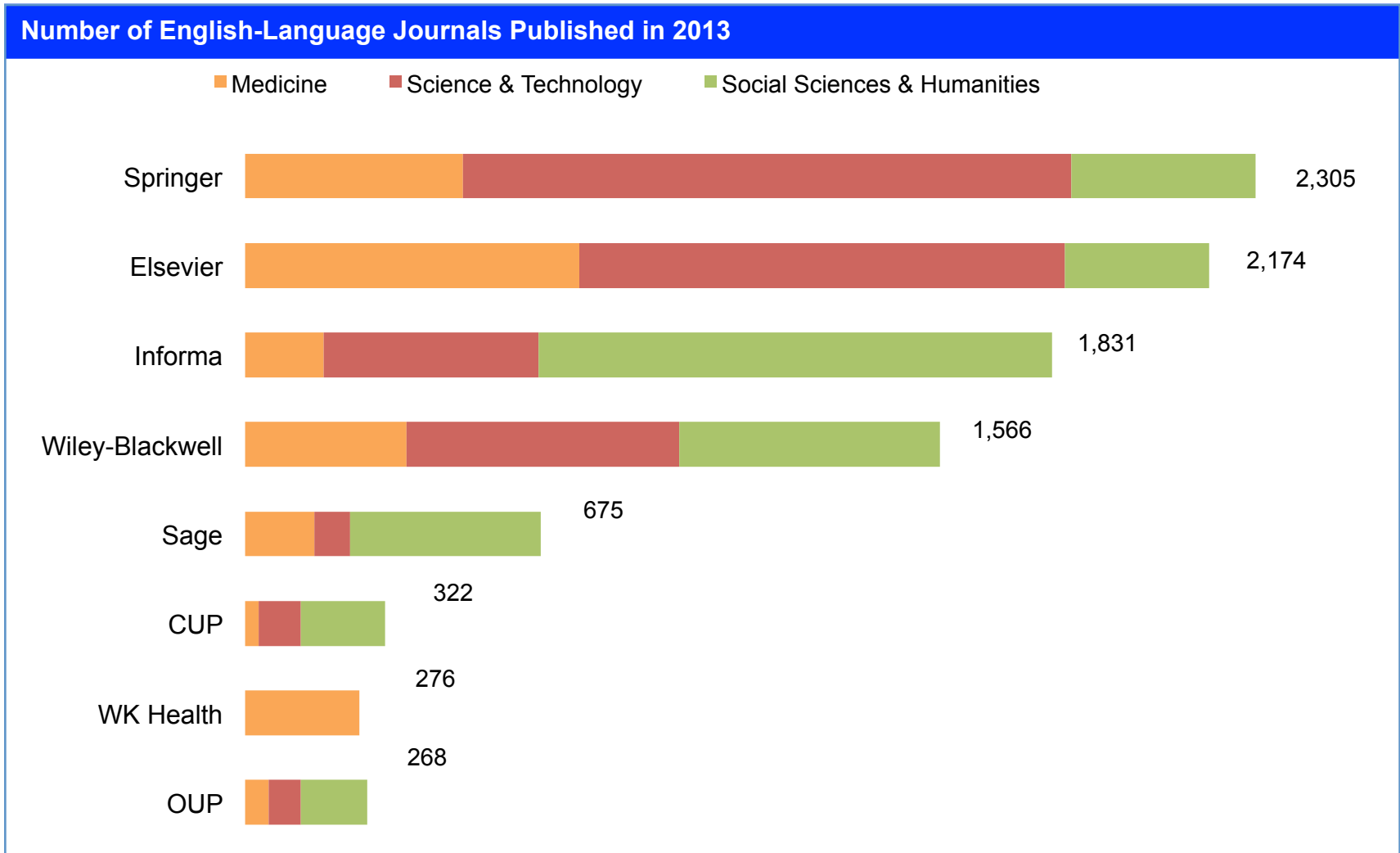
## Leading Publishers: Social Sciences & Humanities

### Social Sciences & Humanities: Number of English-Language Titles Published in 2012



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## Leading Publishers: Number of Journals Titles



## Springer's market position by JCR data

### Top 10 rankings by JCR data ...

by number of titles

<i>Publisher</i>	<i># titles</i>	<i>Share # titles</i>
<i>Elsevier</i>	1,546	14.1%
<i>Springer</i>	1,506	13.8%
<i>Wiley-Blackwell</i>	1,178	10.8%
<i>Informa</i>	913	8.3%
<i>Sage</i>	428	3.9%
<i>Wolters Kluwer Health</i>	195	1.8%
<i>OUP</i>	192	1.8%
<i>CUP</i>	184	1.7%
<i>IEEE</i>	133	1.2%
<i>Nature Pub. Group</i>	89	0.8%
<b>Top 10</b>	<b>6,364</b>	<b>58.2%</b>

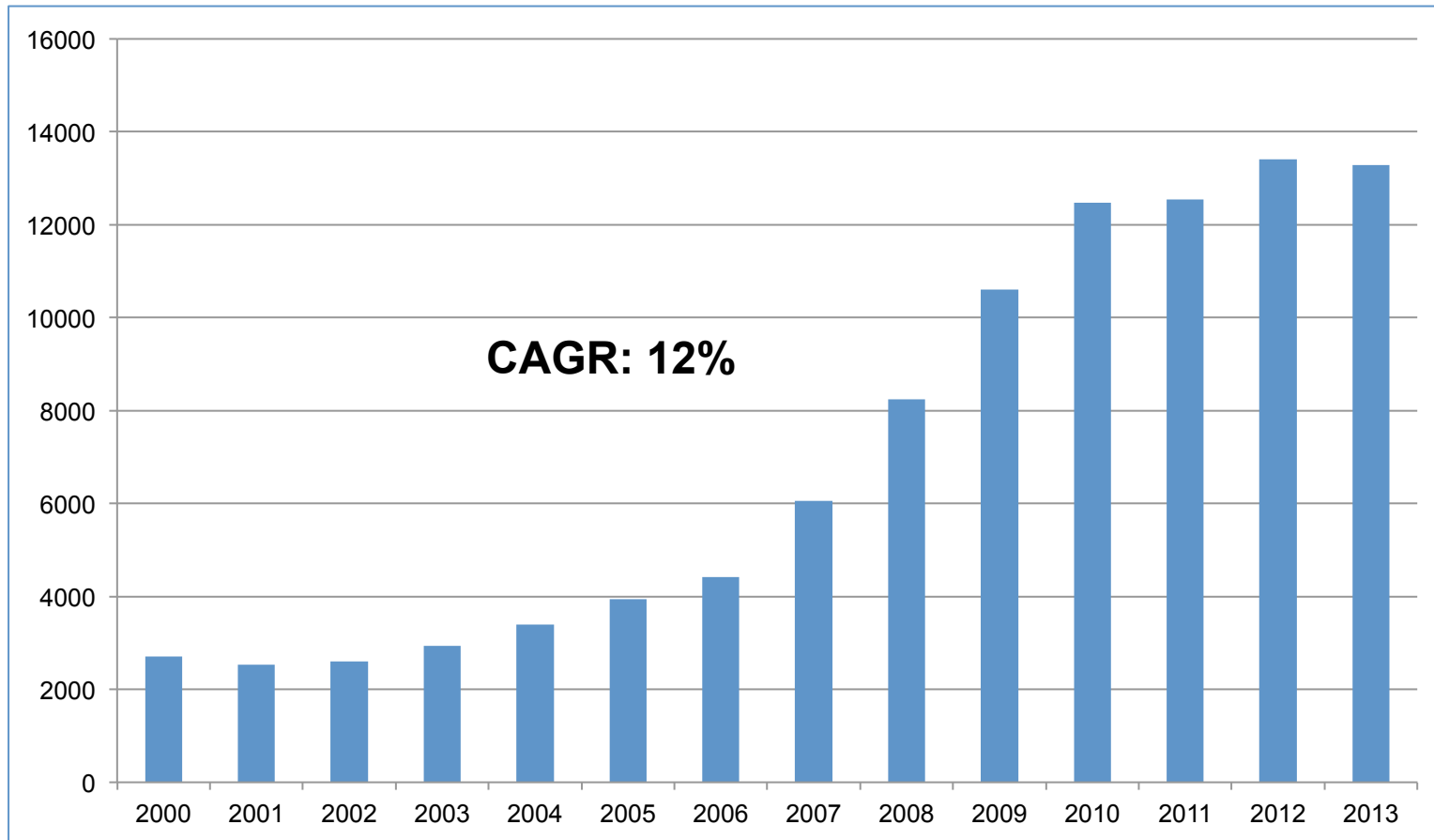
by number of articles

<i>Publisher</i>	<i># articles</i>	<i>Share # articles</i>
<i>Elsevier</i>	303,246	23.3%
<i>Springer</i>	168,756	13.0%
<i>Wiley-Blackwell</i>	133,586	10.3%
<i>Informa</i>	54,805	4.2%
<i>ACS</i>	38,497	3.0%
<i>PLOS</i>	25,998	2.0%
<i>Wolters Kluwer Health</i>	25,753	2.0%
<i>IEEE</i>	25,161	1.9%
<i>OUP</i>	24,172	1.9%
<i>RSC</i>	23,253	1.8%
<b>Top 10</b>	<b>823,227</b>	<b>63.2%</b>

by number of cites

<i>Publisher</i>	<i># cites</i>	<i>Share # cites</i>
<i>Elsevier</i>	10,496,408	24.9%
<i>Wiley-Blackwell</i>	4,904,835	11.6%
<i>Springer</i>	3,009,978	7.1%
<i>ACS</i>	2,202,990	5.2%
<i>Nature Pub. Group</i>	1,793,093	4.3%
<i>OUP</i>	1,234,982	2.9%
<i>Wolters Kluwer Health</i>	1,208,966	2.9%
<i>APS</i>	1,047,585	2.5%
<i>Informa</i>	905,078	2.1%
<i>IEEE</i>	664,574	1.6%
<b>Top 10</b>	<b>27,468,489</b>	<b>65.1%</b>

## Romania: Number of Articles Published 2000-2013



(Source: SCImago. Retrieved October 2014, from <http://www.scimagojr.com>)

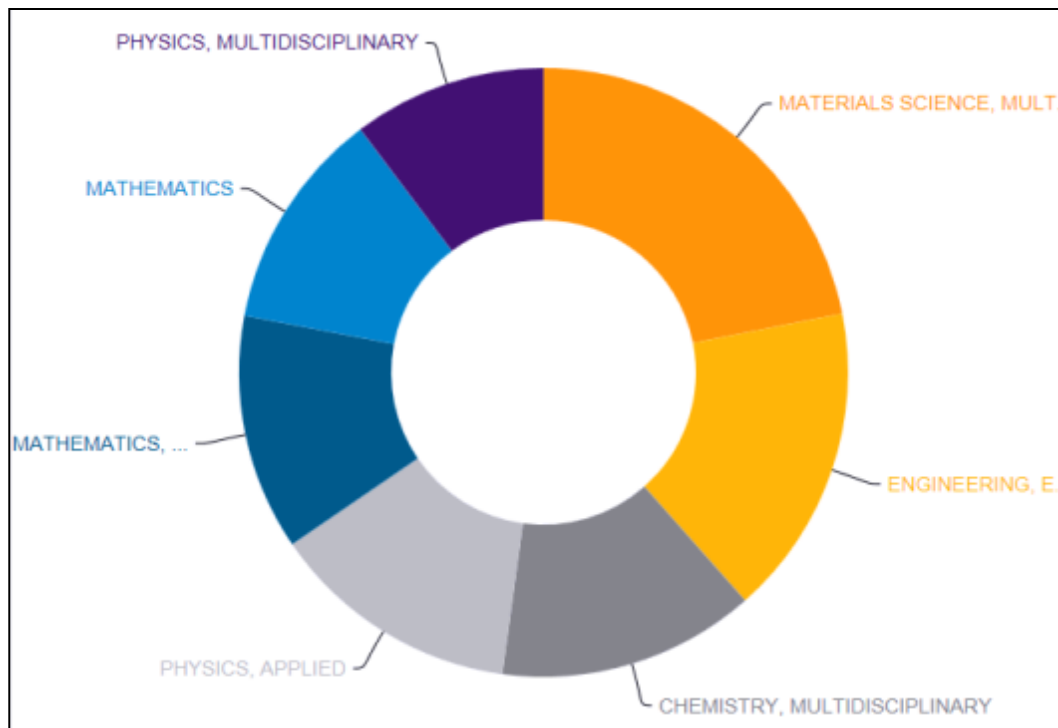
## Eastern Europe: Top 10 countries by research articles

#	Country	Citable documents	Citations	Citations per Document	H index
1	Russian Federation	42,512	13,057	0.3	355
2	Poland	33,494	14,454	0.41	336
3	Czech Republic	17,204	8,652	0.48	268
<b>4</b>	<b>Romania</b>	<b>13,282</b>	<b>4,490</b>	<b>0.33</b>	<b>153</b>
5	Hungary	8,845	4,920	0.52	277
6	Ukraine	8,720	2,583	0.29	159
7	Serbia	6,686	2,651	0.38	86
8	Slovakia	5,854	2,302	0.38	165
9	Croatia	5,634	2,227	0.38	161
10	Slovenia	5,112	2,780	0.52	172

(Source: SCImago. Retrieved October 2014, from <http://www.scimagojr.com>)



## Romania by Research Output



Name	Rank	▼ Web of Science Documents
MATERIALS SCIENCE, MUL...	1	1,008
ENGINEERING, ELECTRICA...	2	763
CHEMISTRY, MULTIDISCI...	3	630
PHYSICS, APPLIED	4	612
MATHEMATICS, APPLIED	5	577
MATHEMATICS	6	540
PHYSICS, MULTIDISCIPLIN...	7	473

(Source: [incites.thomsonreuters.com](http://incites.thomsonreuters.com))

## Top 10 Institutions by article output

Rank	Name	Web of Science Documents	Times Cited	% Docs Cited
1	Polytechnic University of Bucharest	1.330	1174	0.28
2	University of Bucharest	1.044	958	0.33
3	University of Babes Bolyai	1.039	991	0.35
4	Romanian Academy of Sciences	870	631	0.34
5	Alexandru Ioan Cuza University	683	480	0.34
6	Carol Davila University of Medicine & Pharmacy	628	399	0.26
7	GH Asachi Technical University	589	295	0.25
8	Grigore T Popa University of Medicine & Pharmacy	575	386	0.27
9	Iuliu Hatieganu University of Medicine & Pharmacy	518	337	0.31
10	Polytechnic University of Timisoara	497	156	0.15

(Source: [incites.thomsonreuters.com](http://incites.thomsonreuters.com))

## Visits SpringerLink – Jan-Sep 2014

Rank	Country	Visits	% Visits
24	Poland	1,455,198	0.84
30	Russian Federation	1,192,361	0.69
46	Czech Republic	577,286	0.33
<b>48</b>	<b>Romania</b>	<b>504,378</b>	<b>0.29</b>
51	Hungary	411,414	0.24
53	Serbia	313,128	0.18
59	Slovakia	242,032	0.14
64	Croatia	219,852	0.13
65	Slovenia	214,545	0.12
68	Bulgaria	189,169	0.11

(Source: Webtrekk)

## Eastern Europe: Top 10 countries by research articles

Rank	Country	Articles 2000	Articles 2012	CAGR	Article Share 2000	Article Share 2012
1	Russian Federation	30,147	37,568	1.9%	2.75%	1.45%
2	Poland	12,948	30,666	7.5%	1.18%	1.18%
3	Czech Republic	5,483	15,708	9.2%	0.50%	0.61%
4	Romania	2,523	12,106	14.0%	0.23%	0.46%
5	Hungary	5,019	8,624	4.6%	0.46%	0.33%
6	Ukraine	5,328	8,047	3.5%	0.49%	0.31%
7	Serbia	43	6,941	52.8%	0.00%	0.23%
<b>8</b>	<b>Croatia</b>	<b>1,859</b>	<b>5,562</b>	<b>9.6%</b>	<b>0.17%</b>	<b>0.22%</b>
9	Slovakia	2,313	5,057	6.7%	0.18%	0.19%
10	Slovenia	1,956	4,996	8.1%	0.21%	0.19%

(Source: SCImago. Retrieved January 2014, from <http://www.scimagojr.com>)

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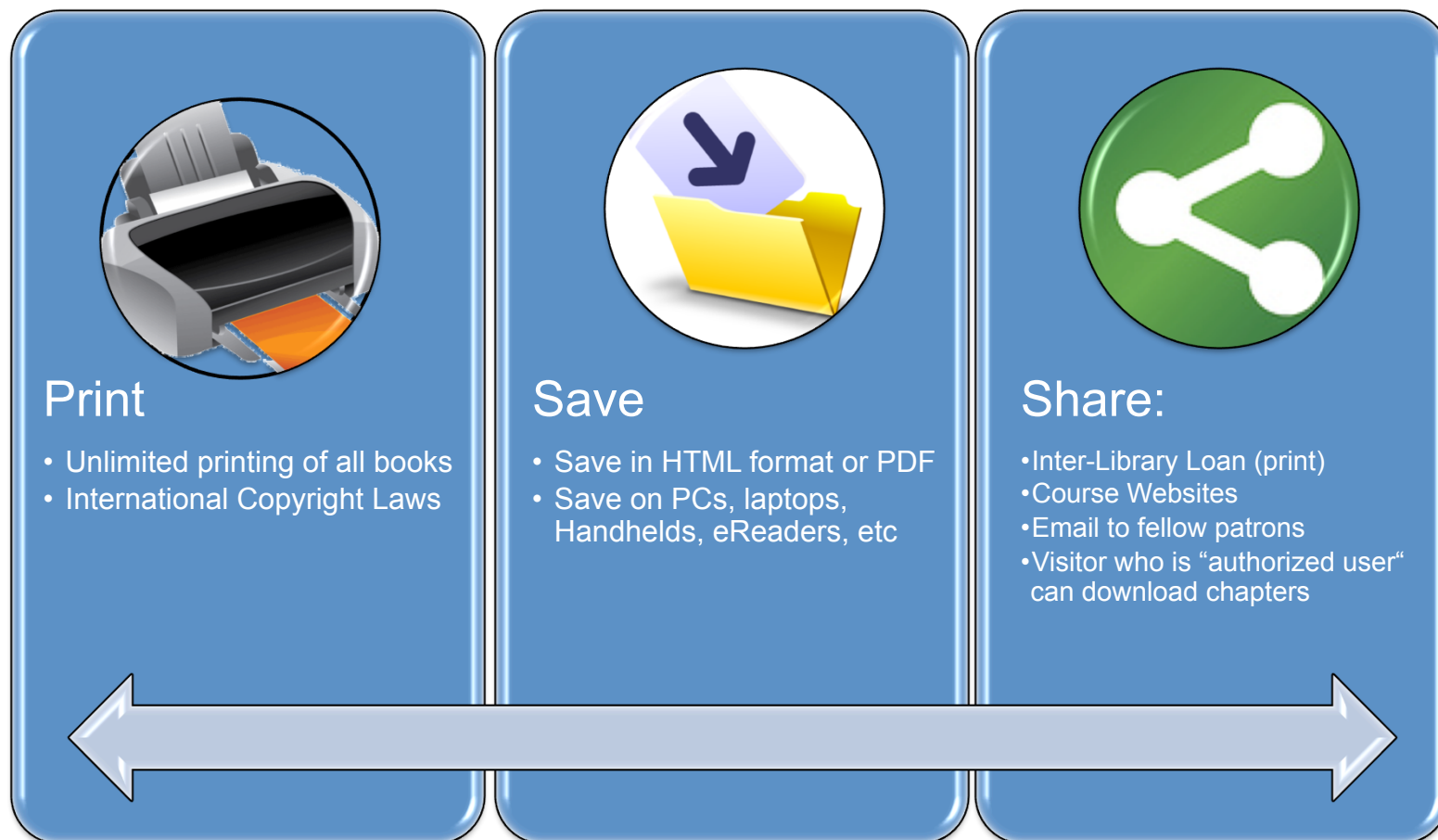


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#### Table of contents (13 chapters)

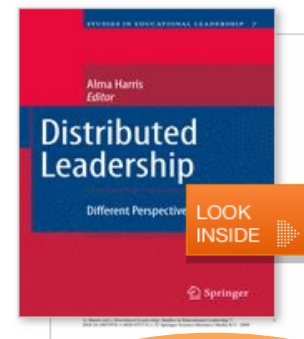
Front Matter

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Pages I-XII

Setting the Scene

Front Matter



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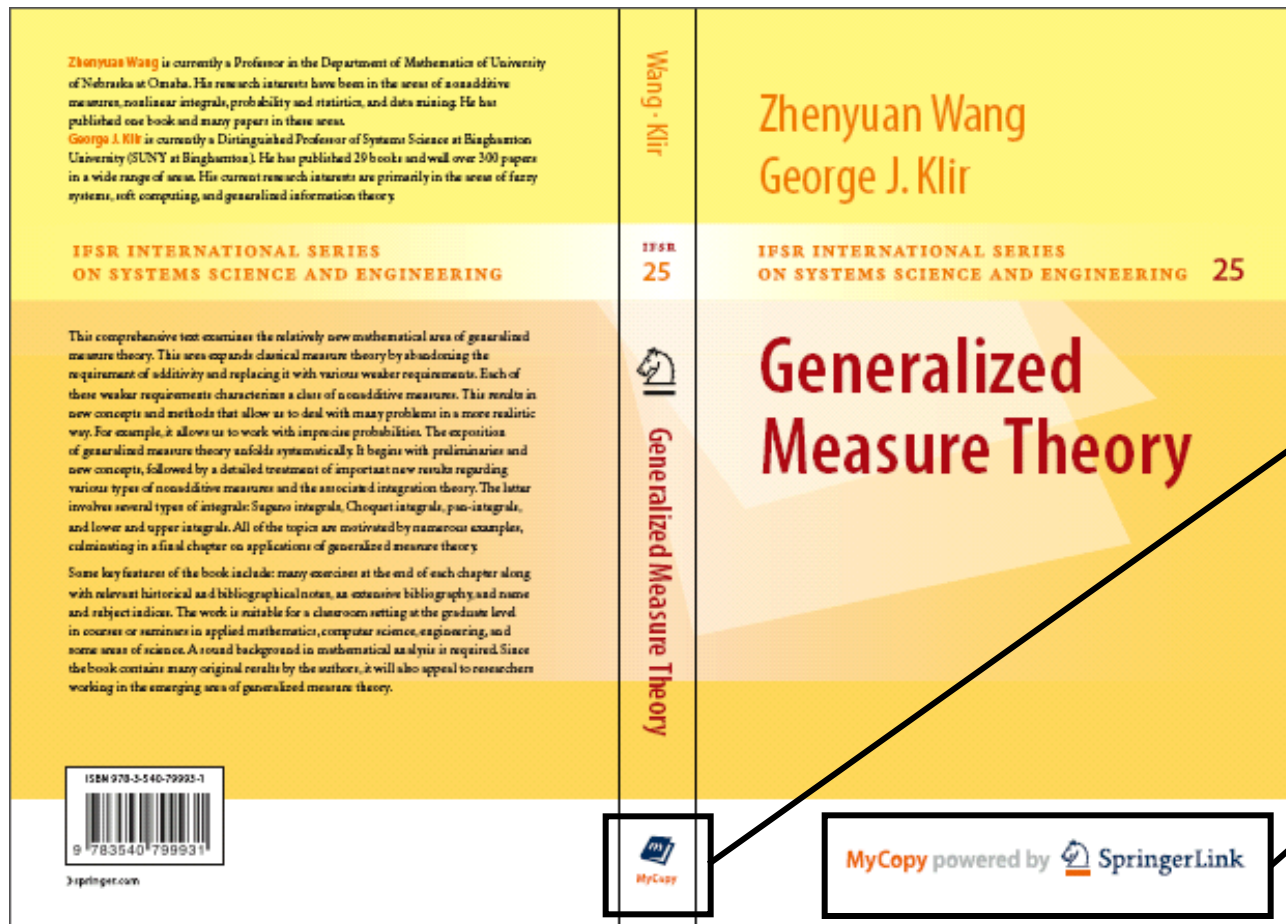
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  - English language titles only
- Soft cover is 4-color and inner work is black & white
- Standard price of **24.99 EUR/USD** (*including* shipping & handling)
- Available in most of Europe, USA and Canada (& expanding)



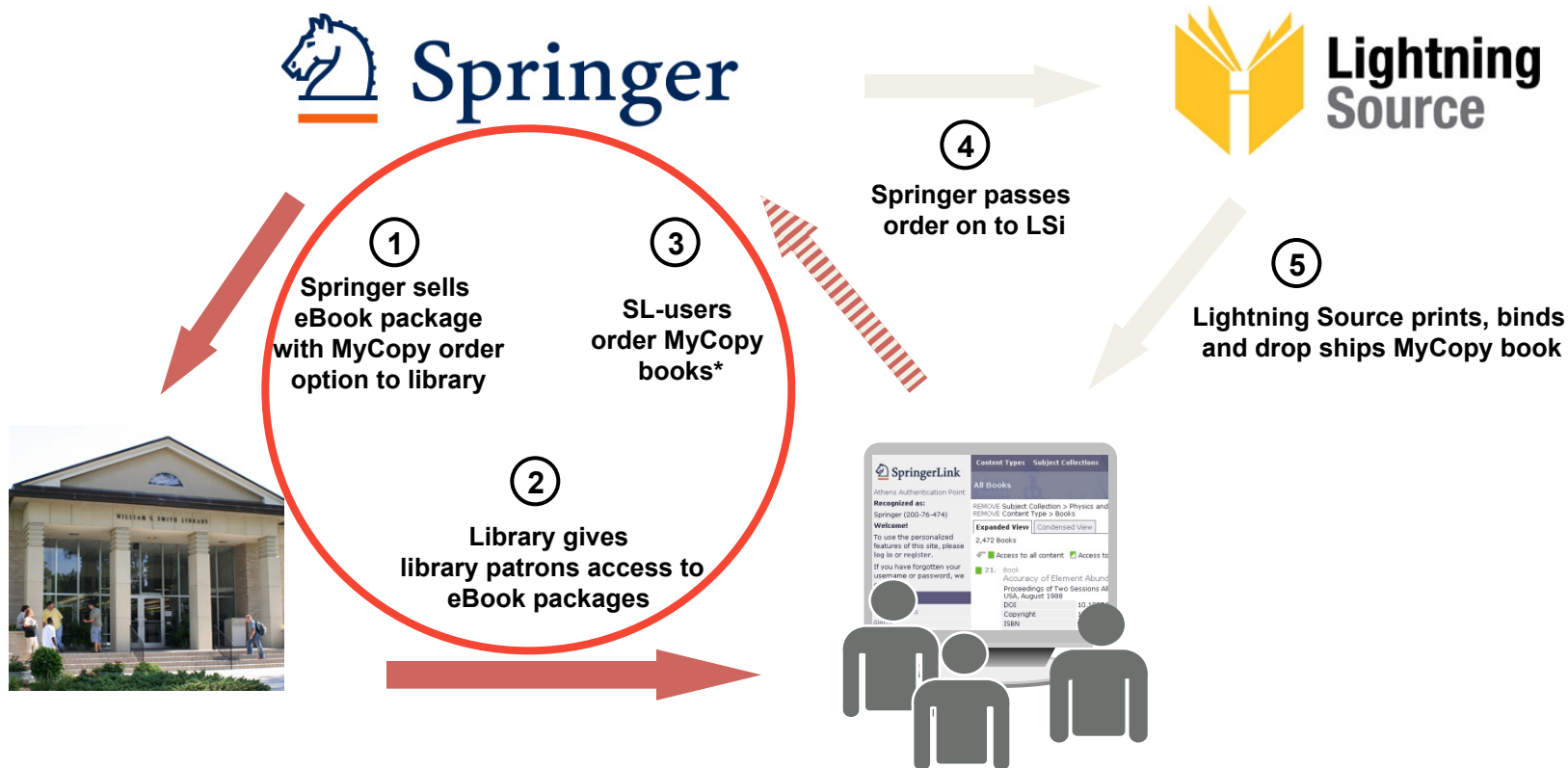
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- Consortia discount available

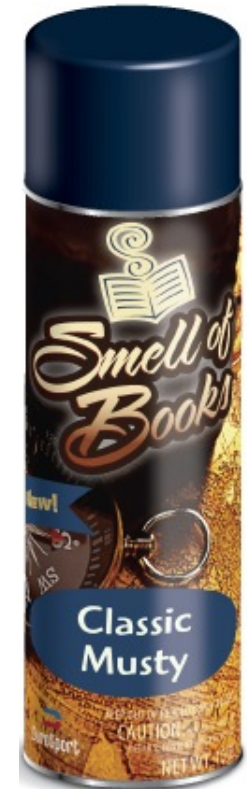
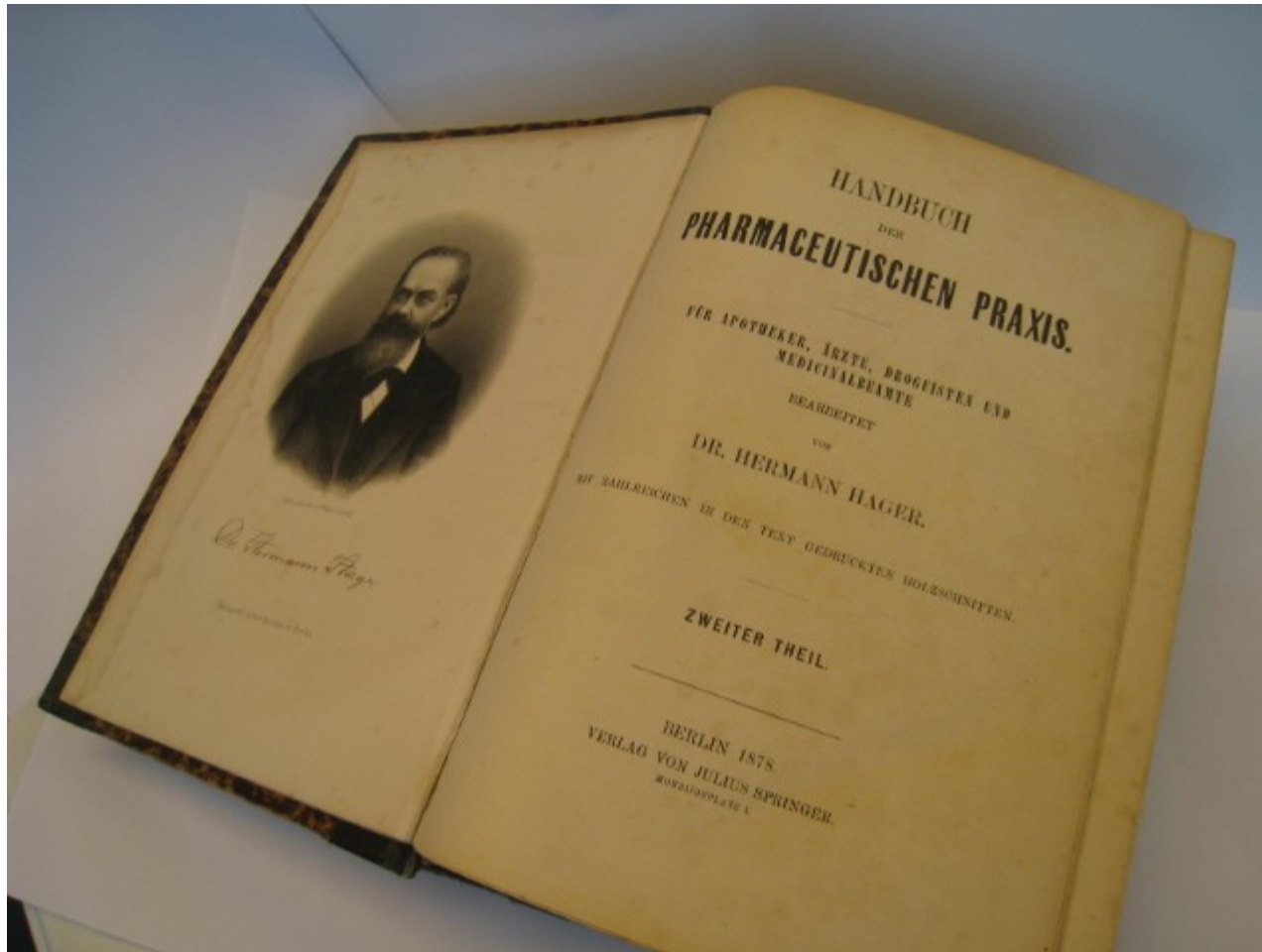




## Summary - Springer eBooks Collection is:

- Over 7000 new eBooks every year
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- 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?

**Cem Üzüm**

**[Cem.uezuem@springer.com](mailto:Cem.uezuem@springer.com)**

**Tel.: +49(0)151 14747869**



