



Usage Trends & Analysis eBooks and the Springer Book Archive

LISA VII Astronomical Observatory of Capodimonte

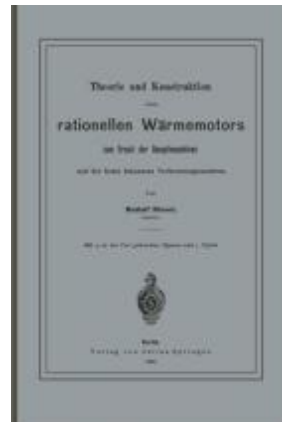
Naples 2014

Paola Cava

First something about the Springer Book Archive

History of Springer's book publishing

- Springer was founded as a bookseller in Berlin in 1842 and started publishing soon after
- Renowned scientists have published with Springer such as Werner Siemens, and many others including Rudolf Diesel, Werner Siemens, Karl Scheel, Rudolph Virchow and Marie Curie



Springer: 170 years of publishing

It's like a very good book: chapter after chapter, the exciting history of the corporate group Springer Science+Business Media unfolds.

Digitize everything

146,000 articles/yr



1842
Springer-Verlag
founded

Journals

1996

“Digitize all
journals going
forward!”

2004

“Digitize all
journals going
backward!”

1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2011

Books

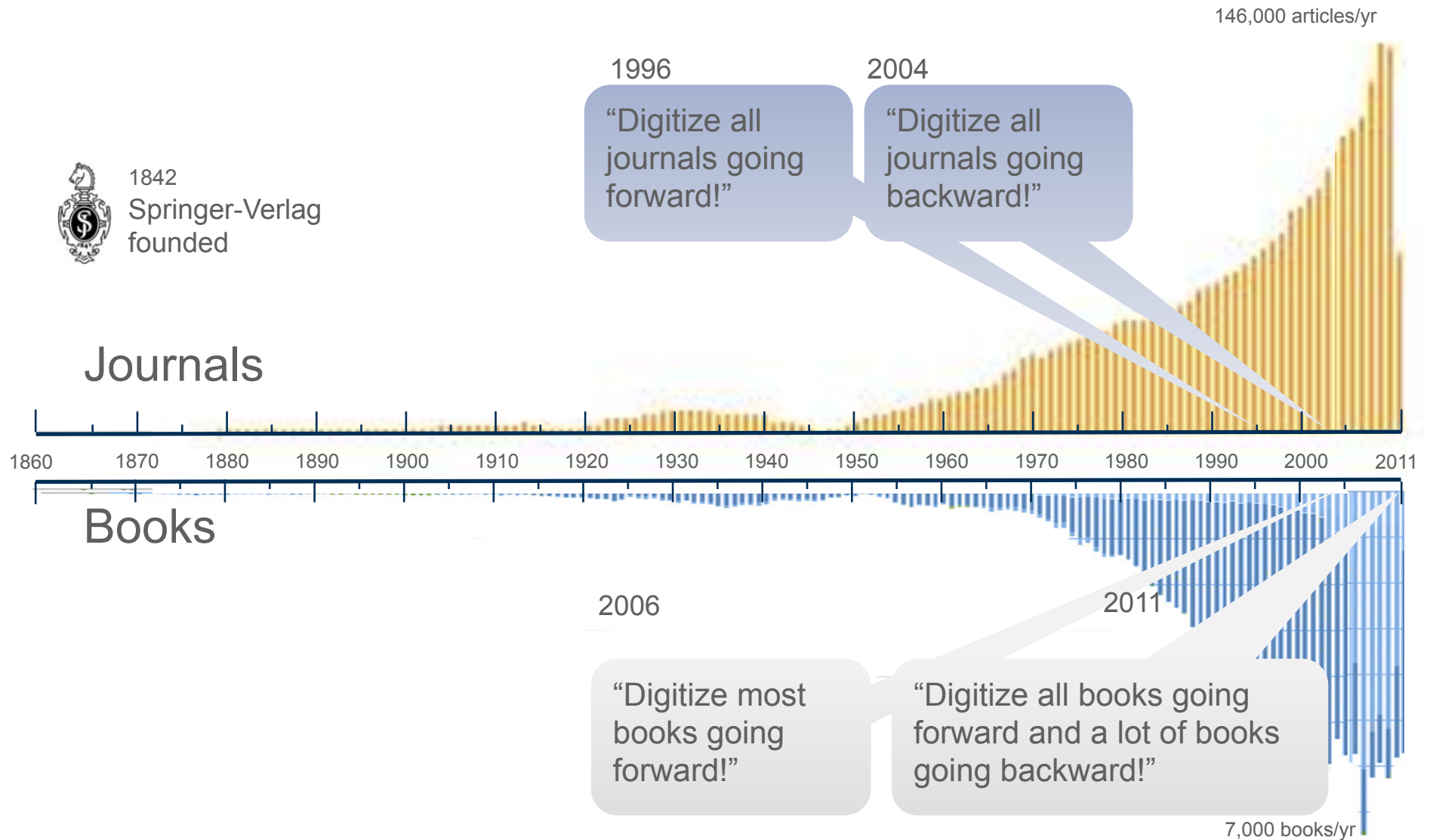
2006

“Digitize most
books going
forward!”

2011

“Digitize all books going
forward and a lot of books
going backward!”

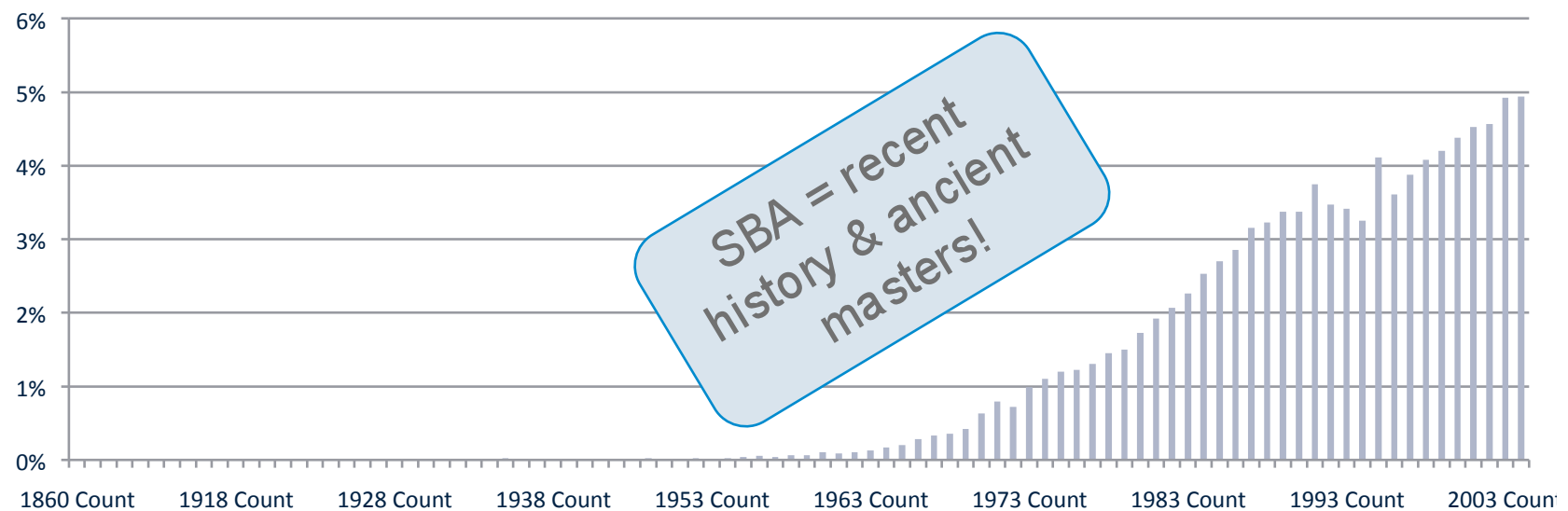
7,000 books/yr



Springer Book Archives – Age of the content

- 60% of English/International SBA books published later than 1990
- 85% of English SBA books published later than 1980

% of SBA titles by copyright year English



- 80% of all titles

- 60% of all titles

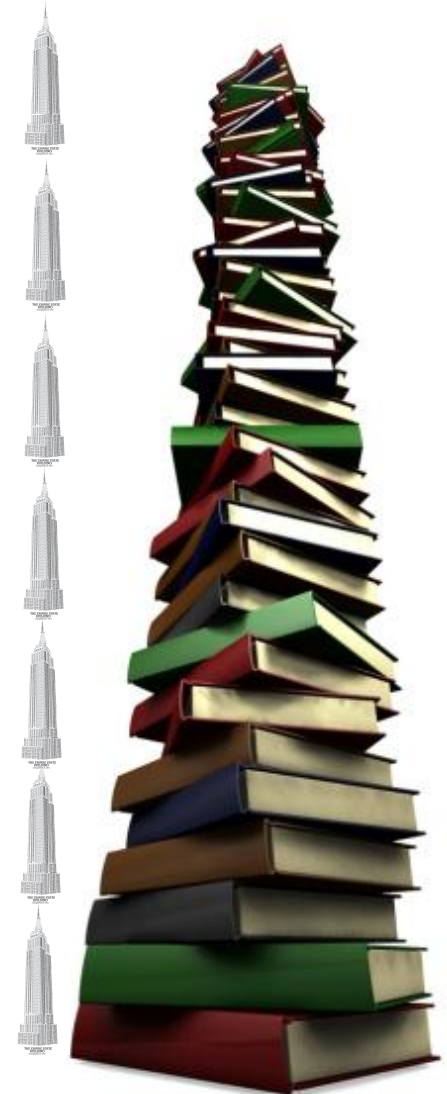
Introducing Springer Book Archives

- A digitized book archive of historic titles dating back to the 1840s
- Around 110,000 historic titles included in the archive
 - 56,000 in English
 - 54,000 in German
- Now over 165,000+ Springer eBooks available on SpringerLink



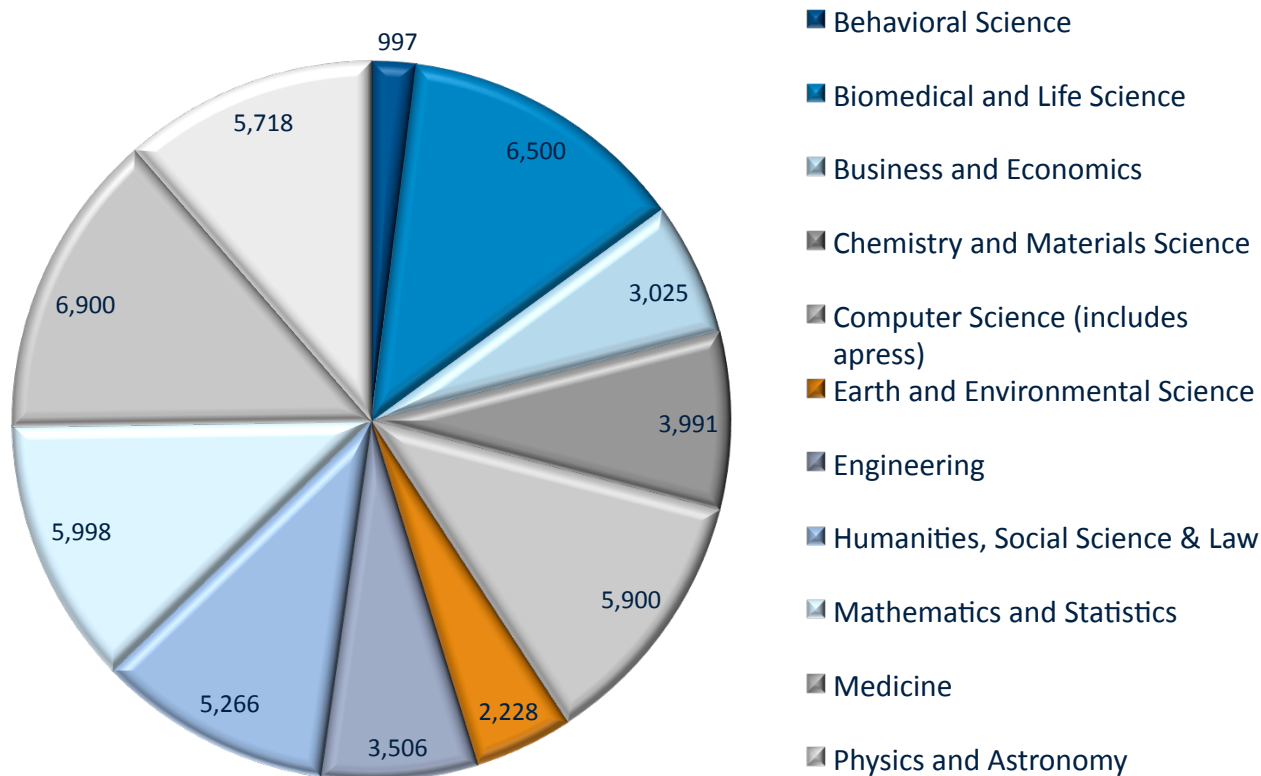
Imagine around 110,000 Books

- If stacked one on top of the other, would be ~8,500 feet high
 - Equals 7 times the Empire State Building
- ~35 million pages
- 150,000 authors minimum
- ~1.5 million new DOIs (titles & chapters)

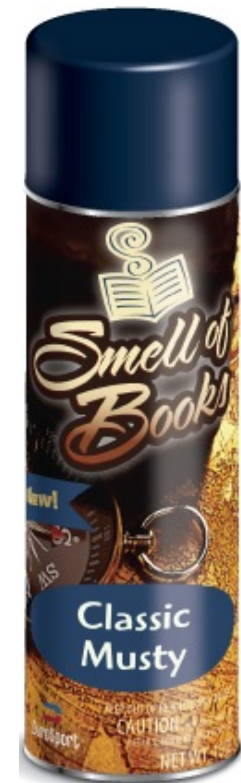
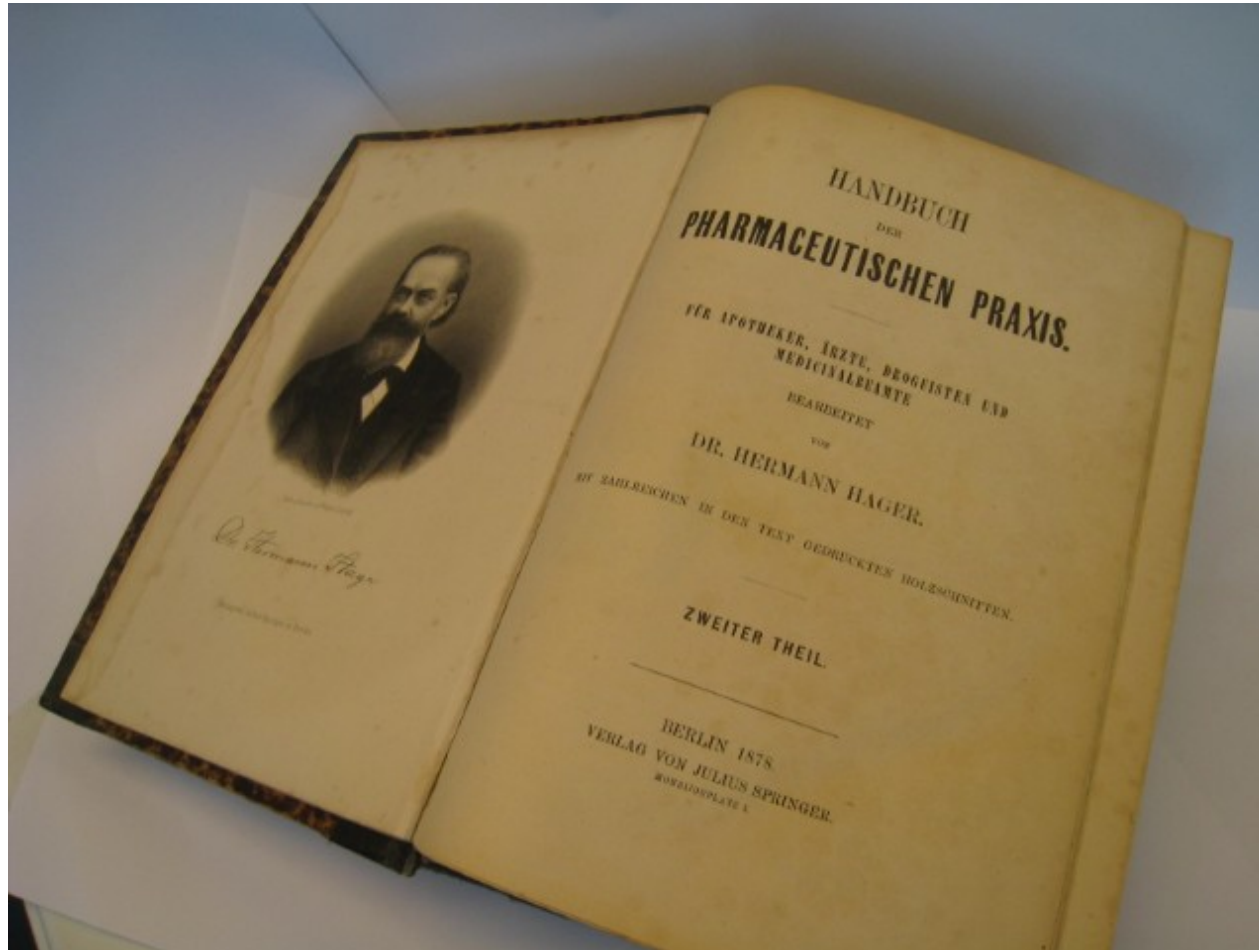


In all subject areas...

- Available as one-off purchase with continuous access in German and English packages, priced depending on institution size, directly with Springer
- Content in English packages is distributed in a broad range of subjects:



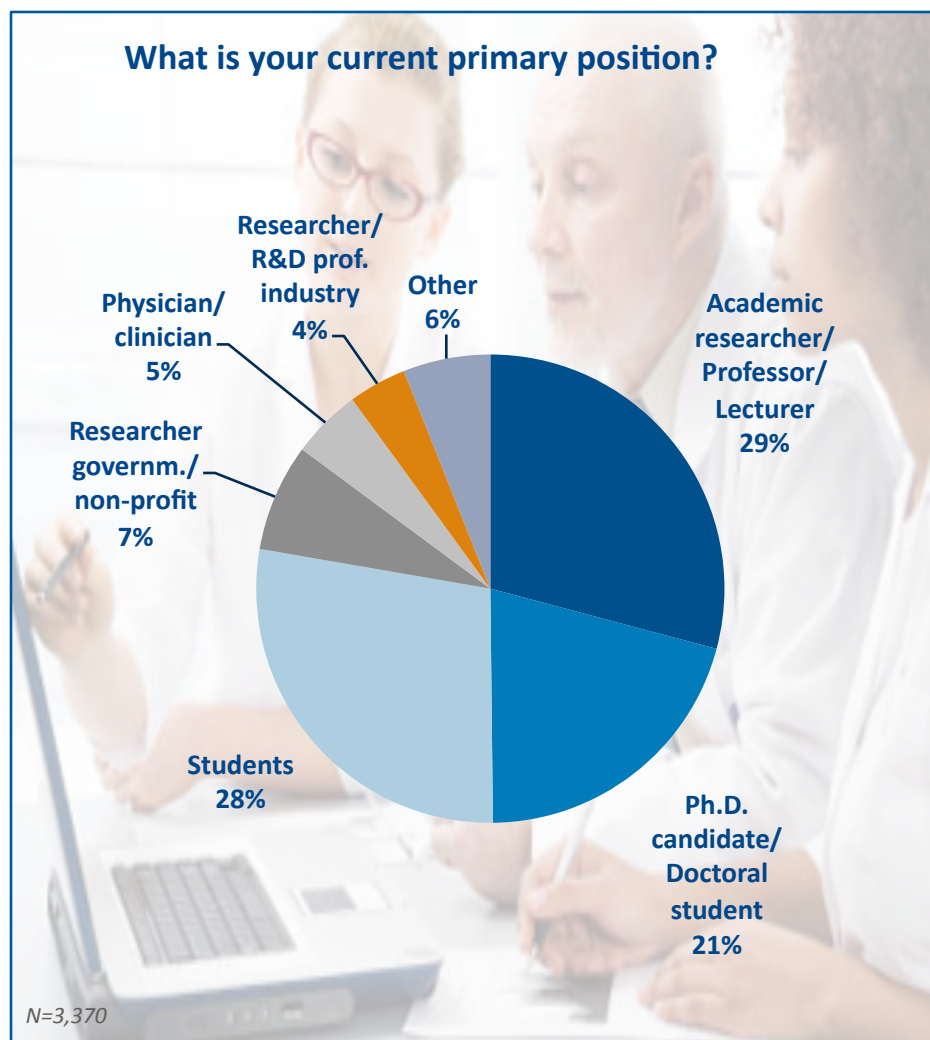
There is one aspect that can't be recreated online



User Demographics

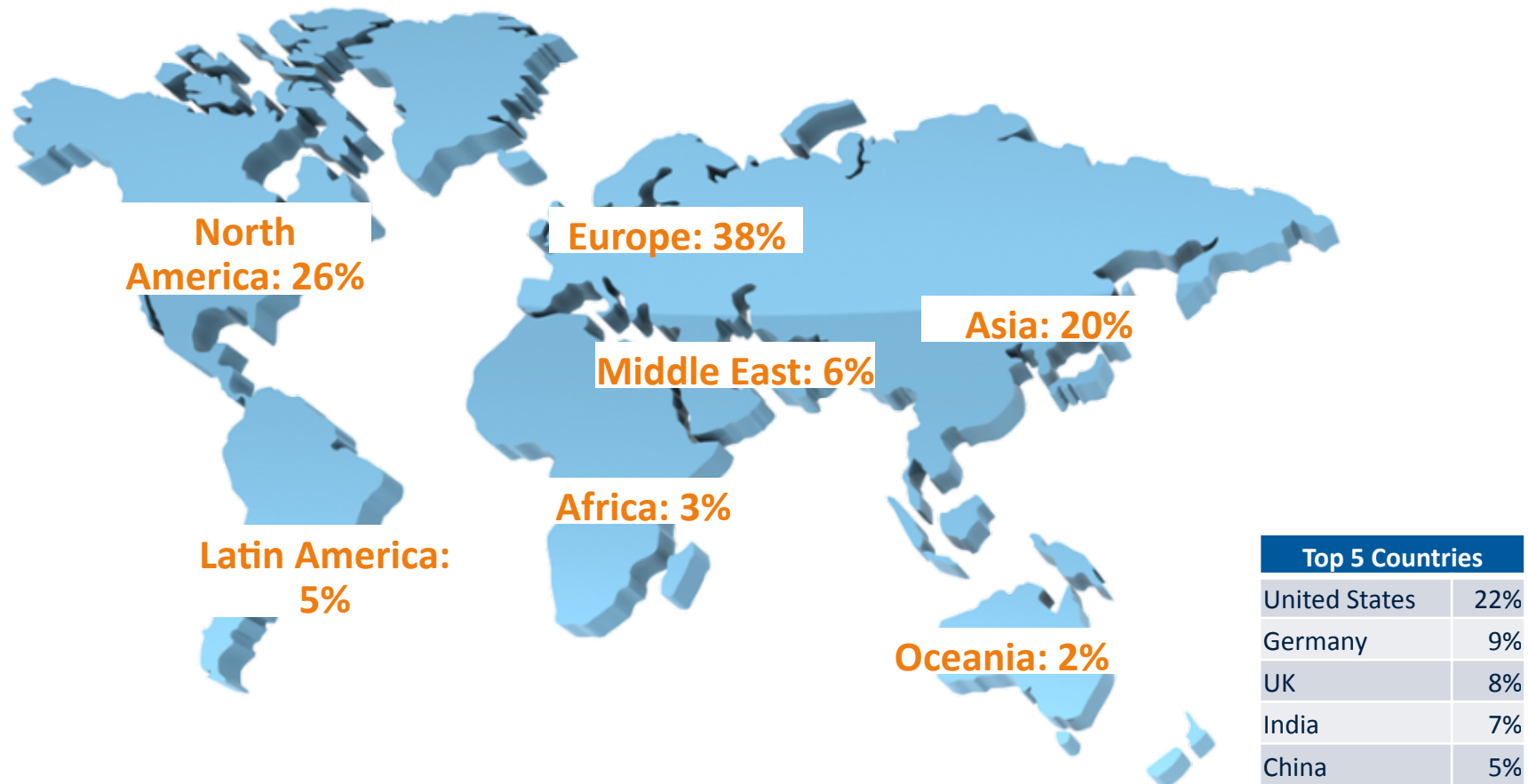
- *based on a recent survey on SpringerLink*

3 out of 4 SpringerLink users are from Academic Institutions



- More than three quarters of SpringerLink users are from academic institutions.
- Extrapolating this to the overall 220 million annual visits to the website, the 78% account for more than **170 million visits** per year.

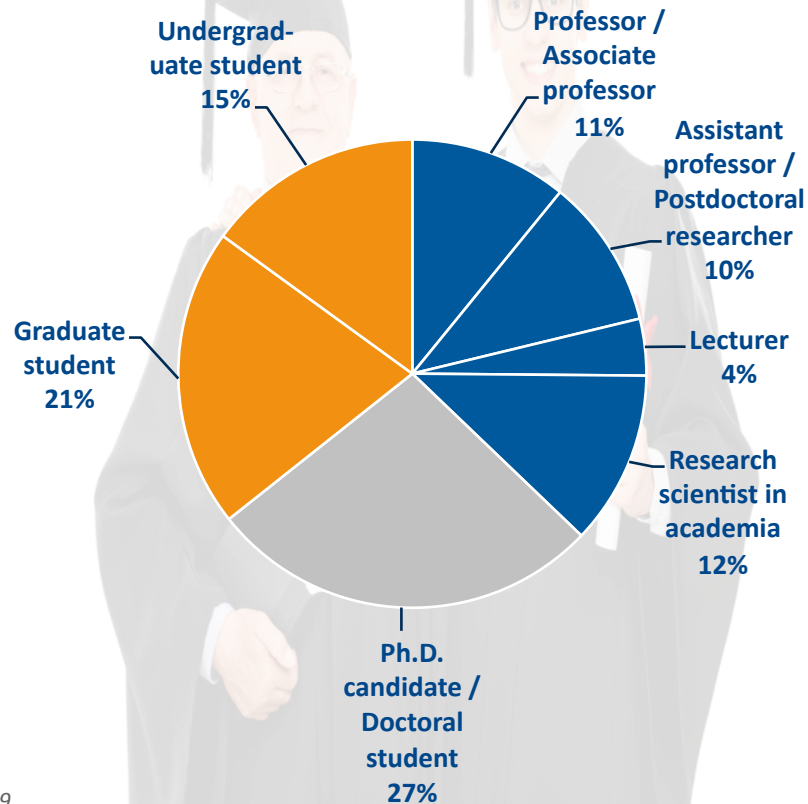
Academic users come from all over the world



N=2,554

SpringerLink heavily used by all major groups in Academia

What is your current primary position?



N=949

- Not surprisingly, **Academic Staff**, including both research and teaching staff, form one major group
- But **Undergraduate and Graduate Students** make up more than one third of SpringerLink's academic user base
- **Doctoral Students** are a highly active group, too

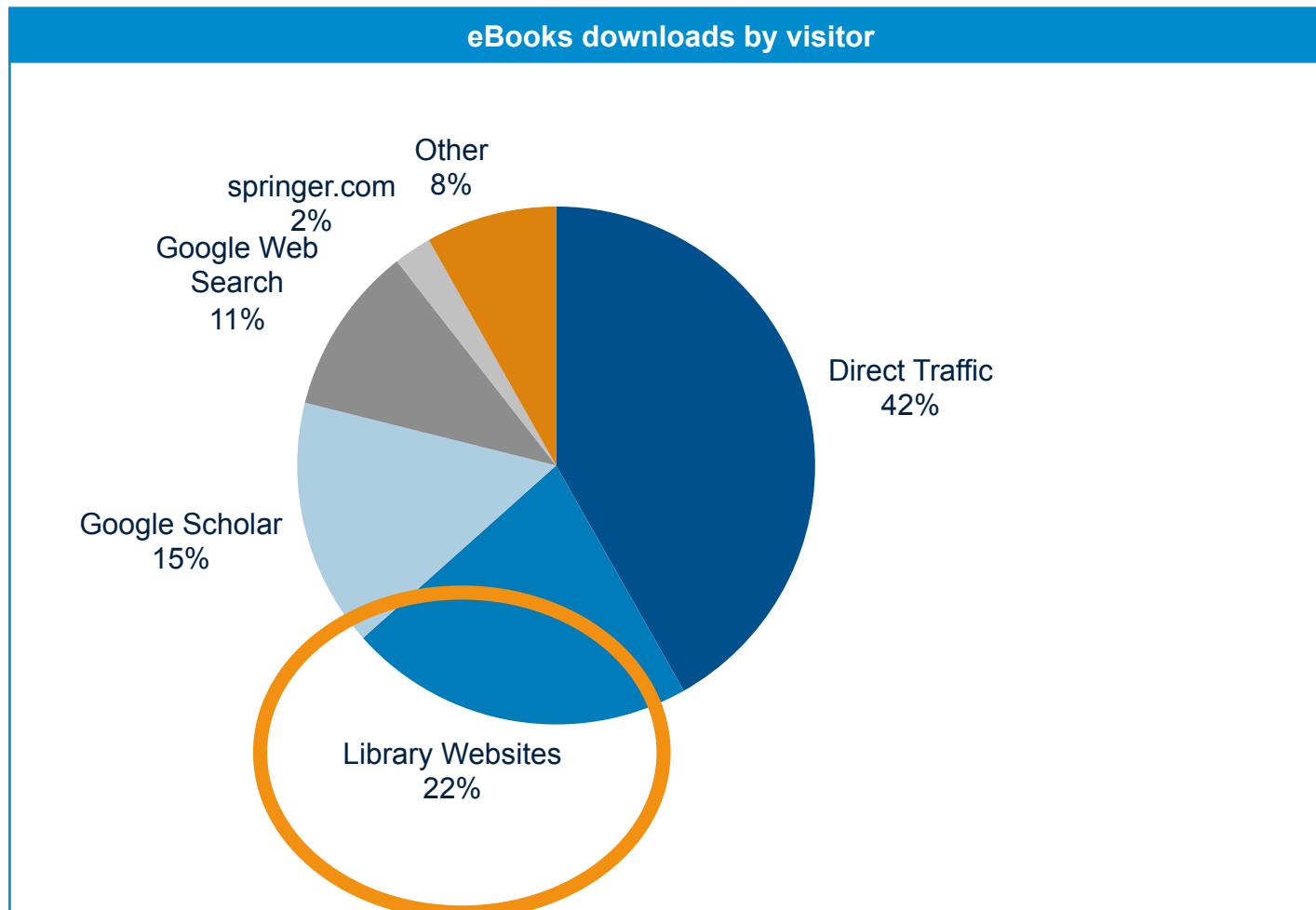
The majority of Academic Staff visiting SpringerLink are engaged in both research and teaching



- Among the Academic Staff using SpringerLink, almost all are engaged in **Research**, but two thirds have **Teaching** tasks as well.

The library catalog is a key driver for eBook usage!

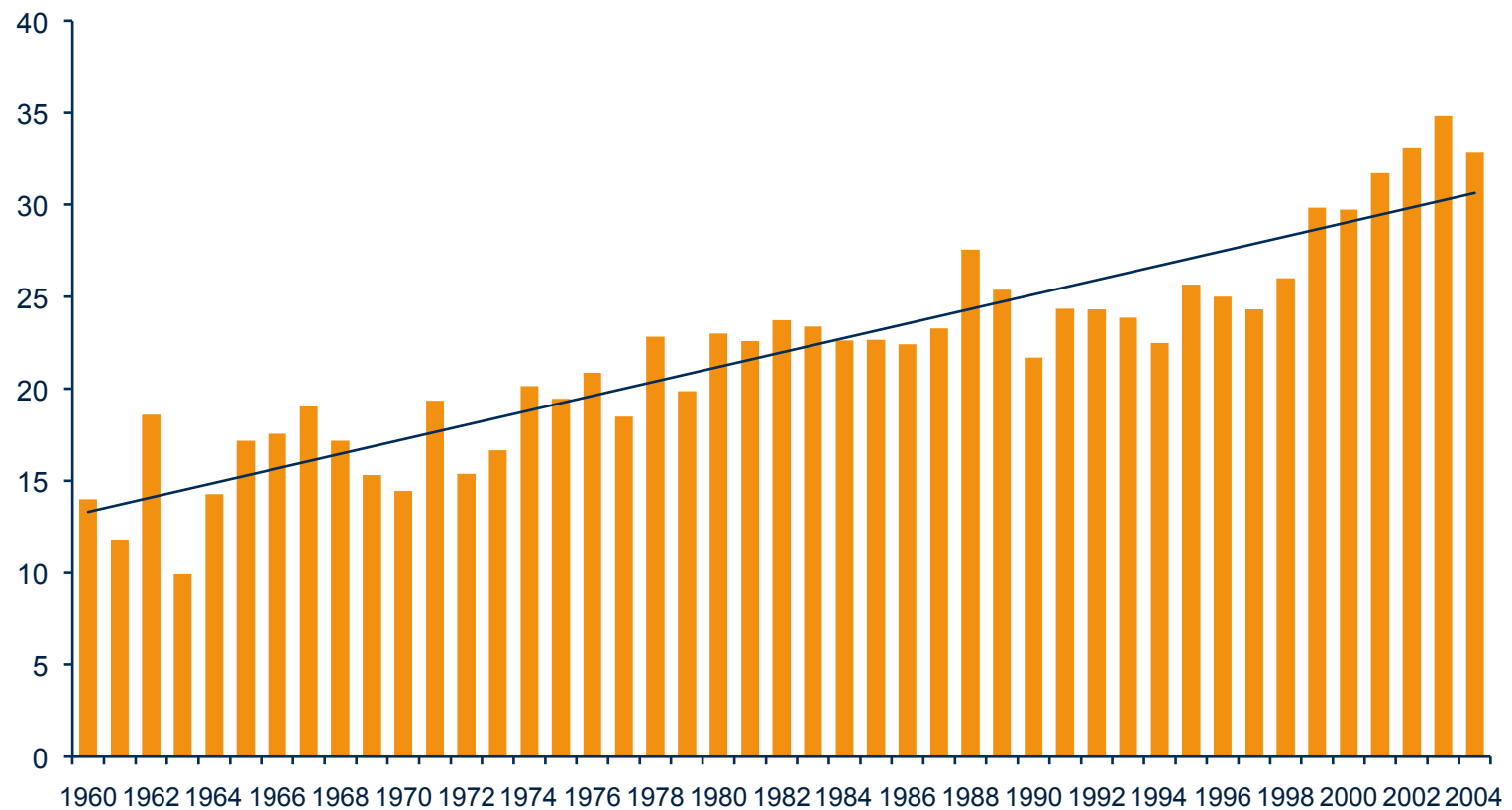
The MARC effect



Direct traffic includes every session for which no referrer was passed on, such as bookmark traffic and typed URLs, but more importantly, word-to-mouth initiated traffic such as links in e-mails or instant messaging programs

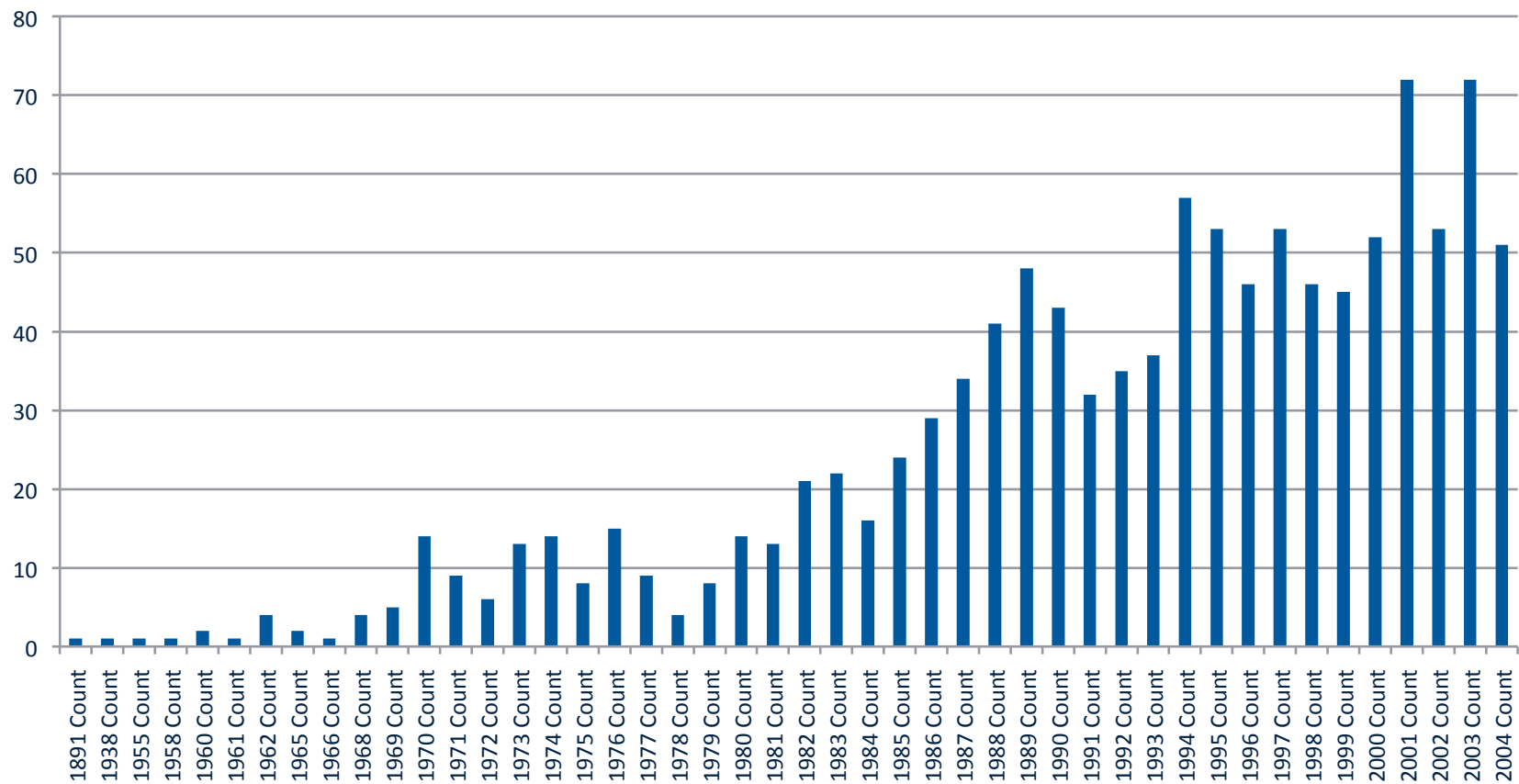
A look at one SBA customer: Average chapter downloads by title and copyright year

SBA: Average chapter downloads by title and copyright year



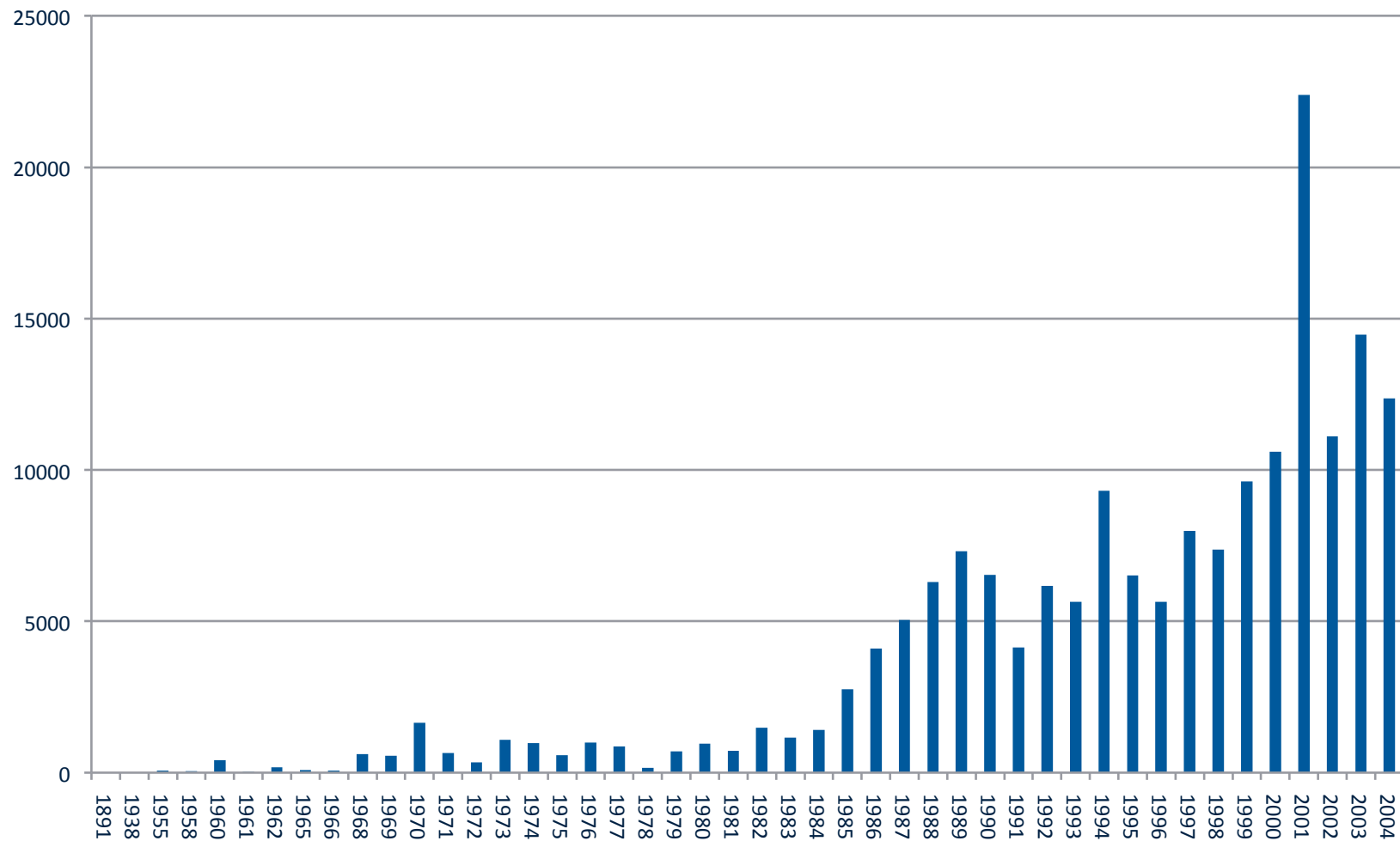
How does this compare when looking at Astronomy?

Number of Astronomy Books by year



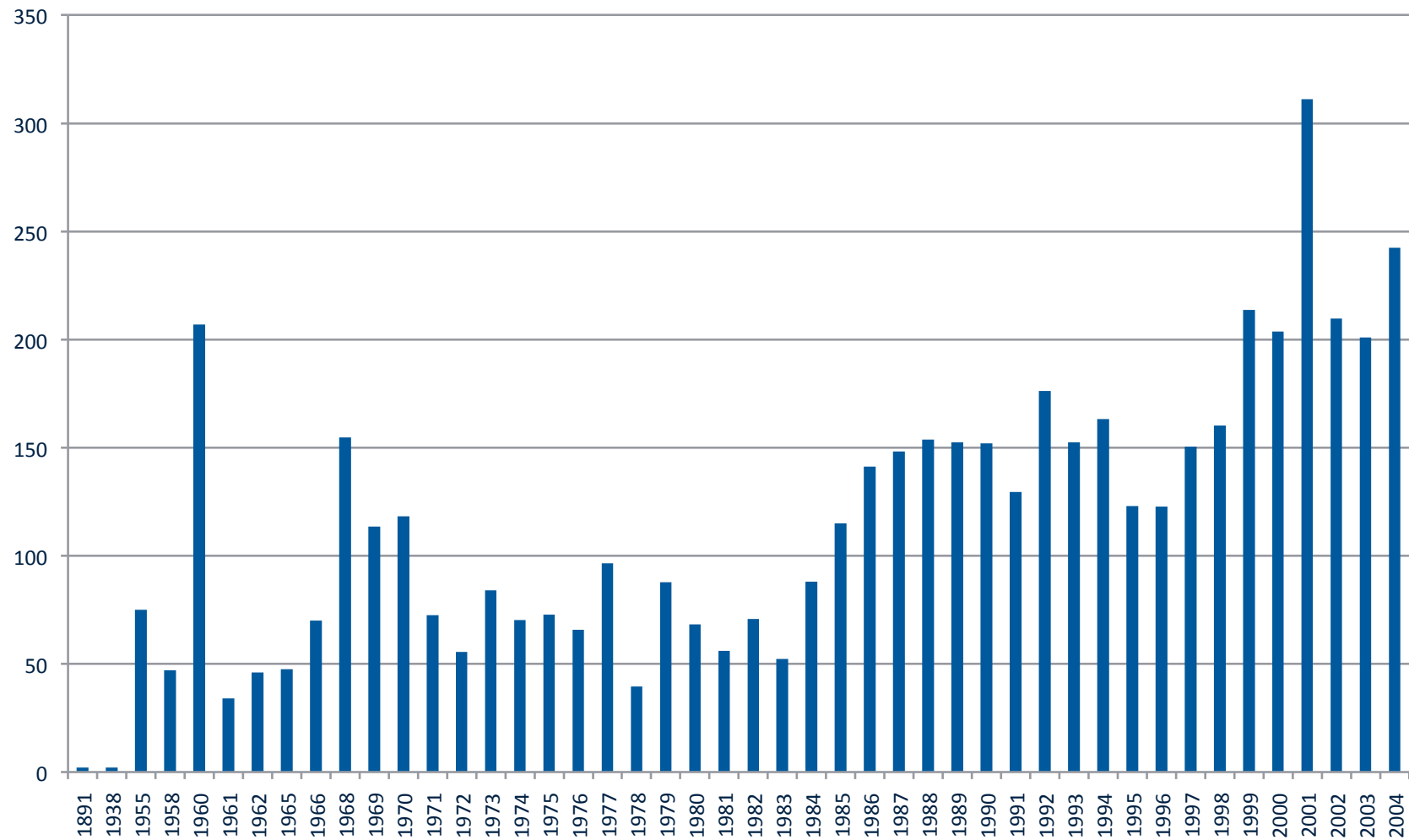
Usage of Astronomy Titles

Usage Astronomy books by year (jan-may '14)



Archive content is being used

average usage per title by year



Grazi mille.....Questions?



Paola Cava

paola.cava@springer.com