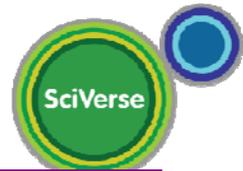
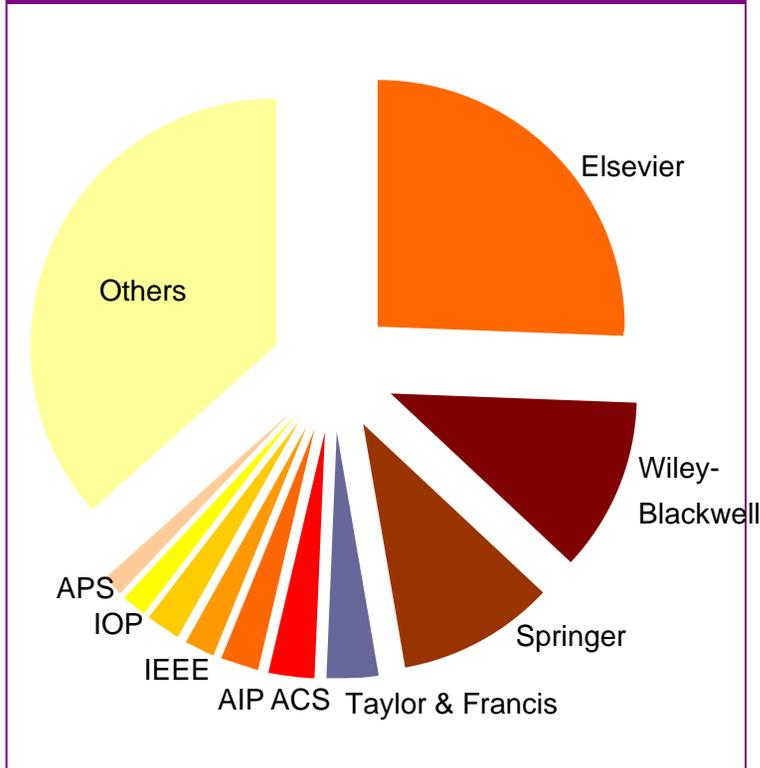


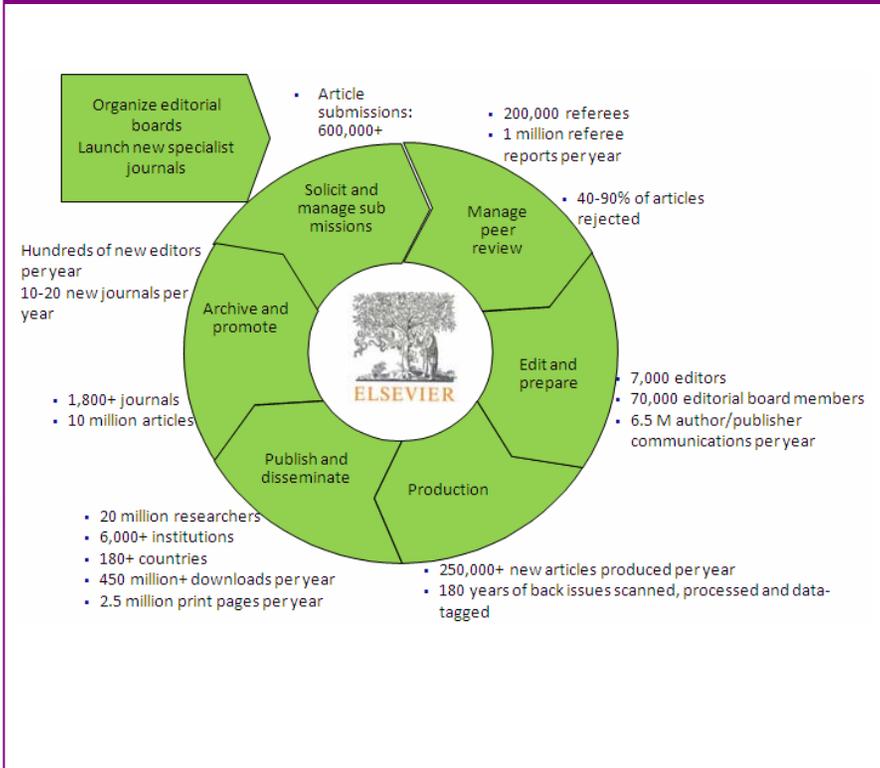
Scientific Technical and Medical (STM) journal publishing industry overview



Share of Journal Articles Published

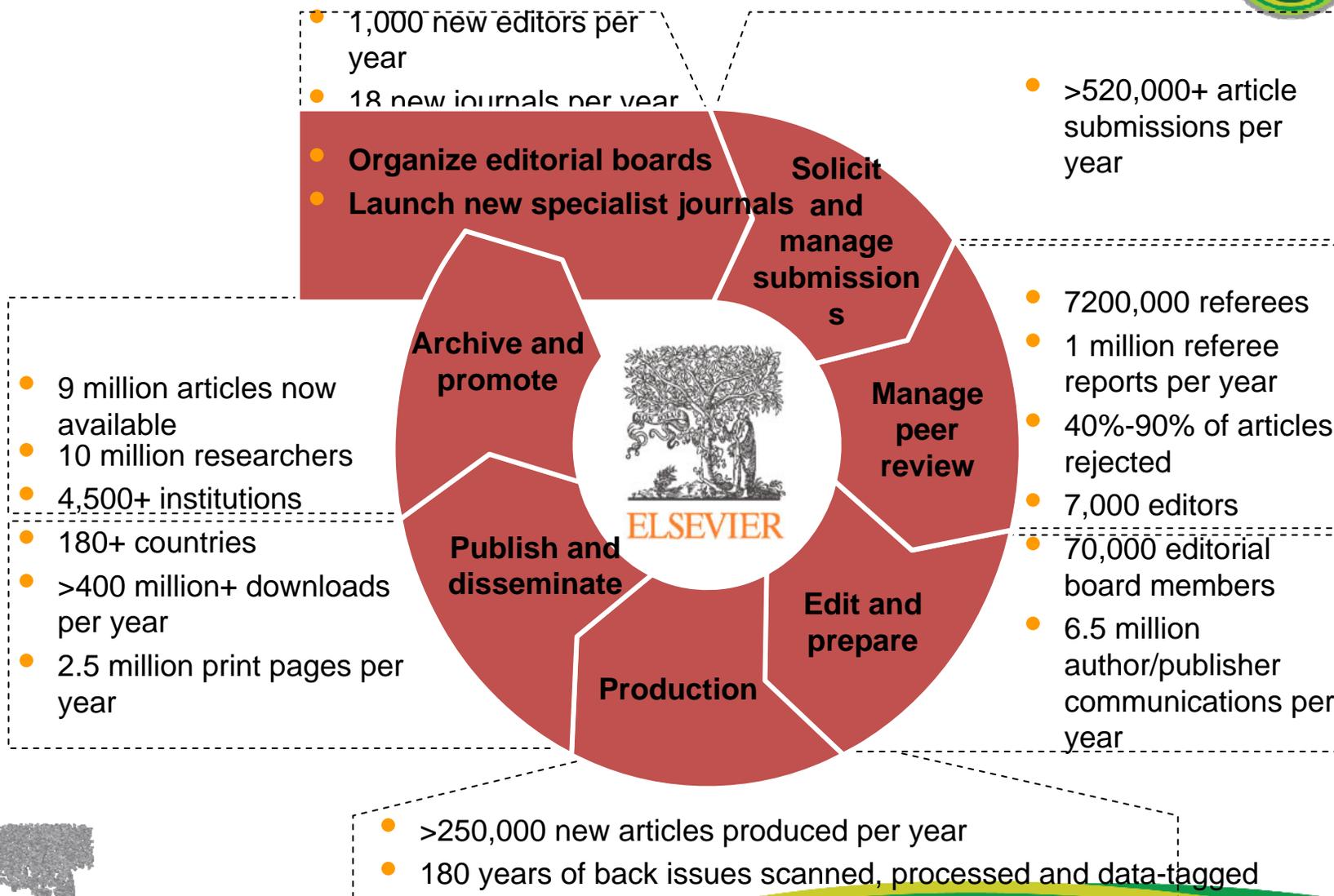
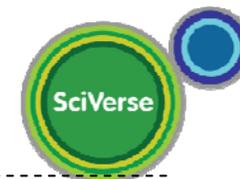


Elsevier and STM Publishing



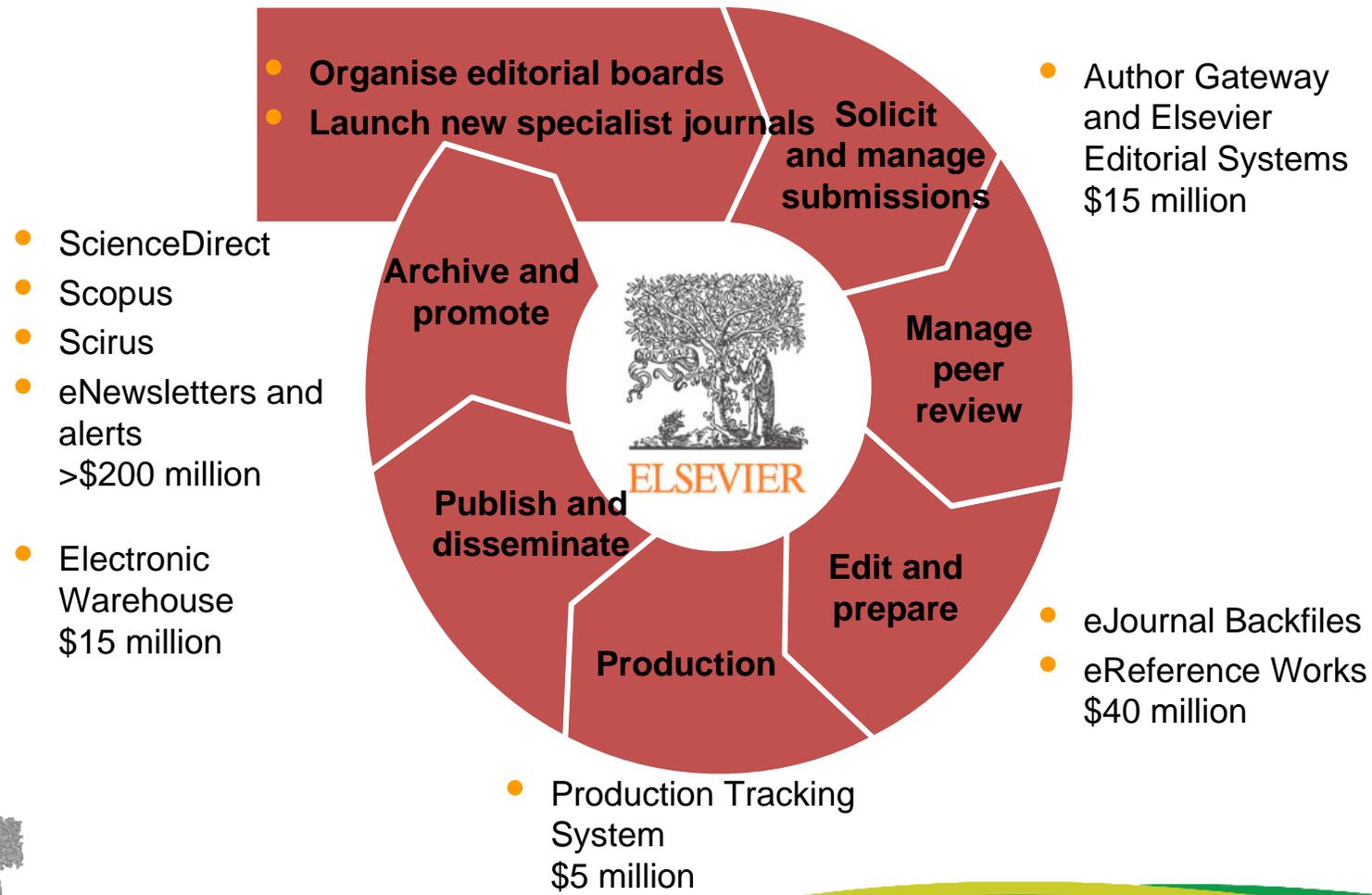
- 2,000 publishers publish around 1.4 million peer reviewed articles per year in 23,000 journals
- Elsevier continues to have a share of 25.5% of the article output, however, citation-share has grown to 26.5%
- Elsevier alone has invested over €700 million to digitise STM publishing processes since 2000
- STM industry has invested an estimated €2+ billion since 2000
- Providing access creates download of over 2 billion articles a year

Elsevier's Journal Publishing Volume



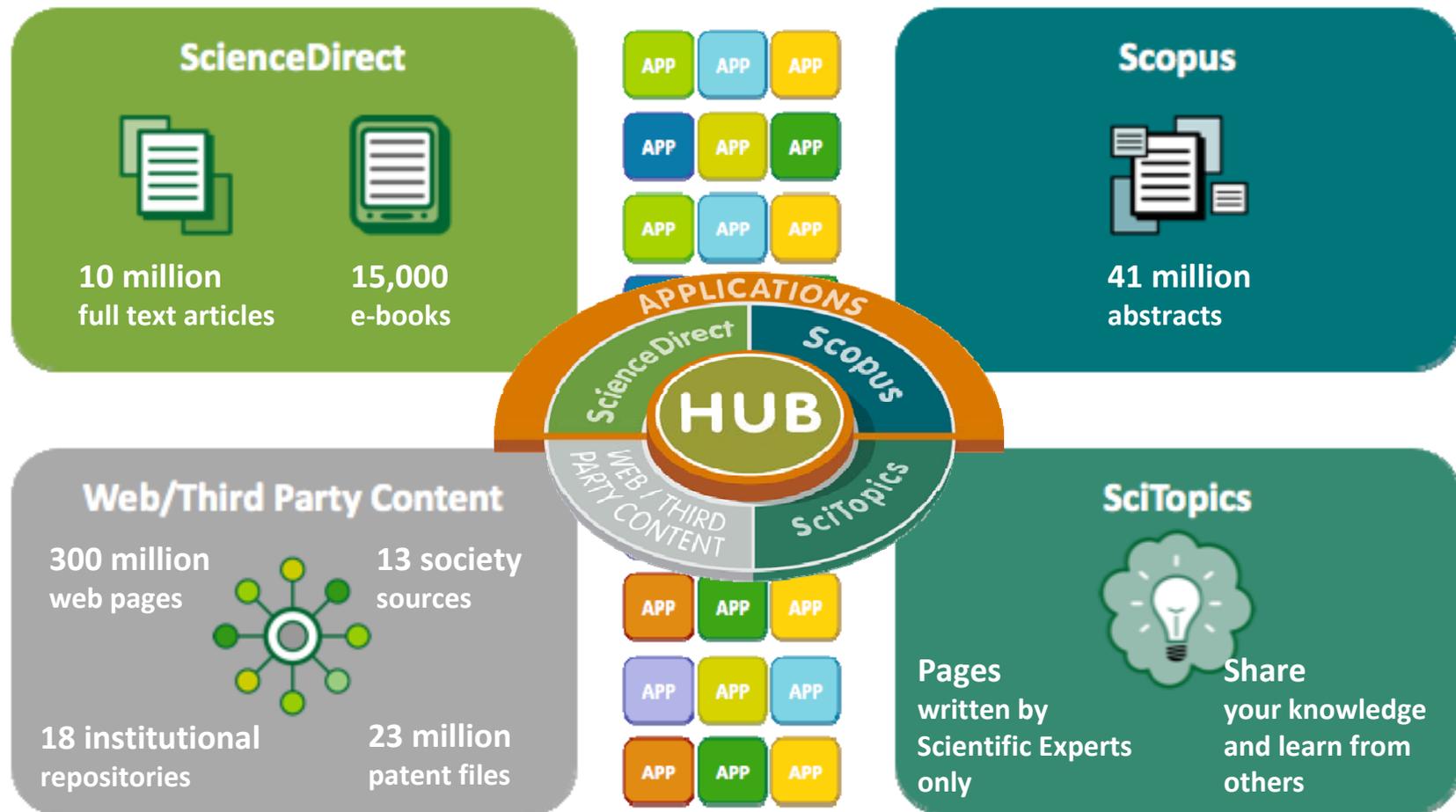
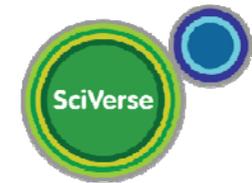


Elsevier's Journal publishing investments

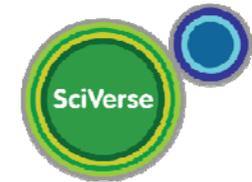


Elsevier Note: Estimated cumulative investment 2000-2010

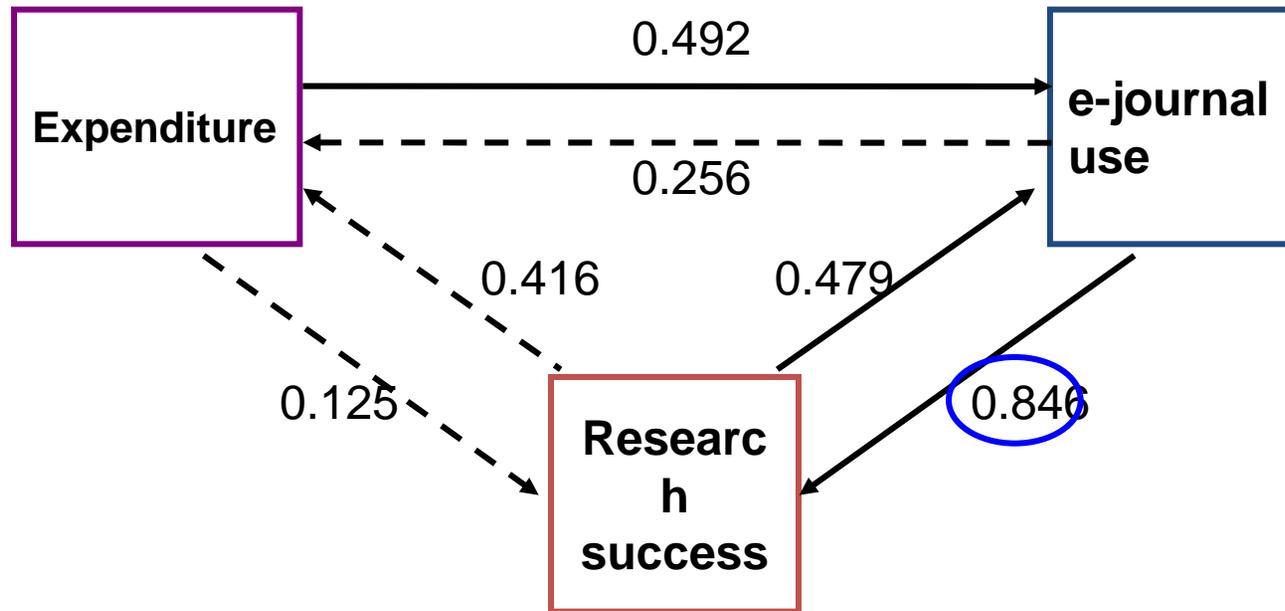
Sciverse Hub enhances the value of existing content



RIN Study – e-Journal use is strongly correlated to research success



Correlations between expenditure, journal use and research success

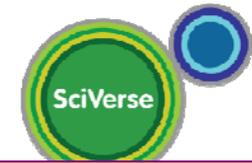


“Article downloads correlate positively ... with all four measures of research success. The correlations are highly significant”

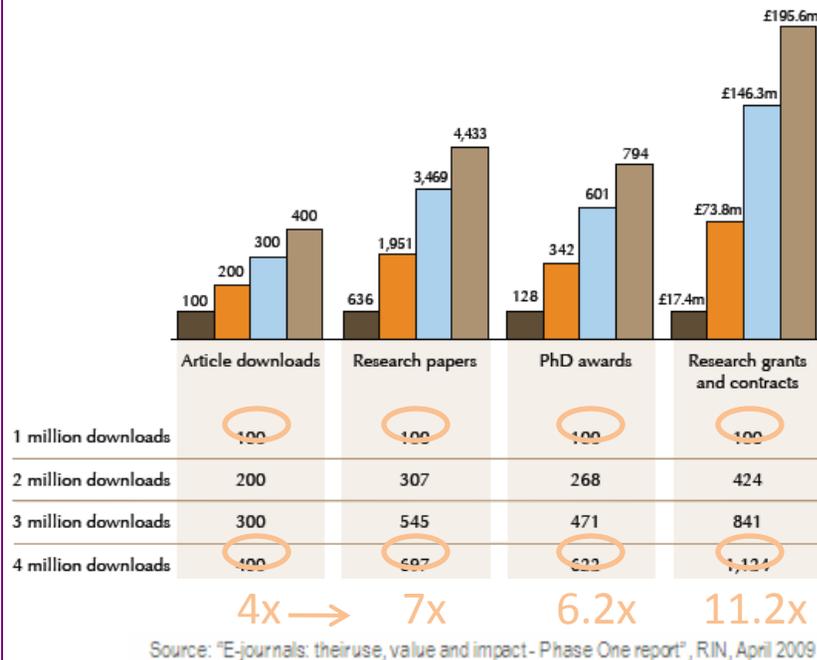
- The Research Information Network is a policy unit funded by the UK higher education funding councils, the seven research councils and the three national libraries
- Research success includes number of papers published, citation impact, PhD awards, grant income
- 5 years of data used



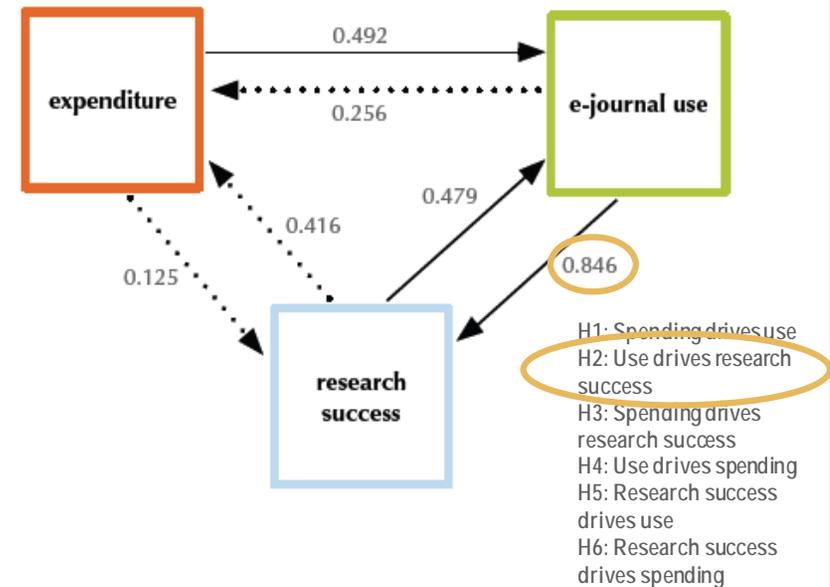
Access to scientific information drives research efficiency – RIN Study



E-Journal use and relation with research success



E-Journal use drives research success

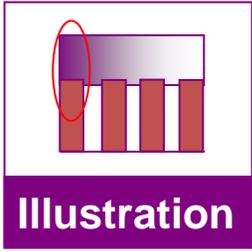
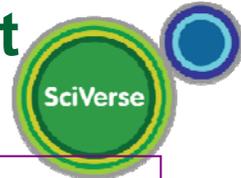


Source: "E-journals: their use, value and impact - Phase Two report", RIN, January 2011

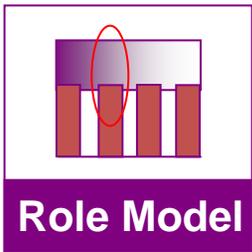
- A 2x increase in article downloads is associated with a 3x increase in articles authored, a 2.7x increase in PhDs granted, and a 4x increase in grants won
- Strongest relationship over three years: e-journal use drives research success



Scientific articles play important roles at different stages in an education



- Teach the scientific method by analyzing scientific reasoning
- Illustrate basic courses with exciting new findings
- Show how articles can reach different conclusions that are both valid
- Introduce the perpetual journey of discovery that is science



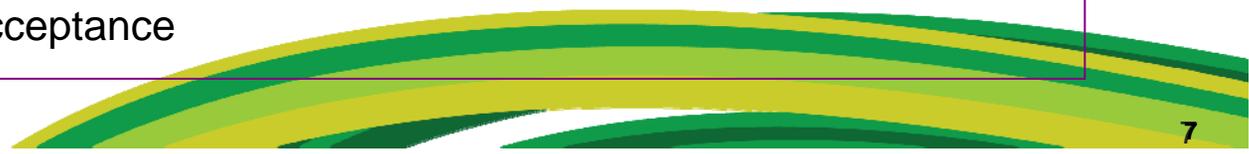
- Use review articles for a comprehensive overview of a subject
- Have the students report on experiments using article conventions
- Guided reading
- Reproduce experiments based on articles



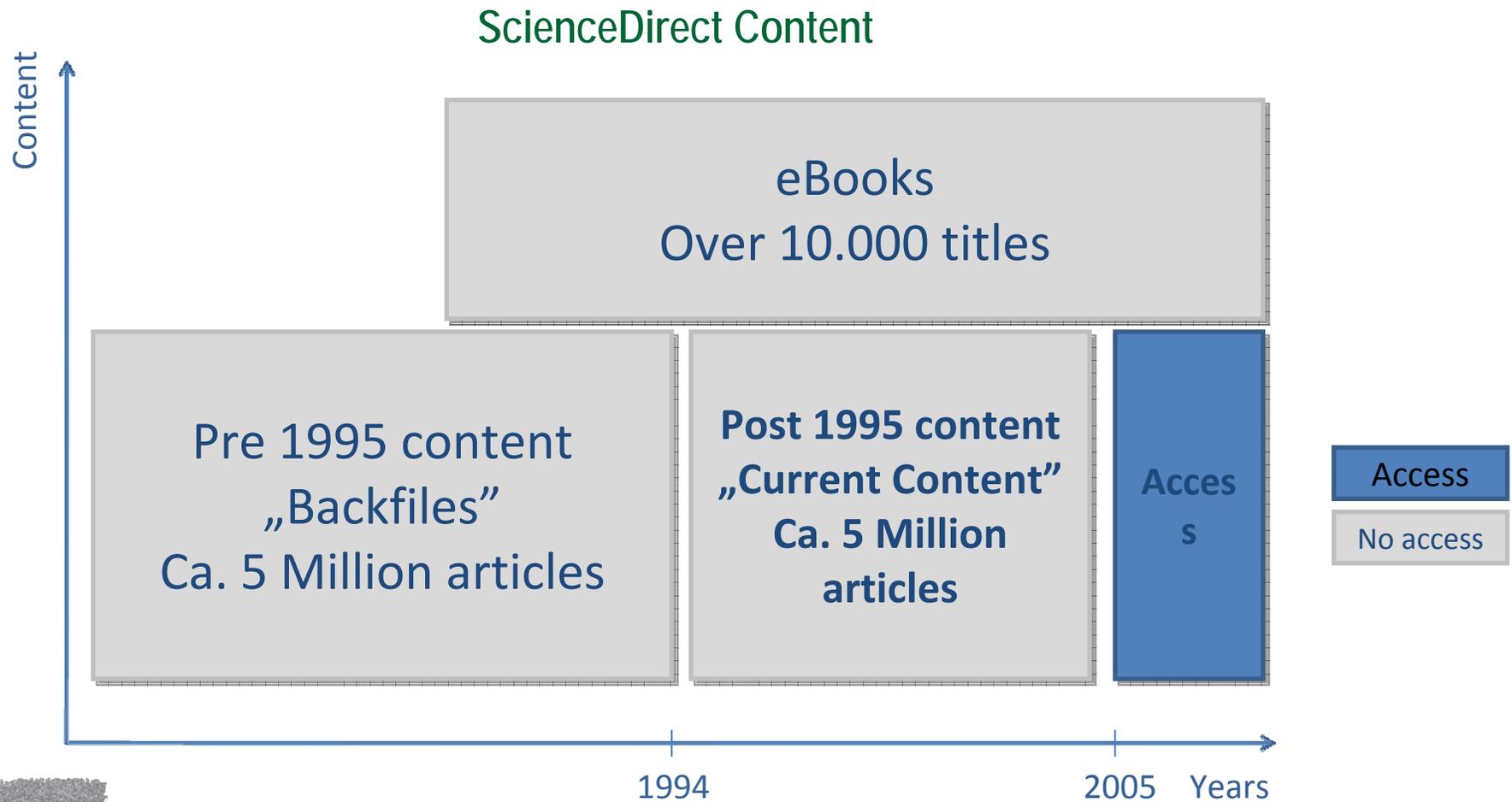
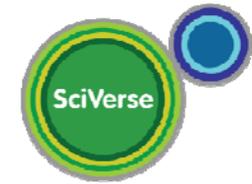
- Read articles on a broad range of topics to discover interests and develop own opinions; follow references to explore
- Use special issues to explore a current hot topic
- Build bibliography with guidance of mentor
- Classic literature



- Build own theories and experiments; stand on the shoulders of giants by reading what others have done
- Start writing articles to be published; become part of the community
- Impress editors with your knowledge of the literature leading to higher chance of acceptance



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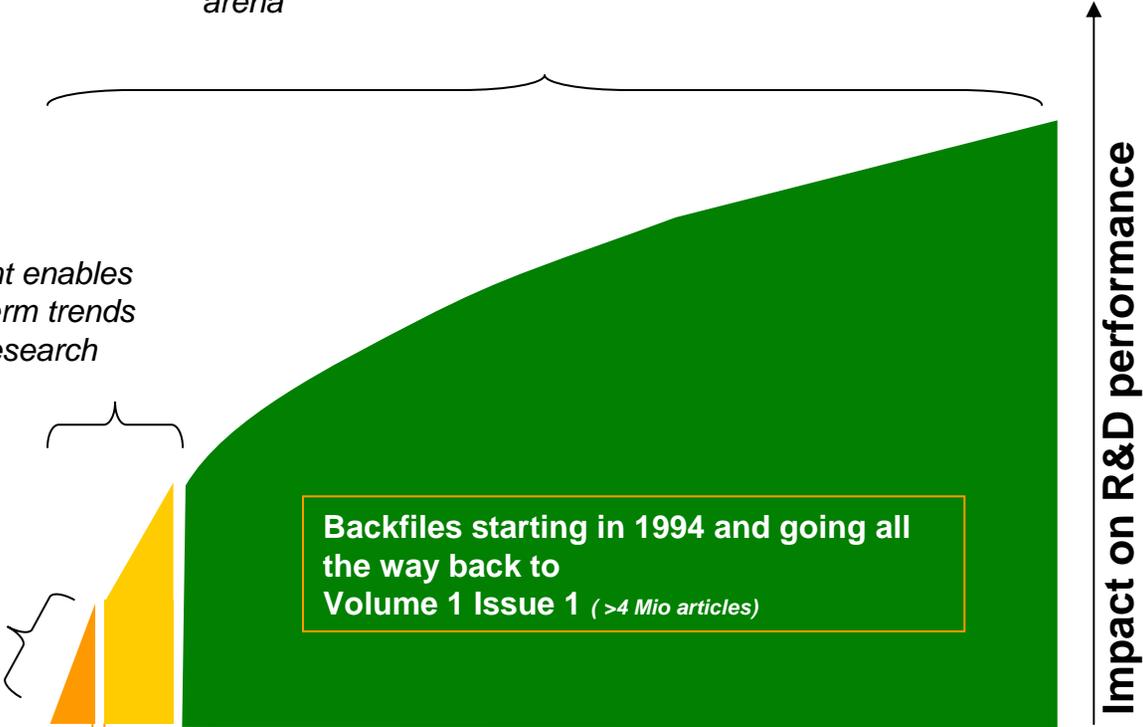
The depth and coverage of high quality content is key to the success of any research institute



Innovative Centre of excellence
In-depth coverage of content enables researchers to spend time on innovation rather than reinvention and build a world class position in the world's R&D arena

Innovative Centre
Reasonable coverage of content enables researchers to identify longer term trends and spend more time on new research

Follower of current trends
Researchers able to determine their current R&D position but not able to conduct innovative research



Current Journals in the FC
 Intermediate Backfiles

1+ 4 yrs 9 yrs

Years of available content
 (>8 Mio articles)

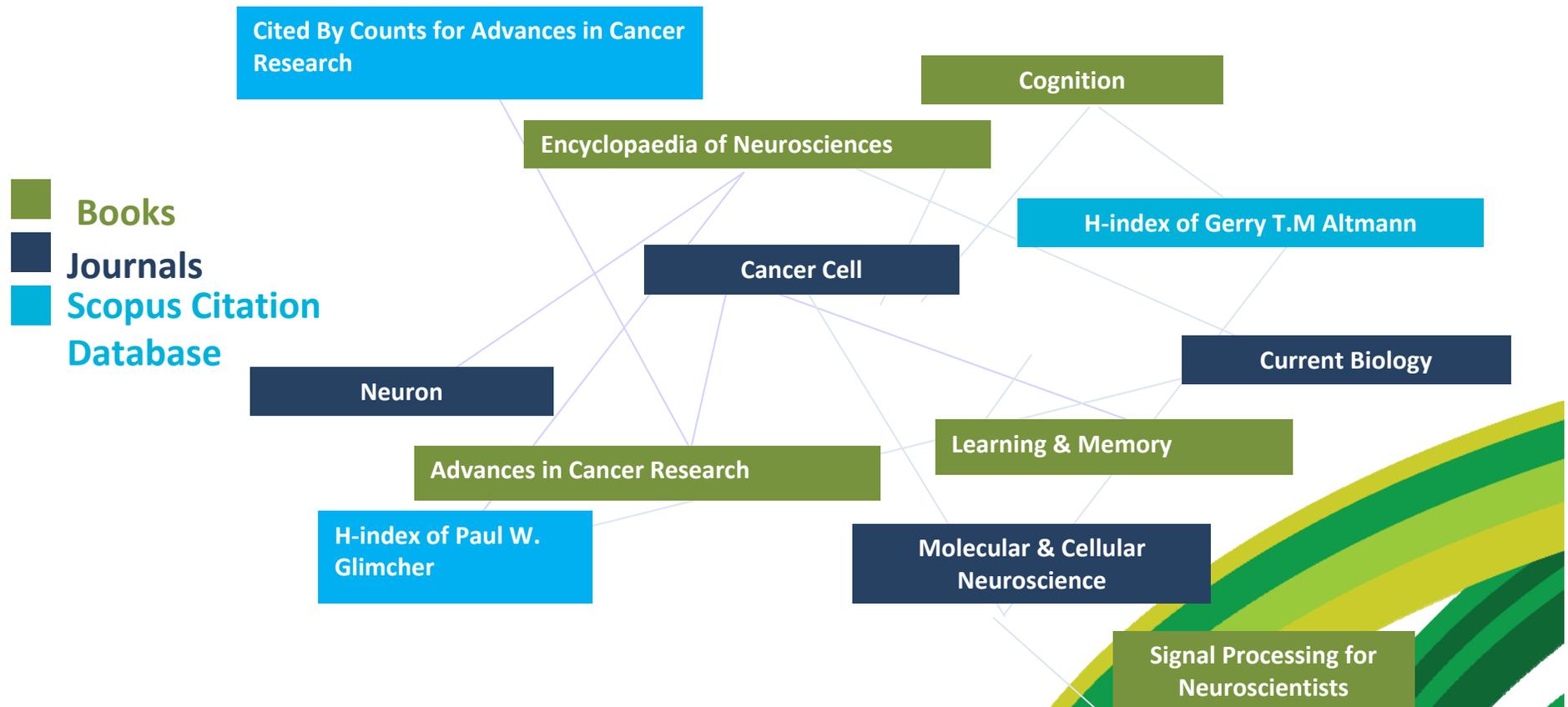
Full history

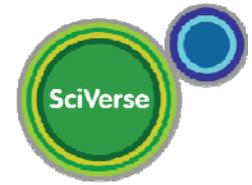


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Thank You

Any questions?

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