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science+business media

Springer Development

Günther Eichhorn

Director, Abstracting & Indexing

September 2011

Overview

- **New developments**

- Springer Images
- realtime.springer.com
- Springer Materials
- API
- App development

- **Collaborations**

- **Future Directions**

- App Development
- Open Access
- e-only journals and eBooks

Platform Development - What we do

Technical development of Springer's content platforms



APIs



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images.MD	59,572
Pharmacy	2,928
Physics	136,152
Psychology	18,330

FEATURED VIDEOS

[about videos](#)

A time-lapse image of a fibrinogen-dot

(AVI 12329 kb)

The atrial septum is initially formed by the septum

Video file

00:00 / 00:00

Dorso-ventral Defense Body Twisting (DBT) of

ESM 1 (AVI 3,562 kb)

Data Object

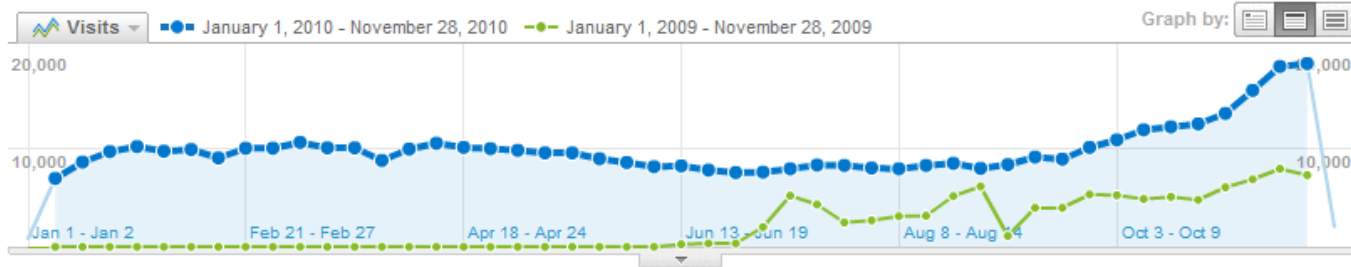
Video file

Video file

SpringerImages usage

Dashboard

Jan 1, 2010 - Nov 28, 2010
 Comparing to: Jan 1, 2009 - Nov 28, 2009



Site Usage

469,174 Visits
 Previous: 97,846 (+379.50%)

1,462,192 Pageviews
 Previous: 381,875 (+282.90%)

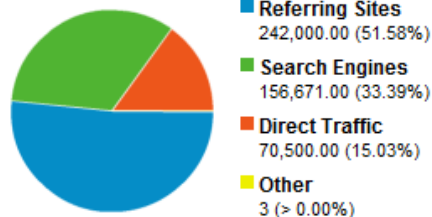
3.12 Pages/Visit
 Previous: 3.90 (-20.15%)

61.62% Bounce Rate
 Previous: 52.20% (+18.06%)

00:01:49 Avg. Time on Site
 Previous: 00:02:18 (-21.18%)

87.63% % New Visits
 Previous: 87.72% (-0.10%)

Traffic Sources Overview



All Traffic Sources

Source/Medium	Visits	% visits
google / organic		
Jan 1, 2010 - Nov 28, 2010	152,282	32.46%
Jan 1, 2009 - Nov 28, 2009	16,740	17.11%
% Change	809.69%	89.72%
springerprotocols.com / referral		



Realtime

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Bulletin of Volcanology

ISSN: 0258-8900 (print version) 1432-0819 (electronic version)

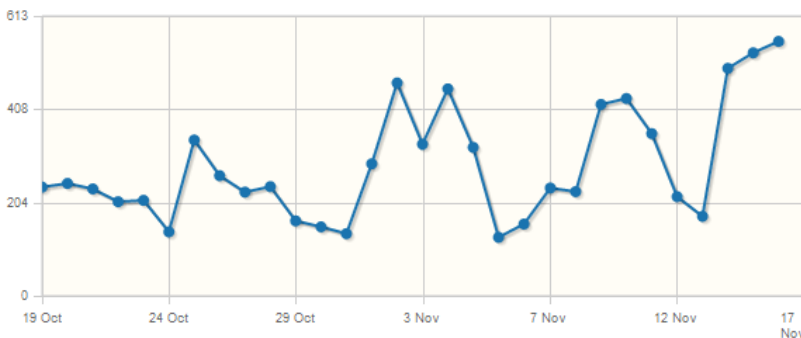
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A	B	C											
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A	B	C											
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<table border="1"> <thead> <tr><th>A</th><th>B</th><th>C</th></tr> </thead> <tbody> <tr><td colspan="3">Table</td></tr> </tbody> </table> <p>Erythrocyte Lysis Assay results (average%)</p>	A	B	C	Table			<p>Sketch bathymetry of the Southern Tyrrhenian Sea</p>						
A	B	C											
Table													

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Results 1 - 2 of 2 Documents

Multiphase Systems > Ternary Alloys > Phase Diagrams, Crystallography and Thermodynamics > Light Metal Systems > Aluminum (Al-X-Y) Ternary Alloys

Al-Fe-Ti

Metadata: ...**Al-Fe-Ti**; Aluminium - Iron - Titanium; Aluminium - Iron - Titanium...
...electrical resistivity and **yield strength** measurements [1940Fin]...

Multiphase Systems > Ternary Alloys > Phase Diagrams, Crystallography and Thermodynamics > Iron Systems > Iron Systems: Selected Systems from Al-B-Fe to C-Co-Fe

Aluminium - Iron - Titanium

Metadata: ...**Al-Fe-Ti**; Aluminium - Iron - Titanium; Aluminium - Iron - Titanium...
...Temperature dependence of **yield stress** [1991Kur] Mechanical tests...

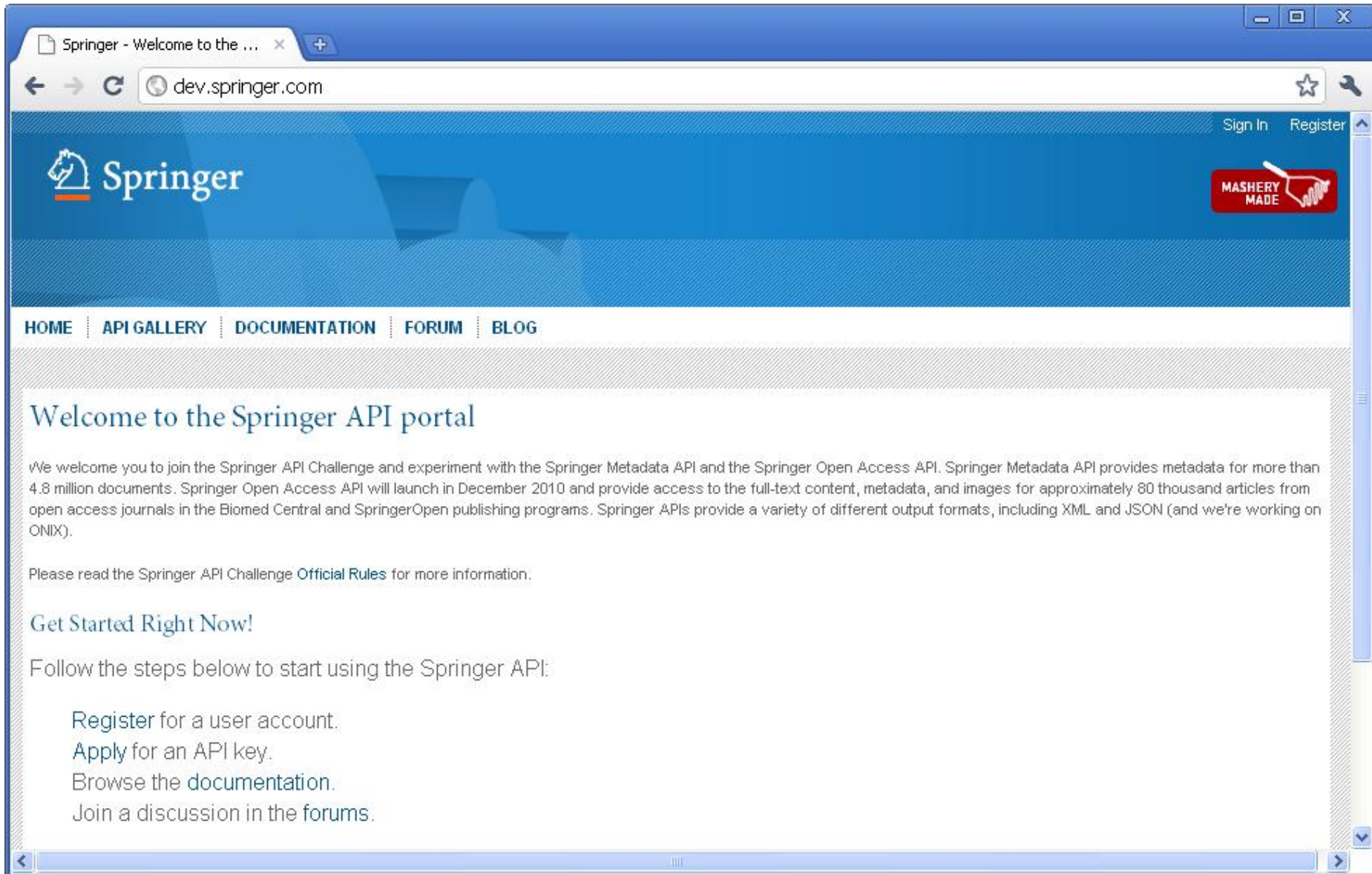
**Number of Documents Found
And the Right Ones, Too!**

What is an API?

An **application programming interface (API)** is an interface implemented by a software program that enables it to interact with other software. It facilitates interaction between different software programs similar to the way the user interface facilitates interaction between humans and computers.

Wikipedia, 9:48 am October 22nd

**An API is the mechanism that allows
a machine to talk to a machine**



The screenshot shows a web browser window with the address bar displaying `dev.springer.com`. The page features the Springer logo and a navigation menu with links for HOME, API GALLERY, DOCUMENTATION, FORUM, and BLOG. A red "MASHERY MADE" badge is visible in the top right corner. The main content area is titled "Welcome to the Springer API portal" and contains the following text:

We welcome you to join the Springer API Challenge and experiment with the Springer Metadata API and the Springer Open Access API. Springer Metadata API provides metadata for more than 4.8 million documents. Springer Open Access API will launch in December 2010 and provide access to the full-text content, metadata, and images for approximately 80 thousand articles from open access journals in the Biomed Central and SpringerOpen publishing programs. Springer APIs provide a variety of different output formats, including XML and JSON (and we're working on ONIX).

Please read the [Springer API Challenge Official Rules](#) for more information.

Get Started Right Now!

Follow the steps below to start using the Springer API:

- Register for a user account.
- Apply for an API key.
- Browse the documentation.
- Join a discussion in the forums.

How an API works

Please give me:
Images from articles published in 2009 from *Hydrobiologia*


```
<xml>
  <some metadata>
    <data><link to image></data>
</xml>
```



3rd party site

500,000 full text XML


2.6 million images

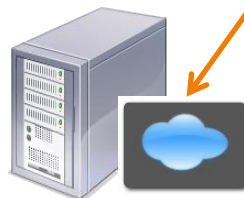

4.9 million articles/chapters




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Realtime data



Images



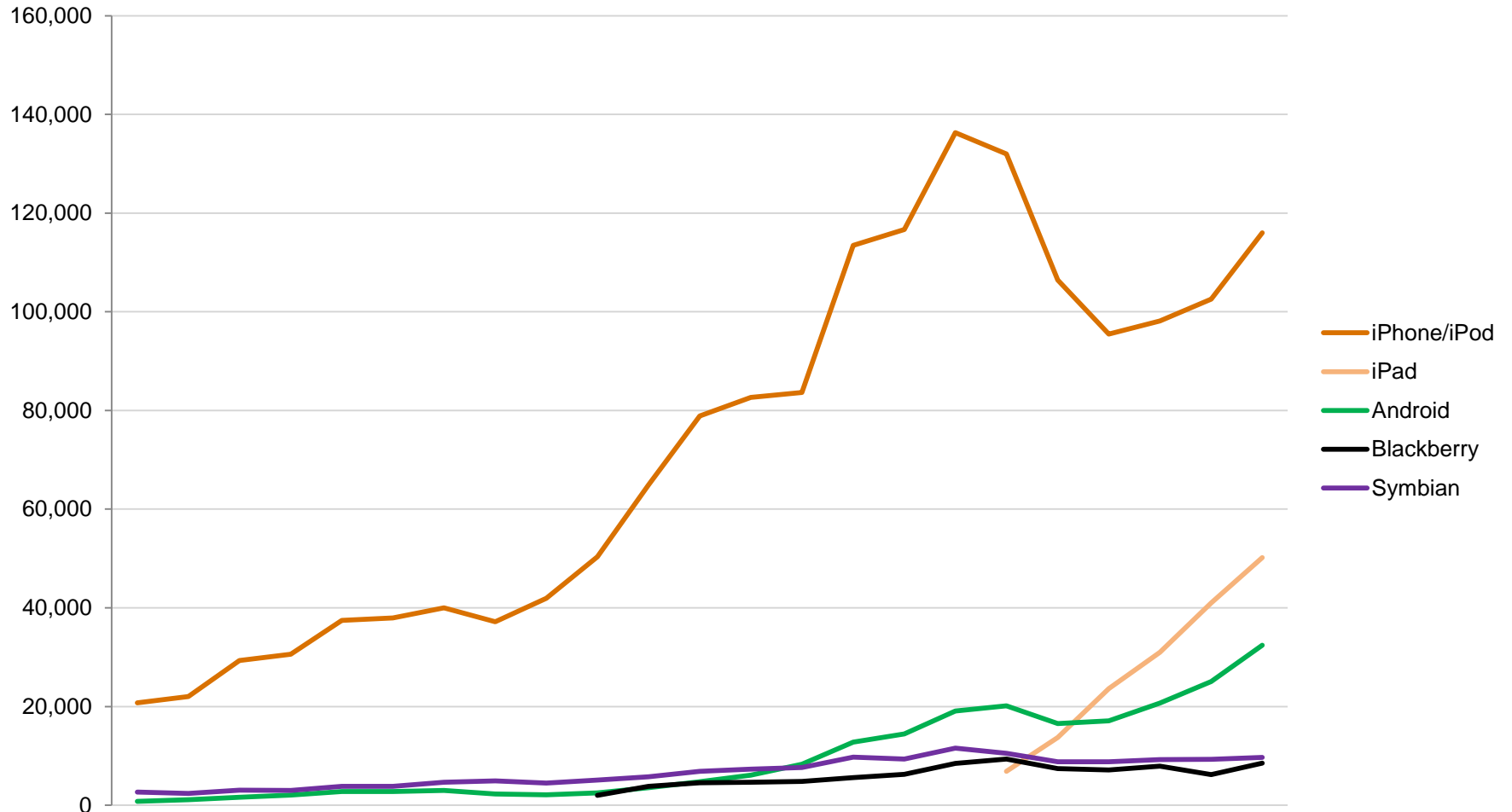
The screenshot shows the CiteULike interface for the article 'Effects of firing frequency on length-dependent myofascial force transmission between antagonistic and synergistic muscle groups'. The article is by Meier, H., Rinkelshuizen, J., and Huizing, E. It is from the European Journal of Applied Physiology, Vol. 104, No. 3, (October 2008), pp. 501-513. The interface includes a 'View FullText article' section with a 'Springer Images' subsection containing several thumbnail images of graphs and diagrams. A 'Tags' section is also visible.

Mobile internet is the fastest adopted technology, ever.

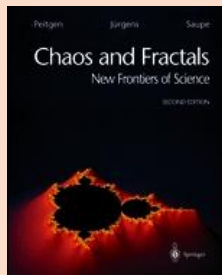
And it is dominated by Apple.



SpringerLink visits by smartphone type (Nov 2008 – Sep 2010)



3 apps in development



Fractals book

- Marketing for the book using multimedia additions

In Design



Cardiac CT book

- Component of the book sold stand alone

AVAILABLE



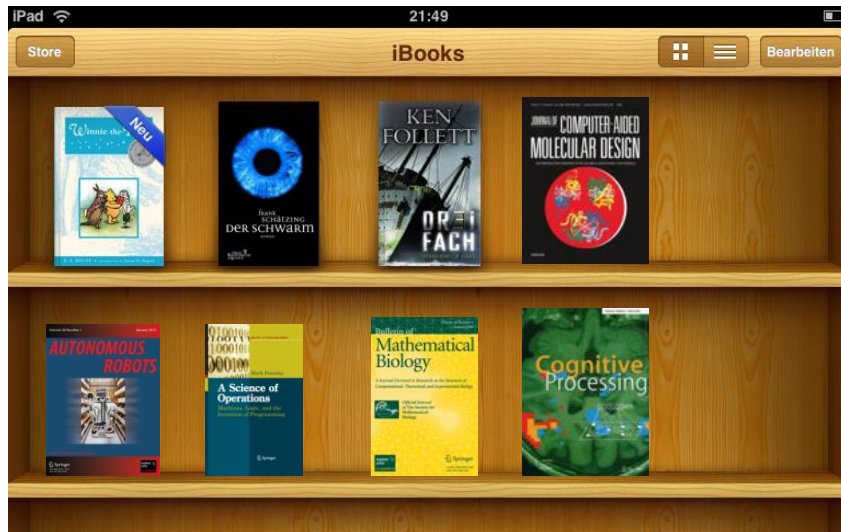
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- App version of the online product

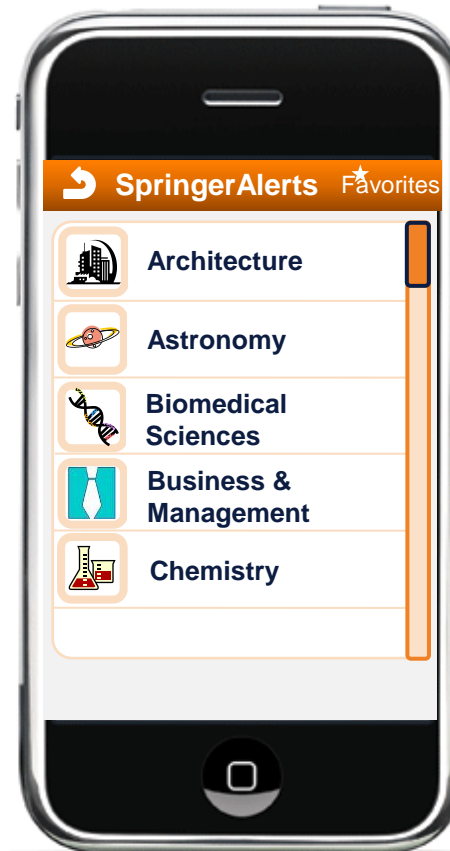
In Testing

Other app concepts

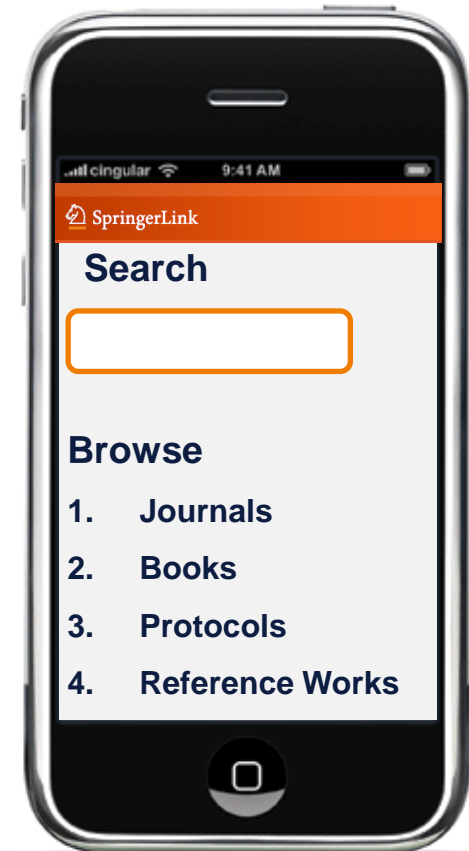
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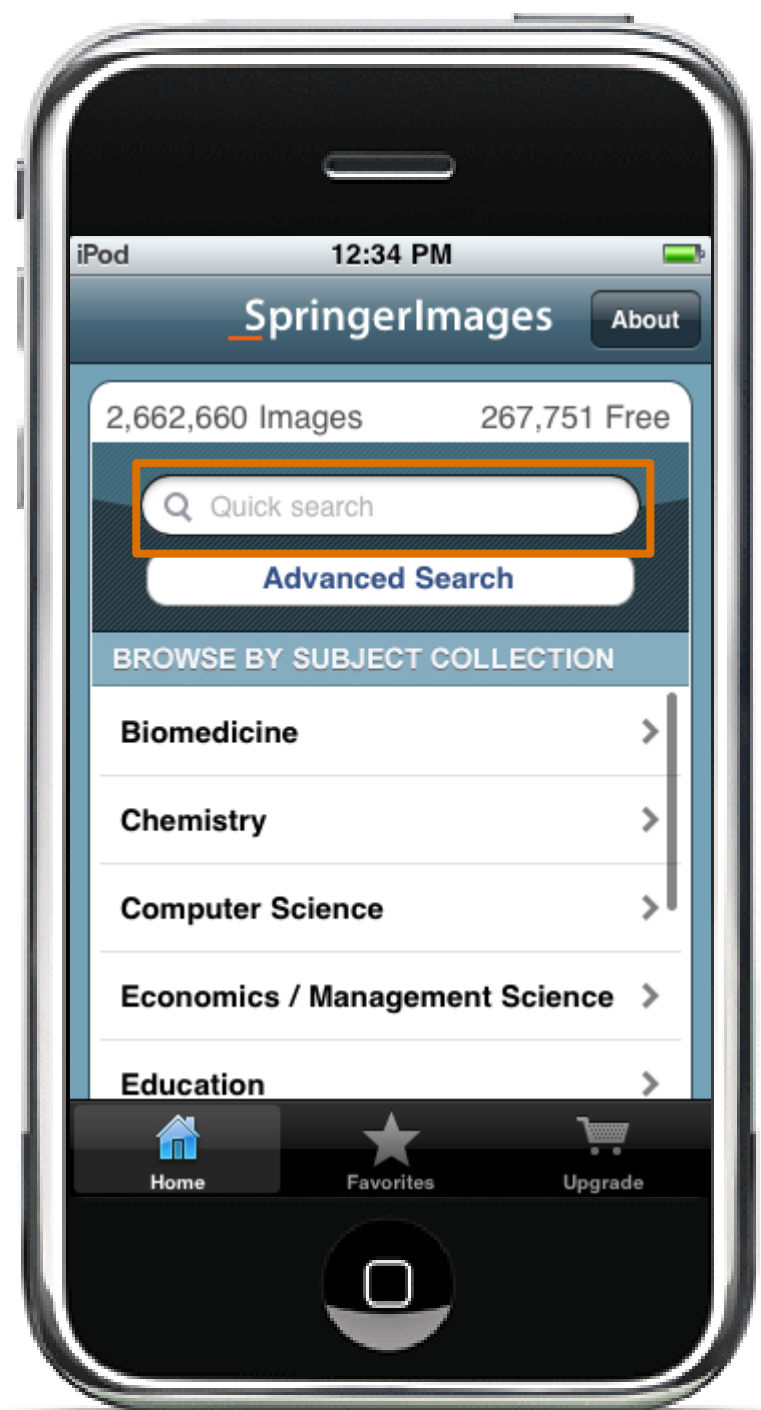
Alerting app

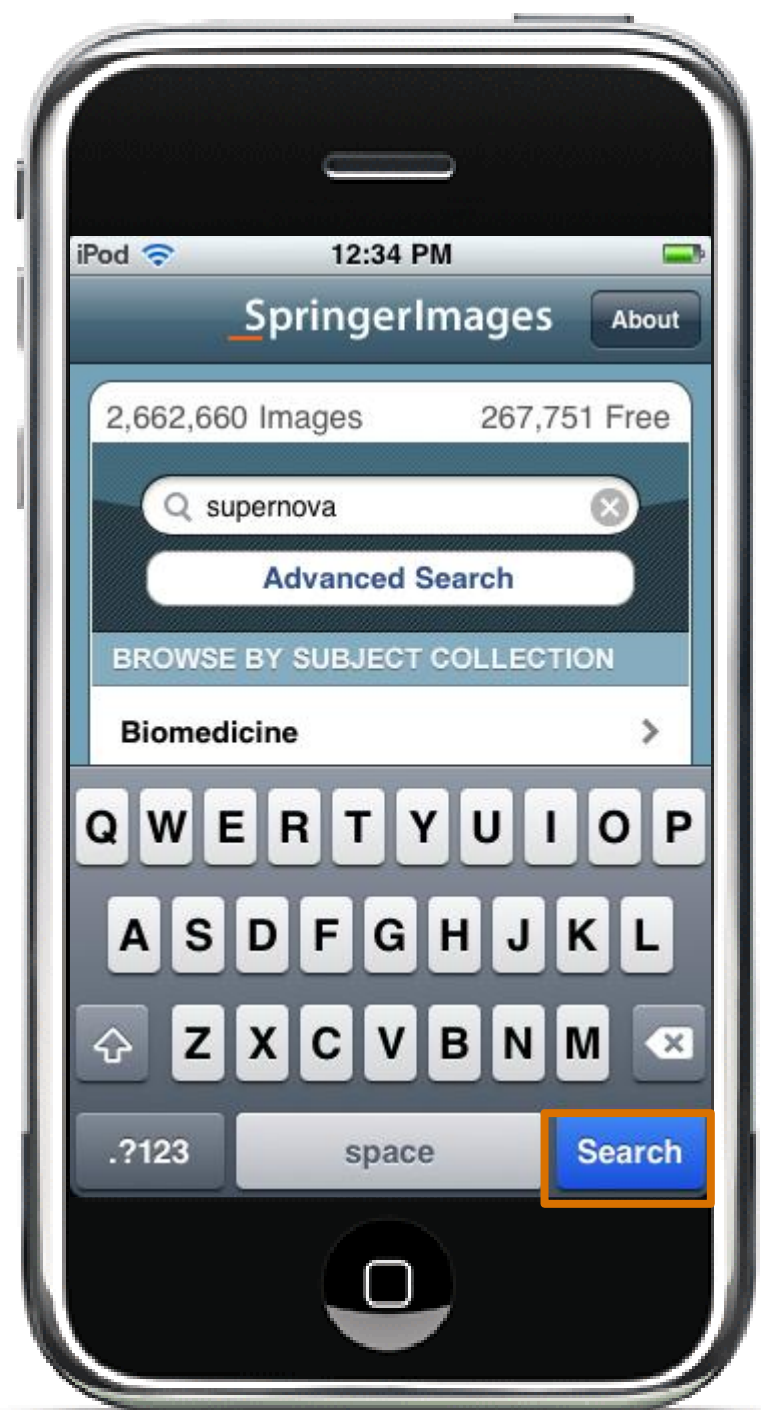


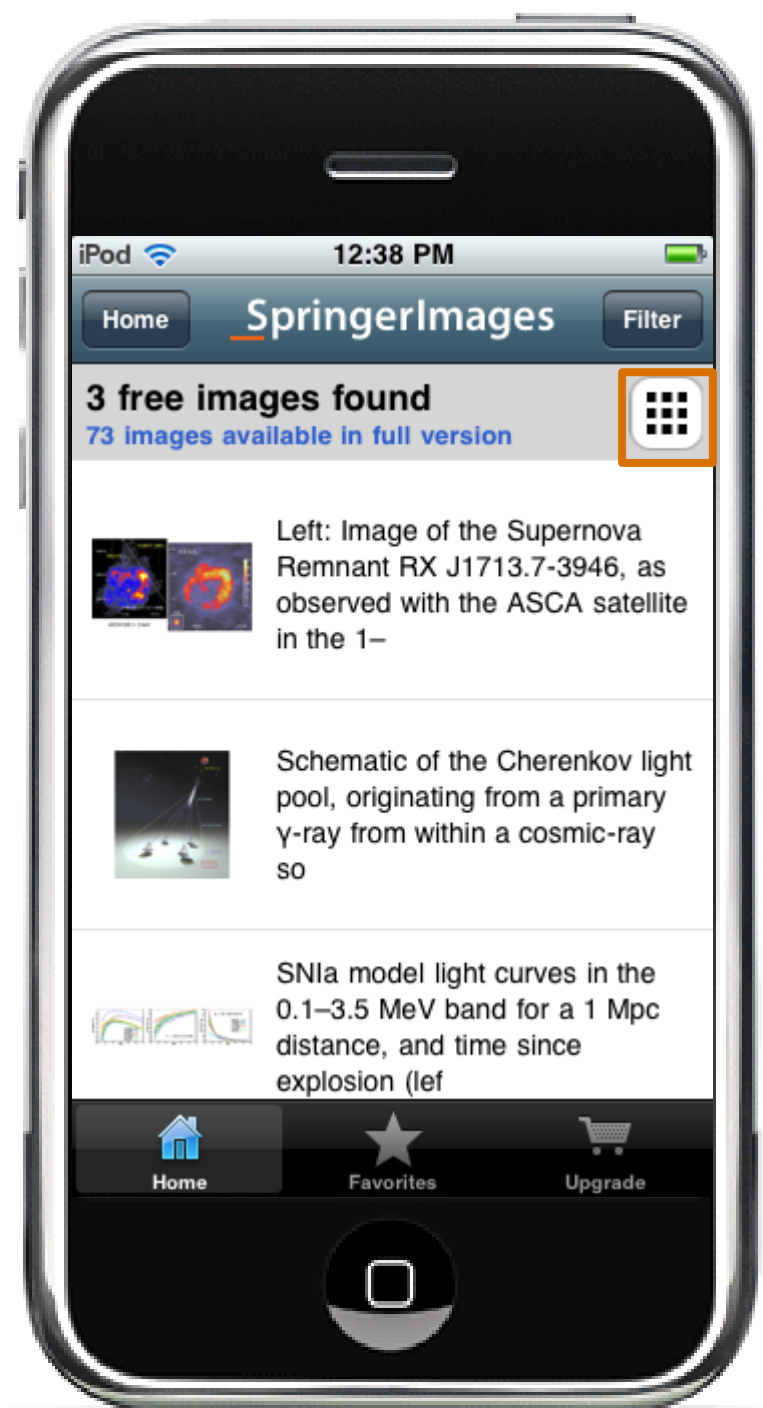
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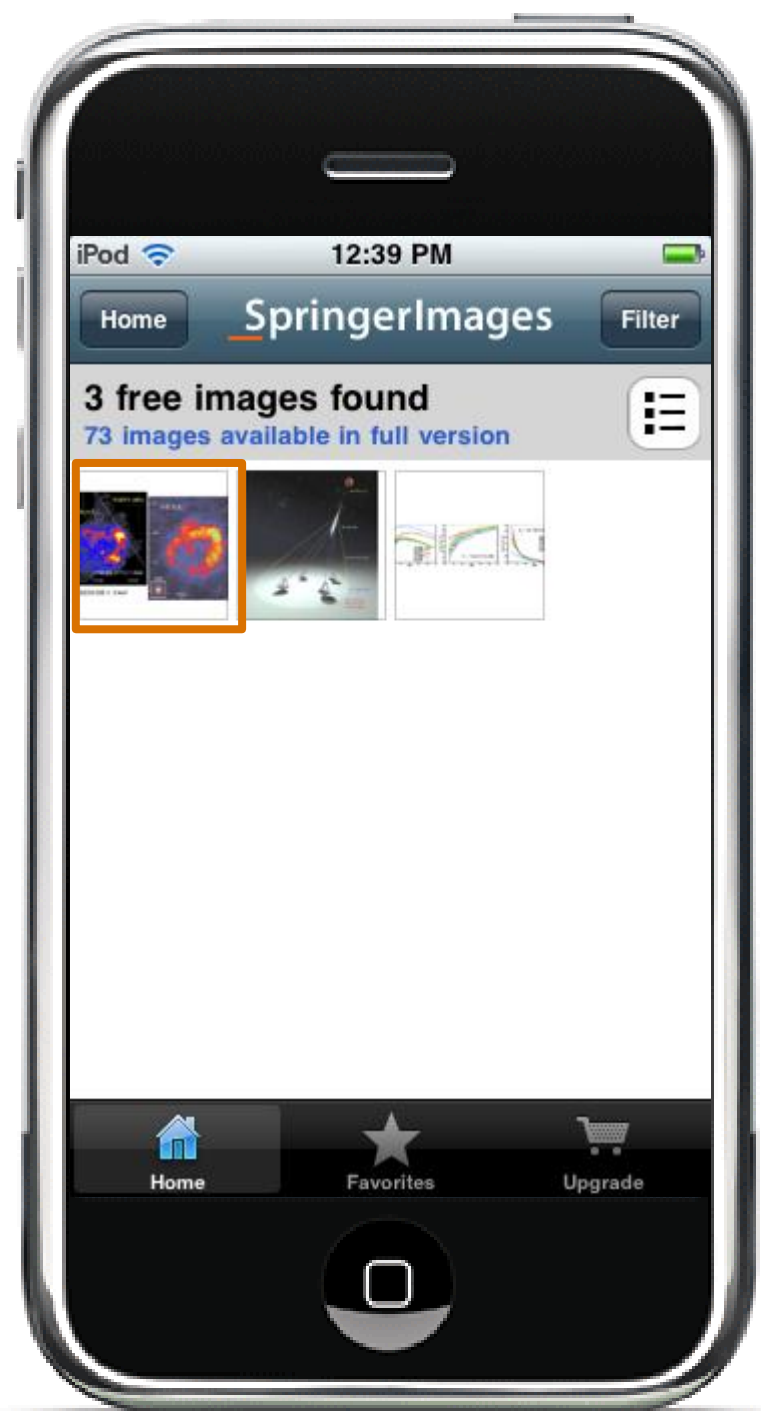


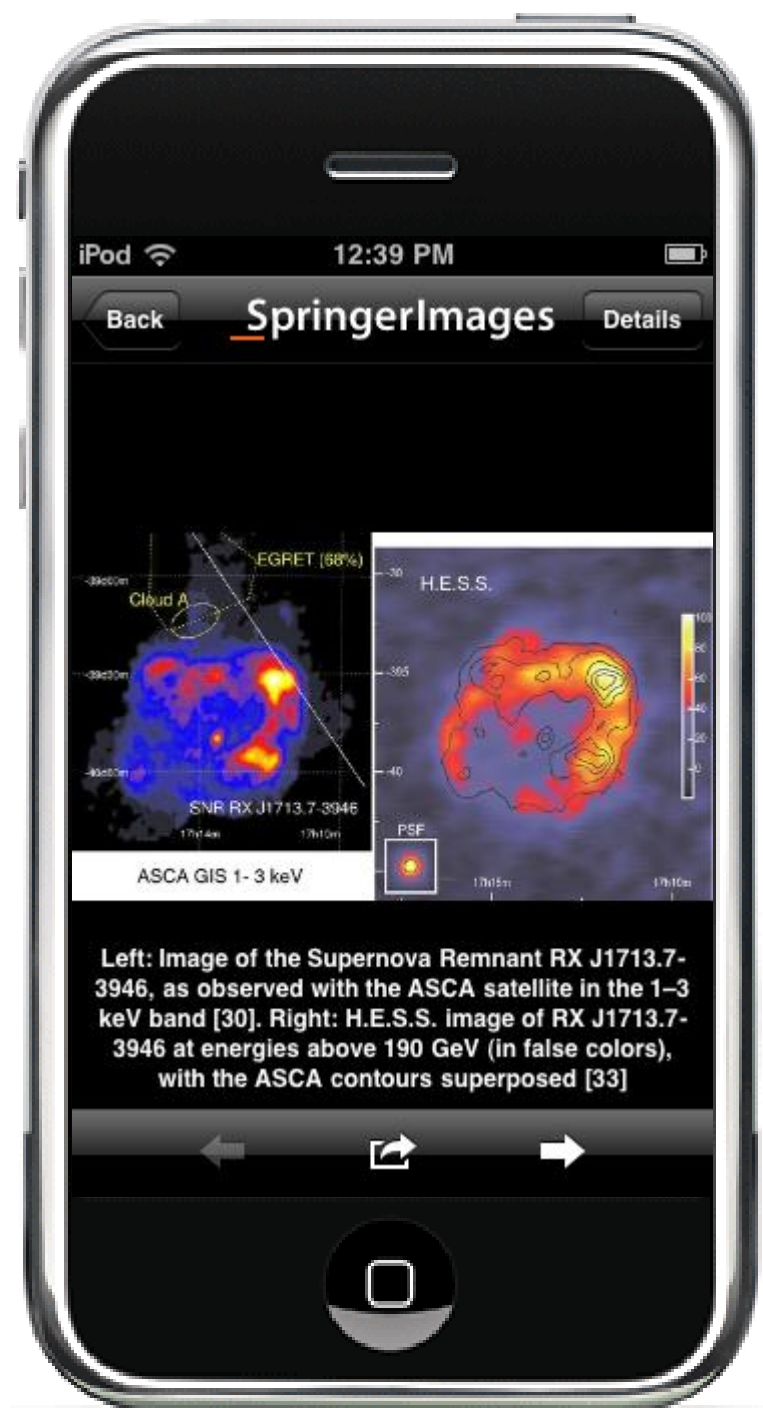


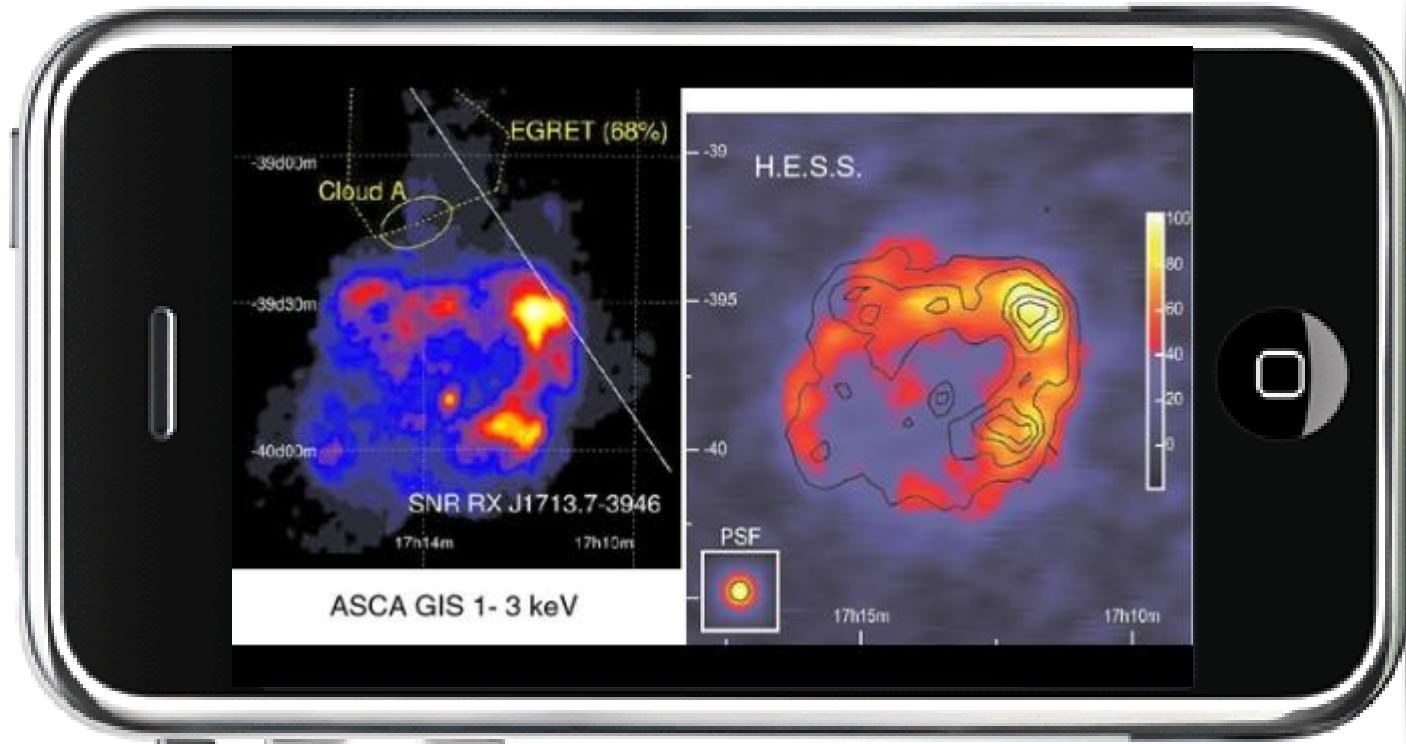












Collaborations

- INSPIRE
 - Full text indexing in progress
- ADS
 - Full text indexing just started

Future Directions

- App development
- Open Access
- e-only journals and eBooks



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Thank you

Günther Eichhorn

Director, A&I

Guenther.eichhorn@springer.com