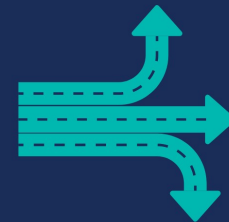


A FASTER PATH TO AN OPEN FUTURE



We believe research should be **open to all** as soon as possible, so that it can be read, used and built upon.

Why?

Because open access articles

are cited more 36% more citations
are downloaded more 269% more downloads
have greater broader impact 251% higher Altmetric scores ⁽¹⁾

But

the transition to open access



isn't moving fast enough

We have a growing supply...



OA option on over 2500 Springer Nature journals ⁽²⁾

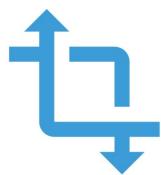
...but not sufficient

demand

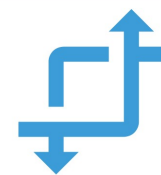


OA 8th out of 10 factors when selecting a journal ⁽³⁾

How can we **ACCELERATE** this?



TRANSFORMATIVE PUBLISHING



Increasing the number of **read & publish** and **Gold OA deals**



and transforming journals



to act as a

catalyst for change

putting **transparency** and **promotion**

usage citations
pricing impact



of **OA benefits**



greater impact
more downloads
more citations

at the heart of what publishers do.

- + Speeding up the transition
- + Increasing supply
- + Driving Demand

(1) 'Assessing the open access effect for hybrid journals' <https://media.springernature.com/full/springer-cms/rest/v1/content/15839014/data/v7>
 (2) 'Springer Nature Responsible Business Report 2018' <https://media.springernature.com/full/springer-cms/rest/v1/content/16573706/data/v5>
 (3) 'Plan S submission from Springer Nature: Appendix 1' <https://media.springernature.com/full/springer-cms/rest/v1/content/16462700/data/v1>