

Country Report
Hungary

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May 2016

Publishing, Research, Education, Content

SPRINGER NATURE

Contents

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Leading in scientific publishing markets

Scientific publishing by the Springer group

- Around 3,000 journals and ca. 10,000 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 190,000 titles, journal archives digitized back to the first issues in the 1800s and more than 40,000 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

A strategic merger between three famous publishers



BC Partners



Uniting some of the best known brands in our field



nature



Apress®

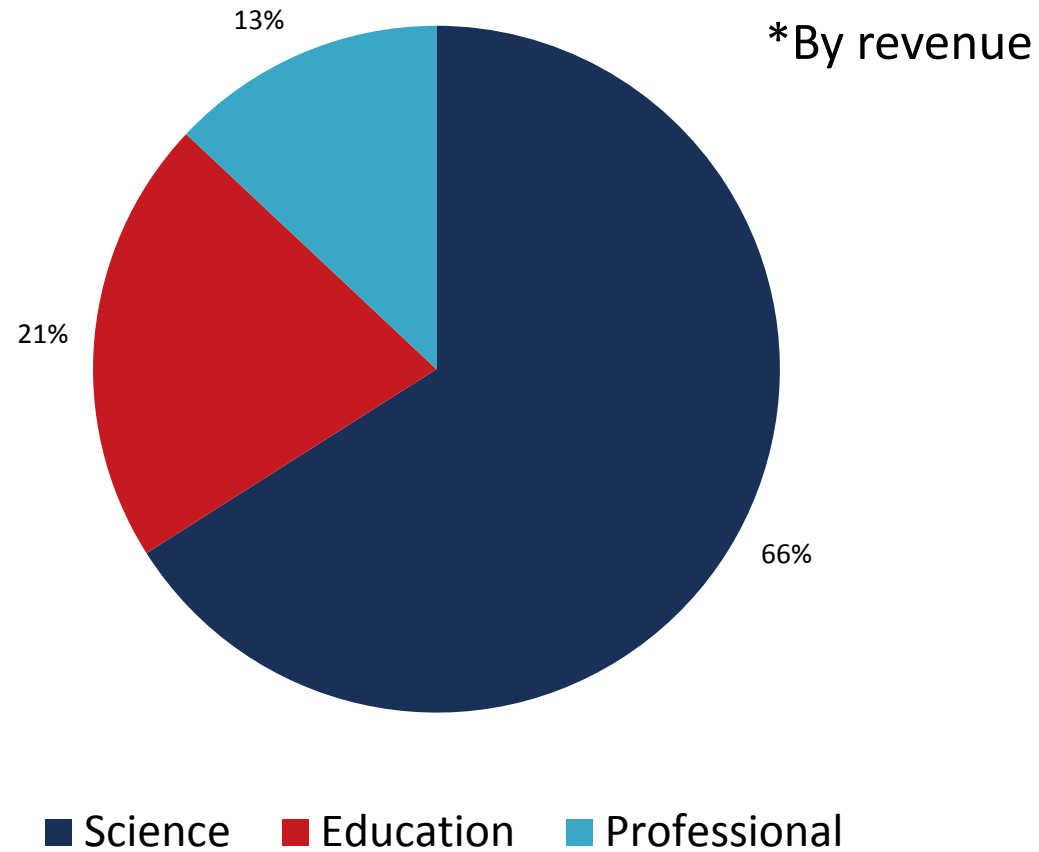
SCIENTIFIC
AMERICAN

palgrave
macmillan

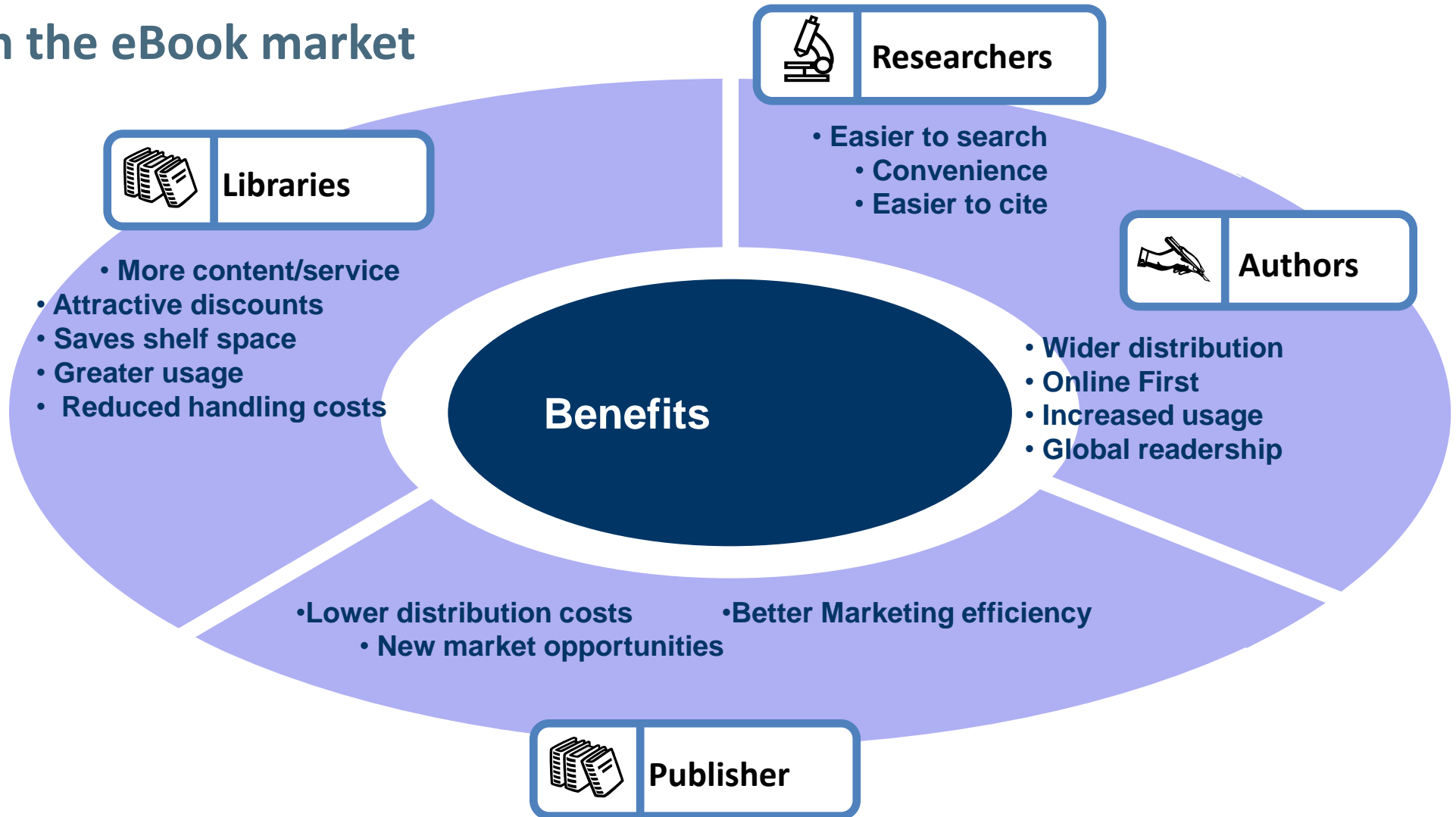
Home to a breadth and depth of imprints, journals and products













Focused on science, education and professional publishing



Win-Win situation in the eBook market

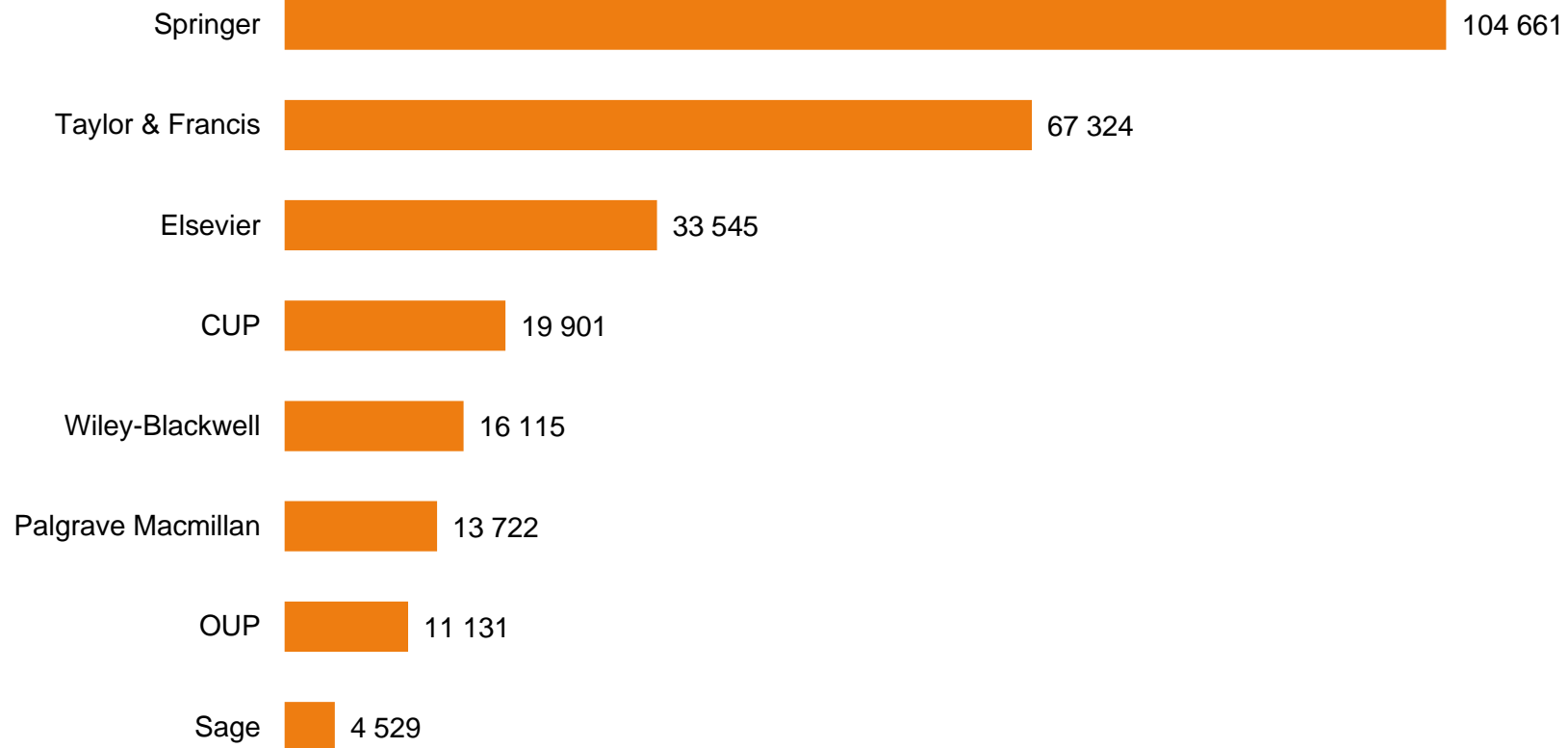


Book Market Positions by Disciplines

| Discipline | #1 Publisher | #2 Publisher | #3 Publisher | |
|-----------------------------------|---|--|--------------------|---|
| Clinical Medicine | Lippincott W&W | Elsevier Health | McGraw-Hill | #4/5  |
| 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  |
| Social Sciences & Humanities | Informa | OUP | Palgrave Macmillan | #8/10  |

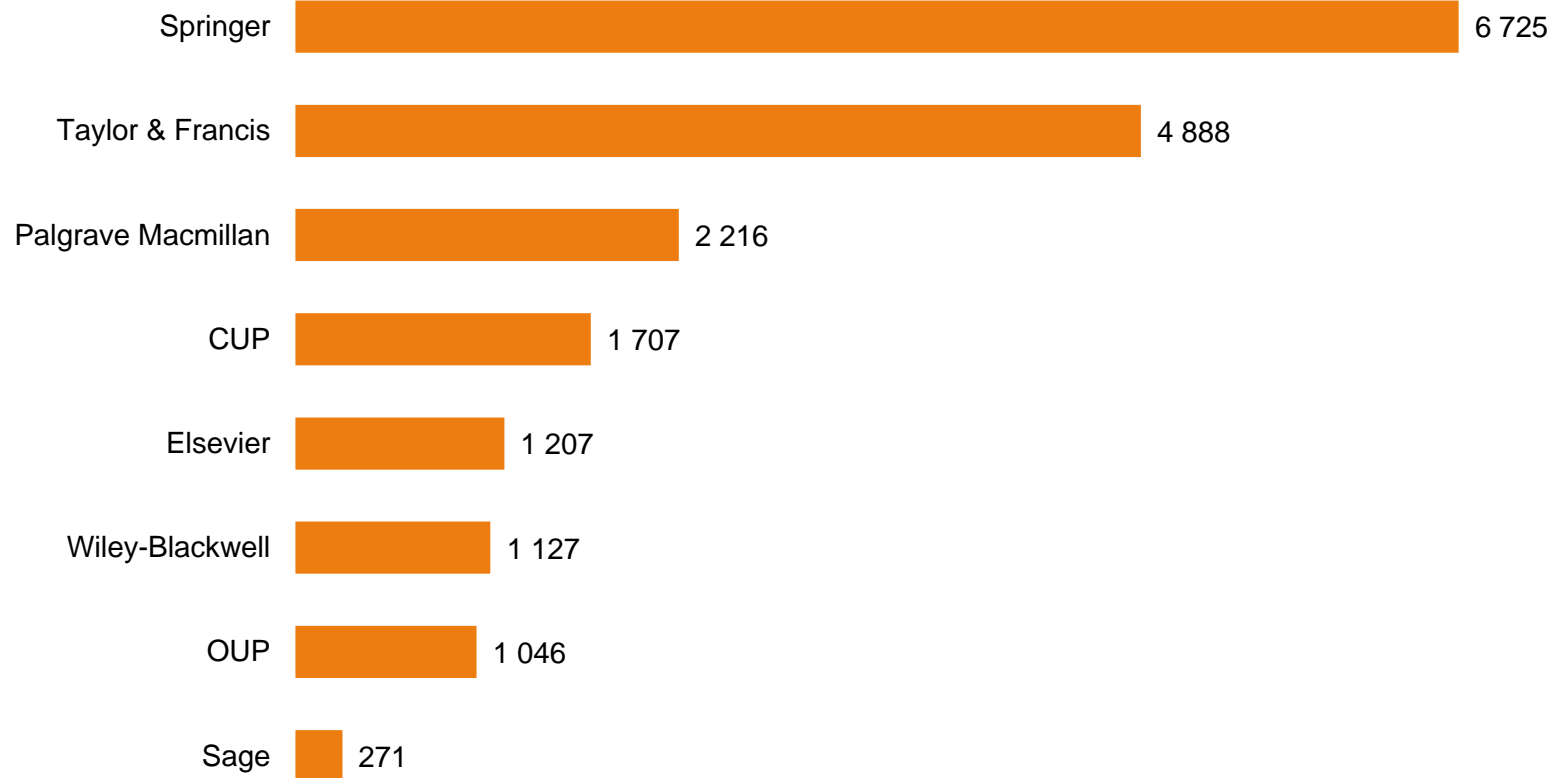
Leading eBook Publishers: Total Number of eBooks

Number of English-Language eBooks Available (as of April 2015)



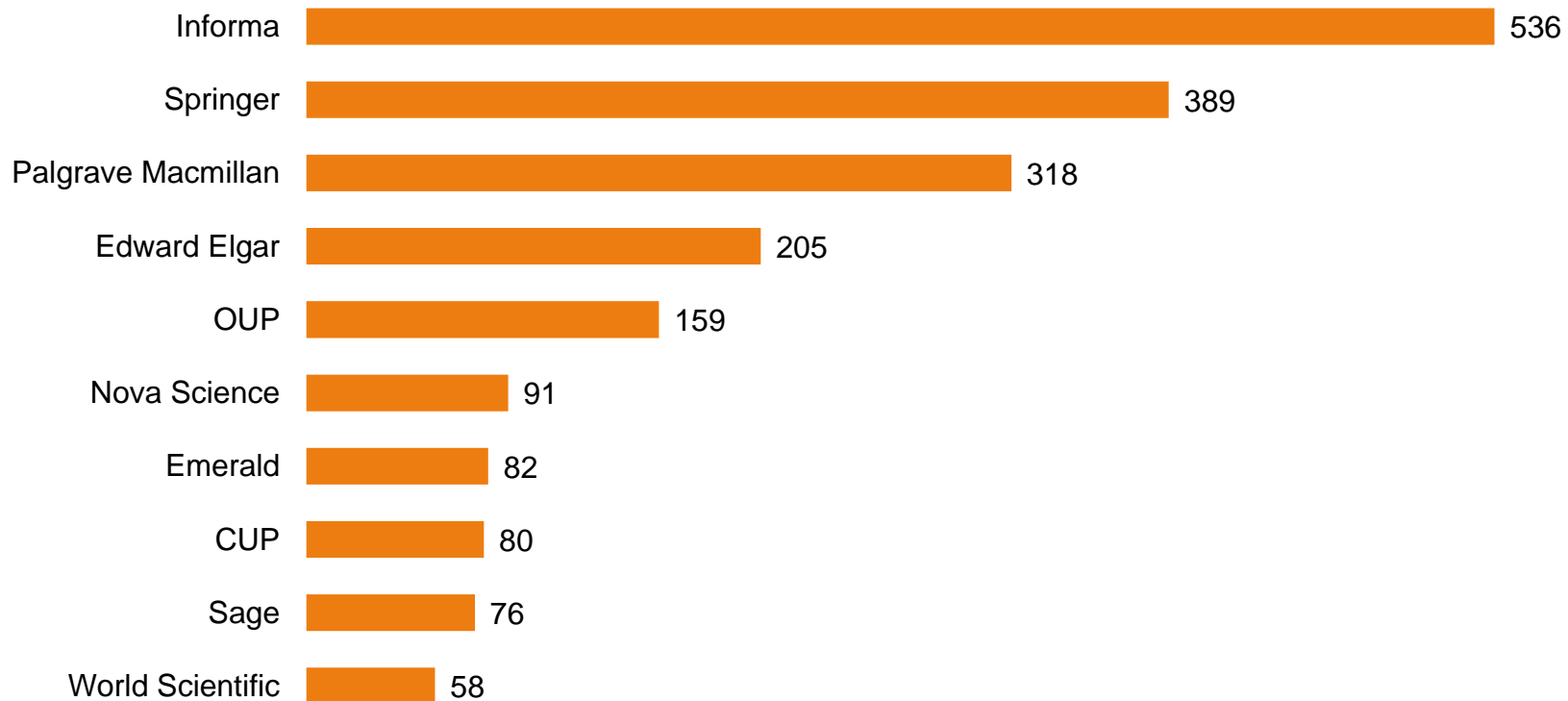
Leading eBook Publishers: eBooks published in 2014

Number of English-Language eBooks published in 2014



Leading Publishers: Business & Economics

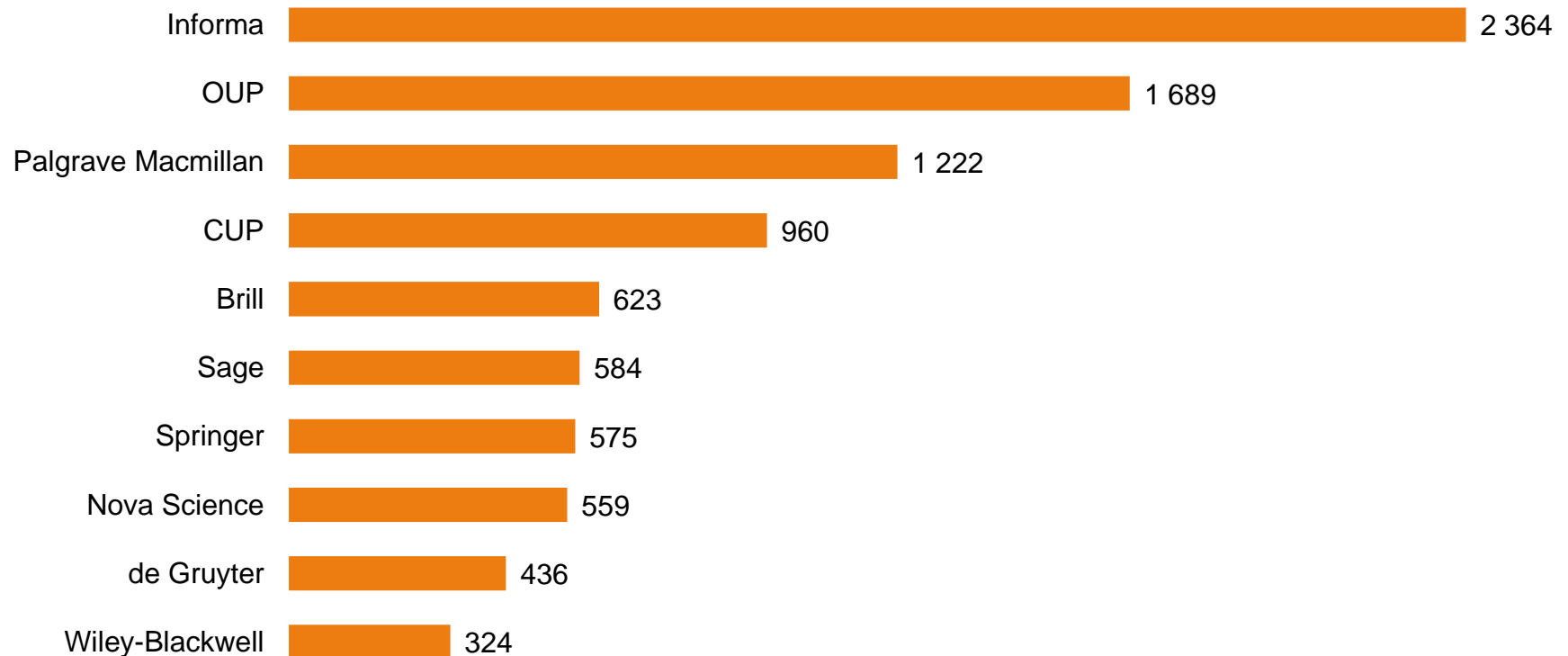
Business & Economics: Number of English-Language Titles Published in 2012



(Data from 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

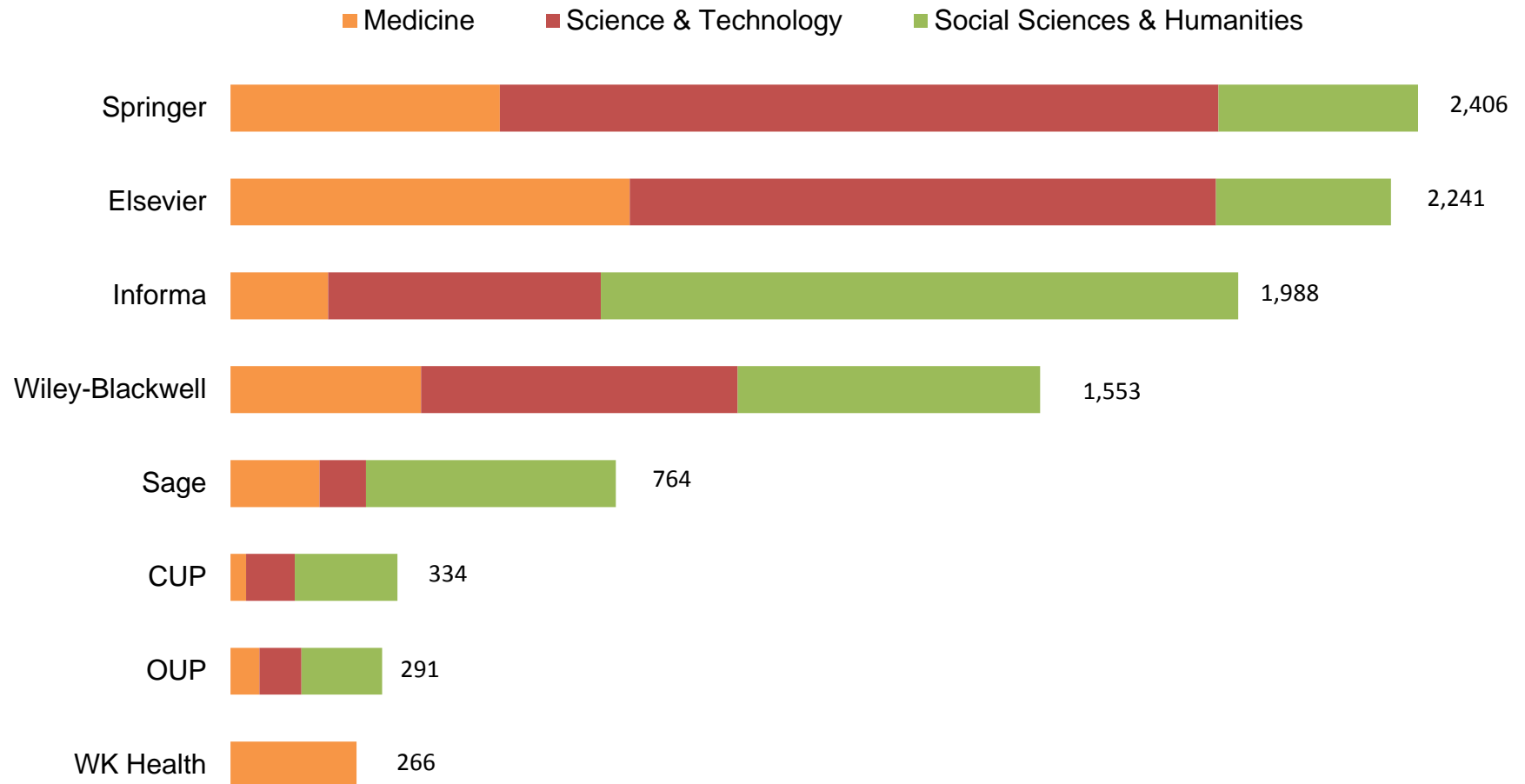
Social Sciences & Humanities: Number of English-Language Titles Published in 2012



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

Leading Publishers: Number of Journals Titles

Number of English-Language Journals Published in 2014



eBook Landcape by SpringerNature

STM

The Springer Science, Technology and Medicine Collection:

Biomedical & Life Science

Chemistry & Materials Science

Computer Science

Earth & Environmental Science

Energy

Engineering

Mathematics & Statistics

Medicine

Physics & Astronomy

Professional & Applied Computing

HSS

The Springer Humanities and Social Sciences Collection:

Behavioral Science & Psychology

Business & Management

Economics & Finance

Education

History

Literature, Cultural and Media Studies

Political Science & International Studies

Religion & Philosophy

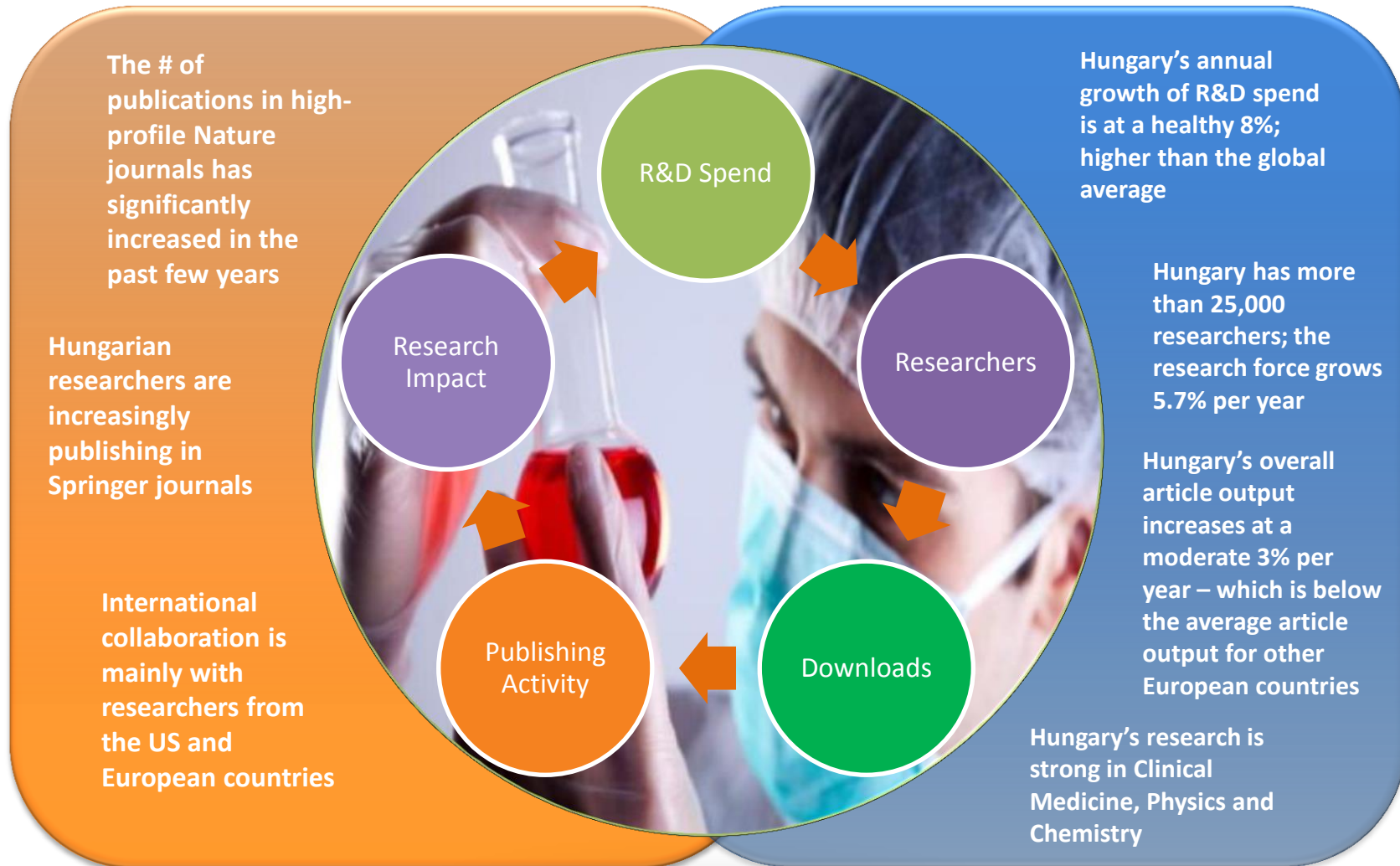
Social Sciences

Law & Criminology

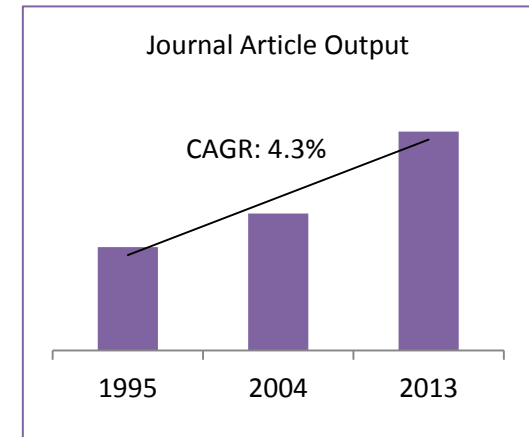
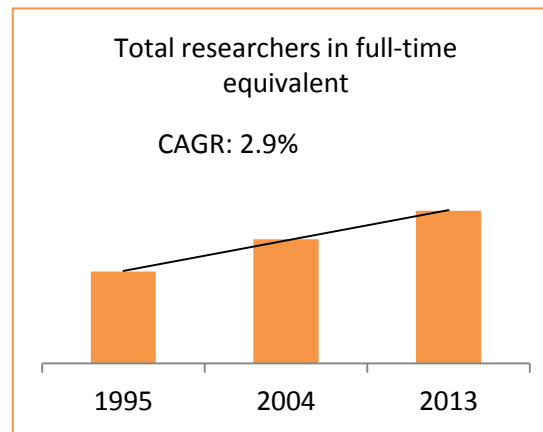
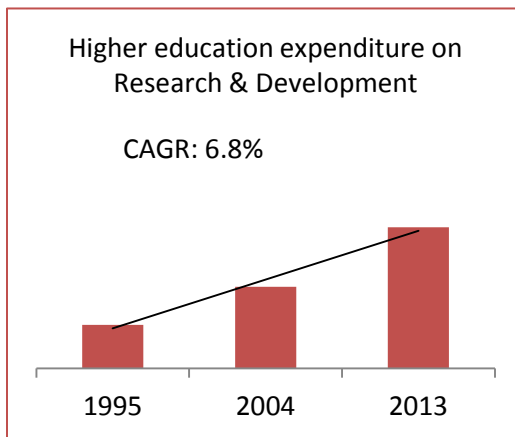
Research and Development in Context

1.0

Summary

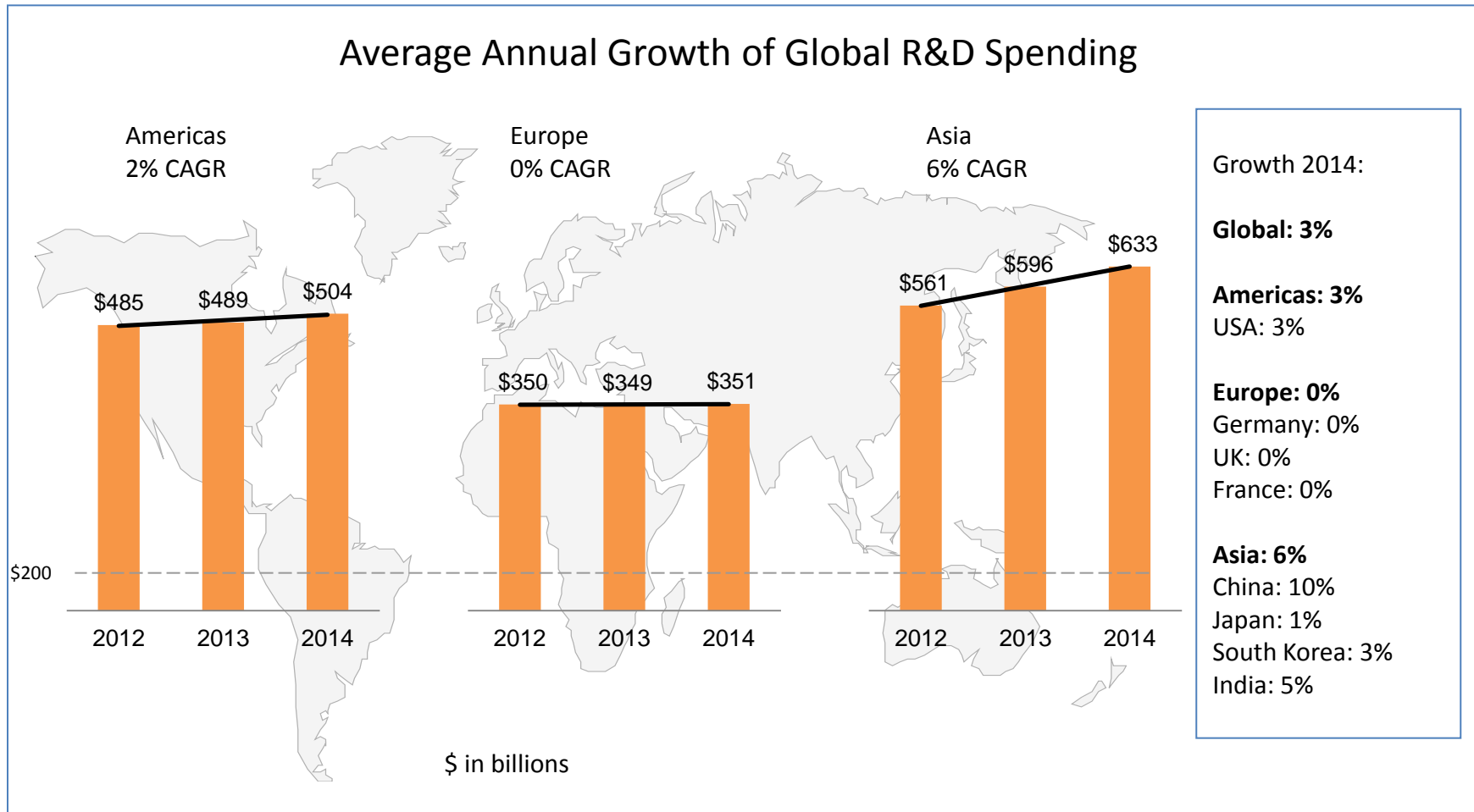


Global R&D Indicators: Increase in R&D expenditures is a main driver of research output



Source: OECD Main Science and Technology Indicators; Thomson Reuters Journal Citations Reports Science Edition

R&D spend increases at 3% globally; developed countries stagnate



Source: R&D Magazine: Global 2013 R&D Funding Forecast

Hungary's R&D spend grows at a healthy 8% per year; the annual growth rate of number of researchers is substantial as well

| Country | # of Researchers 2013 | Growth of # of Researchers 2009 to 2013 | R&D expenditures (in current PPP\$ millions) | Growth of R&D expenditures 2009 to 2013 | R&D expenditures as % of GDP 2013 |
|----------------|-----------------------|---|--|---|-----------------------------------|
| Austria | 39,923 | 3.6% | 10,752,629 | 5.0% | 2.81% |
| Hungary | 25,038 | 5.7% | 3,249,569 | 8.1% | 1.41% |
| Slovakia | 14,727 | 2.6% | 1,190,627 | 19.1% | 0.83% |
| Slovenia | 8,707 | 4.0% | 1,537,841 | 10.8% | 2.59% |
| Croatia | 6,529 | -1.5% | 739,806 | 0.5% | 0.81% |

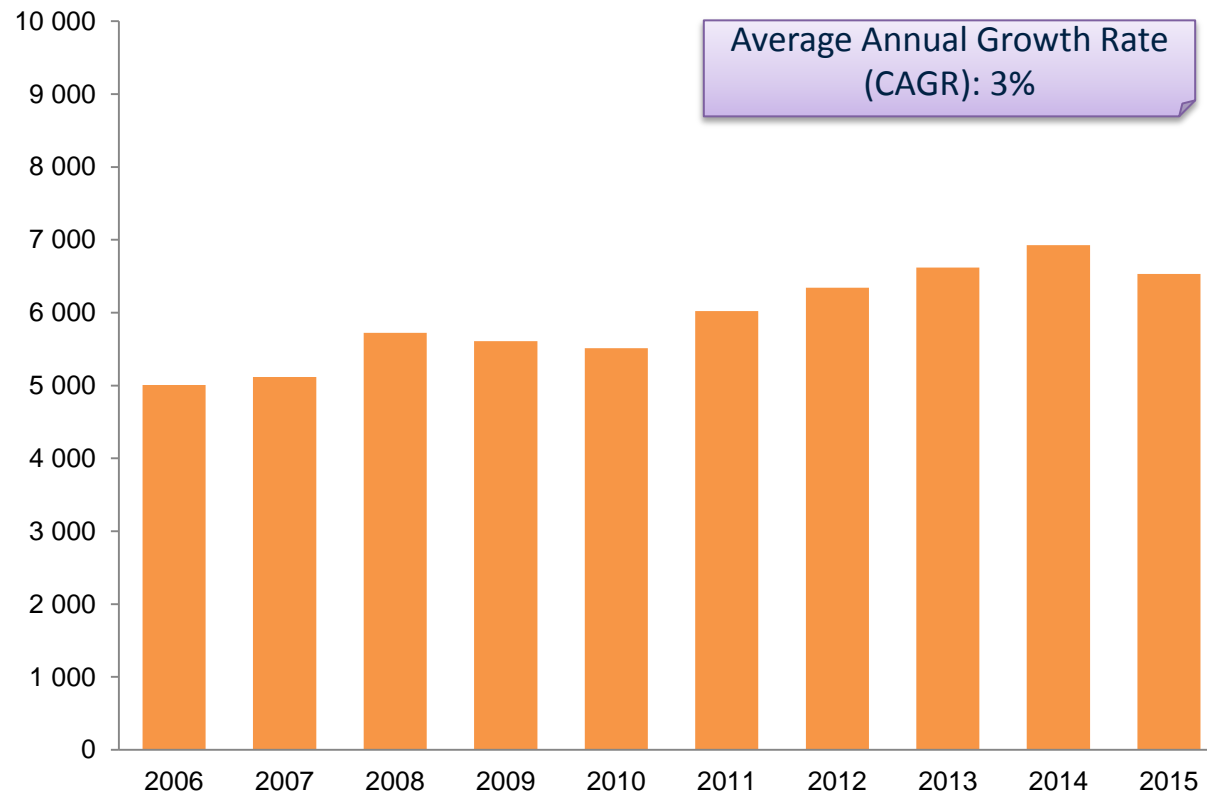
Source UNESCO Science Report, *data for 2011

Publishing Activity

2.0

Hungary: Article output grows at 3% per year on average, which is below the average for European countries

Number of articles published 2006-2015



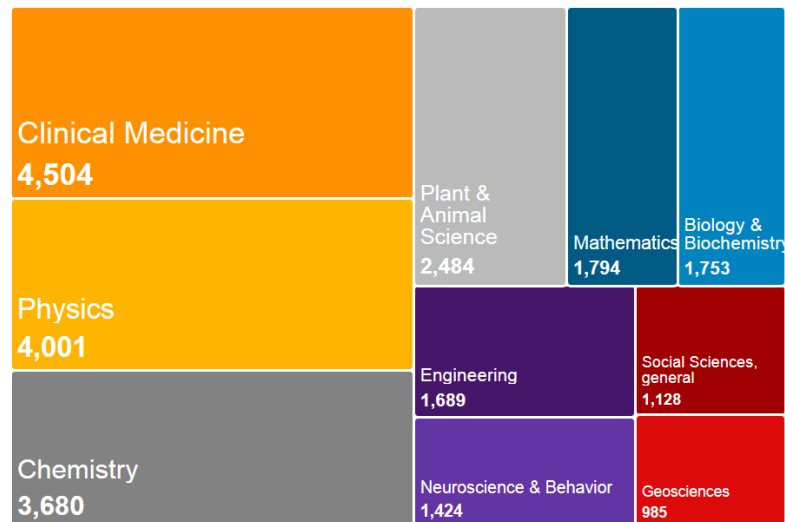
Global Annual Growth in Article Output (CAGR)

| | |
|----------------|-------|
| Asia | 11.5% |
| Eastern Europe | 6.3% |
| Western Europe | 5.7% |

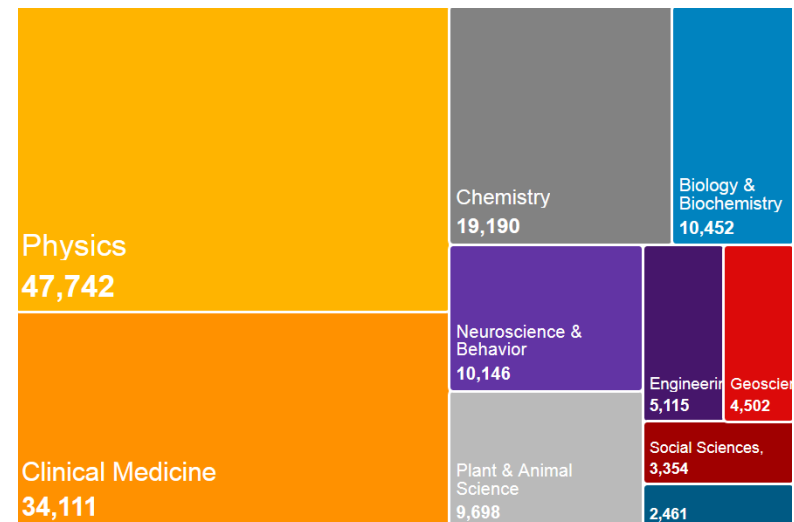
Source: Thomson Reuters InCites

Hungary: Article Output is strongest in Clinical Medicine, Physics and Chemistry

Articles published



Citations of these articles



Source: Thomson Reuters InCites; 2011 - 2015

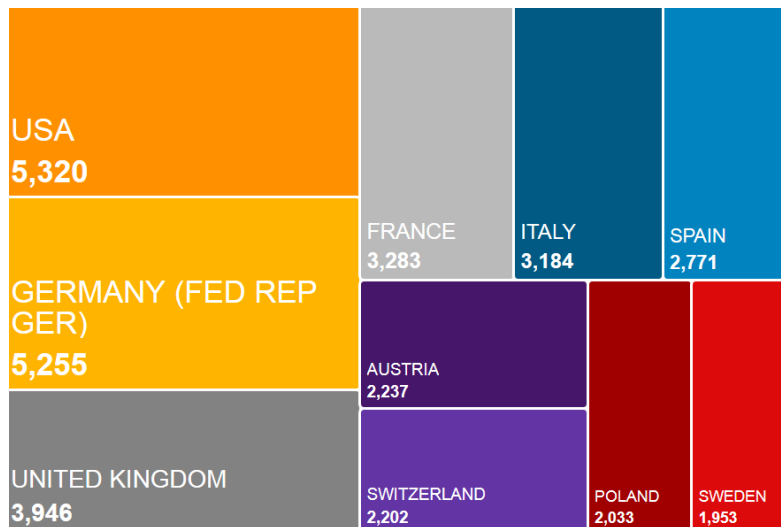
Hungary: Hungarian Academy of Sciences is the top publishing institution, followed by Semmelweis University

| Rank | Institution | Articles 2015 |
|------|---|---------------|
| 1 | Hungarian Academy of Sciences | 2,250 |
| 2 | Semmelweis University | 831 |
| 3 | Eotvos Lorand University | 812 |
| 4 | Szeged University | 810 |
| 5 | University of Debrecen | 763 |
| 6 | Budapest University of Technology & Economics | 701 |
| 7 | University of Pecs | 440 |
| 8 | Szent Istvan University | 227 |
| 9 | University of Pannonia | 221 |
| 10 | Central European University | 169 |

Source: Thomson Reuters InCites; 2011 - 2015

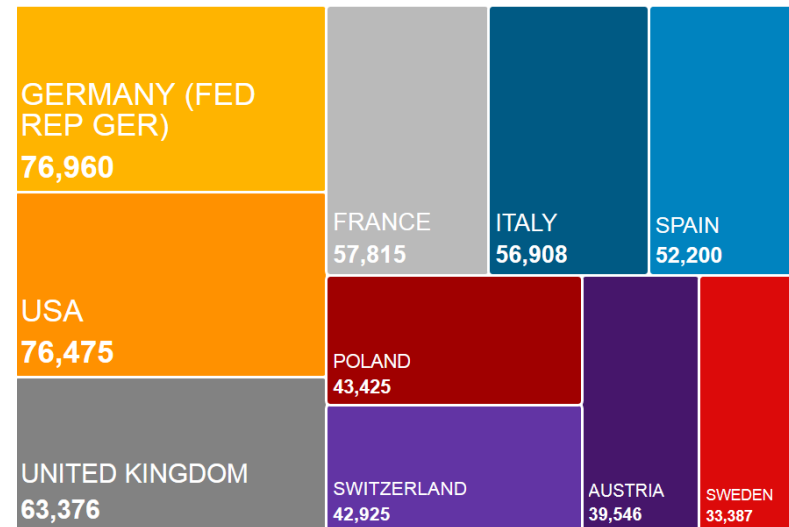
Hungarian researchers co-publish the most with researchers from the United States and European countries

Articles published in international cooperation*



*Articles published by authors from Russia with authors from other countries

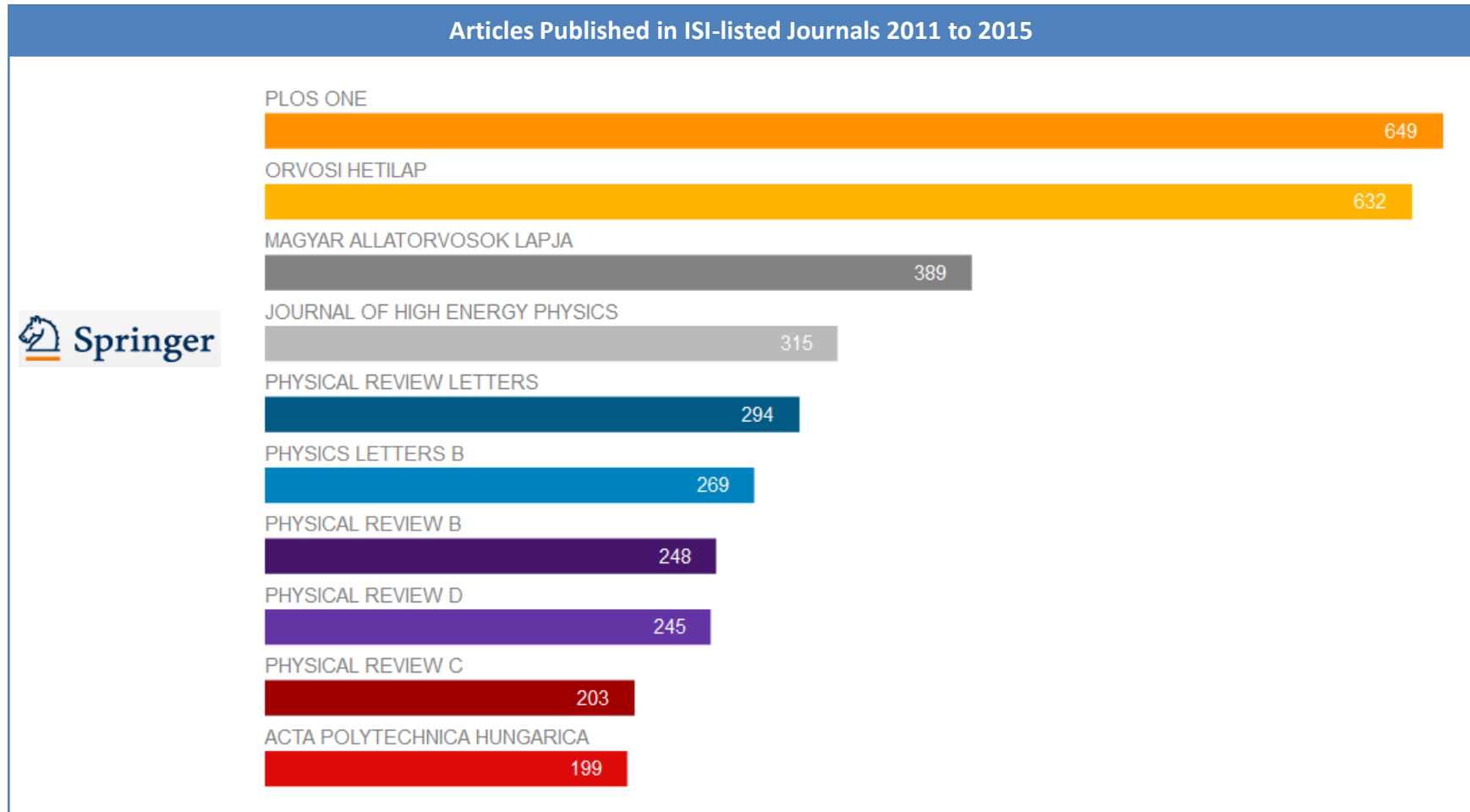
Citations of these articles*



*Citations of articles published by authors from Russia with authors from other countries

Source : Thomson Reuters InCites; 2011 - 2015

Where do Hungarian researchers publish? Top journals published in

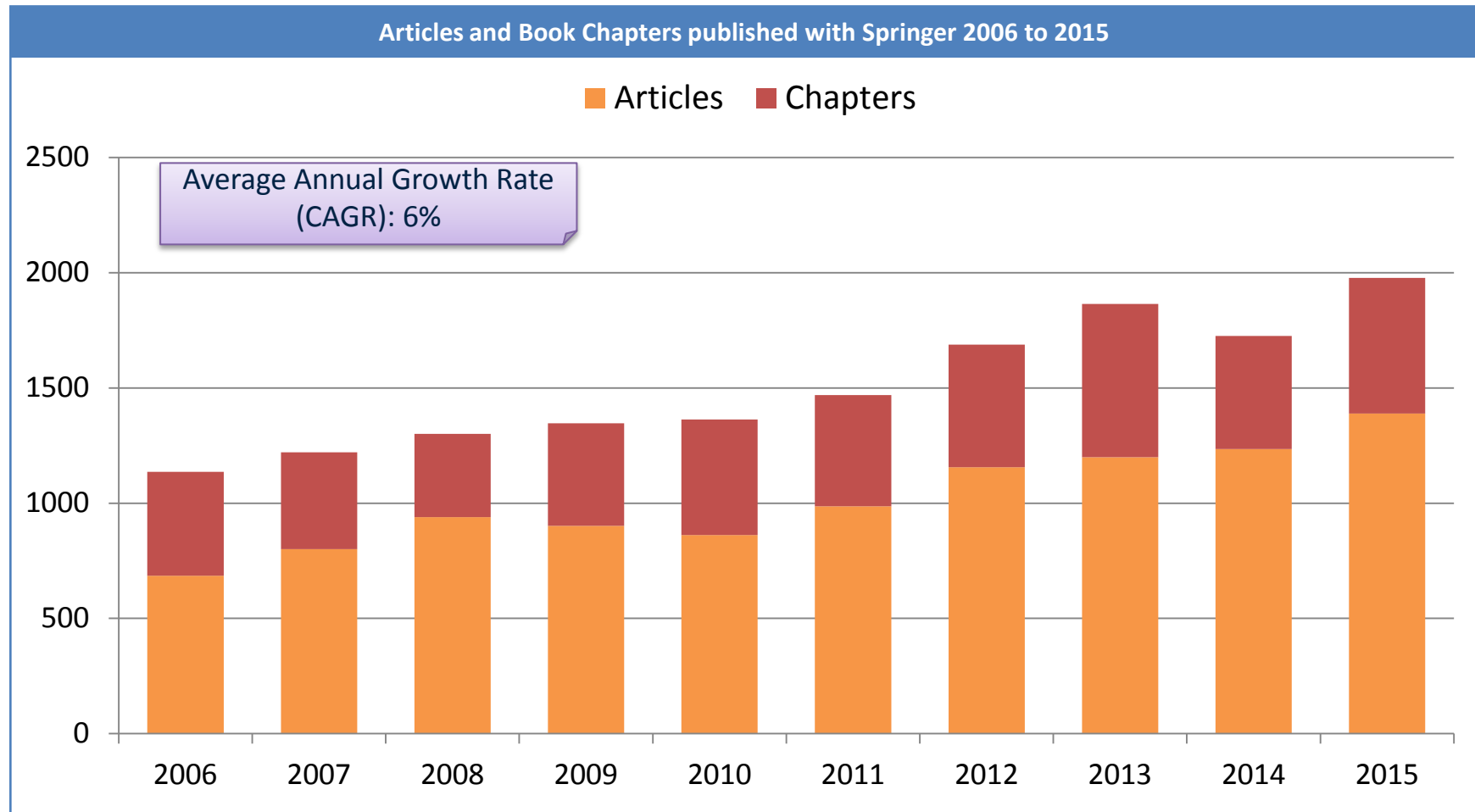


Source : Thomson Reuters InCites; 2011-2015

Publishing Activity with Springer and Nature

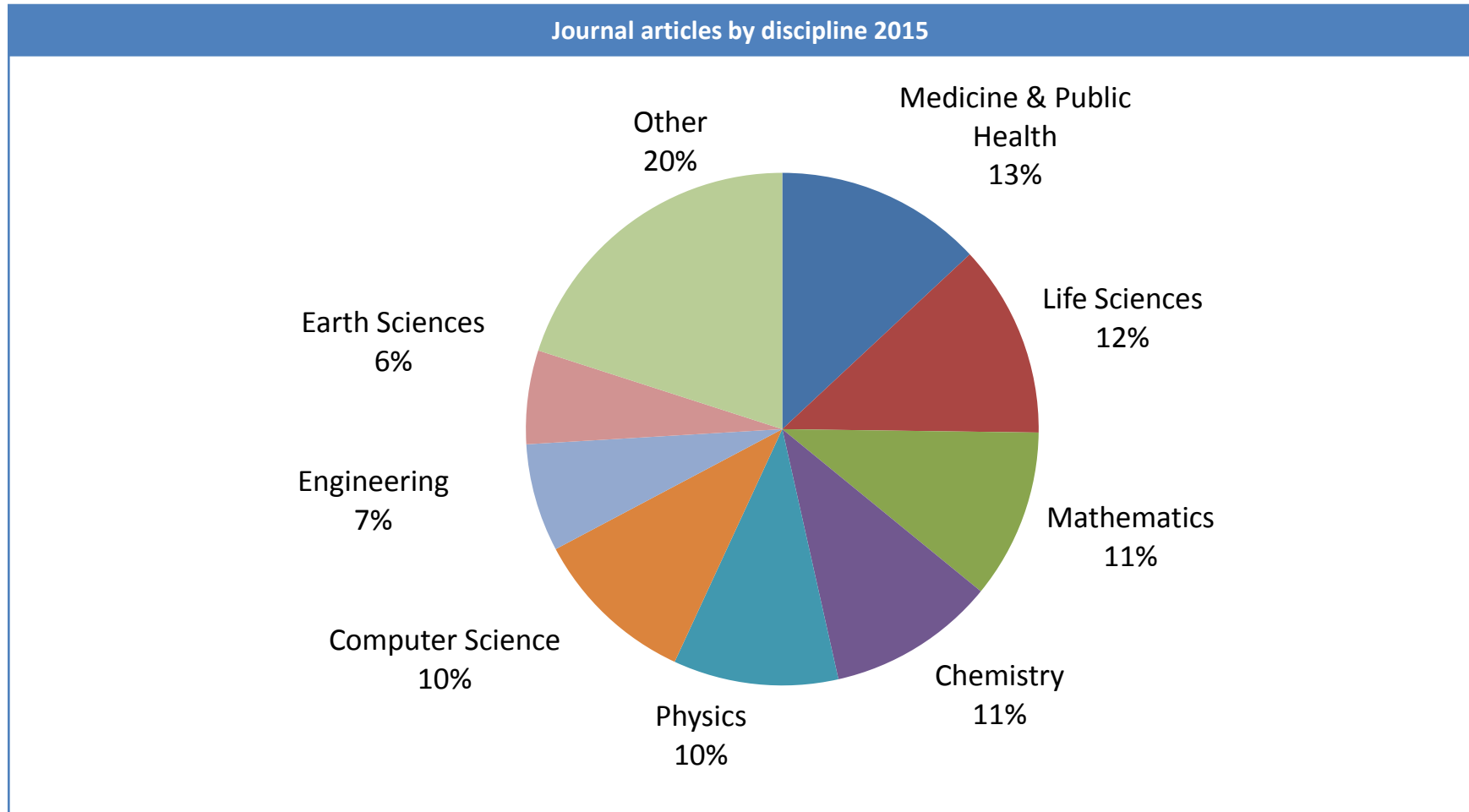
3.0

Hungary: Journal articles and book chapters in Springer publications



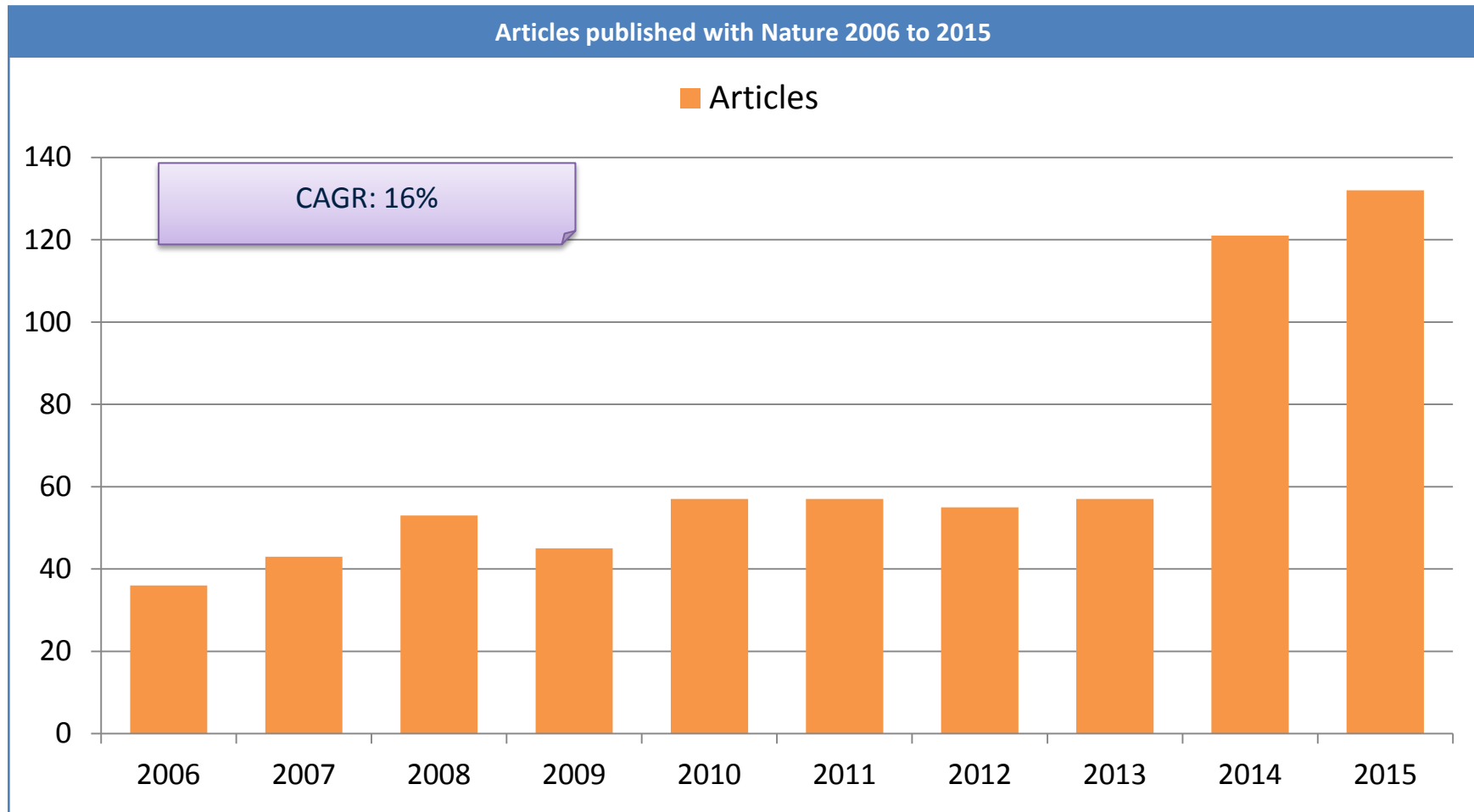
Source : Authormapper

Hungary: Journal articles in Springer journals by discipline



Source : Authormapper

Hungarian researchers have published increasingly in Nature journals in the past 2 years



Source: Thomson Reuters InCites; includes all ISI-listed Nature Branded Journals, Academic Journals, and Palgrave Macmillan Journals

Hungary: Top 10 Nature journals by article output 2015

| Rank | Journal | Articles 2015 |
|------|---|---------------|
| 1 | SCIENTIFIC REPORTS | 36 |
| 2 | NATURE COMMUNICATIONS | 26 |
| 3 | NATURE | 11 |
| 4 | NATURE NEUROSCIENCE | 6 |
| 5 | JOURNAL OF CEREBRAL BLOOD FLOW AND METABOLISM | 5 |
| 6 | NATURE PHYSICS | 4 |
| 7 | NATURE MATERIALS | 3 |
| 8 | CELL DEATH & DISEASE | 3 |
| 9 | BRITISH JOURNAL OF CANCER | 3 |
| 10 | EUROPEAN JOURNAL OF CLINICAL NUTRITION | 2 |

Source: ThomsonReuters InCites; includes all ISI-listed Nature Branded Journals, Academic Journals, and Palgrave Macmillan Journals

SpringerLink and Its Users

4.0

Almost 10 Million Documents on SpringerLink (Mar 18, 2016)

The screenshot shows the SpringerLink website interface. At the top, there is a search bar with the text 'Search', a 'New Search' button, and a settings gear icon. To the right, there are links for 'Sign up / Log in', 'English', and 'Academic edition'. The Springer logo is also visible in the top right corner.

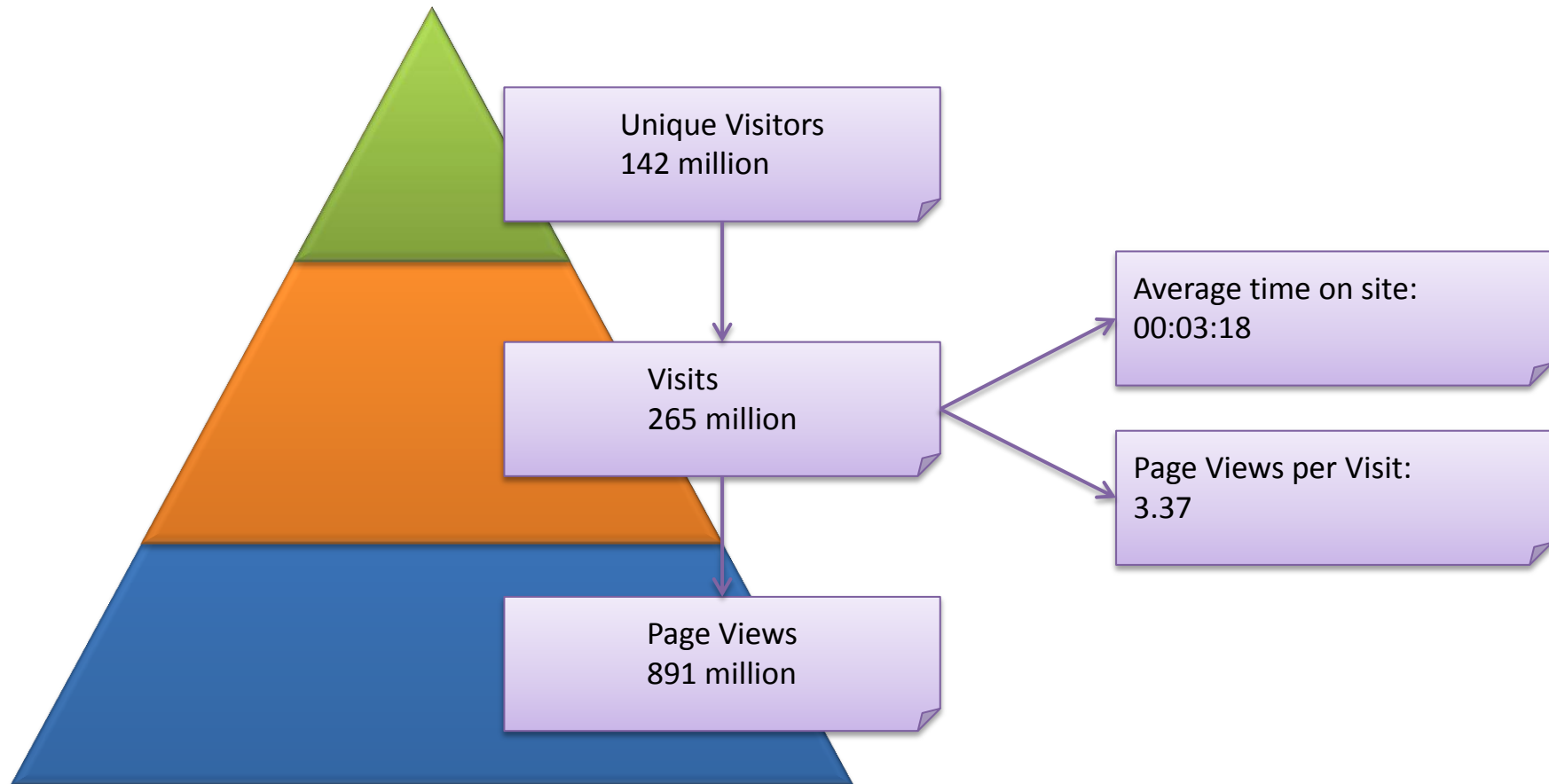
Below the search bar, there is a navigation bar with 'Home' and 'Contact Us' links. A yellow box highlights the 'Include Preview-Only content' checkbox, which is checked. A green box highlights the search results count: '9,967,100 Result(s)'. To the right of the results count are RSS and download icons.

The 'Refine Your Search' section is highlighted with a green box and contains a table of content types:

| Content Type | Count |
|----------------------|-----------|
| Article | 5,634,563 |
| Chapter | 3,581,405 |
| Reference Work Entry | 489,384 |
| Book | 211,681 |
| Protocol | 41,295 |
| Book Series | 5,590 |
| Journal | 3,182 |
| Reference Work | 600 |

The search results are sorted by 'Date Published'. The first result is for the journal 'Origins of Life and Evolution of Biospheres', Volume 1 / 1968 - Volume 46 / 2016. The second result is for the journal 'Journal of Materials Science', Volume 1 / 1966 - Volume 51 / 2016. Both results include a thumbnail image of the journal cover.

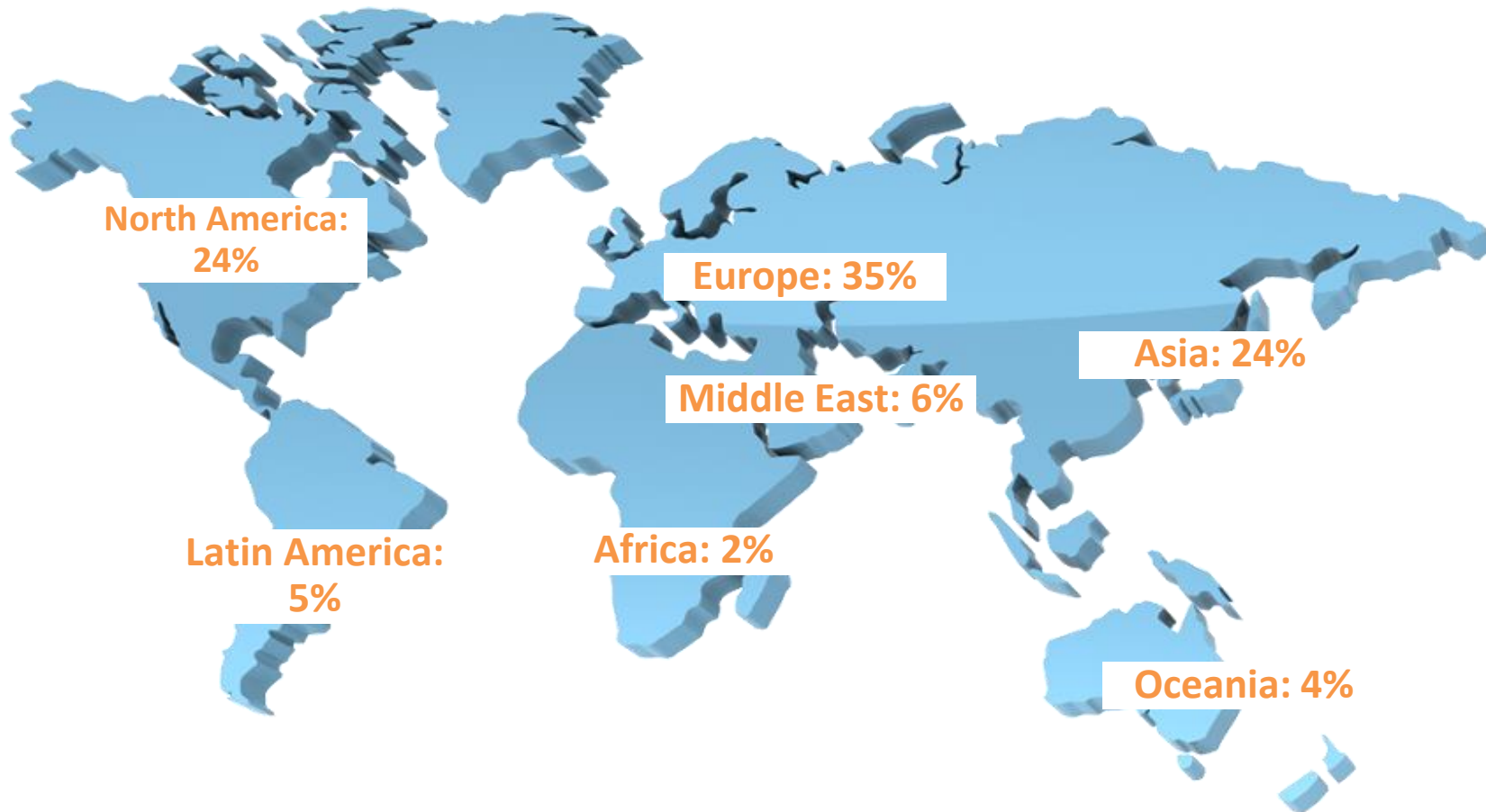
High Visibility of SpringerLink content: The platform saw 142 million visitors in 2015; **It is among the 2,500 most popular global websites**



Source: WebTrek; unique visitors are recognized by cookies and might be over-reported in cases where users clear their cookies or browse the web in 'incognito' modes or in cases where users use multiple devices

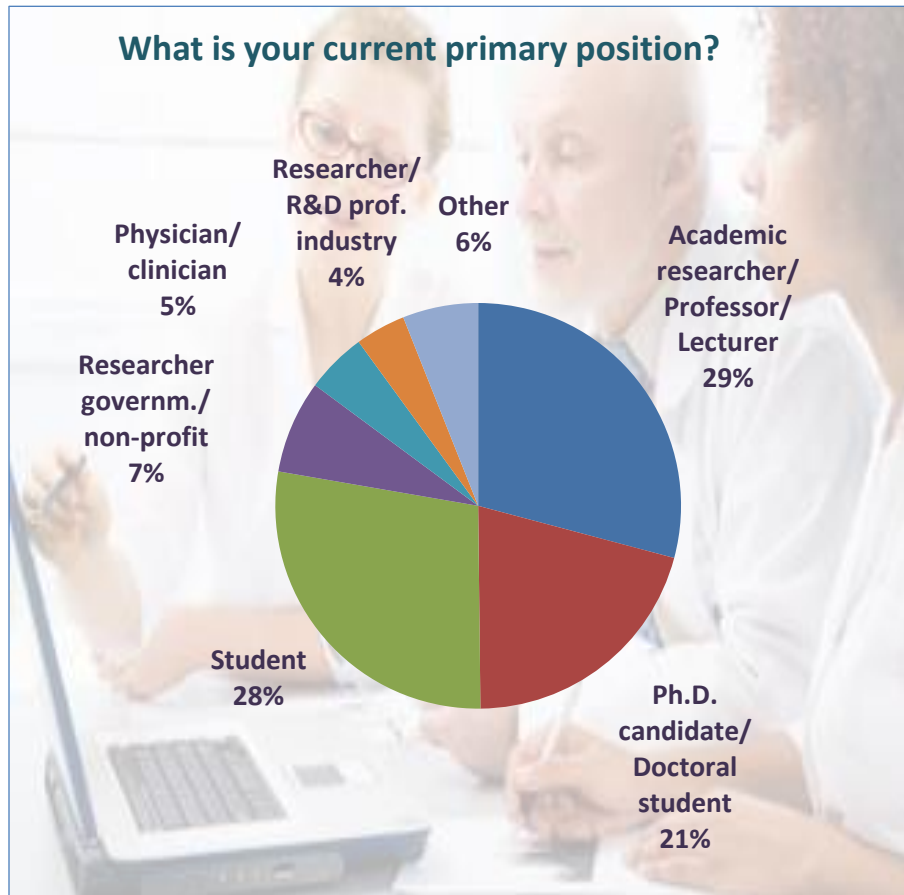
SpringerLink visitors come from all over the world

SpringerLink Visits 2015 by Region



Source: WebTreck

SpringerLink User Survey: Visitors are from all academic user groups, including Professors, Lecturers, Ph.D. Candidates, and Students



N=3,370; Source: SpringerLink User Survey 2013

Professor / Lecturer

'SpringerLink provides very rapid access to published work which is essential for several aspects of research and teaching.'
(Professor, Biomedical Sciences, Ireland)

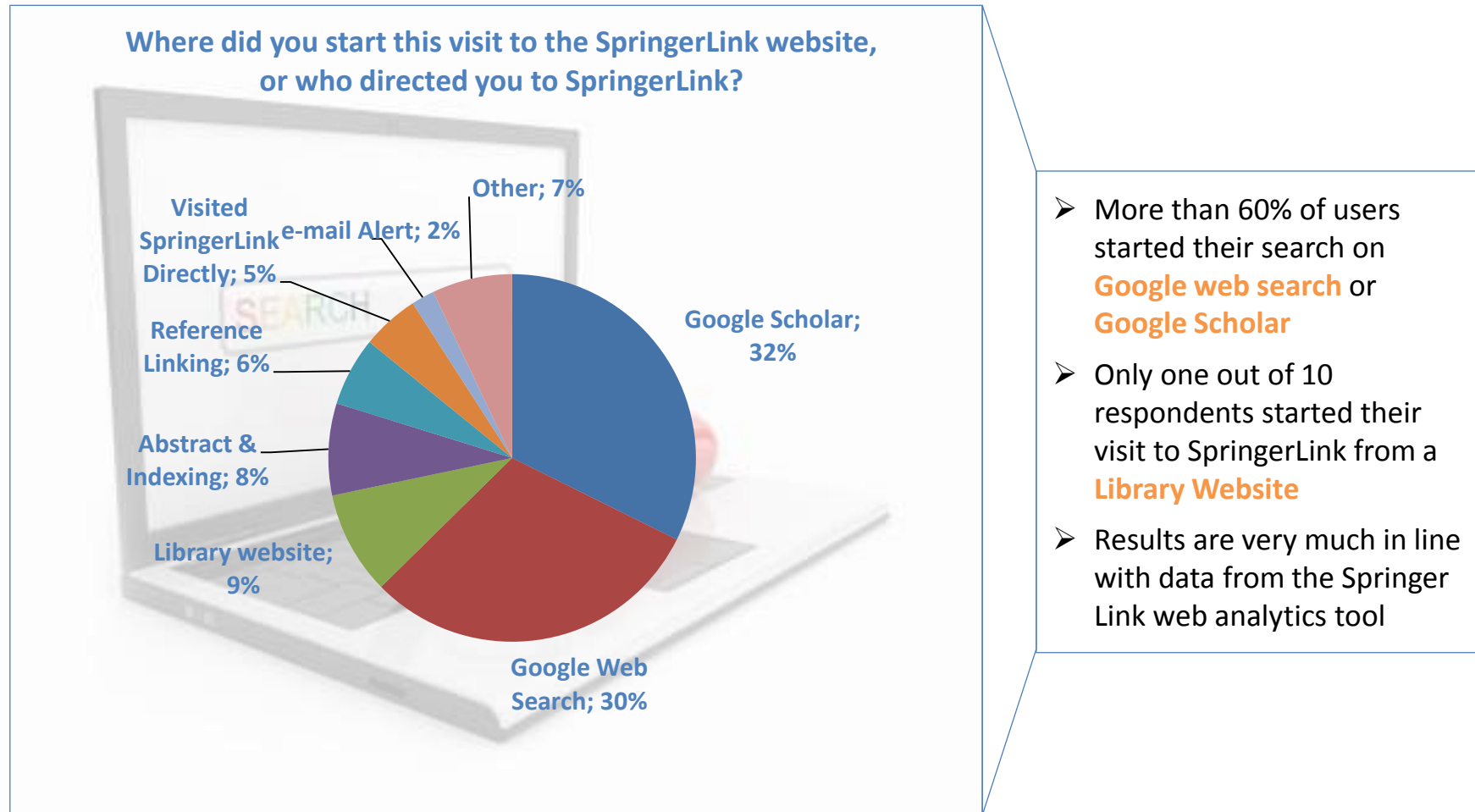
Ph.D. Candidate

'I often find papers or articles I need on SpringerLink, which I use for my literature reviews to establish the background knowledge for my own projects and research, or just to find interesting articles to stay up-to-date.'
(Ph.D. Candidate, Economics, USA)

Student

'The books and scientific articles I find on SpringerLink are useful for my thesis, it's easy to search for it and I've already found a lot of really good information that I can use and cite.'
(Graduate Student, Computer Science, UK)

Google Scholar and Google Web Search are heavily used referrers



Source: SpringerLink User Survey; N=2,554

Springer Nature Journals Impact Factor trends

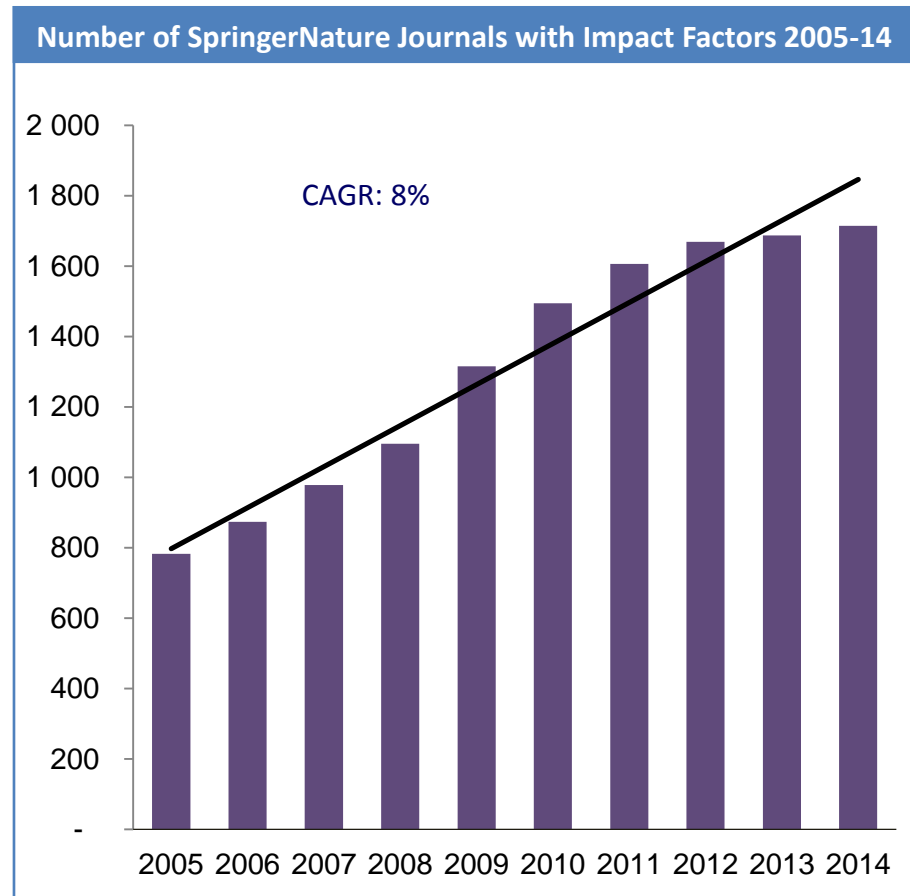
The 2014 Journal Citation Reports (JCR) lists 1,713 active English language journals from SpringerNature with an Impact Factor. These include 122 Nature and Palgrave journals.

SpringerNature is leading or among the top journals in many JCR categories:

28 categories where SpringerNature journals are leading the ranking

79 categories where SpringerNature journals are among the top 3 journals

155 SpringerNature journals ranking in top quartile by IF



Source: Thomson Reuters / Journal Citation Reports

All ten of the 2014 Nobel laureates in medicine, physics, chemistry and economics are Springer authors and editors!

Physics



Photo: Yasuo Nakamura/Meijo University
Isamu Akasaki
Prize share: 1/3



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Hiroshi Amano
Prize share: 1/3



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Chemistry



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Physiology and Medicine



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John O'Keefe
Prize share: 1/2



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May-Britt Moser
Prize share: 1/4



Photo: G. Mogen/NTNU
Edvard I. Moser
Prize share: 1/4

Economics

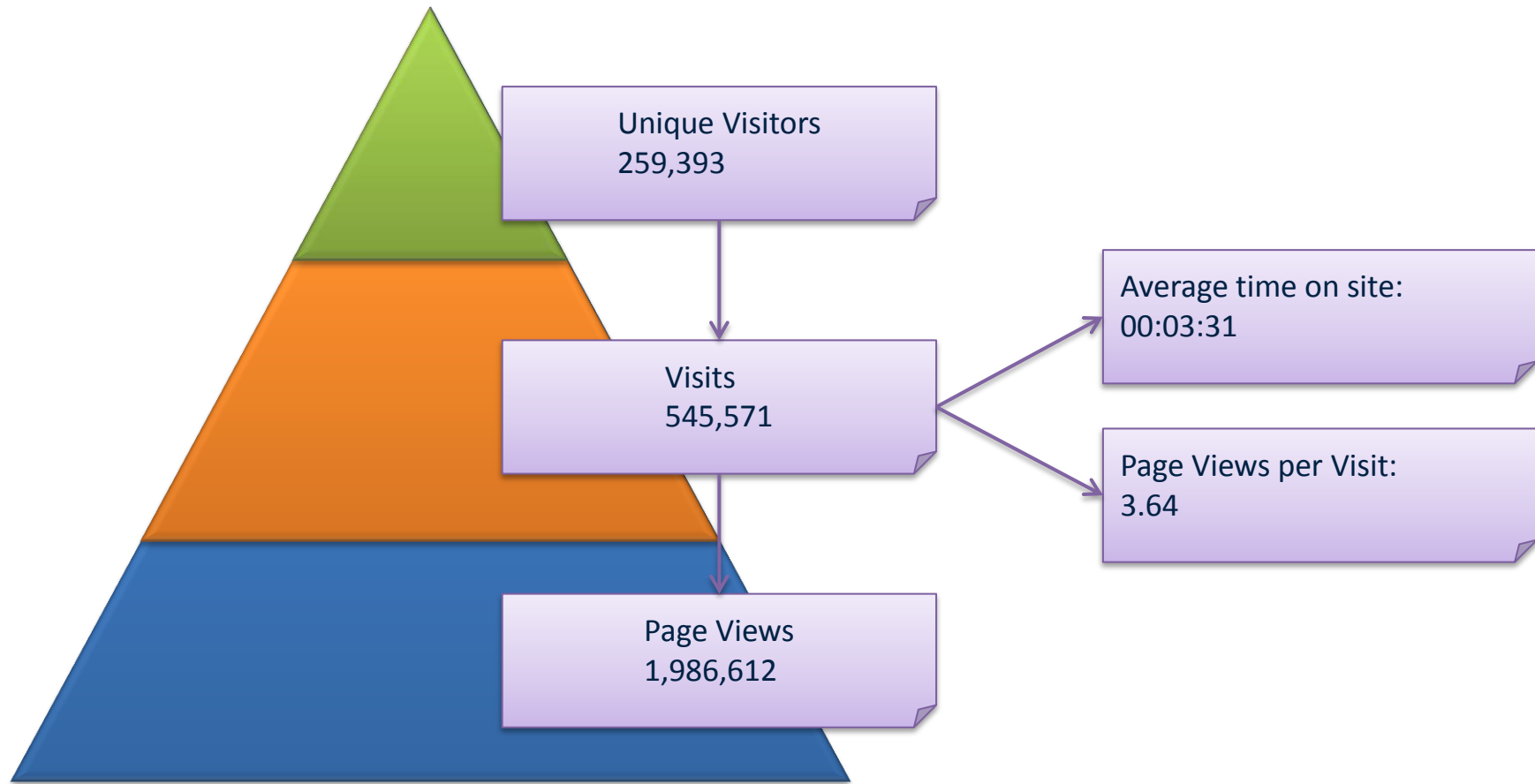


Photo © Studio Tchiz/TSE
Jean Tirole
Prize share: 1/1

SpringerLink Journal and eBook Usage

5.0

Hungary: Visitors to SpringerLink and their behavior on the website 2015



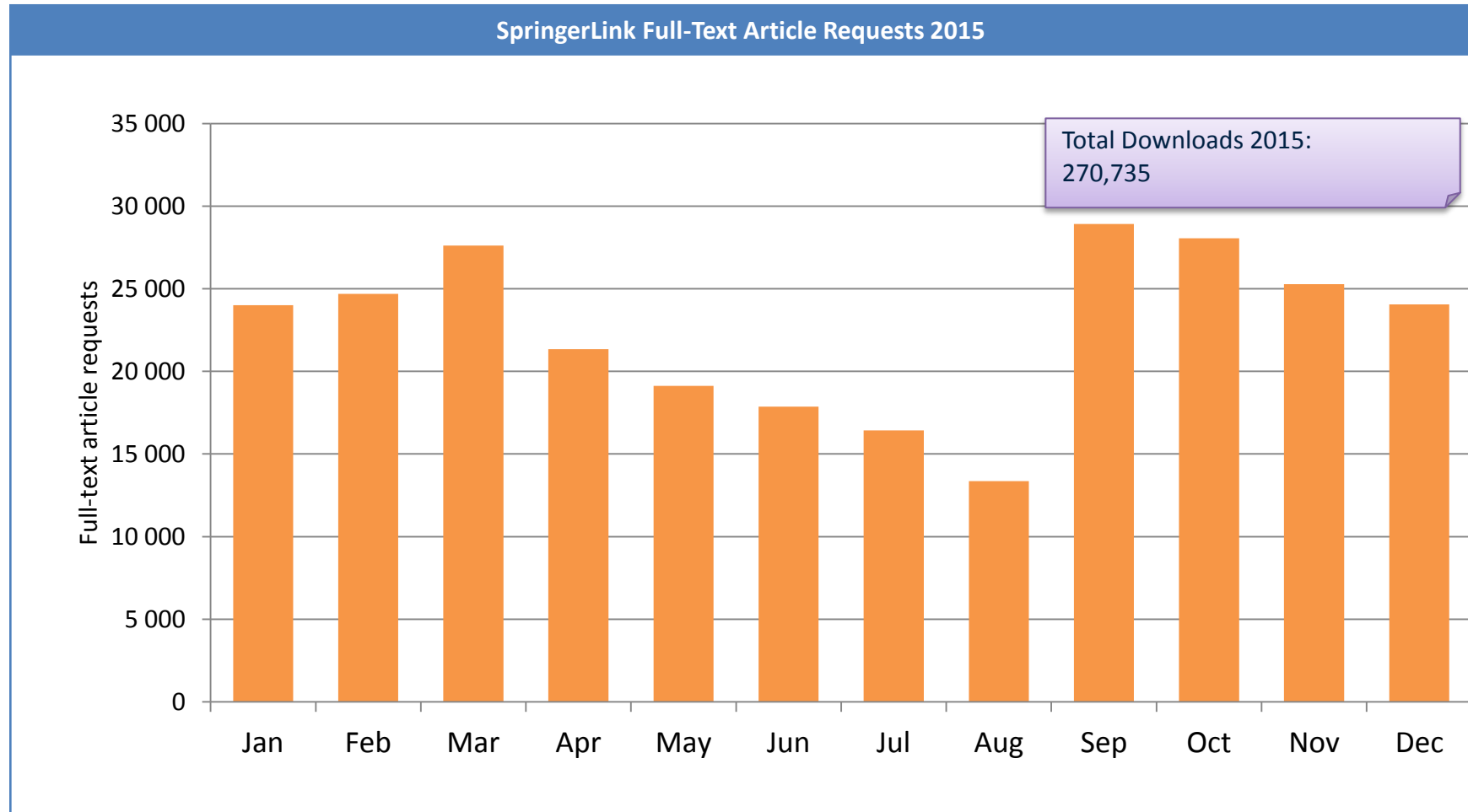
Source: WebTrek

Hungary: How Do Users Come to SpringerLink?

| Rank | Referrer | Visits to SpringerLink 2015 | In % |
|------|-------------------------|-----------------------------|---------------|
| 1 | www.google.hu | 185,254 | 34% |
| 2 | direct | 116,987 | 21% |
| 3 | scholar.google.hu | 86,685 | 16% |
| 4 | www.ncbi.nlm.nih.gov | 44,520 | 8% |
| 5 | www.springer.com | 15,618 | 3% |
| 6 | www.google.com | 8,512 | 2% |
| 7 | scholar.google.com | 8,207 | 2% |
| 8 | www.google.de | 3,940 | 1% |
| 9 | lib.semmelweis.hu | 3,189 | 1% |
| 10 | apps.webofknowledge.com | 2,804 | 1% |
| | Total Visits | 545,571 | 100.0% |

Source: WebTreck * Direct traffic includes every visit for which no referrer information was passed on, such as bookmark traffic, typed URLs, and word-of-mouth initiated traffic such as links in e-mails or instant messaging programs; also included: traffic from https websites.

Hungary: Article downloads 2015



Source: COUNTER Reporting / BW

Hungary: Top 10 Institutions by article downloads 2015

| Rank | Institution | Article Downloads 2015 |
|------|--|------------------------|
| 1 | Semmelweis University | 41,391 |
| 2 | University of Szeged | 36,339 |
| 3 | Eotvos Lorand University | 28,148 |
| 4 | University of Debrecen | 25,466 |
| 5 | Budapest University of Technology | 23,127 |
| 6 | University of Pecs | 17,466 |
| 7 | Gedeon Richter Ltd. | 15,879 |
| 8 | Corvinus University | 11,504 |
| 9 | Central European University | 8,031 |
| 10 | Department of Nuclear Physics - KFKI Research Institute For Particle and Nuclear Physics - Hungarian Academy of Sciences | 7,093 |

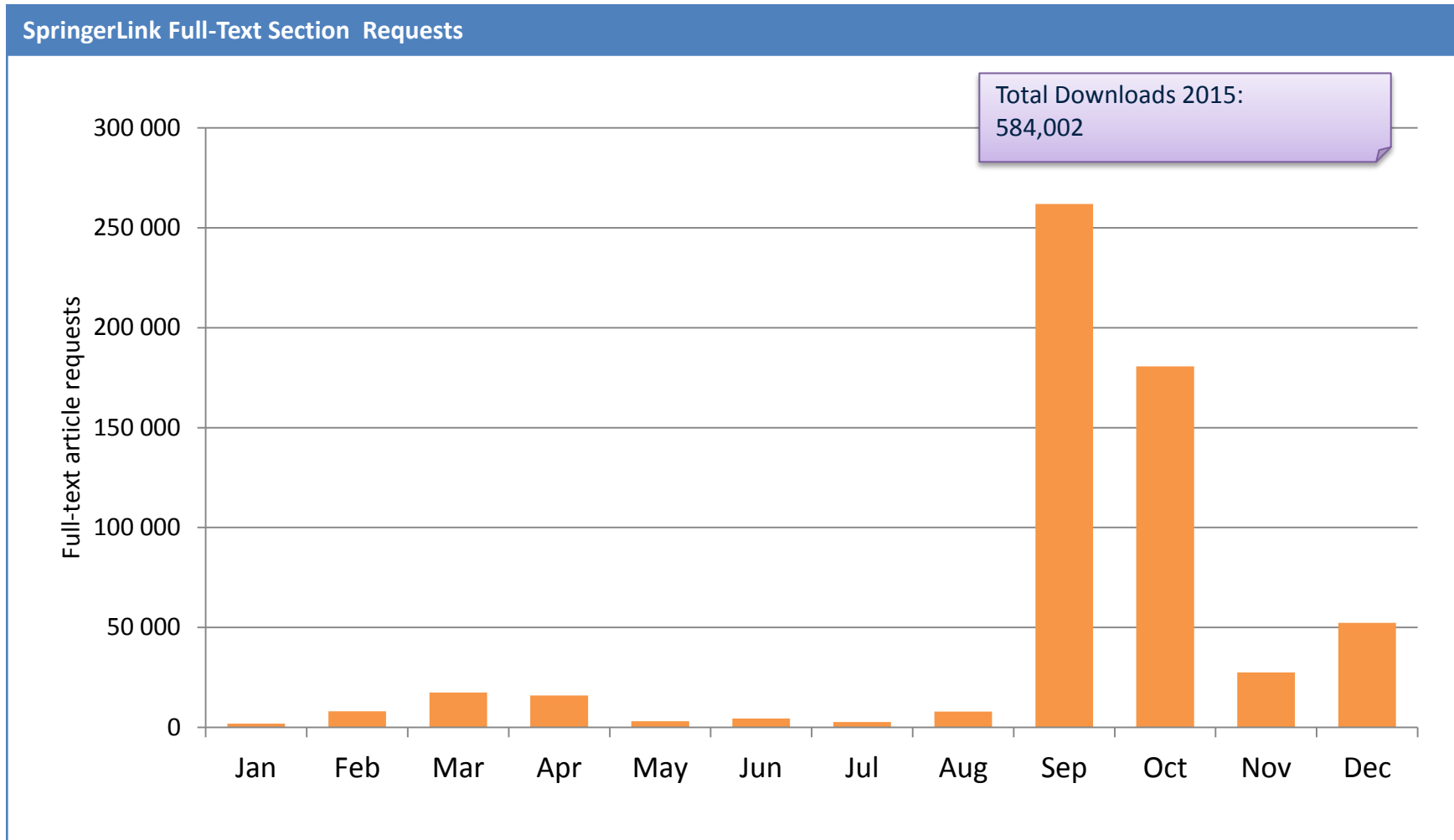
Source: COUNTER Reporting / BW

Hungary: Article downloads by subject collection 2015

| Subject Collection | Article Downloads |
|-----------------------------------|-------------------|
| Medicine | 81,258 |
| Biomedical and Life Sciences | 67,185 |
| Chemistry and Materials Science | 34,357 |
| Earth and Environmental Science | 21,159 |
| Engineering | 11,219 |
| Mathematics and Statistics | 9,098 |
| Physics and Astronomy | 8,567 |
| Education | 8,416 |
| Behavioral Science and Psychology | 6,954 |
| Computer Science | 6,298 |
| Social Sciences | 6,148 |
| Economics and Finance | 4,276 |
| Other | 10,076 |

Source: COUNTER Reporting / BW

Hungary: eBook chapter downloads 2015



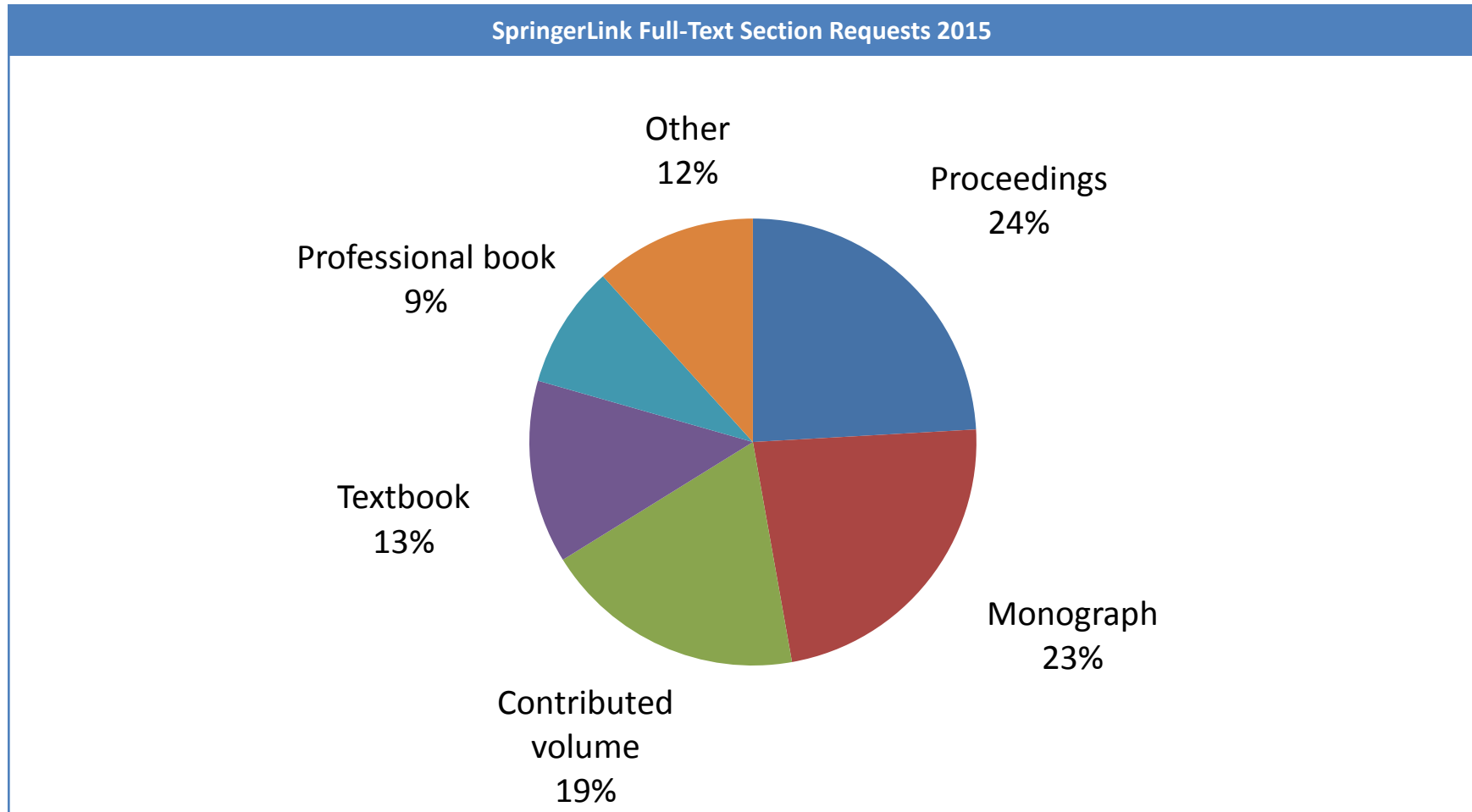
Source: COUNTER Reporting / BW

Hungary: eBook chapter downloads 2015 by package

| eBook Package | Contemporary |
|-------------------------------------|----------------|
| Computer Science | 99,875 |
| Engineering | 96,673 |
| Mathematics and Statistics | 89,521 |
| Medicine | 73,347 |
| Biomedical and Life Sciences | 42,569 |
| Physics and Astronomy | 39,331 |
| Humanities, Social Sciences and Law | 36,356 |
| Earth and Environmental Science | 29,569 |
| Chemistry and Materials Science | 27,534 |
| Business and Economics | 22,503 |
| Professional and Applied Computing | 11,554 |
| Behavioral Science | 10,232 |
| Energy | 4,938 |
| Total | 584,002 |

Source: COUNTER Reporting / BW

Hungary: eBook chapter downloads by book type 2015

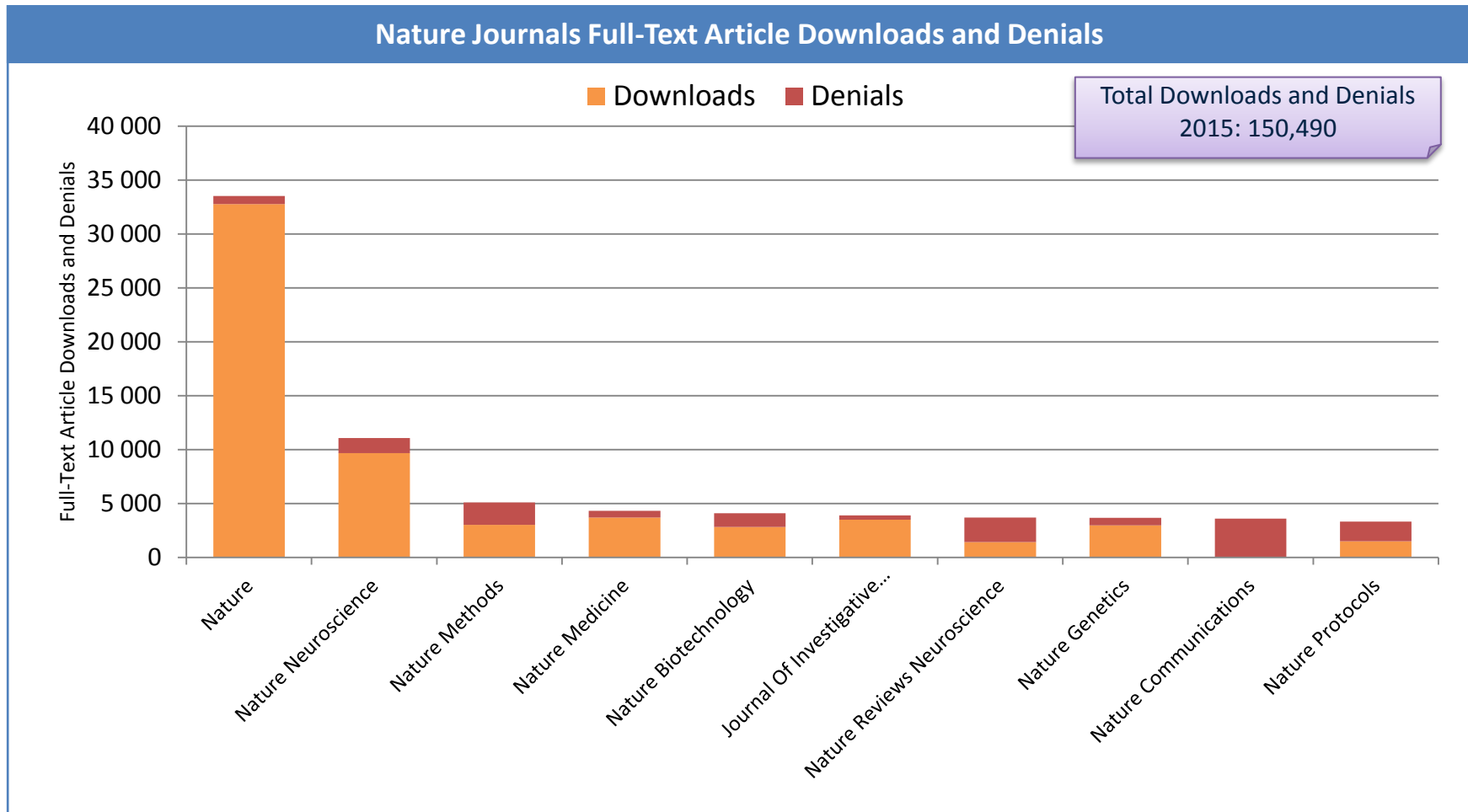


Source: COUNTER Reporting / BW

Nature.com Journal Usage

6.0

Hungary: Top 10 Nature Journal downloads and denials 2015



Source: Counter Reporting / Magnus; includes Nature Branded Journals , and Academic Journals

Hungary: Top 10 Institutions by Nature article downloads and denials 2015

| Journal | Article Requests | Article Denials | Total Requests and Denials |
|---|------------------|-----------------|----------------------------|
| Semmelweis Univ, Budapest | 42,274 | 10,809 | 53,083 |
| Univ of Debrecen / Debreceni Egyetem | 13,655 | 7,662 | 21,317 |
| Univ of Szeged Albert Szent-Gyorgyi Med & Pharma Ctr | 13,949 | 6,102 | 20,051 |
| HAS - Biological Research Ctr / MTA Szegedi Biologiai, Szeged | 12,116 | 1,872 | 13,988 |
| HAS - Chemical Research Ctr, Budapest | 8,283 | 4,228 | 12,511 |
| Budapest Univ of Tech & Economics / Budapesti Muszaki & Gazdasagtudomanyi Egyetem | 2,464 | 3,379 | 5,843 |
| HAS - Wigner Research Ctr for Physics / MTA - Wigner Fizikai Kutatokozpont | 4,515 | 1,271 | 5,786 |
| Gedeon Richter | 3,731 | 1,475 | 5,206 |
| Central European Univ, Budapest | 2,255 | 1,422 | 3,677 |
| Univ of Pecs Fac of Med / Pecs Tudomanyegetem Altalanos Orvostudomanyi | 2,612 | 371 | 2,983 |

Source: Counter Reporting / Magnus; includes Nature Branded Journals, and Academic Journals

Springer **Nature** eBooks: NO Digital Rights Management (DRM):

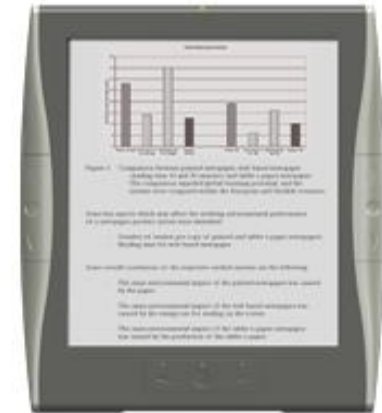
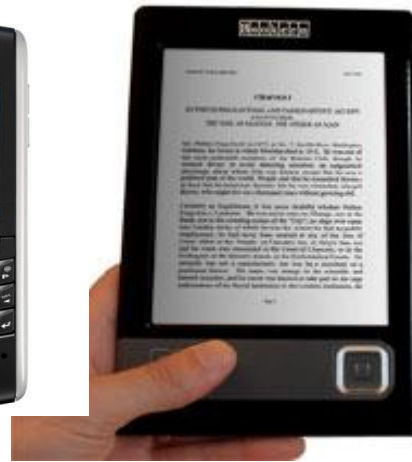


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Volume 7 2009

Distributed Leadership

Different Perspectives

Editors: Prof Alma Harris

ISBN: 978-1-4020-9736-2 (Print) 978-1-4020-9737-9 (Online)



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» View chapter one

Table of contents (13 chapters)

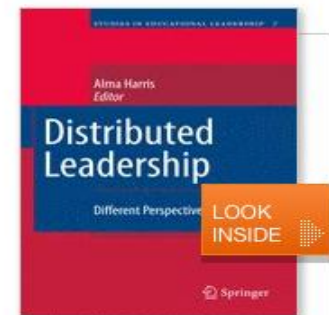
Front Matter

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Pages I-XII

Setting the Scene

Front Matter



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Other actions

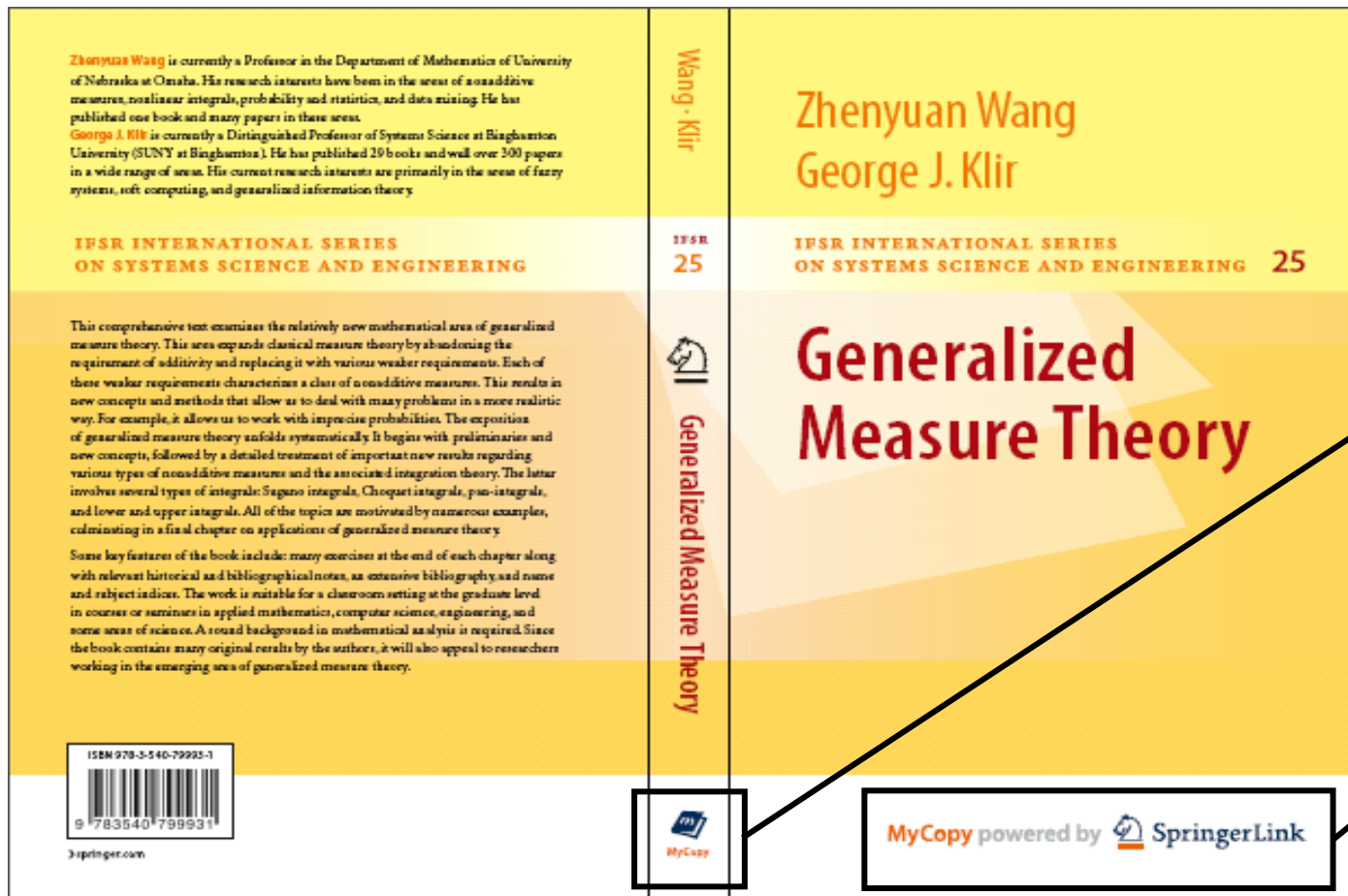
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 - copyright year –was 2005+ only; SBA is adding thousands more titles
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- Soft cover is 4-color and inner work is black & white
- Standard price of **24.99 EUR/USD** (*including* shipping & handling)
- Available in most of Europe, USA and Canada (& expanding)



Branding MyCopy Books

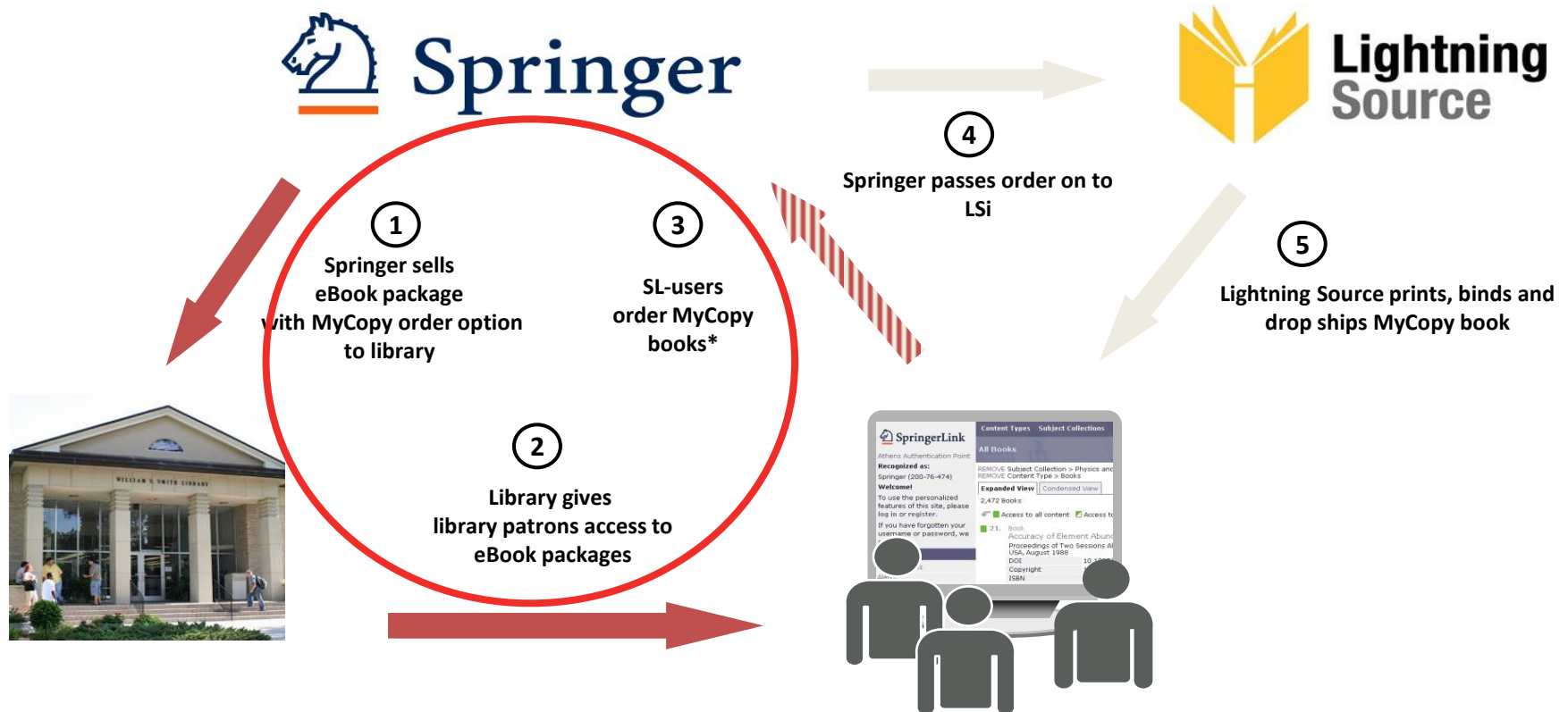


MyCopy visual
on book spine

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- *** NOTE: checkout is now on springer.com. Checkout no longer takes place on SpringerLink.**

Cem Üzüm & Sergio Gonzalez / May 2016

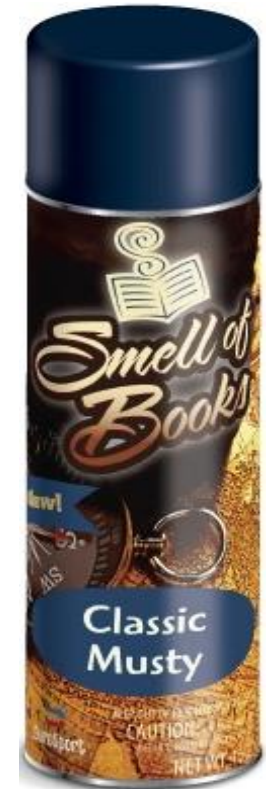
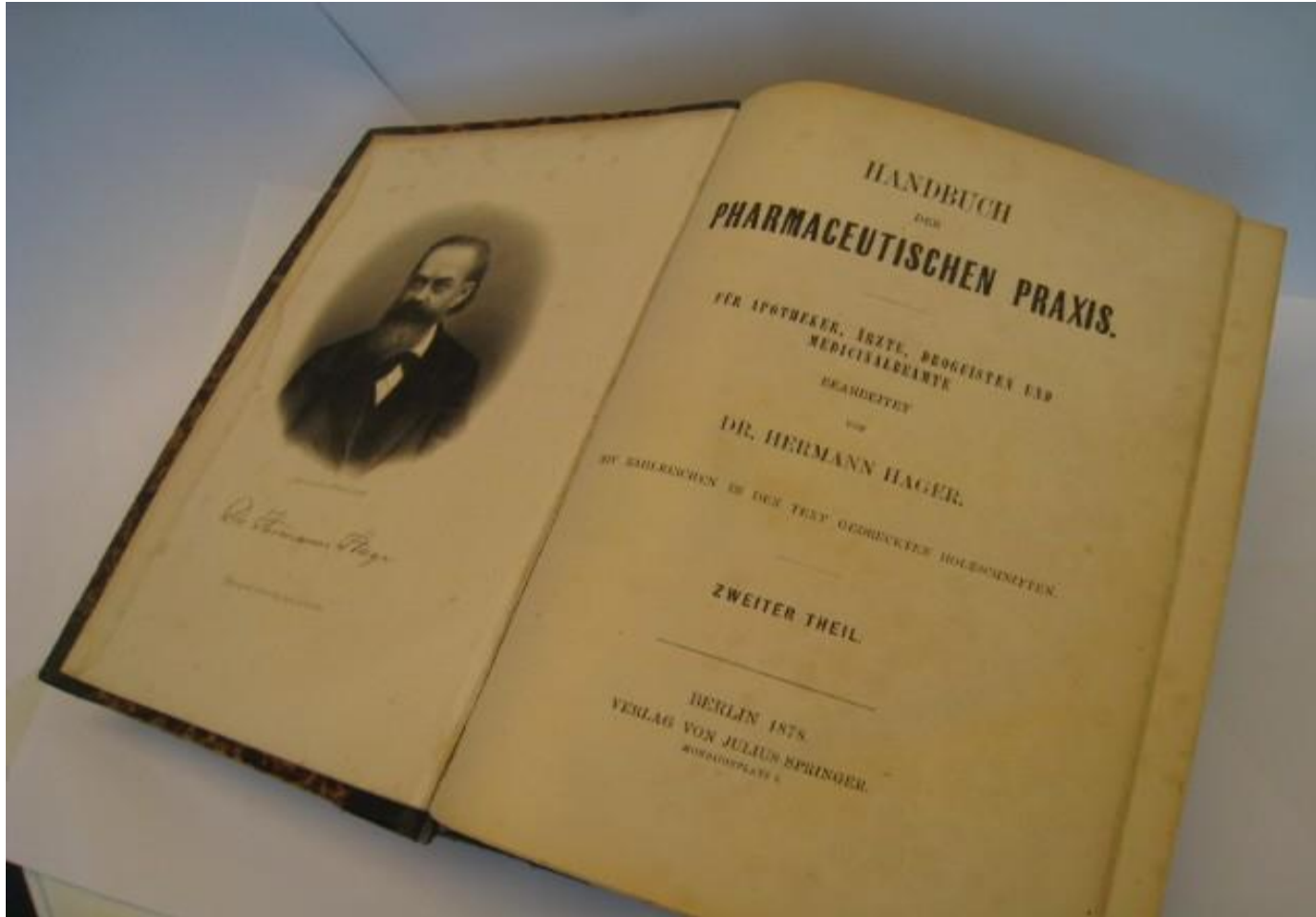
- *** Also, we are happy to announce we now take PayPal & Amex**

SPRINGER NATURE

Summary - Springer **Nature** eBooks Collection is:

- **Over 10.000 new eBooks every year**
- **20 subject collections (English / Intl)**
- **10 new HSS packages by subject**
- **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



How to move forward?

A simple ambition

SPRINGER NATURE

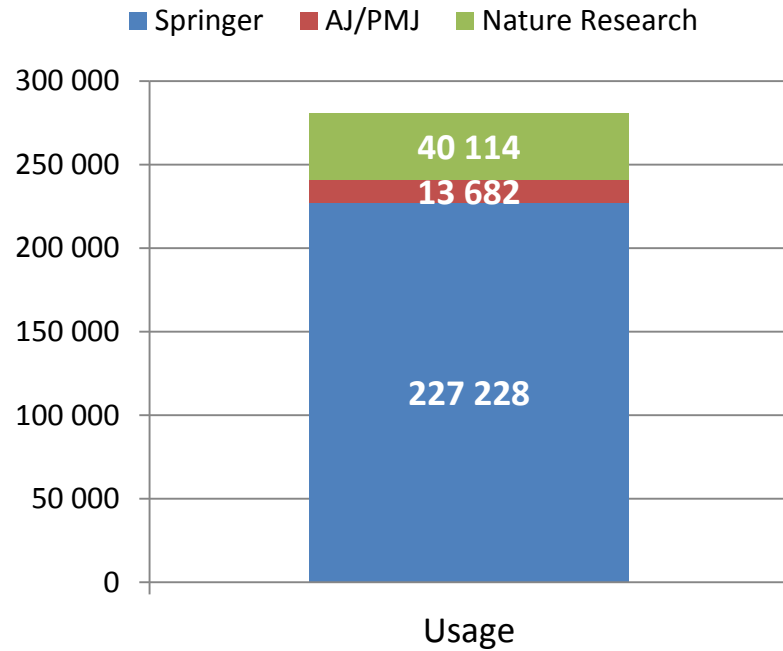
The full depth and breadth of science, technology, medicine, humanities, and social sciences for researchers, students, teachers and professionals

with

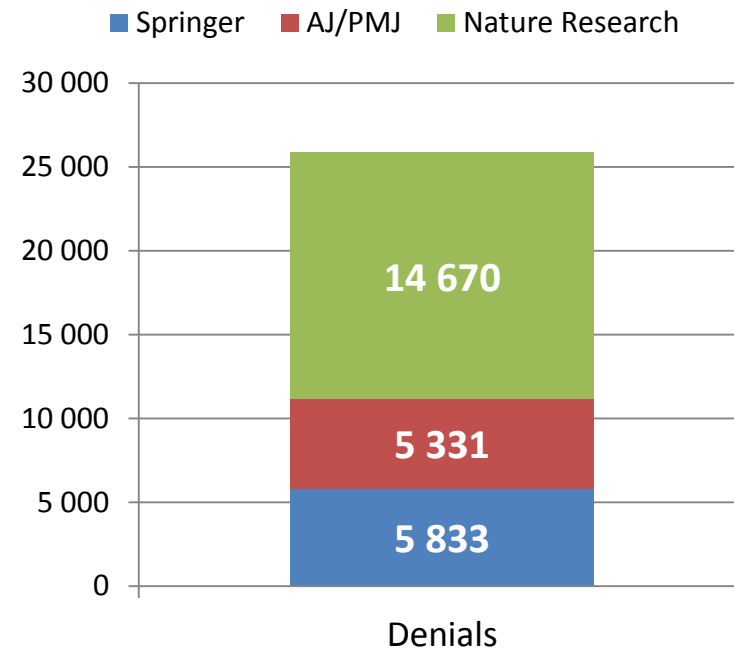
- the highest usage
- the most access and
- pricing stability
- at a lower cost per unit

Advance – Current Hungarian Academy of Sciences Journal Usage/Denials

2015 Journal Usage*



2015 Journal Denials*



*Springer/AJ/PMJ: Publication Years 2015-1997
Nature Research: Publication Years 2015-2007

Thank You! – Questions?

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