



Springer

# Why doesn't Springer just convert to OA?

Bettina Goerner. Manager Open Access.  
September 2012

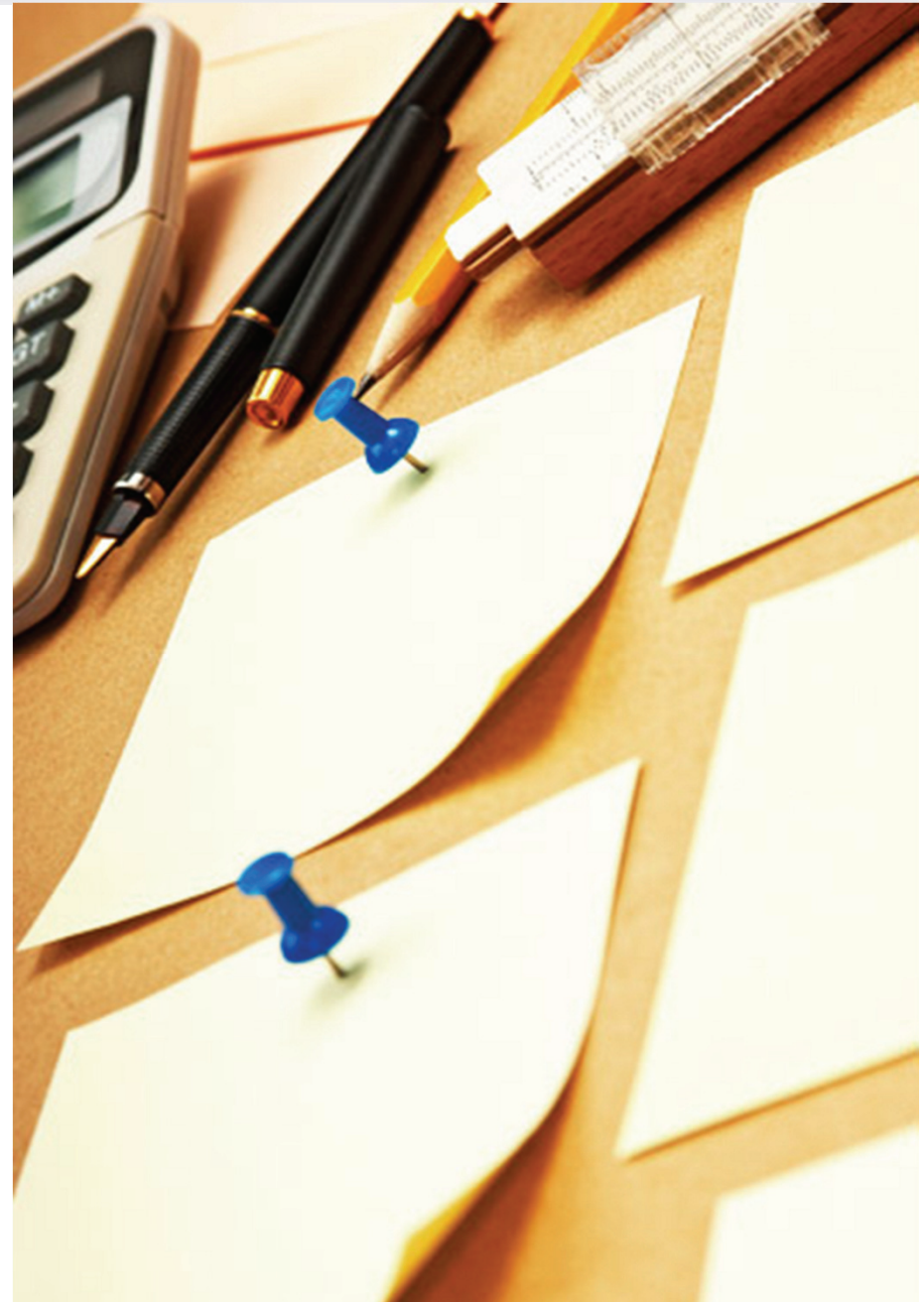
## Where we are

- 2,000 subs journals, majority with OA option
- 340 SpringerOpen and BioMed Central fully OA journals
- SpringerOpen books
- Two journals in SCOAP3



## Key points to consider

- Rationales of different stakeholders
- Old and new business model
- (Dis-)advantage over competition
- Legal side
- Systems and comms



**Thank you.**

bettina.goerner@springer.com

springer.com/openaccess  
springeropen.com

@springeropen

**SpringerOpen**

Search SpringerOpen

Go

Advanced search

Home

Journals

Articles

Books

About SpringerOpen

My SpringerOpen

### SpringerOpen books

The growing demand for open access publishing across all disciplines has led Springer to expand our open access program to fully open access books. As a further addition to our already established [SpringerOpen journal portfolio](#) we now offer authors in all areas of science, technology and medicine (STM) the option to publish open access books.

### Why publish a SpringerOpen book?

#### Freely available online

SpringerOpen books are freely and immediately available online at [SpringerLink](#) upon publication and are clearly labeled as 'open access'. They are accessible to anyone worldwide, which ensures distribution to the widest possible audience.

#### High visibility



### SpringerOpen books A-Z

The following books have already been published with SpringerOpen. They are freely available online at [SpringerLink](#) and listed in the [Directory of Open Access Books \(DOAB\)](#):

twitter

Google+