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NPG introduces mobile and article 'rental' access options

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Nature Publishing Group (NPG) today introduces a range of new affordable access options for readers. A number of Nature journals now offer 24-hour 'view only' access via the DeepDyve platform and a range of access models via the nature.com iPhone app. The nature.com reader for iPad is expected to launch later this month.

Readers can now view selected NPG content on the **DeepDyve** platform. Access to a single article for a 24 hour period is available for $3.99. Articles are available from *Nature*, *Nature Biotechnology*, *Nature Cell Biology*, *Nature Medicine* and *Nature Chemical Biology*. An archive is available back to 2008, and new content will be added as it is published. The rental allows viewing only; readers may not download, print, or copy and paste from the article. In addition, abstracts and metadata from all NPG journals will be viewable and searchable on the DeepDyve platform. Links to the DeepDyve platform to rent individual articles will be provided on participating journals on nature.com. For more information, please visit: **www.deepdyve.com/nature**.

Low cost access options are also now available on the nature.com iPhone app. Initially introduced in February 2010, the app has recently been upgraded and now includes: *Nature Genetics*, *Nature Medicine*, *Nature Biotechnology*, *Nature Reviews Microbiology*, *Nature Reviews Genetics*, *Nature Physics* and *Nature Communications*. Thirty-day and annual subscriptions are available. For Nature, access via the iPhone app is available for $9.99 for 30 days or $79.99 a year. Access to the other titles is $8.99 for 30 days or $69.99 a year. Subscriptions are paid for through the iTunes store. Like the DeepDyve offering, article access through the app is read-only. Access via the app is included in existing personal subscriptions. A future release of the app will allow iPhone users to purchase a week's access to individual articles for $3.99, and support site license access via IP range. NPG expects to launch a nature.com iPad app, the nature.com reader, this month. The app will cost $3.99 and offer the same subscription options and range of journals as the iPhone app.

"NPG is committed to continued innovation with new channels and pricing models," says David Hoole, Director, Intellectual Property Policy and Licensing, NPG. "We see these new offerings as a complement to site license and subscription-based access, which will continue to offer access to the full text HTML and PDF. For on-the-go access or to judge if articles are relevant, 'article rental' services such as DeepDyve's offers an interesting and convenient alternative."

Over 4500 institutions worldwide have site license access to *Nature*. For readers who do not have subscription access, all the features of the full text HTML or PDF articles remain available through established document delivery services or using article pay-per-view, available on nature.com.

A digital edition of *Nature* is currently available as a free trial to gauge reader interest and usage, with pricing models in development. "We've started with a small group of journals to test these new options. We want to see what readers think of these services," says Dan Pollock, Associate Director, nature.com. "We anticipate growing demand for inexpensive browsing and previewing of articles, particularly with the rapid adoption of web-enabled mobile devices. Our strategy will be based on user uptake and feedback."

NPG has a track record of piloting innovative new business models. In 2006, *Naturejobs* introduced a freemium model for job ads, where basic online ad postings are free, with paid upgrades for additional visibility and print. Nature Education is working with sponsors to provide cost -free access to high quality education resources, such as *Scitable*.

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About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

Focusing on the needs of scientists, *Nature* (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 5 million visitors per month with access to NPG publications and online databases and services, including *Nature News* and *NatureJobs* plus access to *Nature Network* and Nature Education's Scitable.com.

Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public.

Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientific American* Mind and *Spektrum der Wissenschaft* in Germany.

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