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Societies join NPG in support for Creative Commons

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Nature Publishing Group (NPG) is pleased to announce that 49 journals it publishes now support Creative Commons through an annual donation. Based on the 1,113 open access articles published in 2011 in these journals, NPG and its partners are donating $22,260 to Creative Commons (CC).

"Creative Commons licenses are simple, standardized ways to grant copyright permissions to creative works. Publishers who adopt CC licenses get value from not having to create and explain customized terms of use," said Cathy Casserly, CEO of Creative Commons. "We are thrilled that NPG recognizes this value with its financial contribution helping to support the infrastructure that provides the licenses."

NPG announced its annual contribution to CC in January 2011, for *Scientific Reports* and the 22 other journals NPG owns which offer an open access option, including *Nature Communications*. NPG's academic and society partners in the US, Europe and Australia have now joined the scheme, adding 26 further titles. The donation is equivalent to $20 per article processing charge (APC) paid for publication on open access articles in these journals. At the beginning of 2011, NPG donated $15,560 to CC for the 778 open access papers published in its owned journals from 2005 to the end of 2010.

"We are delighted that our society partners are joining NPG in support for Creative Commons, as part of our shared commitment to open access," said Jason Wilde, Business Development Director, NPG. "Open access is at the heart of NPG's expansion and this record number of open access articles for 2011 is testament to this."

Of the 1,113 open access papers published in 2011, 205 (18%) were published in the open access, multidisciplinary *Scientific Reports*, which launched in June 2011. 201 papers (18%) were published in *Nature Communications*, which offers authors an open access option. NPG's academic and society titles published 707 articles in open access journals or journals with an open access option.

Authors choosing to make their research paper open access in NPG titles have a choice of two non-commercial CC licenses. In 2011, 39% of authors opted for the Attribution-NonCommercial-ShareAlike 3.0 Unported license that permits derivative works; while 61% opted for the Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License. On titles supporting CC, authors are also eligible for complimentary membership of the CC network, an international online community of people who support open access and open educational resources.

NPG publishes 57 journals that have an open access option, or are entirely open access. 55 of its 59 academic and society publications (93%) have introduced open access options or are open access journals. NPG plans to launch further open access journals in 2012.

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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 6 million visitors per month with access to NPG publications and online databases and services, including news and comment from *Nature*, *NatureJobs* plus access to *Nature Network* and Nature Education's Scitable.com.

Scientific American is at the heart of NPG's 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 14 local language editions around the world it reaches over 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

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