Links Add Value to Research Publications

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Brief History of Linking at AIP

1995: Links to bibliographic databases

Provided abstract describing cited article

1996: Links to source articles

But only to articles from same journal

1997: Links to source article from other journals

But only if both journals on same online service

1998: Links to other databases

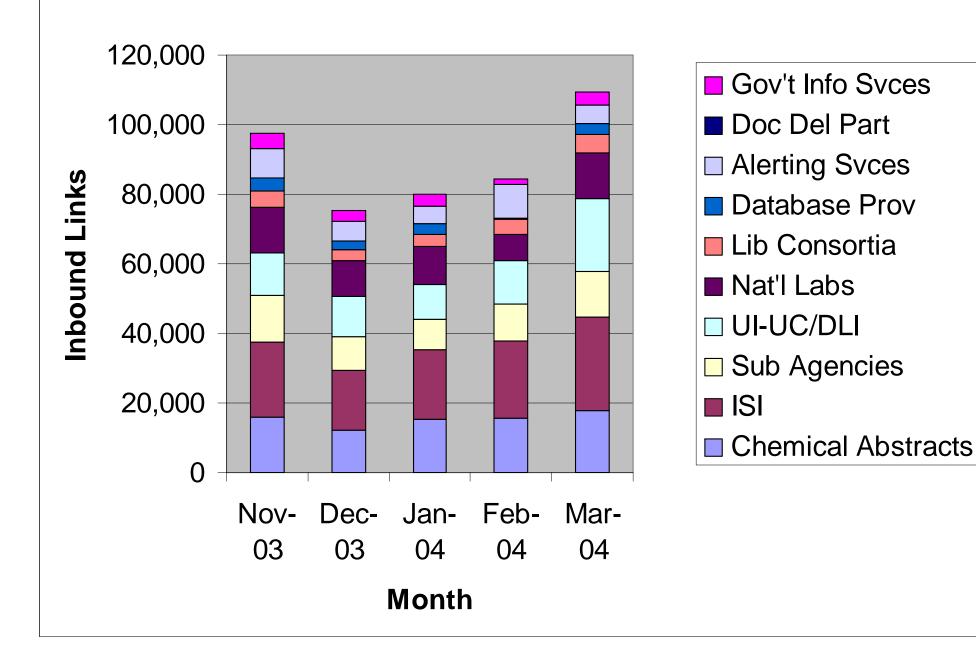
- LANL preprint server
- MEDLINE, etc.

Brief History of Linking at AIP

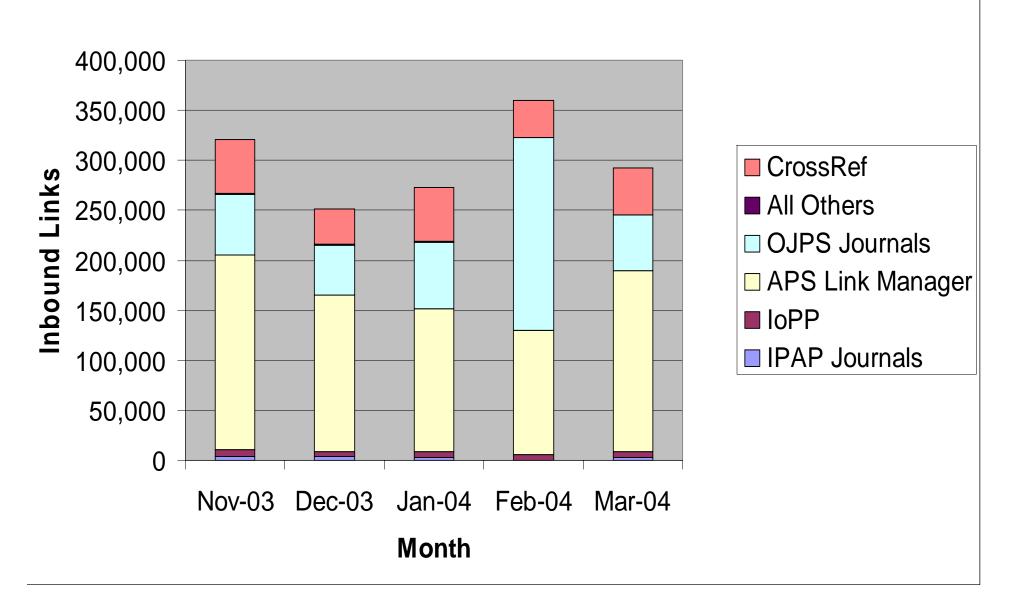
- 1999: Links to/from journals of other publishers located on other servers
- 1999: Links to/from value-added resources
 - ISI Web of Science
 - Chemical Abstracts ChemPort
- 2000: CrossRef central linking facility (using DOIs) is established

How links look today

Links to All Scitation Journals



Srce Art Links to All Scitation Jrls



Linking Usage

- 34% of Scitation abstract or full text views come as the result of a link from "the outside"
- 69% of outbound links go to another Scitation destination
 - 13.7% go to CrossRef publishers
 - 10.8% go to secondary database services

Article Links Continue to Add Value

1996 Applied Physics Letters reference & citation statistics (avg per article)

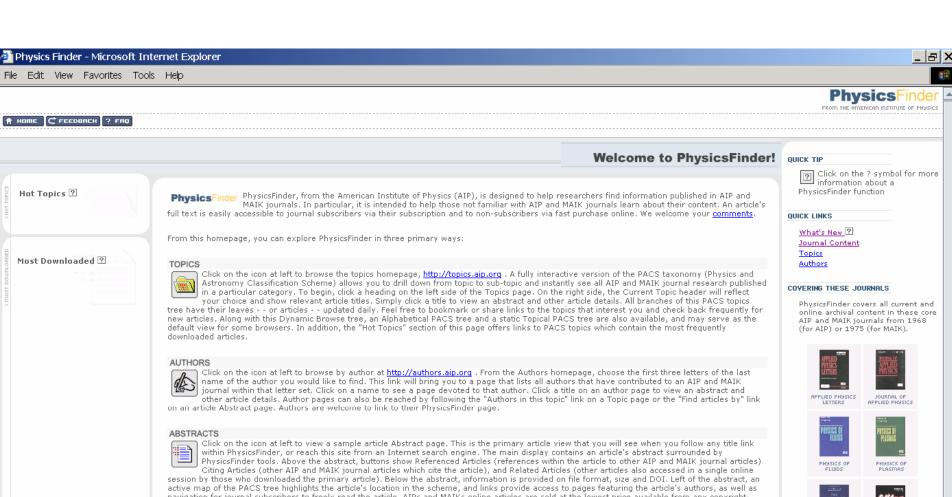
- 15 bibliographic links
- 1 full text link
- 0 citing article links

Same articles in 1999 (pre-CrossRef and back file additions)

- 15 bibliographic links
- 2 full text links
- 3 citing article links

Same articles today

- 36 bibliographic links
- 15 full text links
- 6 citing article links



navigation for journal subscribers to freely read the article. AIPs and MAIKs online articles are sold at the lowest price available from any copyrightcompliant source.











AIP CONFERENCE PROCEEDINGS

II MAIK JOURNALS ?



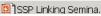
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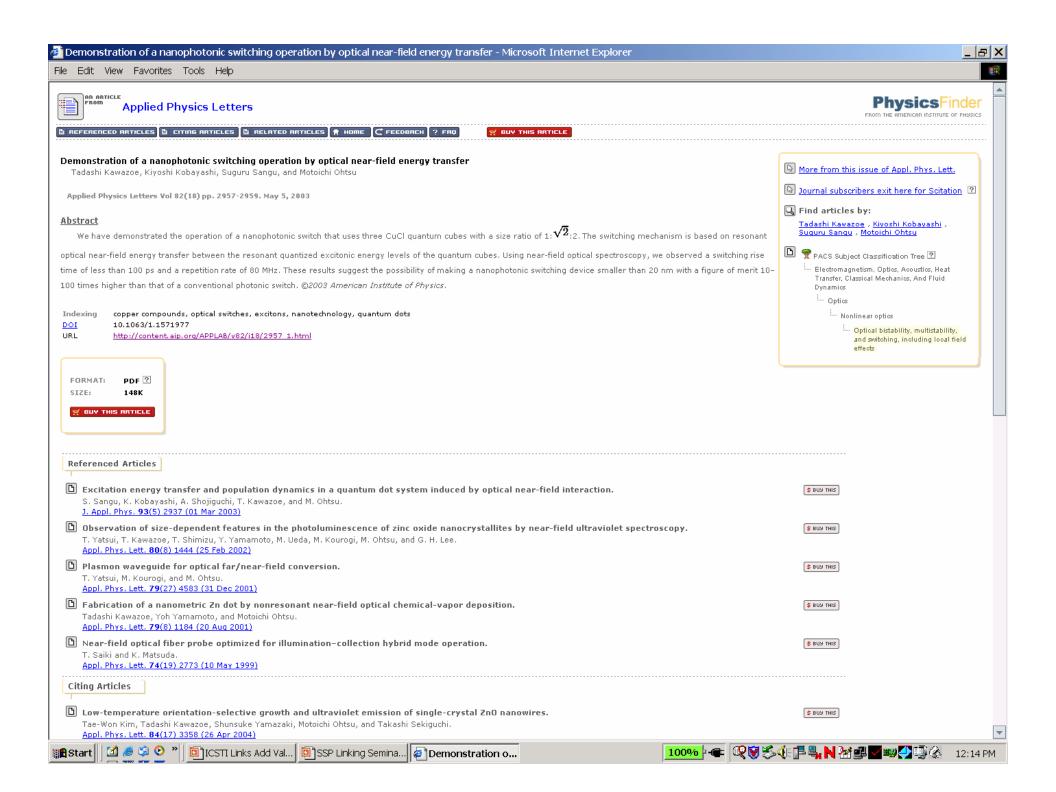


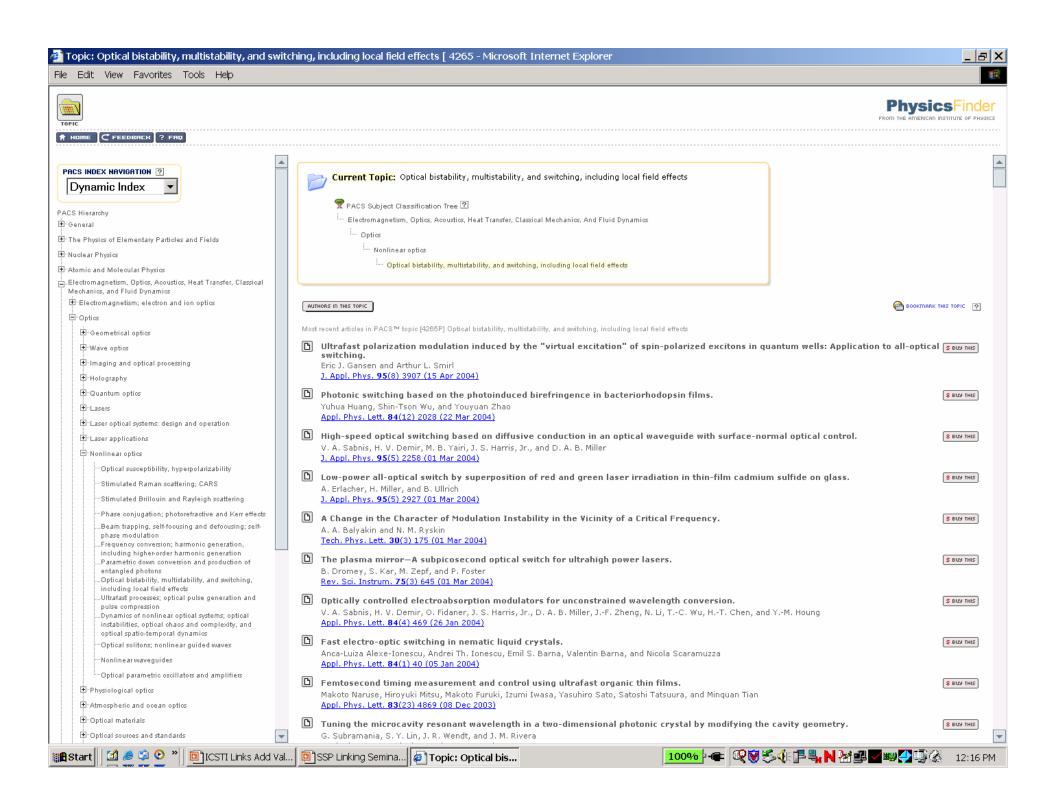










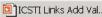


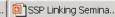
Properties of type I and type II superconductors

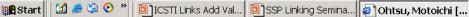
Optical properties









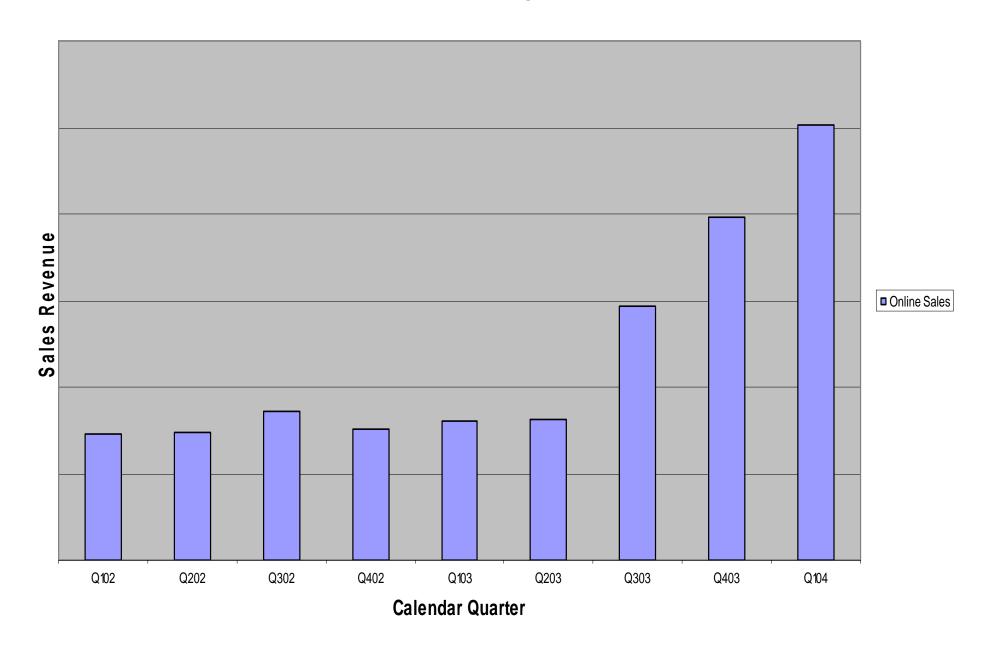




Is PhysicsFinder A Success?

- In a word, YES
- From a usage perspective
 - Nearly 1,320,000 page views in March
 - 56% of page views for AIP journals on Scitation™
- From a financial perspective
 - Article sales increase of 400%
 - Monthly sales revenue equates to 5 new institutional subscriptions
- From a technology perspective
 - PhysicsFinder features being migrated to Scitation

AIP Sales Revenue - Single Article Sales



For Further Information

Scitation: <u>www.scitation.org</u>

Physics Finder: http://www.physicsfinder.org/

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Scitation: www.scitation.org

