SCITRUS
PUBLISHER CHANNEL

FAQ

1.   What is Scitrus?

Scitrus is a research discovery and management application (app) developed by Atypon. The app delivers content feeds with the latest research and news from across the web, that's specific to each user's interests, and continually adapts to their evolving needs. Any publisher content that is available via Crossref is included in Scitrus, assigned to topic feeds and presented to end users, linking to the content on the publisher sites in question.

2.   What is a Scitrus Publisher Channel?

A Scitrus Publisher Channel is a new way for publishers and societies to improve the targeted dissemination *of their own* research, news, and more, and get it in front of the researchers and practitioners who will most benefit from it. A Scitrus Publisher Channel aggregates numerous existing content and communications channels into a single feed that users can tailor to stay up-to-date on the topics that matter most to them.

3.   How does a Scitrus Publisher Channel benefit us?

· It makes it easier to reach your users with your latest research, news, and more — but only what's relevant to their needs and interests — so that you're delivering improved value

· It improves your COUNTER statistics and limits content 'leakage' by directing users to your website for the authoritative version

· It keeps your users up-to-date without having to search, and automatically adapts to their interests to save them time

· It drives new traffic to your site by exposing your Channel to all users of the Scitrus app.

4.   What does a Scitrus Publisher Channel include?

· The content that you choose, your own or a third party's:
  - journal content
  - conference proceedings
  - news and announcements
  - blog posts
  - videos
  - Tweets
    Contact your Account Manager regarding including any other types of content or media.

· Your branding

· AI-driven classification of your selected content by topic and by type

· Easily configurable feeds that readers can personalize according to their specific interests

· A branded and personalized digest that is emailed weekly to all subscribers of your Scitrus Publisher Channel, with links back to your website

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5. **How do Scitrus Publisher Channels compare with ResearchGate?**

    · They cover the same corpus as ResearchGate, but direct users to the content's most authoritative version — on your website — so that you receive COUNTER credit

    · They put publishers and societies in control by letting them choose what content gets disseminated

    · They improve the users' experience by offering a wider range of content options, beyond articles, such as Tweets, blogs, videos, and news.

6. **Can we curate the content of our Scitrus Publisher Channel?**

    Yes. You decide what appears in your Channel. It can be fully dedicated to your research, news, and more, and/or include content from a third party that you select or curate, such as a Twitter, RSS or YouTube feed.

7. **What does Atypon need in order to create a Scitrus Publisher Channel?**

    · A signed Scitrus Crawler Agreement (aka Provision of Metadata and Provision of Discovery and Collaboration Services) which enables Atypon engineers to trigger deposits that transfer images and enriched metadata for improving the appearance of your content in Scitrus

    · A list of the journals and topics you want to include in your Channel

    · A list of all other content sources you wish to include, such as blogs or Twitter accounts (your own or a third party's)

    · Your logo

    · A title/cover image for your Scitrus Publisher Channel

8. **What is the relationship between Atypon's Scitrus app for researchers and Scitrus Publisher Channels?**

    Scitrus Publisher Channels are publisher-specific content feeds that are delivered to end users through Atypon's Scitrus application (app) which is designed to combat information overload for researchers and practitioners. Scitrus Publisher Channels look and feel just like users' personalized feeds with the exception of the publisher's branding.

9. **How do users find our Scitrus Publisher Channel?**

    Your Scitrus Publisher Channel will be recommended within the Scitrus app to users interested in related subjects, and via links on your website, emails or in other communications. Atypon will provide direct digital marketing support.

10. **How do users create their own personalized feeds from our Scitrus Channel?**

    Users personalize their feeds by selecting the specific journals and topics that interest them. And through machine learning, the Scitrus feeds dynamically develop an understanding of each user's interests and priorities, and adapt to feature increasingly more relevant content in a continually personalized experience.

11. Do end users need to register with Scitrus to view our Scitrus Publisher Channel?

Yes. In order to view your Channel and/or create their own feeds from it, end users need to be registered with the Scitrus app. Subscribing to your Channel registers them with the app (if they haven't already), and is fast, free, and prompted as part of the user journey.

12. What does Atypon do with Scitrus user registration information, and is it shared with publishers?

Scitrus user registration is handled by CONNECT, Atypon's identity management service which is secure and GDPR-compliant.

Your relationships with your users are yours entirely. If your site has been set up separately to use CONNECT, and the user has chosen to connect with your site, the user will be automatically logged-on when they arrive. No user data is shared without the user's express permission.

13. What does the user see upon sign-up? Does this change each time they return, and if so how and why?

When subscribing to your Scitrus Publisher Channel, users are prompted to tailor their own feed by selecting the journals and topics that most interest them, either via a free-text search or from a curated list of journals and topics that you can recommend to get them started.

Once the user's personalized view of your channel has been configured, what they see in their feed will change each time they return. As new content becomes available and Scitrus learns more about the user's interests, their feed will be populated with new, different and ever-more relevant content.

14. What is the benefit of signing the Scitrus Crawler Agreement, and what does it define?

The "Provision of Metadata and Provision of Discovery and Collaboration Services" agreement, also known as the "Scitrus Crawler Agreement" is legally required for Atypon to aggregate your content via Deposits and GraphQL, and to ensure that your content, including images, is presented in the most visually appealing way within both your Scitrus Publisher Channel and the Scitrus app. Please note, Scitrus never gives access to the full text of your content: Scitrus drives traffic to publication websites.

15. If we don't sign the Scitrus Crawler Agreement, will our content still appear in our Scitrus Publisher Channel?

No, because a signed Crawler Agreement is required for a Scitrus Publisher Channel to be created. Without it, your content will still appear in the Scitrus app. However, it will not appear as prominently, or in as enriched a form as it would with a signed Crawler Agreement.

16. Do we need to structure or tag content differently for our Scitrus Publisher Channel?

No. As a Literatum client, your content submissions do not need to be structured or tagged any differently in order to appear in your Scitrus Publisher Channel.

17. What kind of analytics and reports does the Scitrus Publisher Channel provide?

The Scitrus Publisher Channel provides monthly reports of common stats and KPIs, such as conversion rates, number of users, average time on-site, and articles viewed/clicked. The traffic from Scitrus to your site is visible via Atypon Insights, Literatum's analytics module.

Additional market intelligence based on your users' interests and deeper analyses of these stats can be provided — please contact your Account Manager to discuss your specific requirements.

If you have any further questions, contact us at
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