

CUSTOM WEBCAST REQUIREMENTS

Webcasts allow your organization to share key messages with the leading global nature.com audience in an engaging format. Springer Nature produces a range of webcast formats including editorially independent webcasts, where our editors deliver content on a given topic, and custom webcasts, where sponsors retain responsibility for the subject material and presenters.

For custom webcasts, our goal is to help you engage our audience with content that meets the same editorial standards as the news and information on the rest of our site. We would kindly request that all custom webcasts adhere to the following requirements:

- » Springer Nature reserves the right to refuse content that is:
 - *Overly promotional in message or tone.*
 - *Factually inaccurate, as determined by a member of our editorial team.*
 - *Not compliant with Springer Nature's terms and conditions as available at [nature.com/advertising/resources/advertising-terms-and-conditions](https://www.nature.com/advertising/resources/advertising-terms-and-conditions).*
- » The webcast should offer thoughtful and helpful insight on a scientific relevant subject and be aimed at a scientific-literate audience. Webcast examples can be found at [nature.com/webcasts](https://www.nature.com/webcasts).
- » All content must be scientifically accurate and unbiased. Only substantiated claims should be made and self-aggrandizing language or marketing speak avoided.
- » Webcasts must not be used to disseminate unpublished data.
- » The content should aim to inform and engage, but not advertise. It should offer the audience useful and actionable information in a lively and engaging style. While it's perfectly acceptable to mention your organization's work, the focus of the content should be broadened to what is happening in the scientific community.
- » The webcast should be clearly and conspicuously labelled as "Sponsored by" and include a disclaimer that the sponsor has sole responsibility for the content.
- » All regulations associated with consumer protection, privacy, and other areas of the law must be understood and abided by.
- » Permission must be obtained separately for any third party content included. All scientific research and data should be referenced.
- » The use of Springer Nature content and brands is not permitted.