

CUSTOM WEBCAST REQUIREMENTS

Webcasts offer partners an opportunity to engage directly with the global scientific community and generate leads. They connect viewers with our partner's brand, and raise their profile with highly targeted audiences.

EDITORIAL GUIDELINES

The most effective webcast tells an interesting story that engages audiences with latest research or techniques, rather than overtly promoting products and services.

Springer Nature provides a fully managed event including a Springer Nature moderator and marketing promotion that uses a range of channels to ensure your content is seen by the right audiences.

EDITORIAL CONTENT

- » We welcome content that supports the integrity of Springer Nature brands and is consistent with the accepted principles of scientific accuracy and integrity.
- » All content should be aimed at a science-literate audience. Webcast examples can be found at nature.com/webcasts.
- » All content will undergo editorial review to ensure it is relevant to our readers and in the style they expect.
- » You must obtain permission for any content that you did not create such as images, videos, animations etc. (third party content) included in the webcast.
- » All scientific research and data should be clearly cited on each slide the information appears.

Inclusion of unpublished material

The majority of a webcast should be supported by published data from peer-reviewed journals. Inclusion of any unpublished material including data deposited in a preprint such as arXiv or biorXiv, or presented at a conference in any form, must be presented and discussed as detailed below. Springer Nature has a right to veto any content that does not fulfil these principles. To avoid any issues, please get the presentation reviewed by our editorial team as early as possible.

- » The method, top-line outcomes, and high-level conclusions of unpublished studies can be discussed, but the actual results cannot be presented except in the case of application notes (see below).
- » Any unpublished studies discussed should be genuinely intended for publication in the near future.
- » The data from unpublished studies should be:
 - Clearly marked as such on each relevant slide, e.g. "Representative, preliminary results, pending publication in a peer-reviewed journal."
 - In a format that cannot be mistaken for a research paper, e.g. any charts/tables/graphs should be representative, not real instrument read-outs, and photo panels are discouraged.
 - Demonstrative of the trends only, using rounded figures if necessary, without giving the actual numbers.
- » Any images that may form part of the eventual publication should not be used in the webcast.

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Application notes

Application notes are documents that explain a technology, its performance and abilities. Though not published in a peer-reviewed journal, application notes or data from an application note can feature in a webcast provided the following rules are followed:

- » It should be made clear that the data come from an application note and not published literature.
- » Data should only reflect demonstration of the product being described, and not original research findings. Data should only be presented in summary form.
- » No competitor products may be mentioned by name. Alternative or competing systems should be described generically.

ACKNOWLEDGEMENT ON PROMOTIONAL MATERIALS AND SPRINGER NATURE PLATFORMS

- » Custom webcasts should be referred to as a 'Nature Research Custom Media webcast' or 'Springer Custom Media webcast'.
- » Custom webcasts should be clearly labelled as 'Produced by' the partner and 'Presented by' our Custom Media team.
- » The webcast will also include the name or logo of the partner organization in a clear and transparent fashion and state that the partner 'retains sole responsibility for the content'.

Springer Nature has a right to remove the webcast from our platform after its publication if the content is deemed to be in breach of these guidelines.

WORKFLOW & SCHEDULE

- » Using the custom webcast set-up form, provide details of your webcast. Springer Nature will fine-tune the title and abstract, and a project manager to coordinate the process.
- » You will also need to complete a marketing sheet to indicate your desired audience.
- » The process takes a minimum of 10 weeks from submitting a completed set-up form to broadcast date.
- » The project manager will send you a schedule detailing each stage and checkpoint. If you are unable to meet any of the deadlines, you risk reduced marketing promotion time or postponement or cancellation of your webcast.

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.

To keep up-to-date on marketing solutions like these, sign up for our alerts at nature.com/advertising