In 2021, Springer Nature commissioned an analysis of 60,567 articles published in 1,262 of its hybrid journals, measuring reach by the number of downloads and the attention reflected in the Altmetric Attention Score, and impact through the number of citations.

We believe investment in Gold OA should be a priority and is the only way to achieve full, immediate and sustainable OA.

Gold open access (OA) articles attract:

- **Citations**:
  - Times higher (compared to non-OA articles)
  - Gold OA: 1.64
  - EarlyV: 1.07

- **Downloads**:
  - Gold OA: 6.02
  - EarlyV: 1.08

- **Altmetric Attention Score**:
  - Gold OA: 4.91
  - EarlyV: 2.10

**Gold OA**: Gold open access version of record (VOR). Immediate access on publication to the final published VOR for all.

**EarlyV**: Subscription VOR with earlier version available in a repository. A self-archived copy of an earlier article version, such as the AM or preprint, is available in a publicly-accessible institutional or subject repository.

**Non-OA**: Subscription VOR without earlier version available. All other subscription articles, including those shared only on an academic social network or illegally elsewhere.

Measuring comparative downloads for EarlyV articles is limited, as this study only captures usage on Springer Nature platforms, rather than usage of those subscription articles in repositories. However, while there may be usage elsewhere, it may be of a version less valued by researchers who prefer to read and cite the final version of record (see white paper Exploring researcher preference for the version of record).

Download the white paper ‘Going for gold: exploring the reach and impact of Gold open access articles in hybrid journals’:

www.springernature.com/going-for-gold

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