memo — publisher's report 2020

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All editions of the journal *memo—Magazine of European Medical Oncology* are accessible and available worldwide via the platform SpringerLink (<https://link.springer.com/journal/12254>). A look at the last years of this online presence shows how successful *memo* is in the electronic world.

A view at the development of full-text downloads since 2017 (Fig. 1) shows how great the interest in the content of the journal *memo—Magazine of European Medical Oncology* is—an interest that is growing steadily: the number of full-text downloads was 32,248 in 2017, 55,627 in 2019 and 87,736 in 2020.

Fig. 1 Full-text article request 2017–2021 (YTD). YTD year to date. Source: COUNTER usage data on Google BigQuery. Downloads from SpringerLink, Nature.com and BMC Platform

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Fig. 2 Visit by geography. Source: Google Analytics data on Google Big Query

Fig. 3 Full-text requests by content age 2020. Source: COUNTER usage data on Google BigQuery. Downloads from SpringerLink, Nature.com and BMC Platform

However, at least as impressive as the number of visitors is the analysis of access by geographic origin (Fig. 2) because this shows that *memo—Magazine of European Medical Oncology* is an internationally recognized and appreciated publication with 36% of all full-text downloads coming from Europe, 26% from North America, 26% from the Asia-Pacific region and the remaining 12% from South America, Africa and the Middle East.

Of interest is also the evaluation of the access in view of the year of publication of the respective article (Fig. 3). Here, it can be seen that a comparatively high proportion of accesses (40%) to current articles published in 2020 has taken place—positive proof that the Editor-in-Chief and his team have a good sense for the “hot topics” in their specialist area.

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Conflict of interest A. Sillaber declares that he has no competing interests.

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