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I Saw What You Did &  
I Know Who You Are

Kevin Cohn  
Vice President of Operations

STM Seminar, London  
19 April 2012



@Atypon

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*This is a motion picture  
about UXORICIDE!*

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Paid Content

User Targeting



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Scientific &  
Scholarly

Yes

No

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Consumer &  
Trade

No

Yes

Until Recently...

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# “Original Sin”

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# Monetize Individuals?

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# Institution Proxies

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# I Saw What You Did

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# The Forest and the Trees

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# Privacy



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