**DOI VIDEO / SCRIPT (and proposal for modifications in the comments)**

Photon and Neutron sources in Europe have been developing and implementing a policy for management of experimental data. In 2012, the Institute Laue-Langevin, with the support of the European Commission, began to assign an identification number for the datasets produced after every single experiment, and this is now being implemented in other PaN facilities in Europe. This number, known as the DOI, or Digital Object Identifier, is a persistent link. For the referencing of your data, it is vital that you use the DOI.

So what exactly is the DOI?

The DOI is an identifier allowing data to be traced from their production right through to their publication. When you finish an experiment at Photon and Neutron facilities, you receive an email. This email contains the automatically generated DOI that has been assigned to your data. By inserting this DOI into all your publications and articles, you guarantee the traceability of all the details about your experiment, including the request for beamtime, the experimental parameters and conditions, the instrumentation used, the data obtained, the analysis of this data and, last but not least, the names of the research team members.

There are lots of advantages of using the DOI: it promotes your experiment to your peers and to potential funding bodies, as well as to publishers and journals. Some of these already insist on access to this data before they will validate a publication. By inserting the DOI in your article, you actually speed-up the review process.

It also helps to demonstrate the reliability of your results. Giving access to the experimental conditions, makes it easier to understand your findings and, making your data available now will allow new research to be carried out on the same topic in the future, because the DOI is a permanent identifier. And finally, it ensures that you are given recognition for your work, as you’ll automatically be identified whenever another team uses your data in the future.

The DOI makes it easier to access experimental data and easier to contact the scientists concerned. Thanks to the DOI, requests to use data are quick and simple, even for data, which are still under embargo. Simplifying contacts between teams of external users and scientists at Photon and Neutron facilities encourages the emergence of new collaborations. The DOI is an essential tool for promoting your data. Don’t forget to use it.