The PR Data Report 2023 will be accompanied by the regular analytical PR Report 2023 (to be issued in Due to this, the executive summary will be added later on.

March 2024).

Monthly Data on Communication Channels Reported period: 1. 1. 2023 - 31. 12. 2023

Table 1

Current Communication Channels a) Media

Month	# Press Releases	# Articles / Interviews	# Articles / References about CEITEC
January	7	3	58
February	0	5	56
March	2	1	74
April	0	3	37
May	2	0	61
June	3	1	131
July	2	0	43
August	1	1	40
September	2	6	65
October	1	2	59
November	0	1	34
December	0	2	36
Monthly average	2	2	58

Note: References are about CEITEC MU & CEITEC in general

b) Internal Newsletter

Month	# Total Opens	# Total Clicks	Top Click (clicks)
February	359	337	The best of CEITEC MU 2022: What have we achieved together in the past year (32)
March	340	188	Bike to Work with CEITEC (28)
April	324	204	Introducing This Year's Brno Ph.D. Talents From CEITEC (39)
Мау	322	173	Scientists describe how expansin affects plant root growth (20)
June	313	199	Help Us Decide the Future of Cycling at the Bohunice Campus (24)
July	302	174	Pavel Tomancak: Story of the CEITEC RGL Retreat (57)
September	317	252	Meet CEITEC's newest Research group leader Petr Tesina (37)
October	306	186	"Postdocs need a community of colleagues to do the research. And we have that at CEITEC", say the members of the Postdoc Peer Committee (14)
November	381	309	New Grant Office Portal (40)
December	350	220	New Connections: PhD & Postdoc Retreat 2023 (30)

Note: There were no distributions in January and August

c) Facebook CEITEC

Month	# New Followers	# Posts	# Organic Reach
January	13	21	68,197
February	14	21	134,630
March	18	14	34,549
April	18	14	7,792

Мау	14	14	10,348
June	23	15	26,964
July	25	7	11,403
August	21	8	10,578
September	23	17	15,334
October	22	12	30,005
November	13	20	4,785
December	5	14	8,712

Note: Social networks are shared with CEITEC BUT

d) Instagram ceitec_brno

Month	# New Followers	# Posts	# Organic Reach
January	-	8	1,695
February	-	9	1,850
March	-	13	11,154
April	-	11	3,887
Мау	45	13	18,386
June	61	13	118,794
July	37	4	1,709
August	86	12	2,753
September	81	18	2,900
October	71	9	3,221
November	44	12	1,951
December	39	10	2,014

Note: Instagram added followers metrics just recently, data are unavailable for the beginning of the year 2

e) Twitter / X CEITEC_Brno

Month	# New Followers	# Posts	# Organic Reach
January	76	28	-

February	53	16	8,600
March	53	29	37,900
April	104	24	57,600
Мау	30	29	30,500
June	59	33	44,100
July	58	15	23,900
August	35	15	21,800
September	39	35	26,800
October	50	24	26,800
November	-	22	22,700

December	-	24	18,300

Note: Social networks are shared with CEITEC BUT X message: We're working on improvements to analytics.x.com. In the meantime, you may see so

f) LinkedIn CEITEC - Central European Institute of Technology

Month	# New Followers	# Posts	# Organic Reach
January	-	-	-
February	100	6	9,850
March	149	12	17,366
April	168	10	32,585
May	125	12	19,406
June	145	18	31,912
July	115	6	22,415
August	145	7	13,760
September	200	15	26,594

October	177	16	28,042
November	249	17	27,748
December	250	14	21,668

Note: LinkedIn displays statistical data only for the last 365 days. The report was processed in February. Social networks are shared with CEITEC BUT

g) YouTube	
Month	# Videos
January	1
February	0
March	0
April	4
May	0
June	2
July	1
August	0
September	0
October	0
November	14
December	1

Note: Do not use the YouTube channel as a "repository" of meeting recordings, but as a social network where we present interesting and engaging videos.

Chart 1a-a

Number of Press Releases and Articles / Interviews in 2023

Chart 1a-b

Number of Articles / References in 2023

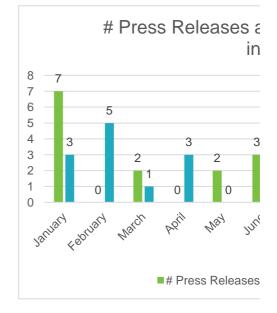


Chart 1b

Internal Newsletter 2023



		Chart 1c
Top post (reach)	Paid Advertising	Number of New Posts and Followe
PHD SCHOOL Start your career in science with C E I T E C (160 474)	YES	# New Posts
TEA TIME SPECIAL CEITEC Tea Time Carnival Edition (2 656)	NO	Fa
Přednáška pro veřejnost: Superhrdina elektron v makro- a mikro-světě (3 900)	NO	30
TEA TIME SPECIAL Dubnový Tea Time Speciál D patřil zdrav… (2 252)	NO	25

HLEDÁME ÚČASTNÍKY VÝZKUMU Podílejte se na výzkumu… (6 183)	YES	20
Pavel Plevka povede C E I T E C Masarykova univerzita Struktu (2 504)	NO	15
HLEDÁME ÚČASTNÍKY VÝZKUMU Pomozte našim vědcům a (8 161)	YES	10
HLEDÁME ÚČASTNÍKY VÝZKUMU Chcete se podílet na výzk… (4 188)	YES	5
HURÁ DO ŠKOLY Ani letos k začátku školního roku nechyběla… (801)	NO	
CEITEC PHD Congratulations	NO	Isruary spruary wards April We
EVENT New connections: PhD & Postdoc Retreat 2023 Our (687)	NO	381. 482. M.
PHD SCHOOL Curious how research in life sciences is done in a (1 514)	NO	■#Ւ

		Chart 1d
Top post (reach)	Paid Advertising	Number of New Posts on CEITEC
Pamětní grant Martiny Roeselové pomáhá mladým rodičům… (1 038)	NO	# New Posts
Congratulations to Tereza Tučková, Ph.D. (1 010)	NO	Int
Nanotubes that are changing the world of materials (1 161)	NO	100 90
Cenu Wernera von Siemense za třetí místo v kategorii Nejlepší (2 401)	NO	80
It seems that @ceitec_brno @vutvbrne is no longer just a home (1 353)	NO	70 60
We have two new professors at @ceitec_brno On the basis (1 314)	NO	50
You can only attend once in a lifetime. Twice, if you win a Nobel (1 038)	NO	40 30
DEN #1: CEITEC Student Talent □ Je to tady! Dnes jsme zaháj (1 503)	NO	20
Gene therapy At the @innovativegenomics in Berkeley, Alžb (1 436)	NO	
Groundbreaking material for biomedicine The Czech-Icelan (1 236)	NO	January Fapinary March Bbill 4
"Diverzita je pro vědu klíčová. Benefity, o které bychom se bez… (956)	NO	20 60
Michaela Vojníková from @ceitec_brno @vutvbrne has been gr (1 140)	NO	#!
2023		

		Chart 1e
Top post (organic reach)	Paid Advertising	Number of New Posts and Followe
Be one of us! Join @PlevkaLab at @CEITEC_Brno! □ Renowned scientist and ERC holder Pavel Plevka is seeking a post-doctoral scientist for his team (2 113)	NO	# New Posts and

Congratulations Director of @CEITEC_Brno WUTvBrne Radimír Vrba has presented awards for the greatest scientific achievements from the previous year with the Director's Award 2022 (3 951)	NO	100 80 60 40
Congratulations to Anna Papageorgiou, Ph.D. □ She successfully defended her doctoral thesis with the topic "Diverse functions and phase separation properties of RECQ4 helicase N-terminal region" at (3 075)	NO	20 0 January panuary watch point w
Děkujeme @DanielStach za dnešní přednášku, představení práce vědecké redakce ČT a za několik tipů, díky kterým je možné i komplexní vědecká témata srozumitelně a poutavě prezentovat široké veřejnosti! (19 483)	NO	# *
Marketa Samalova and her colleagues, led by Jan Hejatko @hejatko from @CEITEC_Brno @muni_cz, have elucidated the effect of expansin on the root growth of the model plant Arabidopsis thaliana. (4 901)	NO	
Látka na léčbu leukemie z @CEITEC_Brno @muni_cz obdržela americký patent. Tým Marka Mráze @MrazLab z MUNI a FN Brno získal americký patent na využití GAB1 inhibitorů v léčbě hematologických malignit… (5 844)	NO	
Today, we had the opportunity to host not one, but two speakers at @CEITEC_Brno @VUTvBrne for the #AMNSeminarSeries	NO	
VUTvBrne @brnomycity DEN #3: Výměna témat, přednáška @thermofisher o elektronové mikroskopii, @Olinium42 o přípravě na VŠ a společná práce na prezentacích pro zítřejší představení projektů □ (7 381)	NO	
King of the Nanorobots @MartinPumera from @CEITEC_Brno @VUTvBrne @FutureEnergyLab talked about making nanorobots in his lab like something out of a sci-fi movie at @ForbesCesko Next Big Thing 2023 event yesterday □□□ (3 473)	NO	
 We have contributed to our dear partners' efforts to highlight the importance of #ScienceCommunication as @CEITEC_Brno @MasarykUni is with @ERC_Research at #samewavelength. Stay tuned! (1 897) 	NO	
People are our most precious asset. We are proud to have 45+ nationalities present among our students and employees and to share their culture with them. Have a look at how we celebrated Diwali, the Indian festival of lights at @CEITEC_Brno @VUTvBrne! a (2 259)	NO	

Curious how research in life sciences is done in a place where Mendel laid the foundations of genetics? @CEITEC_Brno @muni_cz in Brno, CZ, has opened the doors of its PhD School. Check out the topics \Box https://ls-phd.ceitec.cz/dissertation-topics/ ... and sign up NOW! \Box (3 201)

NO

me metrics are missing.

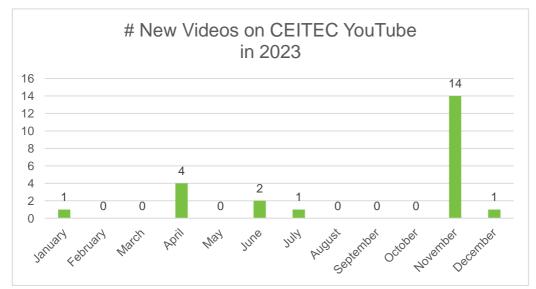
		Chart 1f
Top post (organic reach)	Paid Advertising	Number of New Posts and Followe
-	-	# New Posts and
Congratulations Director of CEITEC - Central European Institute of Technology Vysoké učení technické v Brně Radimír Vrba has presented awards for the greatest scientific achievements from the previous year with the Director's Award (2 1200)	NO	300
Congratulations to Anna Papageorgiou, Ph.D. (2 658)	NO	250
Congratulations to Johana Muchová, Ph.D. She successfully defended her doctoral thesis with the topic "Antibacterial scaffolds for tissue engineering" at CEITEC - Central European Institute of Technology Vysoké učení technické v Brně (4 917)	NO	200
At the beginning of May, we organized an event at CEITEC - Central European Institute of Technology Vysoké učení technické v Brně in cooperation with T-Mobile Czech Republic focused on digitalization, robotization and 5G up close (1 981)	NO	100
Welcome on board \Box A total of 23 new students from 10 countries around the world were welcomed by the management of CEITEC - Central European Institute of Technology Vysoké učení technické v Brně & CEITEC PhD Committee \Box (4 839)	NO	50
Core Technologies for Life Sciences Congress will be hosted by CEITEC - Central European Institute of Technology in 2025 We look forward to seeing you in Brno, Czech Republic. (2 443)	NO	January Populary March Polin N.
CEITEC Student Talent I Last week, at CEITEC - Central European Institute of Technology Vysoké učení technické v Brně, we hosted the third annual summer school for young promising high school students from all over the Czech and Slovak Republic I (3 893)	NO	
Congratulations to all the awarded researchers and students from CEITEC - Central European Institute of Technology Vysoké učení technické v Brně (4 716)	NO	

3 days, 18 research groups, evaluation by the best in the field European Institute of Technology Vysoké učení technické v Brně we had the honour of welcoming renowned scientists for a regular evaluation by the International Scientific Advisory Board (ISAB). This evaluation is organised regularly every four years (3 008)	NO
Last week, we celebrated the Indian Festival of Lights At CEITEC - Central European Institute of Technology, people are the most precious asset. We are proud to have more than 45 nationalities present among our students and employees (5 623)	NO
Community spirit filled the air at CEITEC - Central European Institute of Technology Christmas party at both Masarykova univerzita Brno and Vysoké učení technické v Brně 🗆 (3 752)	NO

Therefore, data for January are not available and data for February are half available.

Chart 1g

Number of Videos on CEITEC YouTube

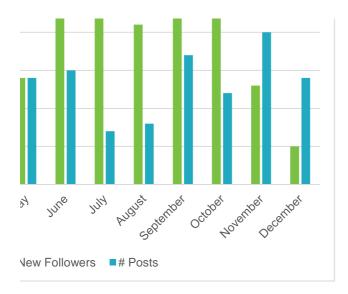




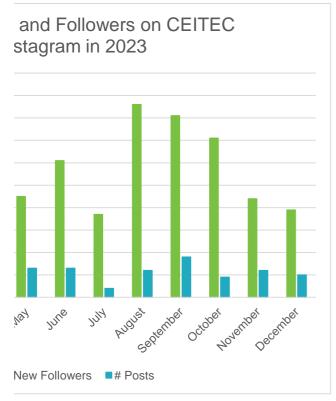
rs on CEITEC Facebook

and Followers on CEITEC acebook in 2023

. . . .

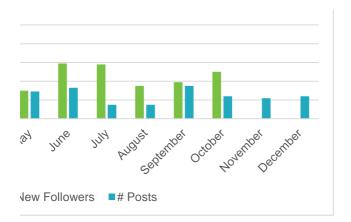


Instagram

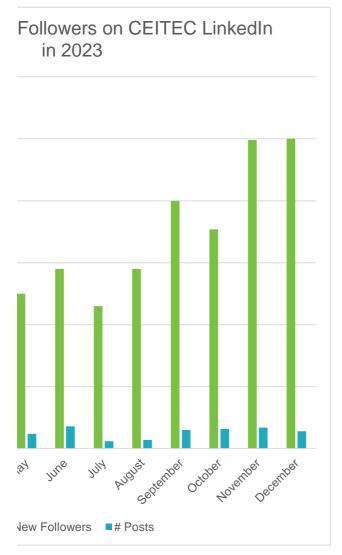


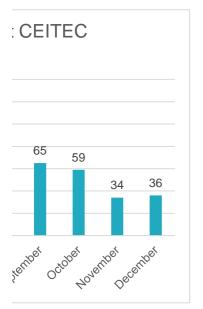
rs on CEITEC Twitter

Followers on CEITEC Twitter/X in 2023



rs on CEITEC LinkedIn





Online presentation of CEITEC Reported Period: 1. 1. 2023 - 31. 12. 2023

Table 2

Webpages

Month	# Users (ENG)	# Users (CZE)	# Total Users	# Page Views (ENG)	# Page Views (CZE)	# Total Page Views	# Visits (ENG)
January	14,627	8,259	22,888	35,638	34,068	69,706	18,573
February	15,342	7,088	22,296	35,639	31,993	67,632	19,202
March	19,293	8,558	27,954	40,758	36,391	77,149	23,603
April	13,499	6,897	20,439	33,726	30,395	64,121	17,415
May	14,222	6,971	21,076	38,520	30,713	69,233	18,805
June	11,563	7,107	18,694	29,756	32,001	61,757	14,902
July	7,852	4,990	12,983	19,808	21,556	41,364	10,564
August	8,919	5,993	14,773	24,522	29,030	53,552	12,470
September	10,268	8,066	18,161	30,462	35,740	66,202	15,702
October	10,369	9,965	20,158	29,418	41,241	70,659	15,600
November	10,477	7,954	18,415	27,369	35,418	62,787	15,266
December	8,785	4,551	13,480	21,001	20,130	41,131	11,988
Average	12,101	7,200	19,276	30,551	31,556	62,108	16,174

Note: Total users includes users who do not have a language set

Conclusions:

Average of all metrics does not show any significant difference from last year.

Users tend to visit the CEITEC website slightly less in the summer holiday season (July-August) During January and February we've activated paid promotion for PhD School on Social media,

that resulted in boost of all metrics after Christmas Holiday drop.

This also corrected February and March drop that was observed from last year.

Definitions:

Unique users = users who initiated at least one visit. The number of users is not equal to the number of rea Page views = total number of pages viewed

Visits = total visits during a given time period. A visit is the time the user is actively involved in websites, ap All usage data is always associated with a visit

Table 3

Number of # Followers / Members

Year	Twitter	LinkedIn	Instagram	Facebook	FB Group CEITEC PhDs	FB Group CEITEC Postdocs
2019	1,343	3,701	-	3,875	325	50
2020	2,105	4,764	-	4,575	354	73
2021	2,932	5,513	-	5,409	391	84
2022	3,979	7,407	2,190	5,714	410	100
2023	4,557	9,295	2,584	6,100	417	104
Benchmarkir	ng Note (Feb	ruary 2024):				
IOCB	3,849	4,000	1999	9,200		
BIOCEV	1,139	2,000	645	2,100		
VIB	11,000	26,000	1490	4,500		

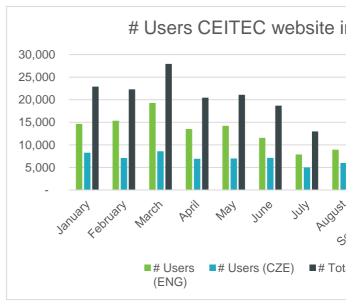
# Visits (CZE)	# Total Visits	% of CZE Users
13,496	32,069	36%
11,936	31,138	32%
14,233	37,836	31%
11,351	28,766	34%
11,789	30,594	33%
11,698	26,599	38%
8,559	19,229	38%
10,970	23,531	41%
14,695	30,363	44%
17,694	33,232	49%
15,514	30,664	43%
8,529	20,192	34%
12,539	28,684	X

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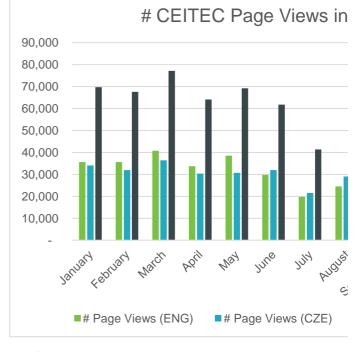
al people

plications, etc.

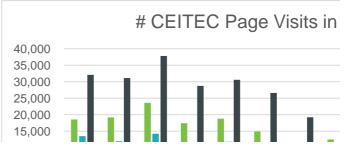
Graph 2a Number of Users



Graph 2b Number of Page Views

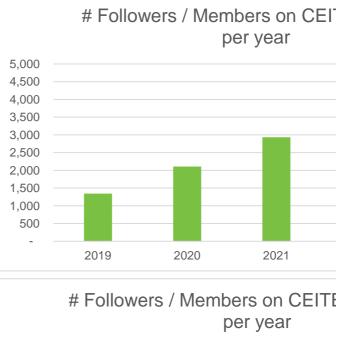


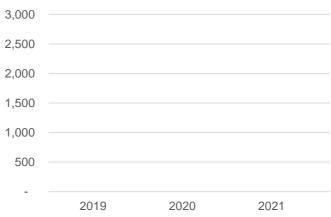
Graph 2c Number of Visits

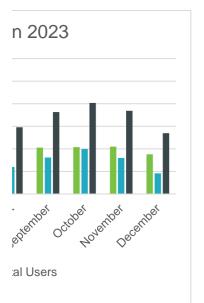


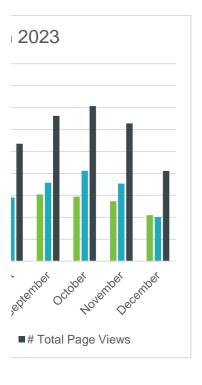


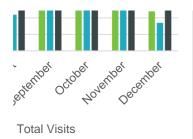
Graph 3 Number of # Followers / Members

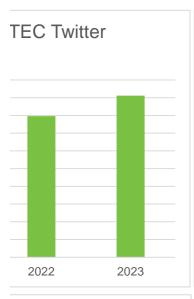












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2019

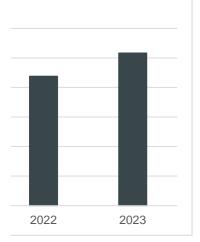
Followers / Members on CEITEC LinkedIr per year

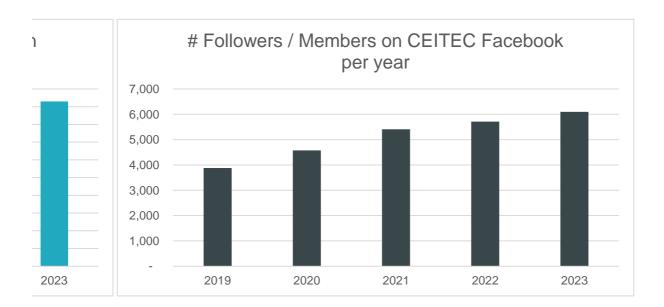
2021

2022

2020

EC Instagram





Internal Newsletter Reported period: 1. 1. 2023 - 31. 12. 2023

Table 4

Internal Newsletter

Month	Number of Recipients	Total Opens	Total Clicks	
February 2021	814	348	247	Pavel Tomancak Becom (16)
March 2021	813	351	237	Bike to Work with CEITE
April 2021	710	306	199	Important Indicators on (recruitment (15)
May 2021	710	298	272	#CEITEC10: Choose the
June 2021	674	356	449	#CEITEC10 –□ Gift to E
July 2021	674	299	161	Great Exhibitions from th the CEITEC MU Adminis
September 2021	674	288	360	Life Sciences Seminar S
October 2021	695	312	227	CEITEC 10th anniversar
November 2021	696	319	261	Director's Message: RGI
December 2021	701	349	343	#CEITEC10 –□ Gift to E
February 2022	687	326	338	Investigation committee (38)
March 2022	690	320	277	Free International Scient
April 2022	673	299	168	Yusuf Lodhi from Michal Award (17)
May 2022	675	388	196	Campus Day (40)
June 2022	677	297	231	CEITEC PhD Conference Students (37)
July 2022	678	288	182	CEITEC Meeting and Lu for all of us - Klik na foto
September 2022	680	321	290	Principal Investigator Se
October 2022	674	328	235	Thank You for Your Activ HERE (34)
November 2022	673	392	231	Josef Houser Is the New Interactions and Crystall
December 2022	672	352	225	The MUNI Scientist Awa disciplines (30)
February 2023	657	359	337	The best of CEITEC MU the past year (32)
March 2023	666	340	188	Bike to Work with CEITE
April 2023	573	324	204	Introducing This Year's E

May 2023	578	322	173	Scientists describe how
June 2023	580	313	199	Help Us Decide the Futu
July 2023	581	302	174	Pavel Tomancak: Story (
September 2023	597	317	252	Meet CEITEC's newest F
October 2023	603	306	186	"Postdocs need a comm we have that at CEITEC'
November 2023	605	381	309	New Grant Office Portal
December 2023	602	350	220	New Connections: PhD {

Note: Since February 2021, the Newsletter has had a new look and is being create

Table 4a

Internal Newsletter - Average Opens / Clicks

Year	Average Opens	Average Clicks	Average Recipients	Average Opens %
2021	323	276	716	45%
2022	331	237	703	47%
2023	331	224	604	55%

Conclusion: Declining amount of Clicks could indicate:

- (1) Less interest in topics
- (2) High quality Abstracts

(3) Overwhelming amount of content per newsletter

 $\label{eq:conclusion:Less than 50 \% effectivness of Newsletter could indicate:$

(1) Less interest in topics

- (3) High frequency of newsletter
- (3) Overwhelming amount of content per newsletter

Top Click

es New Director of CEITEC Consortium

:C 2021: register (19)

CEITEC MU Now Available: Data on

Animal of Your Heart: Results (33)

Employees (204)

e Smallest Artists: voting (14); Get to Know stration (14)

eries (30)

y video (35)

_ RETREAT 2021 - PHOTOGALLERY (51)

Employees (121)

published results in the Vojtech Adam case

tific Courses (40)

Smida Group Received Brno PhD Talent

e Showcased Research Results of Doctoral

nch: Creating better working environment 1 ve fotogalerii (21)

minar Series: HERE (29)

ve Participation in Researchers' Night:

Head of the Core Facility of Biomolecular ization (29)

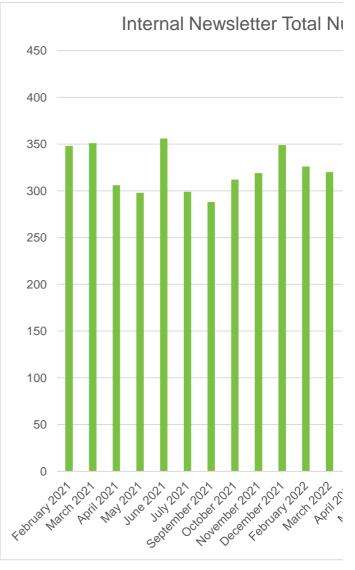
rd was received by scientists across MU

2022: What have we achieved together in

C (28)

3rno Ph.D. Talents From CEITEC (39)

Graph 4 Internal Newsletter - Total Number of Opens



expansin affects plant root growth (20)

re of Cycling at the Bohunice Campus (24)

of the CEITEC RGL Retreat (57)

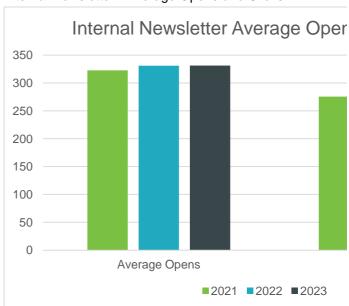
Research group leader Petr Tesina (37)

unity of colleagues to do the research. And ", say the members of the Postdoc Peer

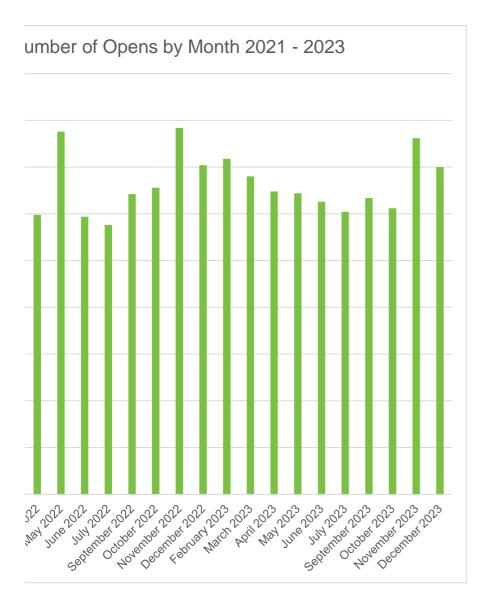
(40)

& Postdoc Retreat 2023 (30)

d in another program (Umbraco)



Graph 4a Internal Newsletter - Average Opens and Clicks





Press Releases Published in 2023 Reported period: 1. 1. 2023 - 31. 12. 2023

Table 5

Press Releases / Articles - Published on CEITEC website by Month

Month	Title	Press Release
January	Six best publications of the last year were awarded CEITEC MU AWARD	1
January	The best of CEITEC MU 2022: What have we achieved together in the past year	
January	EMBO Workshop Eukaryotic RNA Turnover and Viral Biology	
January	Scientists described different reactions to cadmium exposure in tobacco and thale cress	1
January	Helena Peschelová získala Pamětní grant Martiny Roeselové (only in Czech)	
January	ový diagnostický nástroj umožní diagnostiku mimo laboratoř do 30 minut (only in Czech)	1
January	Tomas Sikola and Jiri Fajkus were awarded by the city of Brno	1
January	The new ADDIT-CE project will revolutionize Alzheimer's disease diagnostic	1
January	INSECTS: Animals with plant telomerase	1
January	The new infertility solution of Ondrej Slaby will move from the laboratory into practice	1
February	CEITEC Masaryk University as a stepping stone for an ERA Chair position in Malta	
February	Happy International Day of Women and Girls in Science	
February	Dutch students from TU Delft and Leiden University visited CEITEC and MUNI	
February	Maximize Your Chances of Getting MSCA Postdoctoral Fellowship Funding	
February	Celebrate Days of Electron Microscopy on the university campus Bohunice	
March	Celebrate MUNI Day with us! Meet colleagues from all over the university while playing sports	
March	What are biomarkers for stress resilience and stress vulnerability?	1
March	Minister Helena Langsadlova visited CEITEC MUNI	1
April	Jaroslav Koca Bridge Fund: Get funding for your interdisciplinary project	
April	Jan Smeringai (Brno PhD Talent awardee) is studying the plasticity and capacity of plant regeneration	
April	Neurovědci z CEITEC MUNI pracují na unikátním výzkumu řeči a jazyka u Parkinsoniků (only in Czech)	
Мау	Scientists describe how expansin affects plant root growth	1
May	Czech economic and scientific diplomats visited CEITEC MUNI	1
June	Masaryk University's leukaemia drug receives US patent CEITEC MUNI hosted the Czech-Slovak conference on strategic	1
June	management in science	1
June	Pavel Plevka will lead CEITEC MUNI	1
June	Analysis of Czech Genomes for Theranostics has completed its implementation phase	
July	New GDI Starter Kit to enable access across borders to genomic and phenotypic data	1
July	Dalibor Blazek became an EMBO member	1
August	Unlocking the secrets of plant DNA: How evolution shapes telomeres for survival	1
August	Taking care of a brand is not a one-man show, says the new head of communication, Halina Jilkova	

September	Meet CEITEC's newest Research group leader Petr Tesina	
September	Petr Tesina received a prestigious ERC Starting Grant	1
	The telomere database contributes to the understanding of evolution	
September	and allows direct involvement of the broader scientific community in its	
	updates	
September	Scientists have decoded the genome of horseradish	1
	"Postdocs need a community of colleagues to do the research. And	
September	we have that at CEITEC", say the members of the Postdoc Peer Committee	
September	A flagellate parasiting firebugs helps scientists understand the diversity of RNA viruses	
September	We still can't cure Parkinson's disease, but we can significantly reduce	
September	its symptoms	
	European RNA experts passed on their experience to the next	
September	generation of scientists at the fifth RNA Summer School at CEITEC MU	
	Scientists from CEITEC and Masaryk University have contributed to a	
October	better understanding of the human RECQ4 protein, which is important for maintaining cell integrity	1
October	The courage to venture into the unknown can be an advantage in a grant strategy	
October	Revolutionizing Genomic Research: Introducing GERONIMO, The User-Friendly ncRNA Discovery Tool	
November	Maternal mental health during pregnancy: how it translates to brain	
	development and child's behaviour Masaryk University awarded CEITEC scientists for their research	
December	under the wings of the MUNI Grant Agency	
December	Computer simulations confirm new insights into phospholipid transport at the cellular level	

Articles or References about CEITEC in 2023 Monitored period: 1. 1. 2023 - 31. 12. 2023

Table 6

Articles / References - Number Published by Month		
Month	# Articles / References	
January	58	
February	56	
March	74	
April	37	
May	61	
June	131	
July	43	
August	40	
September	65	
October	59	
November	34	
December	36	
Average	58	

Note: References are about CEITEC MU & CEITEC in general without duplicates

Table 7

Articles / References -	Number Published by Year
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Year	# Articles / References
2019	277
2020	720
2021	693
2022	731

 2023
 694

 Note: References are about CEITEC MU & CEITEC in general without duplicates

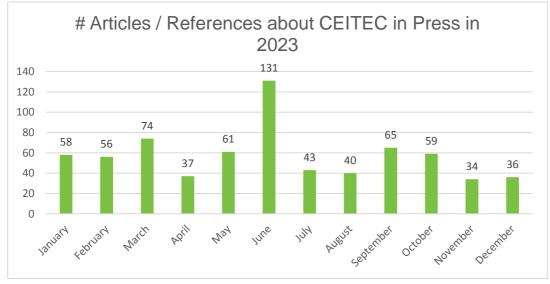
Year	# Press Releases	# Articles
2021	12	data were not colleted
2022	25	36
2023	20	25

Interview
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Article /

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Graph 6 Articles / References - Number Published by Month



Graph 7 Articles / References - Number Published by Year

Articles / References about CEITEC in Press

