

Alexander Street's Streaming Video Demand-Driven Acquisition

Whether you need unlimited access to almost 45,000 titles on a limited budget or a specific group of titles to fill out your collection, Alexander Street Demand-Driven Acquisition (DDA) has a solution for you.

- **Exclusive Content:** We're proud to bring you the BEST content available only from Alexander Street including 60 MINUTES/CBS and Sony Pictures Classics.
- **No Start Up Fee:** Access to almost 45,000 titles is turned on and no charges are incurred until the fourth time a title is viewed beyond a 30-second preview. An invoice is then triggered for a 1-year subscription to that title, but you can also upgrade to a 3-year subscription or even perpetual rights (available for most titles). **Your patrons choose the content – you choose the terms.**
- **Custom profiling made easy:** You can customize and manage your DDA account by publisher or subject – you decide what films to expose to your patrons.
- **Video Admin Made Easy:**
 - **Access Stats:** Simple navigation now provides access to custom MARC records, COUNTER5 statistics, and engagement reports.
 - **Focus on data:** Our easy-to-read dashboard enables you to quickly review usage statistics by subject, publisher, top viewed titles, top referring URLs, and more.

DDA Specialty Profiles offer even greater customization:

- **DDA: Select** includes titles available only from Alexander Street including content from 60 MINUTES/CBS, Sony Pictures Classics and more. It's the ideal solution for libraries that already have a DDA program in place.
- **DDA: Feature Films** includes feature films, silent films, and world cinema titles from top content providers such as Sony Pictures Classics, First Run Features, Oscilloscope, Global Lens, Cinema Guild, British Film Institute, Flicker Alley, Juno Films, Music Box Films, NYX Channel and others.



Already have another DDA program in place? That's okay!

You know that DDA is right for you. Add Alexander Street's DDA: Select for access to exclusive titles **available only** from Alexander Street. It costs nothing to set up. We've done the work for you, so there's no worry about overlapping with your current DDA program.

**Learn more about
Alexander Street DDA**
alexanderstreet.com/dda



alexanderstreet.com

To talk to the sales department, contact us at
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