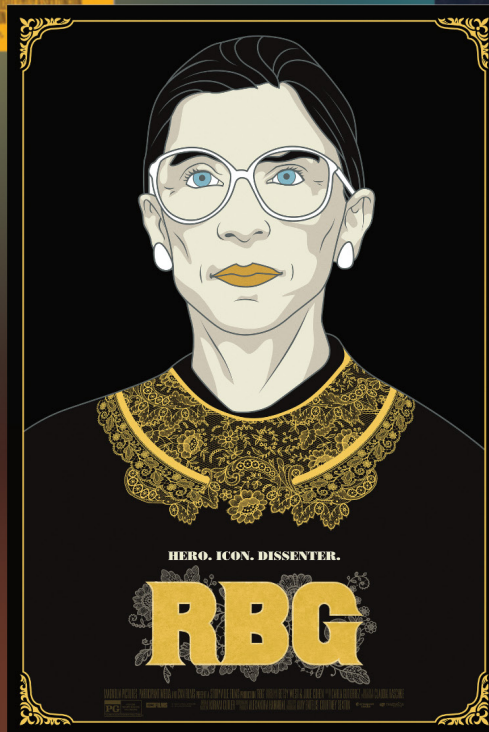
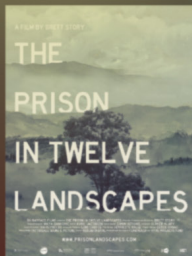
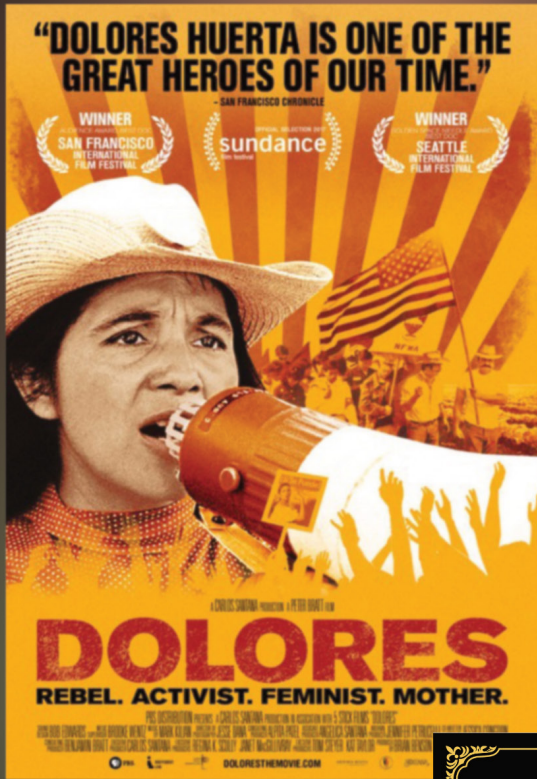


# DEMAND-DRIVEN ACQUISITION



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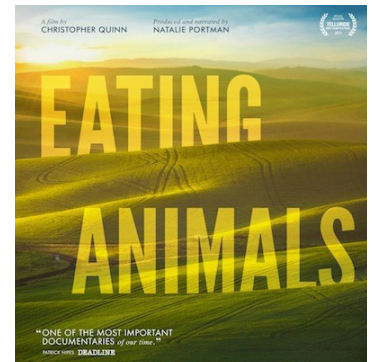
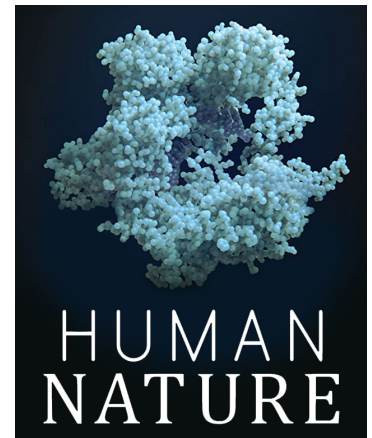


ALEXANDER STREET  
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# Alexander Street's Streaming Video Demand-Driven Acquisition

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 FILM PLATFORM 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 14,000+ titles available only from Alexander Street including content from Sony Pictures Classics,\* FILM PLATFORM, and more. It's the ideal solution for libraries that already have a DDA program in place.
- **DDA: Feature Films** includes ~2,300 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, all 14,000+ of them. 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.

## Tired of paying year after year to renew popular films?

With Alexander Street's DDA program you don't have to.

**Automatic perpetual ownership** is now available once you reach \$499 in total invoices over time per title for qualifying titles.

## DDA by the Numbers



Learn more about  
**Alexander Street DDA**  
[alexanderstreet.com/dda](http://alexanderstreet.com/dda)



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