DEMAND-DRIVEN ACQUISITION
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, Milestone Films, 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, Milestone Films, and more. It’s the ideal solution for libraries that already have a DDA program in place.
- **DDA: Feature Films** includes 2,500+ feature films, silent films, and world cinema titles from top content providers such as Sony Pictures Classics,* Milestone Films, 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**

- **45,000 TITLES AND GROWING**
- **14,000+ EXCLUSIVE TITLES = DDA: SELECT**
- **2,500 FEATURE FILMS, SILENT FILMS, AND WORLD CINEMA TITLES = DDA: FEATURE FILMS**

Learn more about Alexander Street DDA
alexanderstreet.com/dda

To talk to the sales department, contact us at ProQuest Account Manager or visit proquest.com.

* U.S. colleges and universities only  **U.S. and North America only