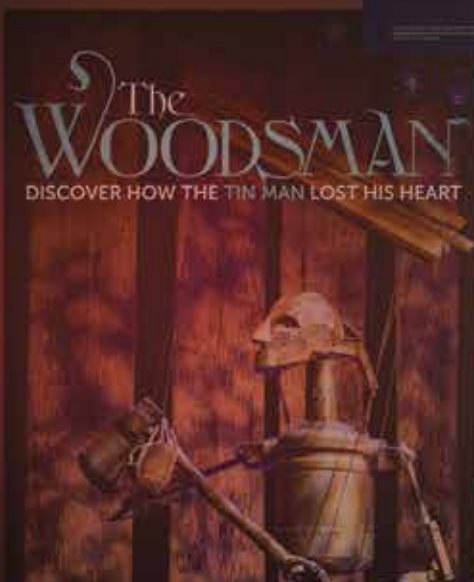
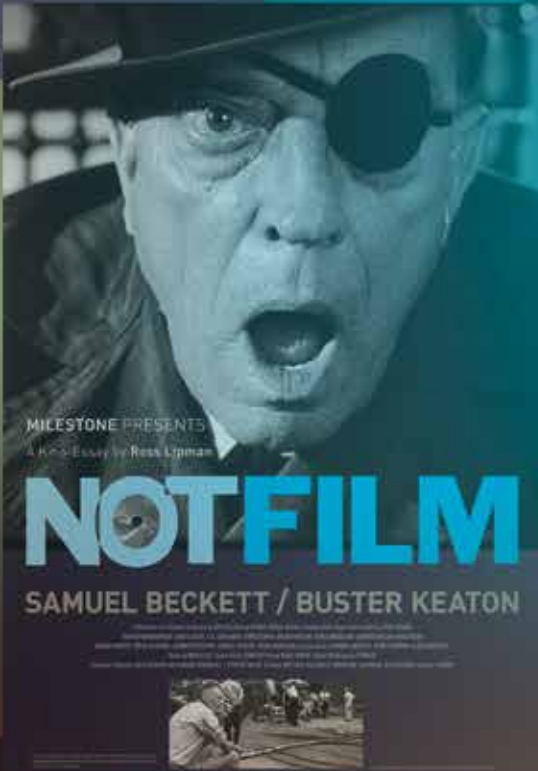


DEMAND-DRIVEN ACQUISITION



 ALEXANDER STREET
a ProQuest Company

SHARE YOUR PASSION

alexanderstreet.com/dda

ALEXANDER STREET SHARES YOUR **PASSION** FOR DEMAND-DRIVEN ACQUISITION

More Exclusives | More Flexibility | More Value

Whether you need unlimited access to over 34,000 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.

- **New EXCLUSIVES:** We're proud to bring you the BEST content available *only* from Alexander Street including BroadwayHD, Milestone Films, and Sony Pictures Classics.*
- **No Start Up Fee:** Access to all 34,000+ 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:** With the help of our Customer Engagement Team, 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 with a Single-Sign-On Experience:** Simple navigation now provides access to custom MARC records, COUNTER4 statistics, and engagement reports, all enriched with an emphasis on impact data.
 - + **Focus on data:** The new, easy-to-read dashboard enables you to quickly review usage and engagement statistics along with a forward look at impact measures, so you will be able to see how and when patrons are using your content and the influence it has on learning.

DDA Specialty Profiles offer even greater customization:

- **DDA: Select** includes 14,000+ titles available *only* from Alexander Street including content from Sony Pictures Classics,* BroadwayHD, Milestone Films, and more. It's the perfect 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, Zeitgeist Films, DEFA Film Library, Oscilloscope, Pragda Films, Global Lens, Film Movement, British Film Institute, Flicker Alley, and others.



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

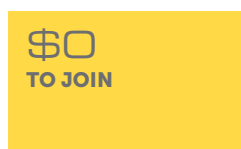
You know that DDA is right for you. Add Alexander Street's **DDA: Select** for access to exclusive titles **available only** from Alexander Street, all 14,000+ of them. It costs nothing to set up. We've done the work for you, so there's no worry about overlapping with your current DDA program.

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.

* U.S. universities and colleges only

DDA
BY THE
NUMBERS



alexanderstreet.com/dda