



Demand Driven Acquisition (DDA)

Build your collection with ebooks that reflect user needs

Demand-Driven Acquisition (DDA), **pioneered by ProQuest nearly two decades ago**, enables libraries to offer on-demand access to a vast selection of ebooks.

With this flexible acquisition model, users can instantly access thousands of titles, enhancing their learning and research experiences.

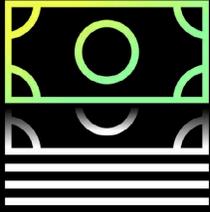
Purchases or loans are triggered only after a meaningful user engagement or actions like downloading or printing, making it a win-win for both libraries and users.

By tapping into real-time user needs, DDA helps libraries build collections that are both relevant and cost-effective. Librarians can manage DDA programs through Ebook Central, Rialto, and OASIS.

2M+

EBOOK CENTRAL TITLES AVAILABLE AS DEMAND DRIVEN ACQUISITION

Why Demand-Driven Acquisition (DDA)?



Maximize your budget efficiency

With DDA, libraries can select from over 2 million titles, offering users broad ebook access while directing funds to materials that are actively utilized.



Create user-centric collections

DDA empowers you to build a collection that truly reflects the needs of your academic community.



Maintain full control over acquisitions

Libraries can establish specific price rules, set spending limits, automate budget tracking and create customizable alerts to help ensure balanced budgeting.



Enhance access and ownership

Innovative models like Access to Own (ATO)* enable you to grow your ebook collections by applying loan expenditures toward perpetual purchases.



Utilize data-driven insights

Mediated DDA allows libraries to make data-driven decisions and maintain control over title selection, with staff approval required for all acquisitions.



Ensure scalability and adaptability

As your library evolves, DDA can easily scale to accommodate new trends and emerging subjects in academic research.

*ATO, exclusive to ProQuest, attributes library loan spending to title ownership.

Flavors of DDA:

Customize your program

We understand that DDA is not a one-size-fits-all acquisition model. It continues to evolve, offering enhanced flexibility and value, with several tailored options, including:

Traditional DDA

Titles are only triggered for purchase or loan if used, and librarians have complete control over the subjects, publishers, cost, publication dates and other parameters for their consideration pools.

Short-Term Loans (STL)

As part of their DDA programs, libraries can choose to take affordable STLs without commitment to purchase. Most libraries offer these just-in-time rentals to provide immediate access that users expect, however STLs can also be mediated.

Access-to-Own (ATO)

A mix of traditional DDA and STL where loan fees contribute towards buying the book. Librarians have complete control over their selection pools, which are immediately discoverable and accessible to researchers, and loans are only purchased if ebooks are used. For libraries that prefer ownership, ATO is a useful tool.





Why DDA on Ebook Central?

Libraries can manage their Ebook Central DDA program through LibCentral, Rialto, and OASIS.

Breadth of content

Provide access to more than 2 million ebooks from essential academic imprints, popular trade publications, and unique university presses all on one platform.

Choose from numerous access model purchase options

including 1-User, 3-User, Non-Linear, or Unlimited Access to fit your institution's needs and budget at a title level.

Only pay for what you use

Users can trigger a loan or purchase through several ebook interactions, such as viewing a book for more than 5 minutes (**unlimited page views**), copying, printing, downloading a chapter, or doing a full book download.

Easily de-duplicate titles from DDA

Remove titles you already own or subscribe to from your DDA consideration pool; no need to worry about spending budget twice.

Full title and DRM-free chapter download

Quick intuitive user interface allows a choice of one-click easy DRM-free download at the chapter level or full book download with expanded DRM.

Integrate with discovery layers

to help researchers find information. Ebook Central sends detailed, enriched title metadata to the three major discovery services and the ProQuest platform.

In addition to Ebook Central DDA, JSTOR DDA and EBSCO eBooks DDA (not available in the UK) are also available via Rialto and OASIS.

Why librarians love Demand Driven Acquisition

"Using DDA allows us to understand patron needs more directly, which means we are spending our funds on content that better fills their needs and that is ultimately what is important."

- Johns Hopkins University

"DDA is our main collection tool... we're letting our users decide what it is our collection needs to be because they're the ones who use it and know what they require."

- La Trobe University

"We have compared usage expenditures of DDA purchases and short-term loans with past spending and usage patterns. So far, we have found that while spending is slightly increased, usage has been greatly increased."

- Respondent, Why DDA is Here to Stay survey*

Why DDA is Here to Stay: An Analysis of the Demand-Driven Acquisition Model for Libraries. 2018 study conducted among 449 librarians.

Extended Access

Pioneered by ProQuest, Extended Access prevents turnaways on limited user titles. It allows libraries to upgrade to multi-user access, take an STL, or purchase another copy when an ebook is in use. Extended Access can be automated or mediated, offering flexibility for budget-conscious libraries and limited access models.

Need help managing your DDA program?

We know that every library is unique, and your complex challenges deserve unique solutions. Our Content and Workflow Strategy Consultants (CWSC) team is here to work with you to design a custom DDA program based on your unique needs. Get in touch with your Product Sales Manager or emailing us at ebookcentral@proquest.com.

Contact our ProQuest, part of Clarivate experts today:

about.proquest.com

clarivate.com

Clarivate™ is home to leading research, education and library solutions, including Web of Science™, ProQuest™, Ex Libris™ and Innovative™. We connect people and organizations to transformative intelligence and trusted content. Together, we partner with academic institutions and libraries to build a better world by enabling research excellence and student success.

