

# Introducing Access-to-Own

Meet the new, innovative Demand-Driven-Acquisition (DDA) model that enables libraries to grow their ebook collections and expand title availability to patrons without breaking their budgets.

Access-to-Own (ATO) puts institutions in control of their budgets, provides patrons with access to the frontlist titles they need, AND facilitates libraries' goal of title ownership.

ProQuest collaborated with libraries and publishers around the world to create this new model that supports libraries and publishers in building a sustainable ebook landscape.

## What is DDA?

Pioneered by ProQuest, Demand-Driven Access (DDA) allows libraries to provide their patrons with access to a large number of ebooks of their choice. Titles are loaned or purchased following a free viewing period or when the patron copies, prints, or downloads\*.

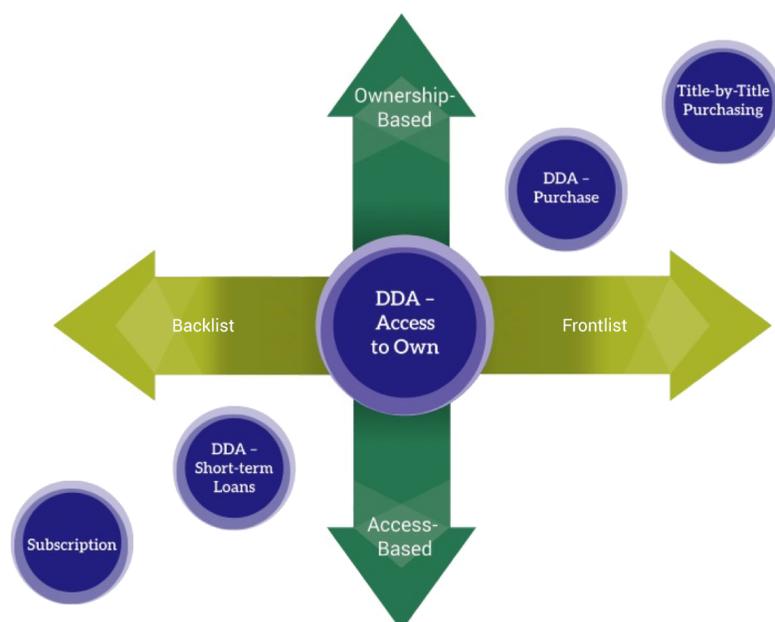
DDA ensures that library budgets go toward funding ebooks that patrons use for a greater return on investment, and it helps libraries demonstrate through measurable means that their budgets are being well spent.

Patrons or users—though unbeknownst to them—are participating in building the library collection through their interest in an ebook. DDA programs are a well-established approach toward integrating user involvement in the process of building library collections.

\*Ebook Central's default limits are 20% for copy and 40% for print/chapter download with a reset rate of 24 hours.

## Benefits of Access-to-Own (ATO):

- Facilitates title ownership by applying spend on loans toward perpetual purchase.
- Provides another acquisition option for libraries, especially research and academic institutions, who want to use usage-based purchasing to secure frontlist and backlist titles, and demonstrate return on their investment.
- Helps publishers better predict sales revenue encouraging them to include more frontlist titles in ATO.



## How Access-to-Own Works:

ATO can be run as part of your DDA program, in parallel with short-short term loans. You decide which DDA titles are made available as ATO, and which are accessed under ProQuest's existing STL model.

The latest in a series of flexible ebook acquisition models available on ProQuest's Ebook Central, ATO can also be run in combination with your subscription or perpetual access collections, to meet your library's acquisition strategy, ensuring your ProQuest purchase options are both customizable and affordable.

This solution also provides libraries access to a diversity of high-demand titles. ProQuest has already signed more than 335 publishers, representing almost 350,000 titles, to its roster of ATO participants. Participating publishers and distributors include:

- Cambridge University Press
- Elsevier Science and Technology
- Wolters Kluwer
- Harvard University Press
- John Wiley & Sons
- Springer Publishing Company
- Oxford University Press
- University of Chicago Press
- University of California Press
- Duke University Press
- Felix Meiner Verlag
- Vittorio Klosterman Verlag

Libraries will be able to purchase directly from ProQuest or participate in Access-to-Own through DDA programs via key partners, including Coutts/Oasis.



## Get Started:

Libraries interested in Access-to-Own should contact their ProQuest Sales Specialist or Content Workflow Consultant at [ebooksupport@proquest.com](mailto:ebooksupport@proquest.com) to get started.