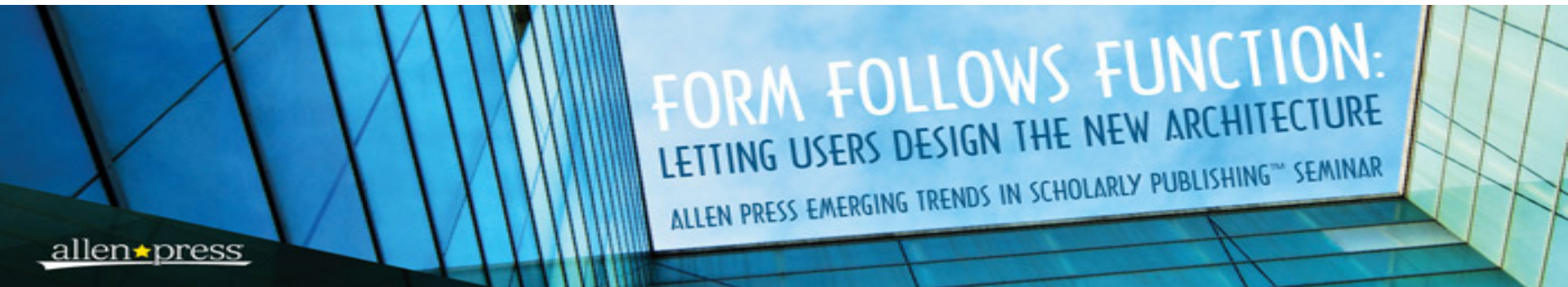


Allen Press

**Emerging Trends in Scholarly
Publishing Seminar**

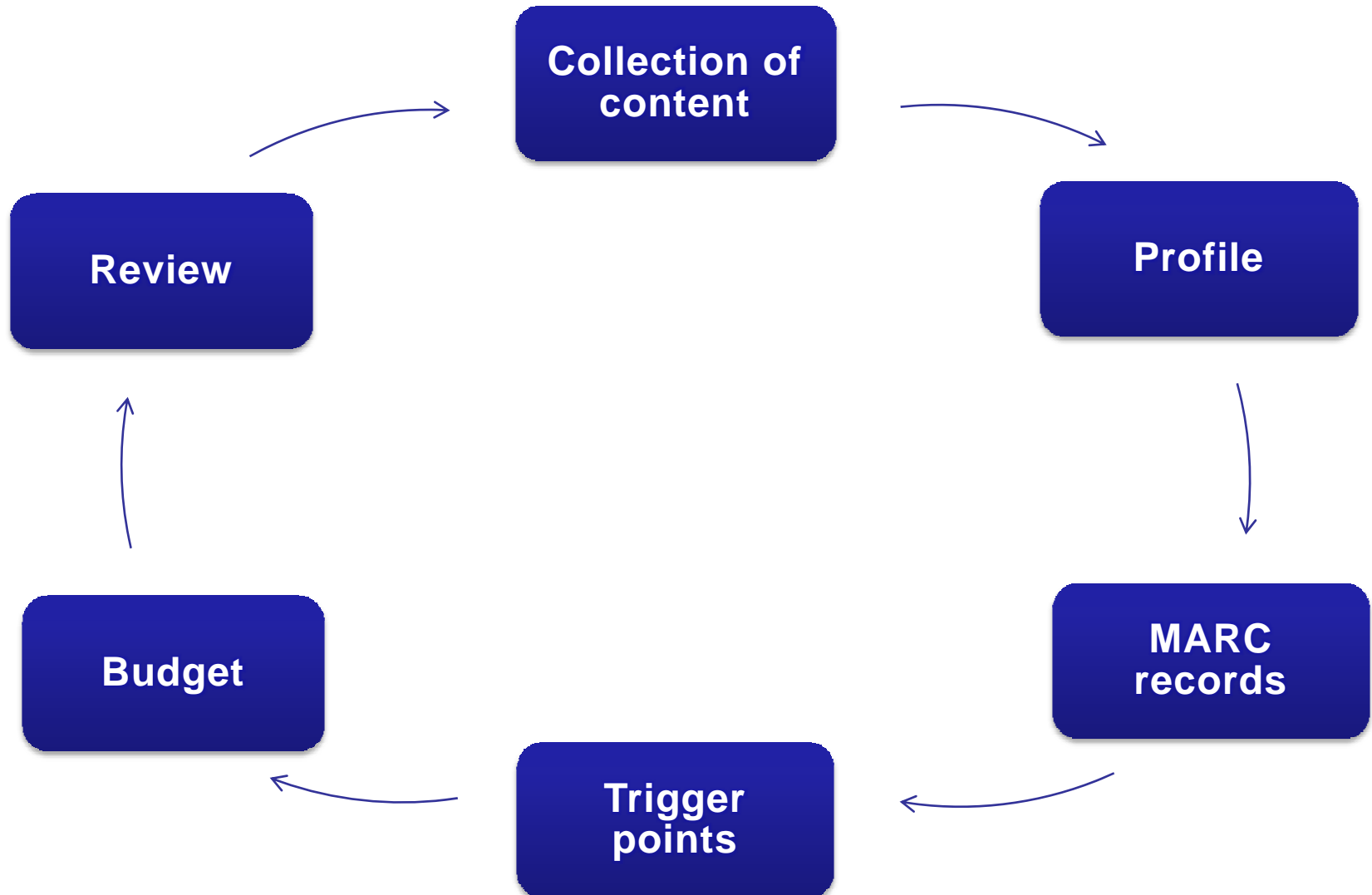
Thursday April 14, 2011

- What is PDA?
- Opportunities and challenges for libraries and publishers
- Moving forward



What is Patron Driven Acquisition?

PDA, Demand Driven, User Driven



Who is looking at it?



For libraries and users

- Additional content readily available
- Guaranteed use and ROI
- Experimentation
- Tool for future collections

For publishers

- More exposure to potentially otherwise unnoticed titles
- Deeper reach into new markets
- Tool for future collections

For libraries

- Control spending
- Integration with approval plans
- Maintaining quality of collection
- Shift in librarian's role

For publishers

- Less control over:
 - Sales
 - Delivery channels
 - Marketing
 - Hosting platform

For both: Reliance on metadata and search accuracy

What's next?

Beyond books

More usage-based pricing models for journals

A temporary way around the economic crisis

An opportunity to publish - even - better content

A complete substitute or a supplement

At the consortium level: is it sustainable, manageable, relevant



Thank you.

Any questions? Comments?

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