Agenda

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

PDA, Demand Driven, User Driven

- Collection of content
- Profile
- MARC records
- Trigger points
- Budget
- Review
Who is looking at it?
Opportunities

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
Challenges

**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?

<table>
<thead>
<tr>
<th>Beyond books</th>
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<tbody>
<tr>
<td>More usage-based pricing models for journals</td>
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<td>A temporary way around the economic crisis</td>
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<td>An opportunity to publish - even - better content</td>
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<td>A complete substitute or a supplement</td>
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<td>At the consortium level: is it sustainable, manageable, relevant</td>
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Thank you.

Any questions? Comments?

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