The ACM Digital Library is the world’s leading online content delivery platform covering the entire fields of computer science and information technology.

New ACM Discount Policy
Effective February 1, 2010
Existing ACM DL Discount Policy

- Initially established to attract new DL subscribers and to encourage Institutional Members to migrate over to consortium deals
- Among the most generous discounts in the industry
- Works in combination with annual tier-based list pricing
- Discounts range from 16.7% - 76.4% off annual list pricing
- Additional economic discounts of 10% - 25% offered based on World Bank developing countries list
Rationale for Updating Discount Policy

- Consolidation in consortia market has resulted in “super consortia” and discounts have risen too high too quickly
- Acceleration in migration of libraries to “super consortia” to receive highest discount possible. Current economic conditions have further accelerated migrations.
- Growing pricing disparity between similarly sized and funded institutions as a result of discount policy and “super consortia”
- Growth of “open consortia” managed by agents has further accelerated rise of discounts
- Growing pricing disparity between agents in same geographical territories
- Emphasis on “high discounts” has detracted from already low price and high value of DL List Pricing. List prices are already a great deal, but customers now focus on discounts
- All of the above combined creates a significant financial risk for ACM
Details of New DL Discount Policy

- ACM is establishing a new less complex discount structure that will be effective February 1, 2010
- No existing subscribers will receive lower discounts as a result of this new policy
- All new academic subscribers to the ACM DL will be subject to the new structure
- Current consortium members receiving discounts in excess of 50% will be grandfathered but frozen at current rate
- Current consortium members receiving discounts less than 50% will be subject to new discount structure
- Current subscribers migrating from one consortium to another currently receiving discounts less than 50% will be subject to the new discount structure
- Current subscribers migrating from one consortium to another currently receiving more than 50% will be grandfathered but frozen at current rate
- ACM Digital Library annual list pricing for subscribers will continue to be based on Carnegie Classifications in the United States and Usage-based tiers in the Rest of World
- All other aspects of the existing discount policy remain unchanged
New Discount Structure

<table>
<thead>
<tr>
<th># Members</th>
<th>Discount %</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-10</td>
<td>40%</td>
</tr>
<tr>
<td>11-49</td>
<td>45%</td>
</tr>
<tr>
<td>50+</td>
<td>50%</td>
</tr>
</tbody>
</table>

* Applicable discount is based on new subscribers after effective date and not existing number of subscribers through consortia or agent
Implications for Consortia & Agents

- The new policy creates a clear dividing line between existing subscribers and new subscribers with regards to pricing. Quotations and invoicing will reflect this going forward. The emphasis will be on customer pricing.

- The new policy limits the financial incentive for customers to migrate from one consortium or agent to another.

- Formal and “Open” consortia will need to create multiple groups to deal with existing and new customers.

- Consortium discounts over 50% shall be frozen at their most recently “locked in” level going forward (as from the last renewal invoice).

- Administrators and Agents should request formal quotes from ACM before quoting prospective customers for access to the ACM Digital Library.

- ACM is in the process of modifying existing systems to accommodate new discount structure, so some aspects of the existing self-administration site may be inoperable or invalid until further notice.

- Developing country discounts remain in effect unless World Bank status has changed.

- Government & Corporate customers should be priced according to ACM published rates and do not receive consortia discounts.
Next Steps

If you have any questions, please do not hesitate to contact ACM at:

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