



**Survey Comparisons on Discovery Service Participation and Perceptions: 2010 and 2012**  
**Is your organization currently partnering with a Discovery Service?**

	<u>2010</u>	<u>2012</u>
Yes	53.7%	72%
No	36.6%	28%
Don't Know	9.8%	0%

**Does your organization perceive the new Discovery Services as an opportunity, threat, or both?**

	<u>2010</u>	<u>2012</u>
Opportunity	34.1%	36%
Threat	2.4%	8%
Both	48.8%	56%
No opinion	14.6%	0%

**What are the major opportunities that you believe are offered by Discovery Services?**

	<u>2010</u>	<u>2012</u>
Broad exposure of content	87.8%	84%
Improved search speed for users	46.3%	36%
Better search results for users	29.3%	28%

**What are the major threats that you believe are presented by Discovery Services?**

	<u>2010</u>	<u>2012</u>
Loss of brand identification	58.5%	76%
Inaccurate usage statistics	56.1%	72%
Poor search result rankings	48.8%	60%

**What have been the results of you participation in a Discovery Service Relationship?**

	<u>2010</u>	<u>2012</u>
No change	38.1%	35.7%
Increased usage	33.3%	50.0%
Increased revenue	9.5%	7.1%
Improved search results	9.5%	7.1%
Brand identification loss	27.8%	41.2%
Low search result rankings	16.7%	35.3%
Inaccurate usage statistics	16.7%	23.5%

Loss of search parameters	16.7%	35.3%
Decreased usage on our own platform	NA	35.3%
There are no downsides	33.3%	17.6%

**Survey Respondents**

	<u>2010</u>	<u>2012</u>
Abstracting and Indexing Services (A&I)	36.8%	40%
A&I plus full text providers	28.9%	46%
Full-text providers only	21.1%	24%
Other	13.2%	0%