

WHY VIDEO IS

BETTER

FOR EMPLOYEE TRAINING

IT'S HOW WE LEARN

55% OF INTERNET USERS WATCH 1 ONLINE VIDEO PER DAY.

59% OF ALL BEST-IN-CLASS ORGANIZATIONS INDICATE THEY ARE USING SOME FORM OF VIDEO.

55%

59%

DECREASED TIME TO TRAIN

1 MINUTE OF VIDEO IS WORTH 1.8 MILLION WORDS, OR ABOUT 3.6K STANDARD WEB PAGES.

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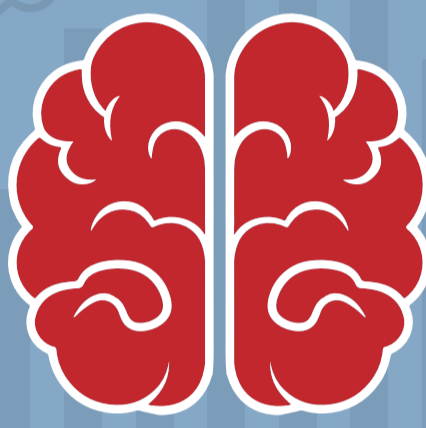
5-15 MINUTES



THE IDEAL LENGTH OF TRAINING IS ANYWHERE BETWEEN 5 - 15 MINUTES.

INCREASED USAGE & RETENTION

EMPLOYEES ARE 75% MORE LIKELY TO WATCH A VIDEO THAN READ TEXT.



75%

SHORT-FORM VIDEO WORKS TO HELP US SHIFT LEARNING FROM SHORT-TERM TO LONG-TERM MEMORY.

DELIVERED ACROSS ALL DEVICES

98%

98% OF AMERICANS USE THEIR PERSONAL SMART PHONES FOR WORK.

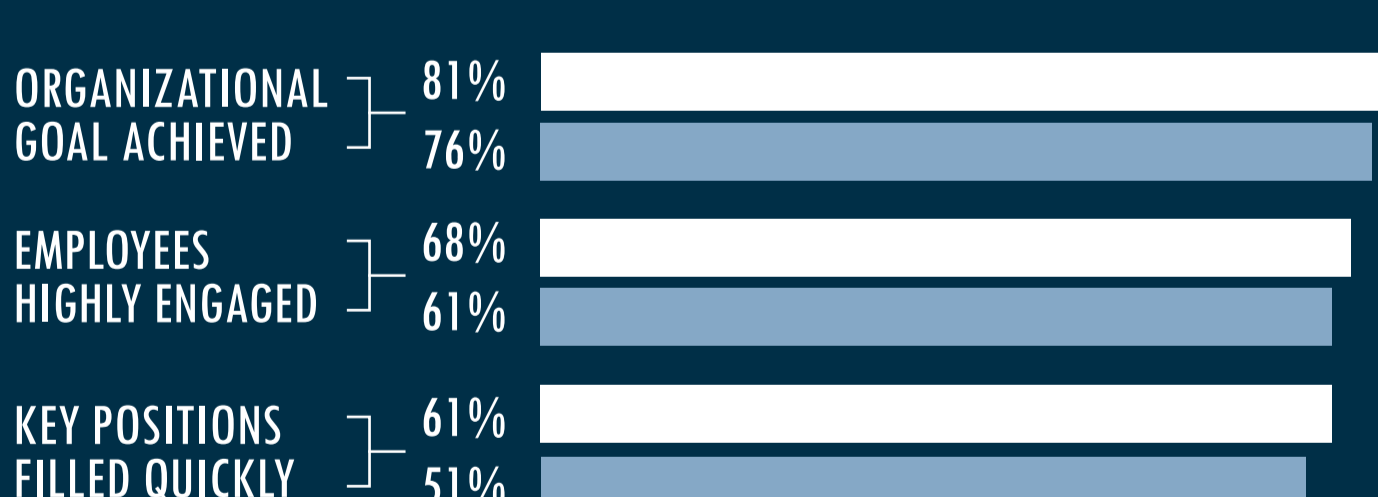


119% ARE MORE LIKELY TO USE MOBILE LEARNING SOLUTIONS.

119%

VIDEO CONTENT IMPROVES BUSINESS RESULTS

■ USING VIDEO CONTENT FOR TRAINING ■ NOT USING VIDEO CONTENT FOR TRAINING



READY TO GET STARTED WITH VIDEO?

START YOUR FREE TRIAL TODAY OF OUR ONLINE VIDEO LIBRARY AND SEE FOR YOURSELF HOW VIDEO TRAINING CAN HELP!

FREE TRIAL

BIZ LIBRARY

IMPROVE YOUR EMPLOYEES' PERFORMANCE WITH THE LARGEST AND FASTEST-GROWING LIBRARY OF ON-DEMAND TRAINING VIDEOS AND E-LEARNING COURSES TODAY!

SOURCE: Forrester Research SOURCE: Cisco Research SOURCE: "Taming the Terrible Too's of Training", by Ken Cooper and Dan Cooper SOURCE: Aberdeen Group, Learning and Performance Study, featured in the Elearning! Magazine, April/May