



Interactive Video

Building an emotional connection to drive behavior

Learning Solutions 2017

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Agenda

Introduction

The Different Types of Interactive Video

Why Branching Interactive Video Works Best for Learning

Interactive Video Best Practices

The sheer volume of noise. Every minute...



204

million emails



3.3

million posts



347k

tweets



9.7k

images



300

hours of video



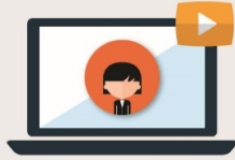
49k

photos

Why Do Companies Use Video?

96 %

Say video helps improve communication



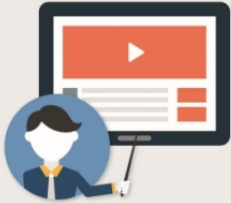
94 %

Say video connects geographically dispersed teams



96 %

Believe it improves training



92 %

Think it makes executive communication more personal and relatable



How Much Business Video Are We Consuming?



63 %

Spend more time watching work-related videos this year than last year

79 %

Watch 30 min+ of video a month at work

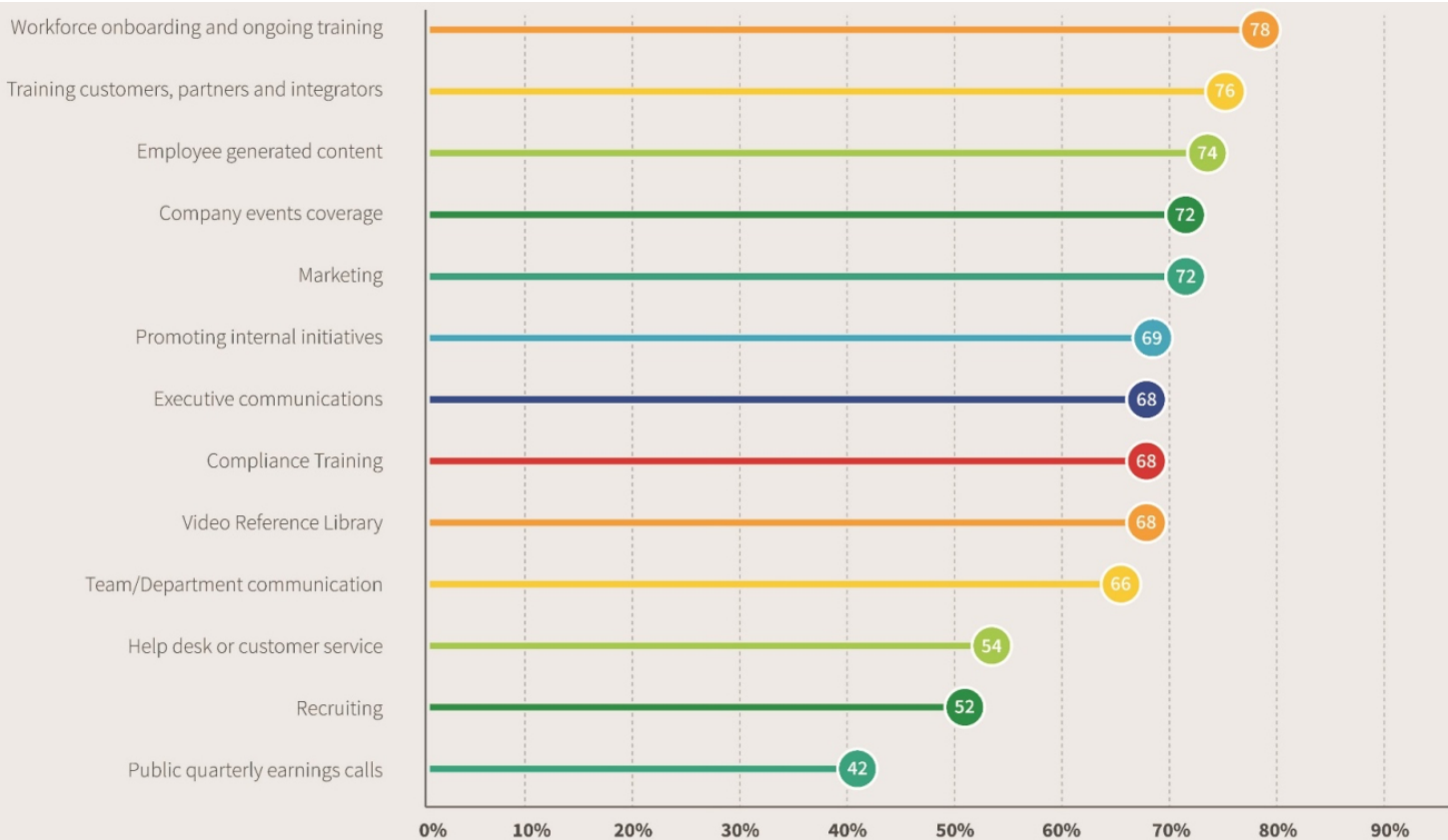
53 %

Spend 30 min+ a month creating video

18 %

Spend more than 10 hours a month creating video!

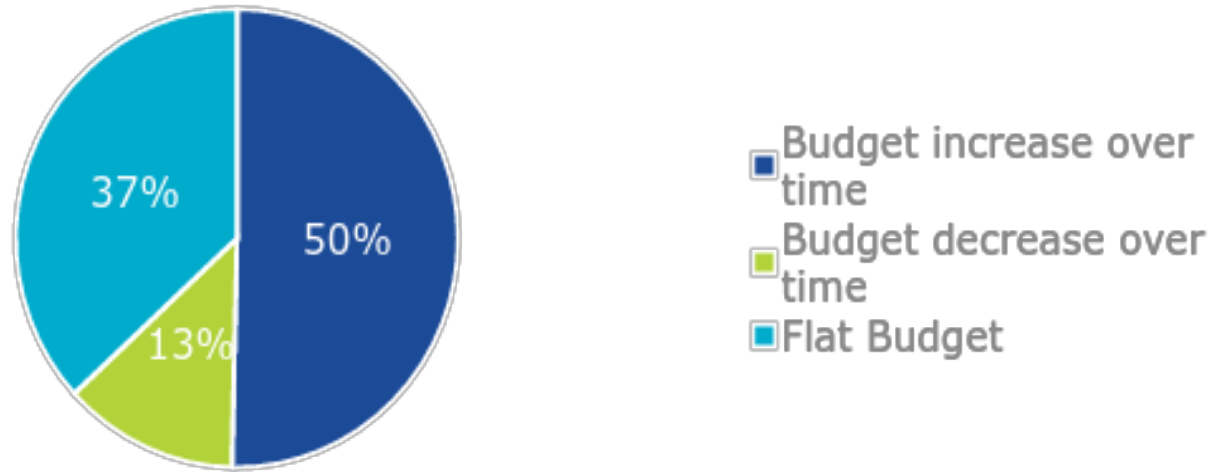
How Do Companies Use Video?



Video Technology Budgets Going Up



Budget Trend Over Time



DETACHED

57%

More than half of employees only complete trainings because they have to.



DISENCHANTED

69%

of employees are actively seeking or are open to a new job offer



DISENGAGED

74%

Three out of four employees have forgotten some or all of the last mandatory training they completed.



CONTROL, ALT, DELETE:
REBOOTING YOUR VIDEO STRATEGY



How is this impacting businesses today?



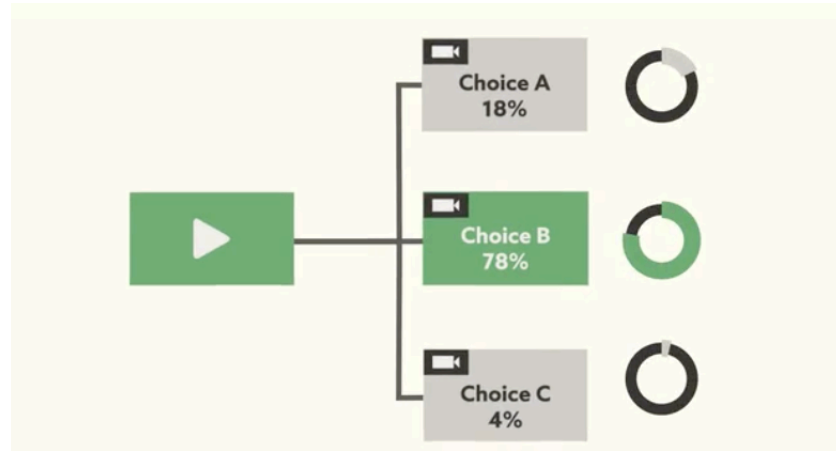
Why Interactive Video?

Linear Video

- Lean Back Mode
- I want to be entertained
- I am in mood to just watch

Interactive Video

- Lean In Mode
- I want to explore and discover
- I want to learn & take action



Different types of **interactive video**

- Personalized Interactive Video
- Linear Video w/ Hotspots
- Branching Interactive Video



Personalized video



Pitney Bowes: Bill Explainer



Linear Video w/ Hotspots



Digital Awareness



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PwC: Digital Awareness



Underlying principles **behind the experience**

Create an impactful and simple user experience around a theme (digital transformation)

Enhance digital awareness within the firm and with clients

Access on any device, from anywhere in the world

Showcase how PwC is driving the digital transformation, and how it impacts everyday lives

Generate awareness that inspires viewers to want to learn more (part of a broader initiative)

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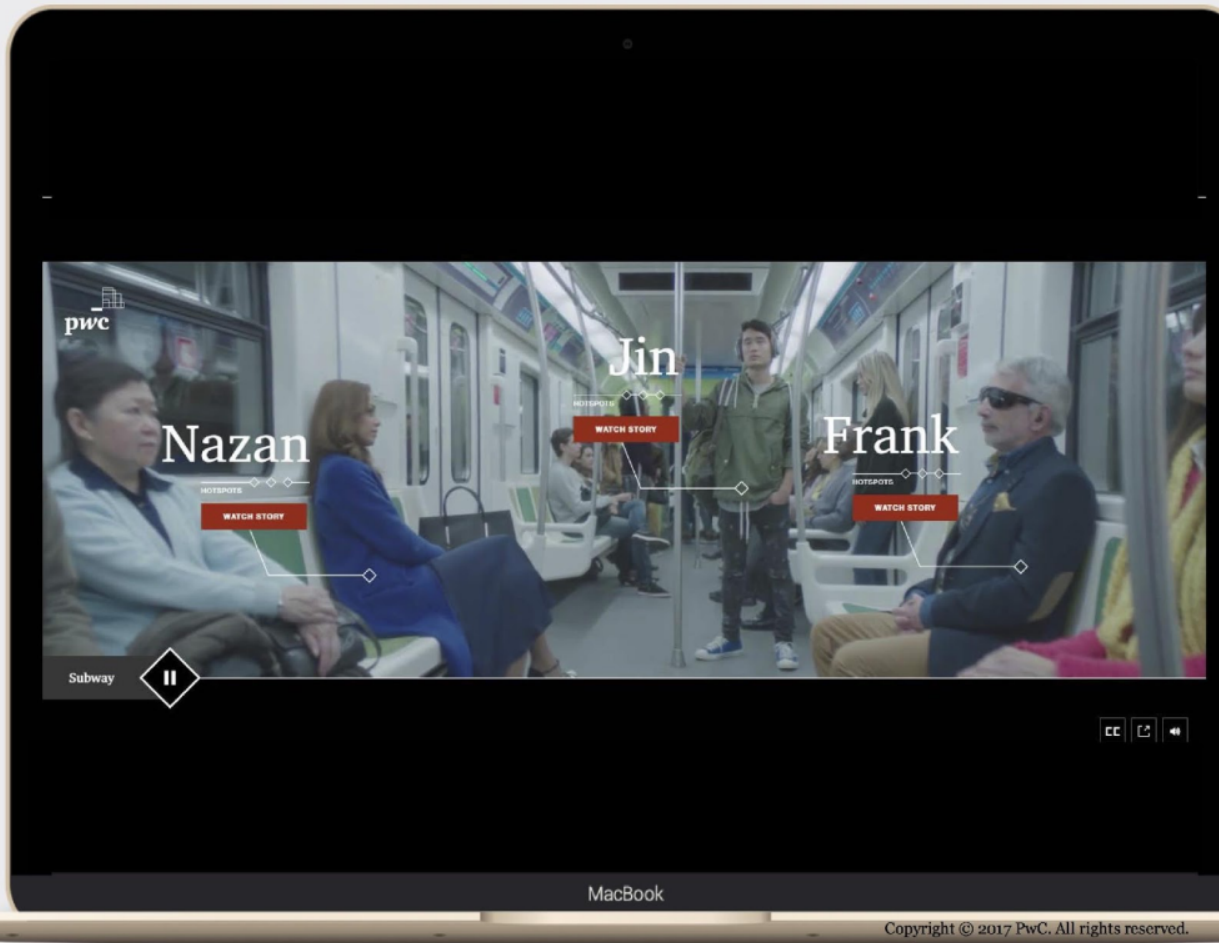




See the Transformation

Story-driven interactive video to show how digital is transforming our lives around us.

AWARENESS



Select each character to view their story and interact with hotspots to learn more about how PwC impacts their lives.

WATCH STORY

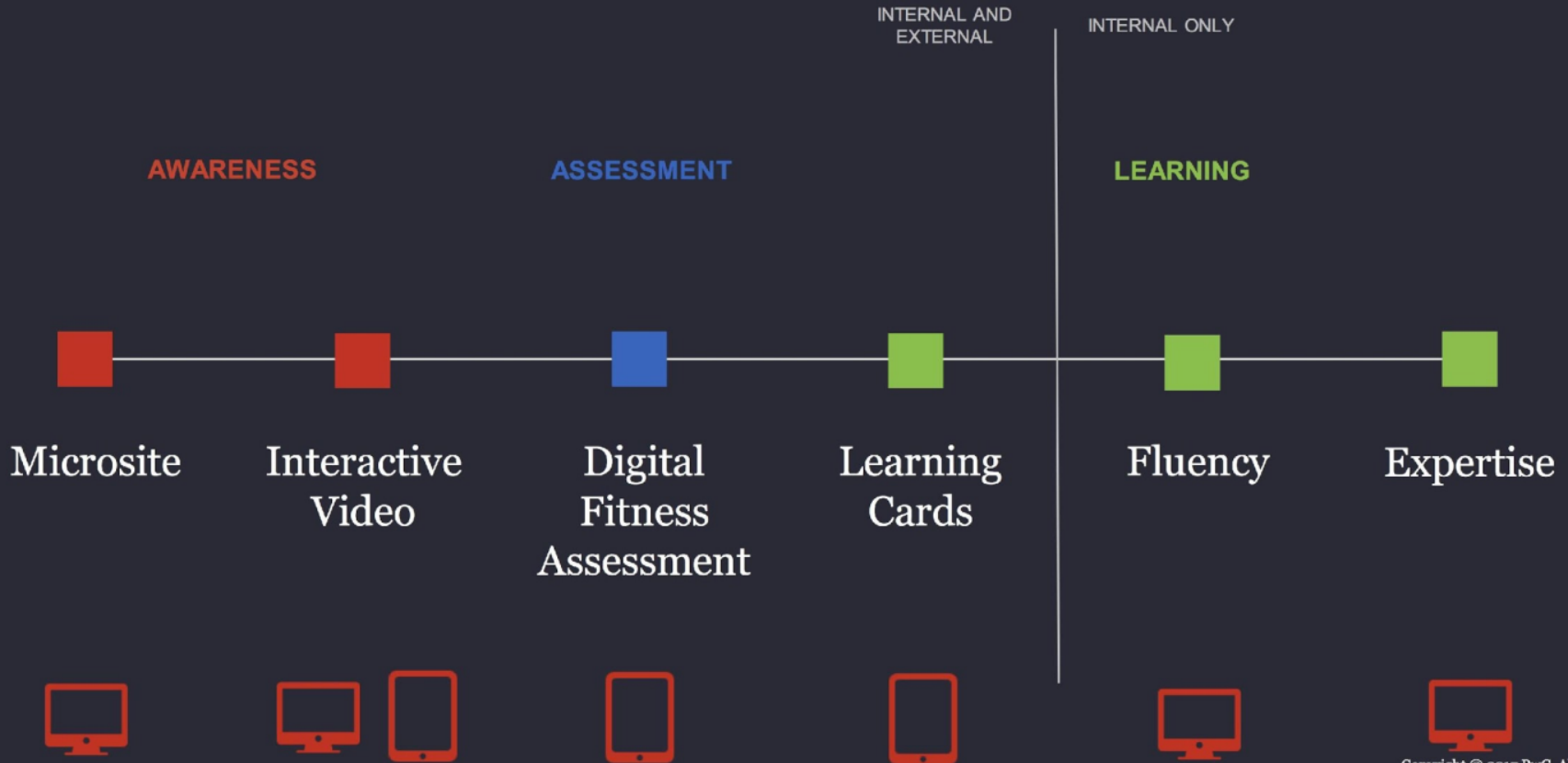
More info



By interacting with three hotspots from each story you will be able to unlock a special video.

CONTINUE

Learner Journey



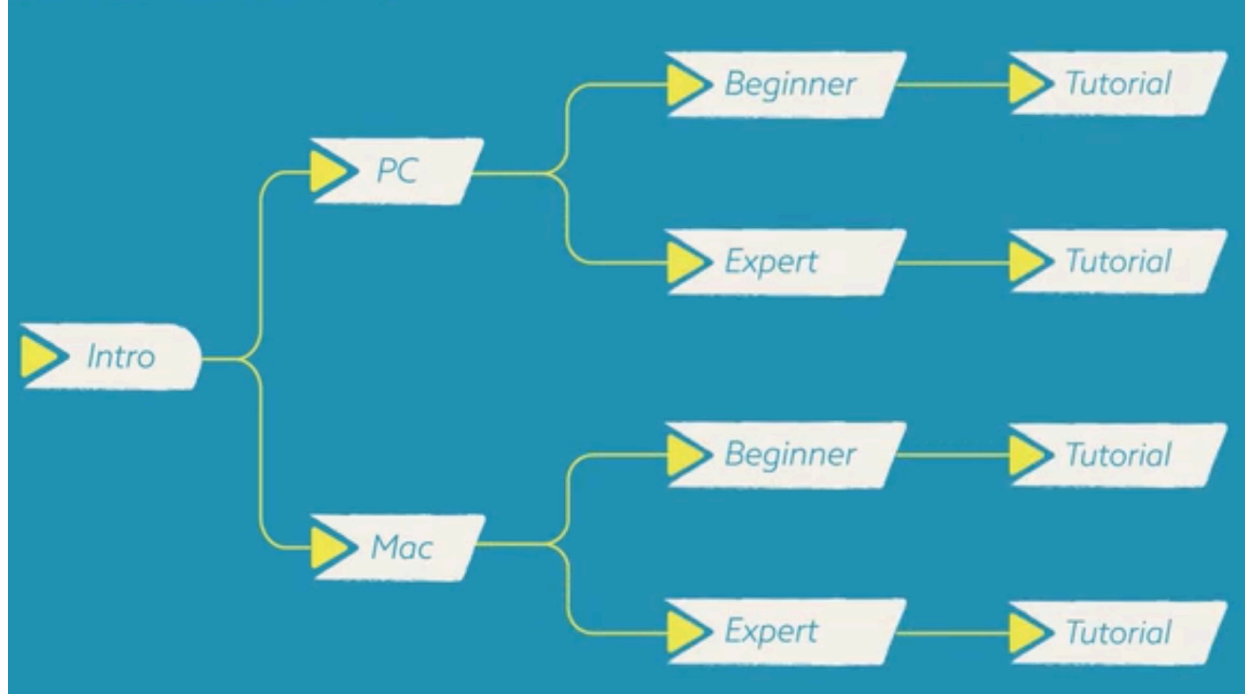
A solid teal horizontal bar.

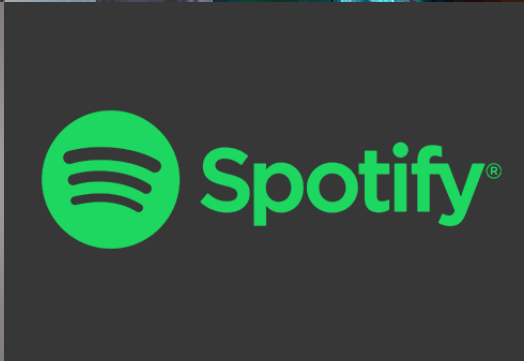
Branching video

- UX/Control
- The dopamine effect
- Relevance

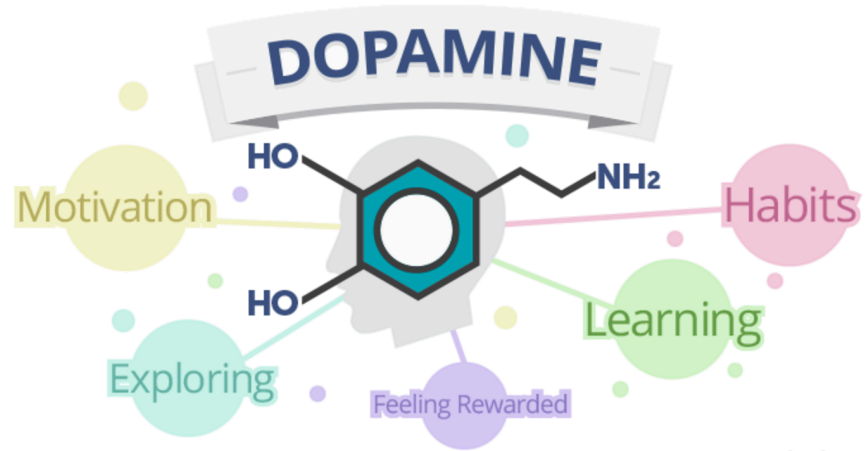
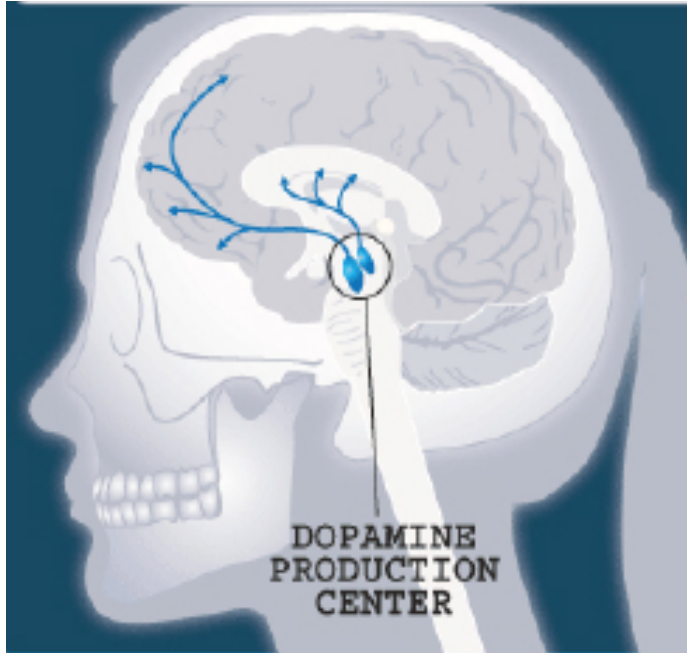
= Emotional connection + behavior change

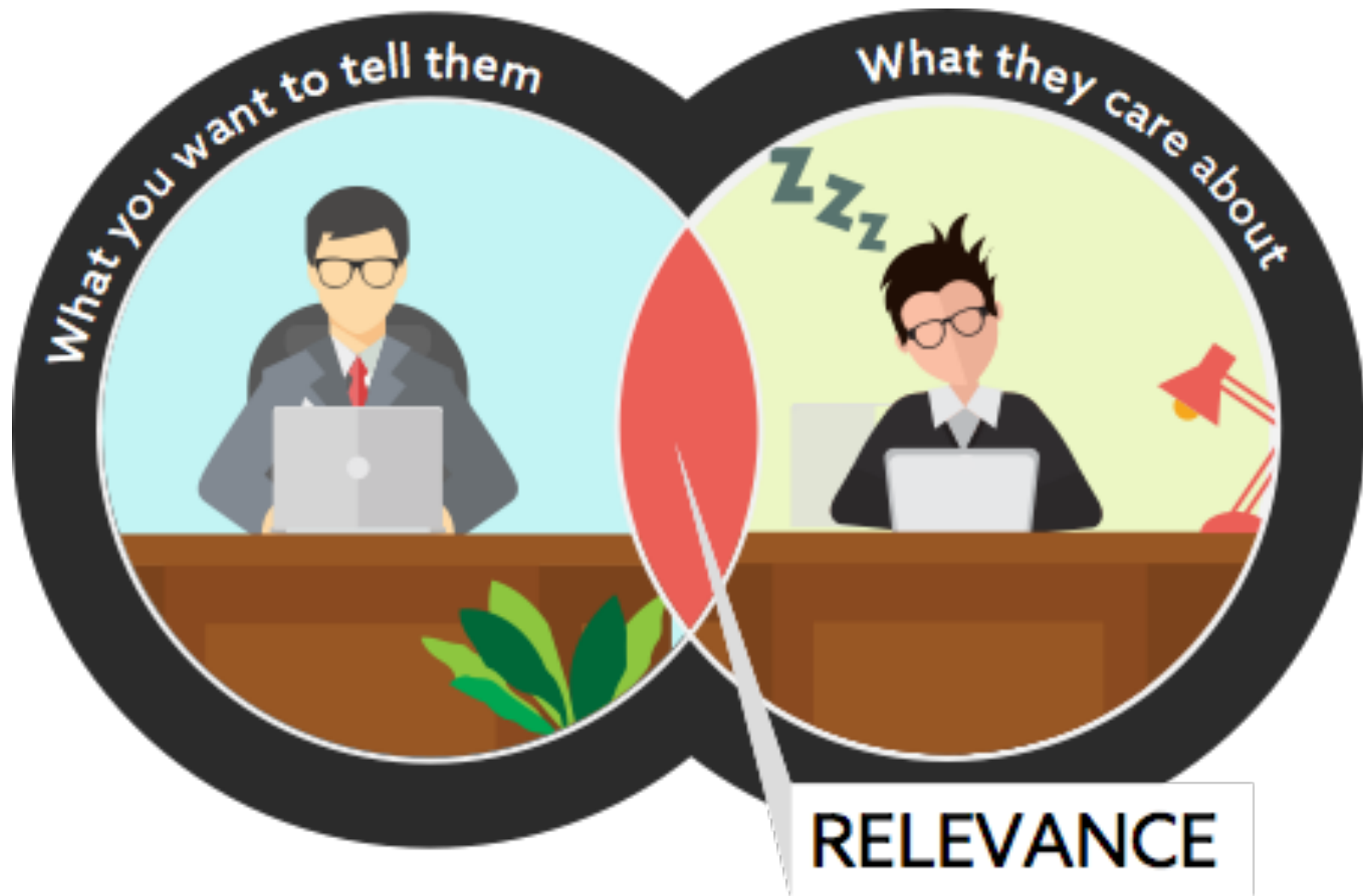
Branching video

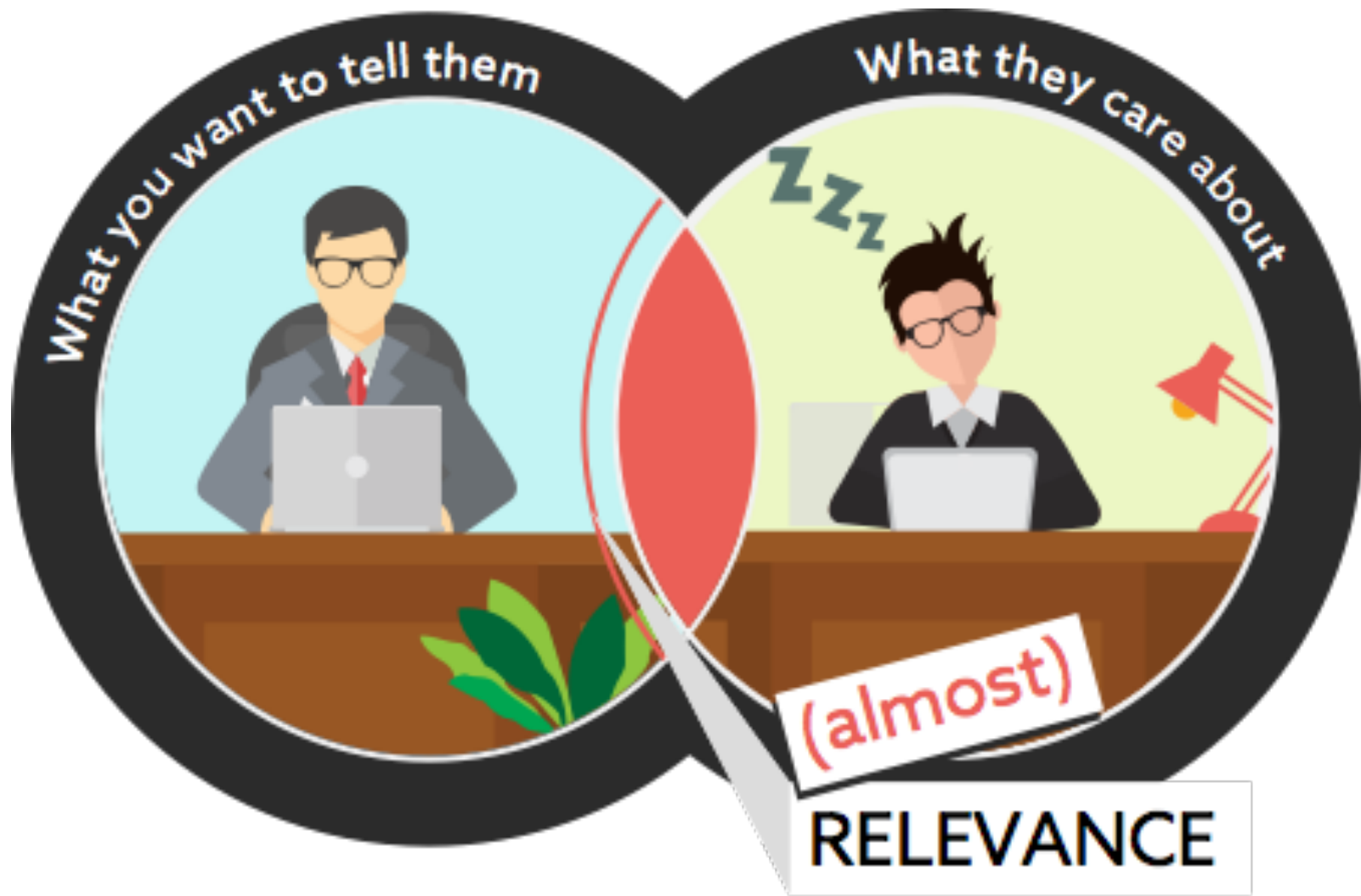




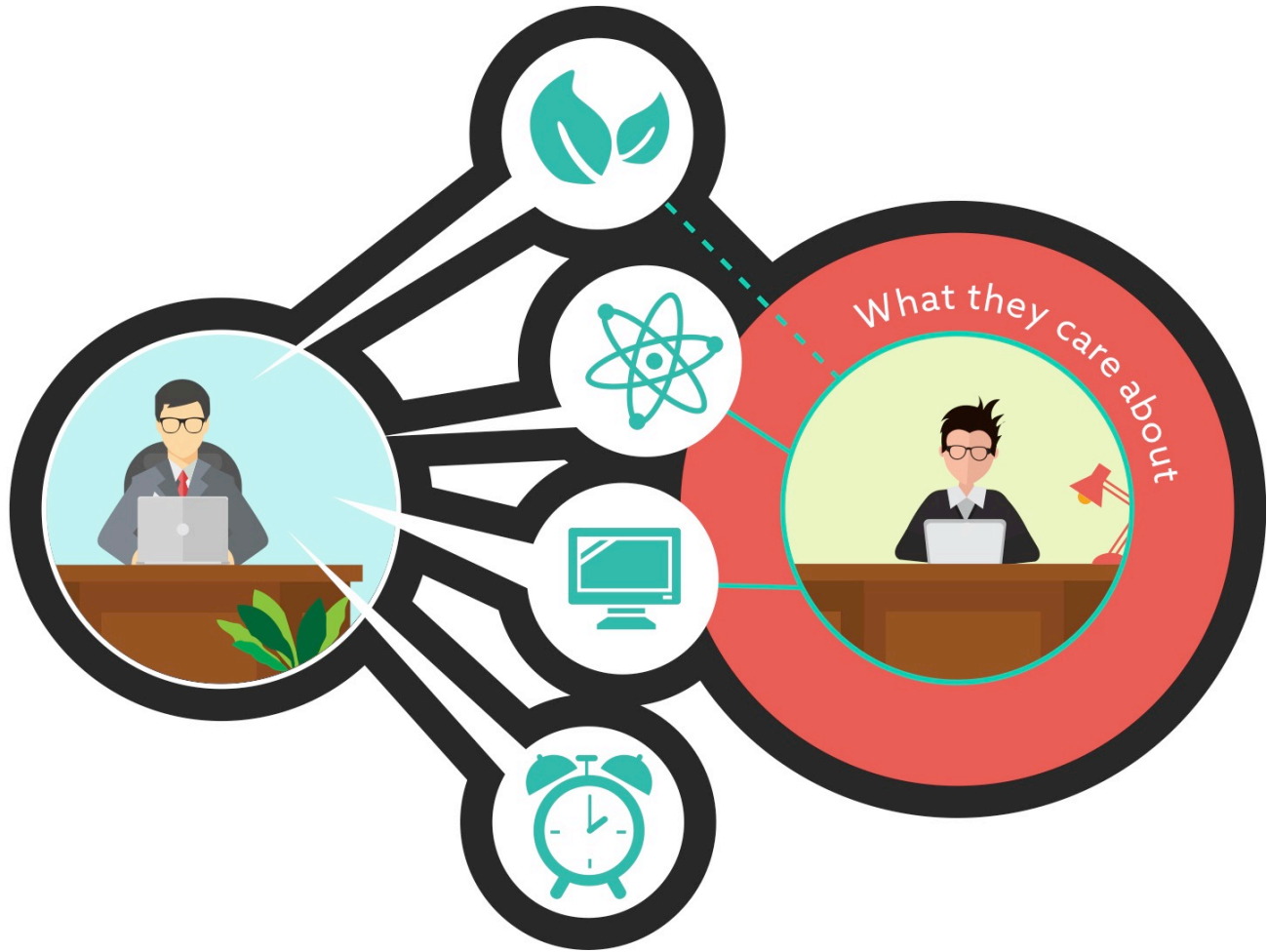
The dopamine effect













Successful onboarding =
productivity & engagement



The word "RAPT" in a large, white, outlined, sans-serif font. A small red triangle is positioned inside the letter 'A', serving as a play button icon.

Welcome to Rapt Media:
The 5 things you need to know



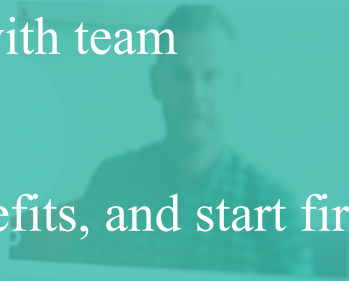
Onboarding Experience Results

- 4 hours saved per hire
- New hires were welcomed and comfortable with team
- Sense of office climate and culture
- More excited to read handbook, enroll in benefits, and start first projects

3c - Backgrounds



4a - Player



401(k) Example



ARE YOU CONTRIBUTING
UP TO THE \$18,000 ANNUAL MAXIMUM?

YES

NO, BUT I'M DOING PRETTY WELL

YOU'VE GOT TO BE KIDDING ME

I DON'T KNOW

401(k)

MAX \$18,000

0:11

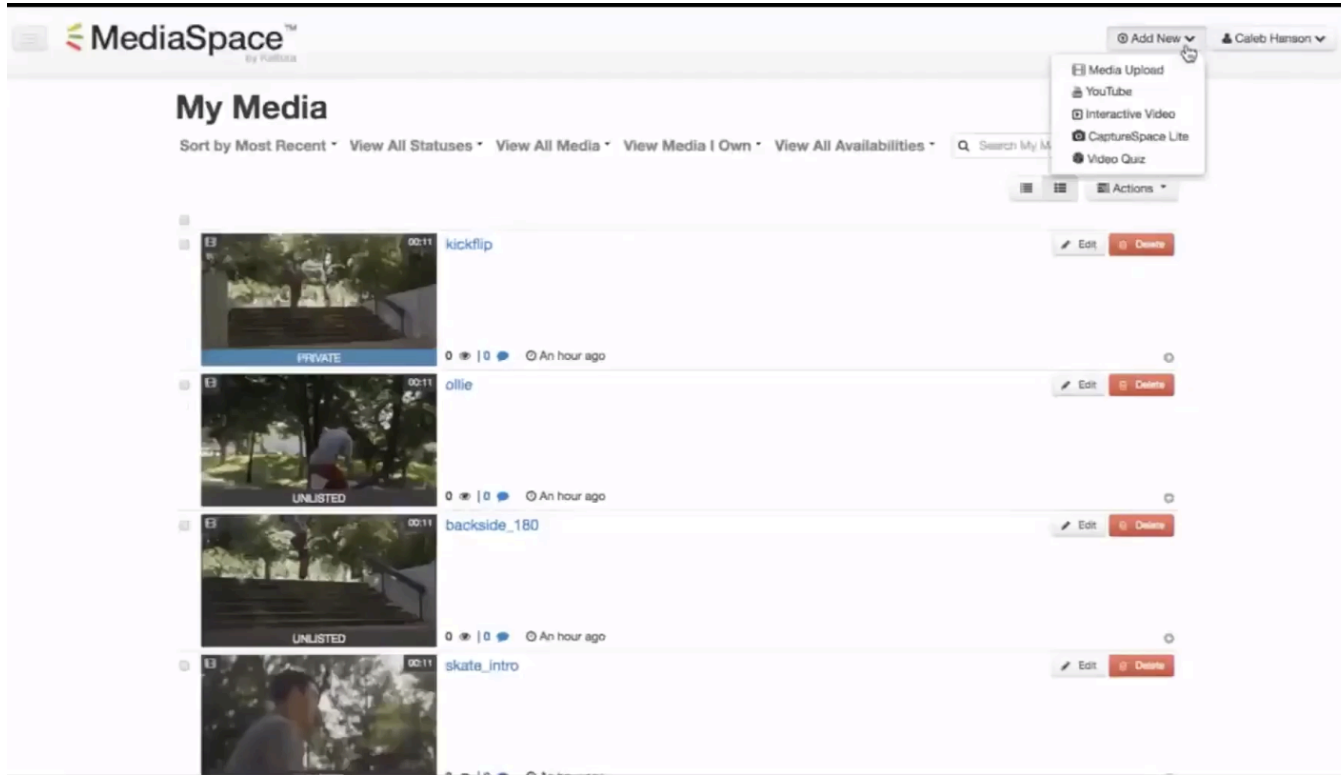
A solid teal horizontal bar is located at the top left of the slide.

401(k) Results

- 15,000 employees targeted
- 70% engaged with the video
- 50% who engaged increased their 401K contribution
- Led to \$10s of millions of new investment



The Integration



The screenshot displays the MediaSpace user interface. At the top left is the MediaSpace logo. The main heading is "My Media". Below this, there are navigation options: "Sort by Most Recent", "View All Statuses", "View All Media", "View Media I Own", and "View All Availabilities". A search bar is present with the text "Search My Media". In the top right corner, there is a user profile for "Caleb Hanson" and an "Add New" dropdown menu. The dropdown menu is open, showing options: "Media Upload", "YouTube", "Interactive Video", "CaptureSpace Lite", and "Video Quiz". Below the navigation, there is a list of media items. Each item consists of a video thumbnail, a title, and a set of controls. The first item is titled "kickflip" and has a "PRIVATE" status. The second item is titled "ollie" and has a "UNLISTED" status. The third item is titled "backside_180" and has a "UNLISTED" status. The fourth item is titled "skate_intro" and has a "UNLISTED" status. Each item has "Edit" and "Delete" buttons. The video thumbnails show a person performing a skateboarding trick on a ramp.



The Guild interactive video case studies



Storytelling and Guided Experience at Aon Hewitt

scPharmaceuticals

Pioneering Medical Device Training in the Digital Age at scPharma



Using Interactive Video to Enhance Onboarding and Engagement at AllianzGI



Creating Digital Awareness with Interactive Video at PwC

A solid teal horizontal bar.

Lessons from The Guild case studies

- **Think outside the training box.**
- **Keep the user experience (UX) front of mind.**
- **It is all about Behavior.**
- **Make the experiences and interactivity fun and creative.**
- **Use gamification elements to create engagement.**
- **Build a marketing and distribution plan.**
- **Don't abandon instructional design best practices**

RAPT



KALTURA

Q&A