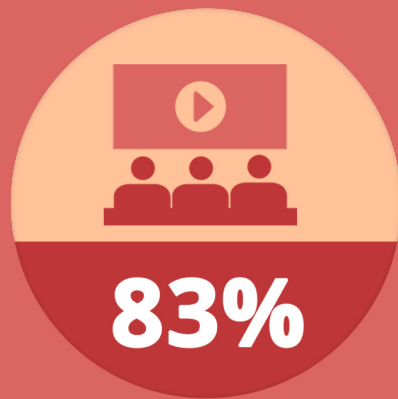
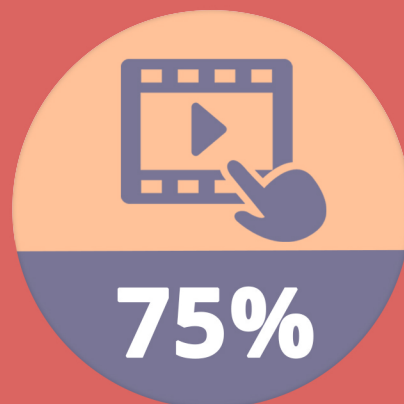


# Video Based Practice Works.



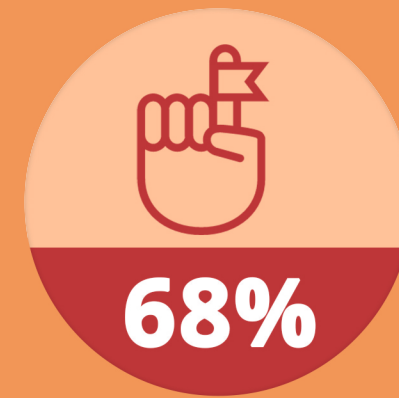
## Effective Onboarding

More than **83% of respondents** to a recent Nima Hunter Research study rated interactive video as either **extremely effective or very effective for new hire orientation.**



## Employees Choose Video First

According to Forrester Research, employees are **75% more likely to watch a video** than to read documents, emails or web articles.



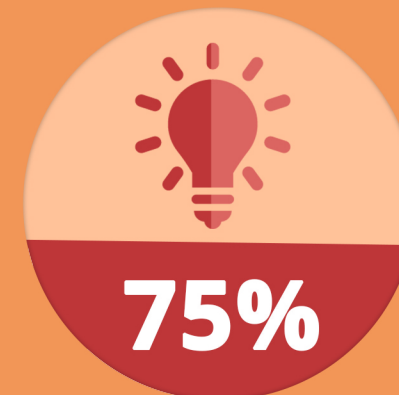
## Sensory Training Drives Retention

University of Western Ontario found that using **audio and video together increases retention by 68%** up to 72 hours after learning.



## Everyone Uses Video for Learning

Ambient Insight predicts that by 2016, **98% of organizations will use video** as part of their digital learning strategy.



## Practicing Drives Highest Retention Levels

"**Practice and doing**" as a learning approach was determined by Office Dynamics International to drive **75% retention in adult learners** as opposed to lecturing which resulted in 5% learner retention.