



the
modern
learning
architect

4 MAIN REASONS VIDEO IS KING



01. DEEP-ROOTED

It's an integral part of our everyday lives.

NETFLIX

AVERAGE DAILY TIME:
60 MINUTES

YouTube

AVERAGE DAILY TIME:
40 MINUTES



AVERAGE DAILY TIME:
53 MINUTES



AVERAGE DAILY TIME:
50 MINUTES

amazon
prime video

AVERAGE DAILY TIME:
30 MINUTES



AVERAGE DAILY TIME:
58 MINUTES

hulu

AVERAGE DAILY TIME:
30 MINUTES



02. VESTED

It empowers and rewards our participation.

WE ARE ALL
CONSUMERS AND PRODUCERS

"MOST HUMAN BEHAVIOR IS LEARNED
OBSERVATIONALLY THROUGH MODELING"

— ALBERT BANDURA

EMPOWERS US TO BE
DIRECTORS, PRODUCERS,
ACTORS, WRITERS, PROMOTERS
OF OUR VERY OWN MOVIES.



03. SIMPLE

It's easy and inexpensive for anyone
to engage in.

\$507

THE AVERAGE HOURLY COST TO
DEVELOP ANY KIND OF TRAINING

AVERAGE COST OF AN
eLEARNING COURSE

\$53,742

\$30,420

THE AVERAGE COST OF
CREATING A VIDEO



04. MEMORABLE

It helps us to remember.

"ONE MINUTE OF VIDEO IS
EQUAL TO 1.8 MILLION WORDS."

— FORRESTER RESEARCH, 2014

MESSAGE RETENTION
VIA VIDEO

95%

MESSAGE RETENTION
VIA READING

10%