## 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
- Amazon Prime Video: Average daily time: 30 minutes
- Hulu: Average daily time: 30 minutes

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### 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.

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### 03. Simple
It’s easy and inexpensive for anyone to engage in.

- The average hourly cost to develop any kind of training: $507
- Average cost of an eLearning course: $53,742
- The average cost of creating a video: $30,420

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### 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%