

How do we get information to its destination quickly and efficiently?

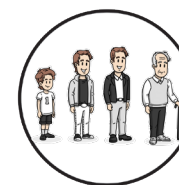
- A representative study -

PowerPoint is still the medium of choice when it comes to circulating information within an organization. But is it also the most effective one? Our representative study, based on a combination of opinion polls and knowledge tests, clearly shows that:

If you want to communicate quickly and effectively, you better bet on another horse: **the explainer video!**



472
Participants



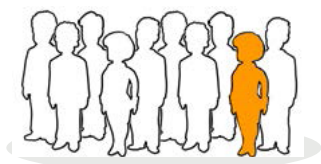
82 % were between
30 and 59 years old



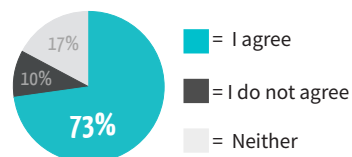
Place of study:
Germany

Information processing

As much as most participants use PowerPoint (90%), an overwhelming majority finds this format monotonous (73%).



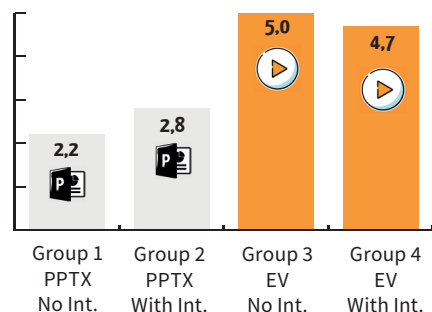
90% of respondents use PowerPoint or other similar programs for presentations and lectures.



“Many presentations or result reports in slide form are too monotonous for me.”

Knowledge increase

Average score achieved:

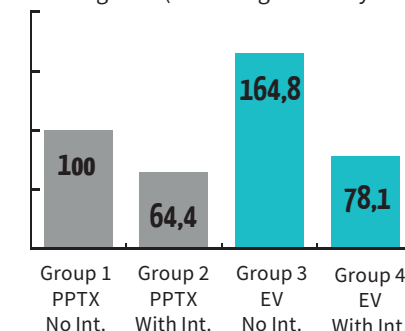


When it comes to knowledge transfer, no format can hold a candle to explainer videos. Participants from the explainer video group earned, on average, 5 out of 7 possible answer points - which means they gained twice the knowledge in comparison to their counterparts in the PowerPoint group.

Learning efficiency

Explainer videos are 65% more effective than PowerPoint presentations. Based on the time invested per group in relation to the increased knowledge retention, the explainer video format is the clear winner. The study also shows that the total viewing time for the PowerPoint averaged at 84 sec. whilst the explainer video was watched in full for an average of 115 sec. Moreover, interactions led to a doubling of the viewing time, but did not have an impact on the knowledge transfer to the same extent.

Knowledge transfer in relation to the viewing time (= learning efficiency index)



| | Group 1 PPT No Int. | Group 2 PPT With Int. | Group 3 EV No Int. | Group 4 EV With Int. | |
|--|---------------------------|-----------------------------|--------------------------|----------------------------|---------------------------------------|
| | 30% | 34% | 89% | 88% | ...have understood the content well |
| | 12% | 20% | 63% | 77% | ...can remember the content well |
| | 7% | 15% | 75% | 84% | ...found the performance entertaining |

Subjective format preference

The explainer video is THE audience favorite, as ratings show. Furthermore, interactions play a key role in making the content more memorable and engaging.

*The tested media were: Explainer videos and PowerPoint slides, each with and without an interactive element (interactive questions to enhance retention).