

Why is video critical in today's classroom?

68% of teachers said they used online videos for learning

MOTIVATED STUDENTS

Learning starts here. Motivated students are engaged students, ready to learn. 82% of all Internet traffic will be video in 2021

Video has become the language of choice for today's young people.

The avg teen watches 68 videos everyday

EMPOWERED SCHOOLS

When students demonstrate their knowledge through video creation, educators gain a powerful new tool for assessment.

85% of teens use YouTube, making it the #1 social platform

ENGAGED CITIZENS

Video connects us to the rest of the world and delivers the ability to understand critical issues of local, national and global importance. 400 hrs of video are uploaded to YouTube every minute

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Sources: 1. Project Tomorrow - Speak Up Research Project for Digital Learning, 2016, 2. What the internet will look like in 2021 by Cisco, 3. 40 Video Marketing Statistics and What They Mean for The Future of Marketing by OmniKick, 4. Teens, Social Media & Technology 2018 by Pew Research Study, 5. YouTube Now Gets Over 400 Hours of Content Uploaded Every Minute by Tubefilter.