

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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