



# hihaho

JET  STREAM

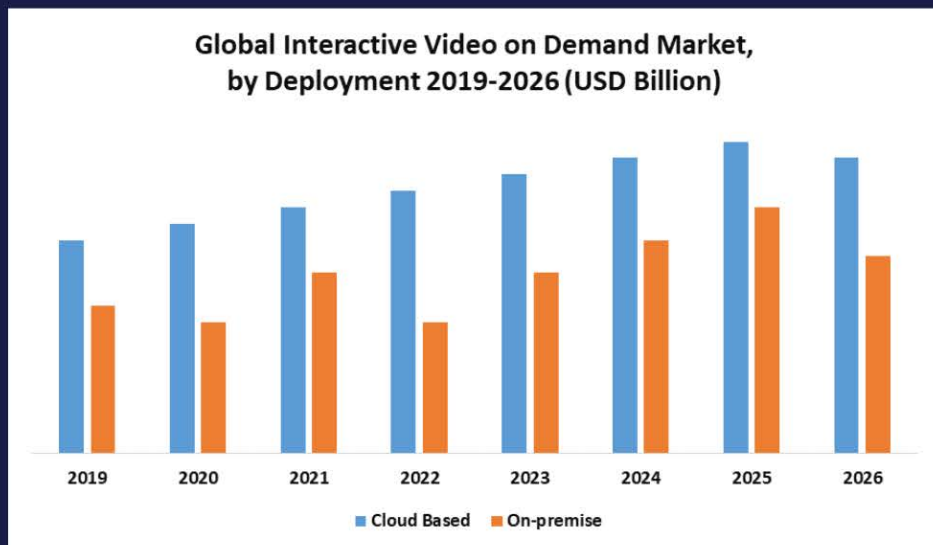
# Interactive video

<https://hihaho.com/>



Jeroen Krouwels

# Interactive video market overview



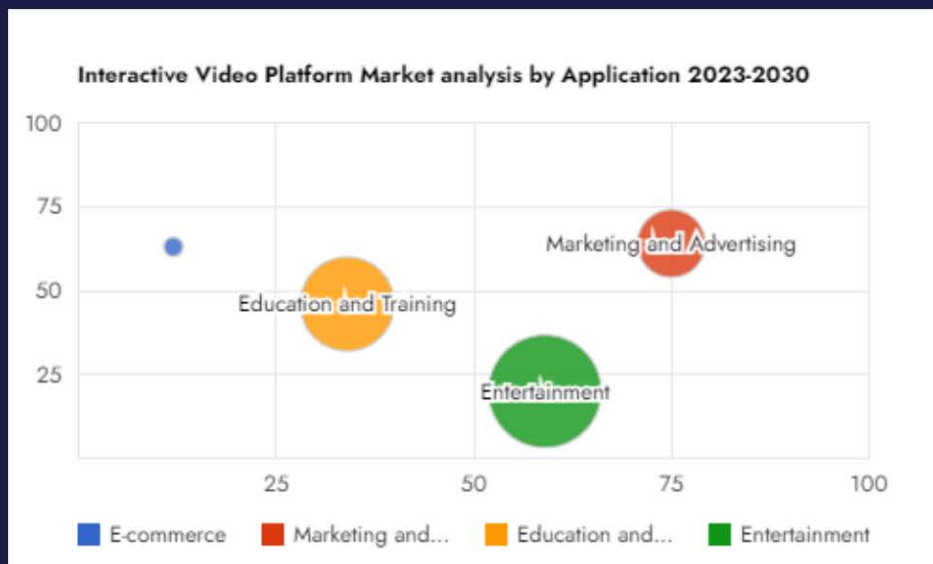
Source: <https://www.maximizemarketresearch.com/market-report/global-interactive-video-on-demand-market/97743/>

Due to the increasing ubiquity of smartphones and drastically enhanced broadband Internet networks over the last decade, the concept of video on demand (VOD) has grown in popularity. An interactive video on demand (IVOD) is essentially an extension of video on demand (VOD), with added functionality (hihaho offers 20 interaction types in 2023).

Interactive video is expected to have a bigger impact on Education, compared to Marketing. Cloud-based solutions are dominant over on-premise solutions.

The Interactive Video Platform Market size is expected to develop revenue and exponential market growth at a remarkable CAGR during the forecast period from 2023–2030. The growth of the market can be attributed to the increasing demand for Interactive Video Platform owing to the E-commerce, Marketing and Advertising, Education and Training, Entertainment.

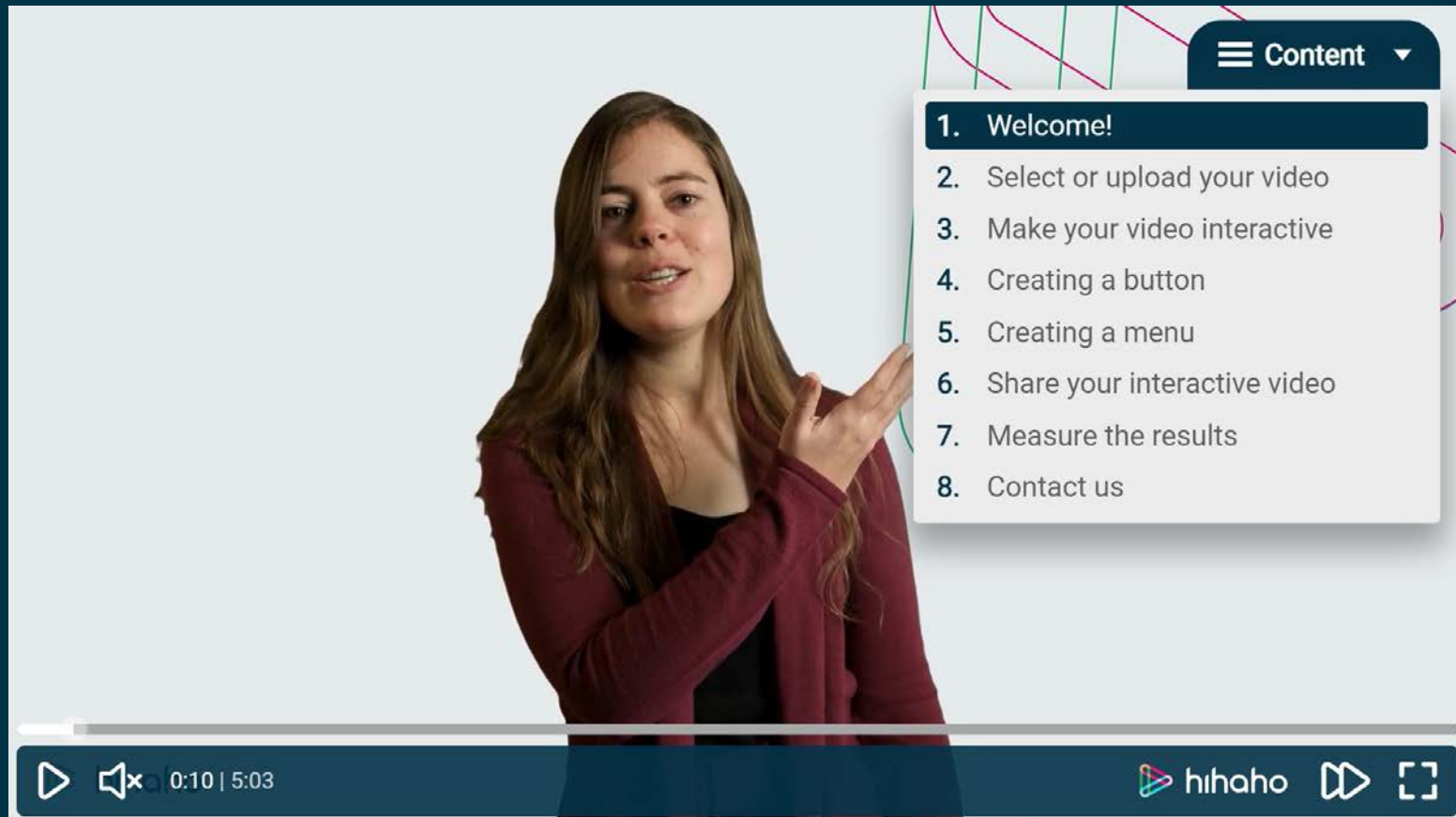
In terms of market share, USA is the biggest market, but Europe is expected to retain a large role.



Source: <https://www.verifiedmarketreports.com/product/interactive-video-platform-market/>

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# Interactive video: the new standard for video players



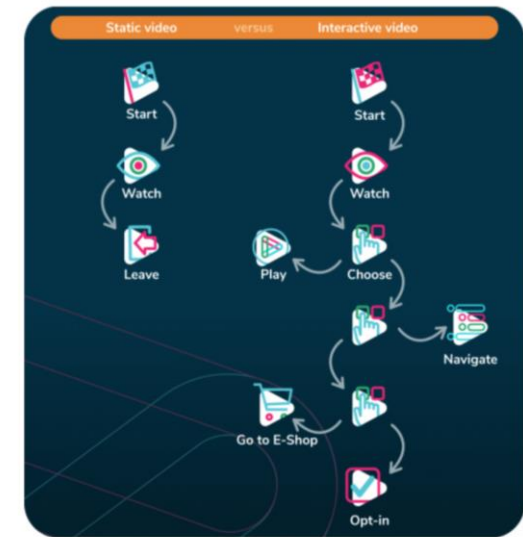
The video player shows a woman in a maroon jacket pointing to a list of steps. The list is titled 'Content' and contains the following items:

1. Welcome!
2. Select or upload your video
3. Make your video interactive
4. Creating a button
5. Creating a menu
6. Share your interactive video
7. Measure the results
8. Contact us

The video player controls at the bottom show a play button, a volume icon, a progress bar at 0:10 | 5:03, the hihaho logo, and full-screen and next buttons.

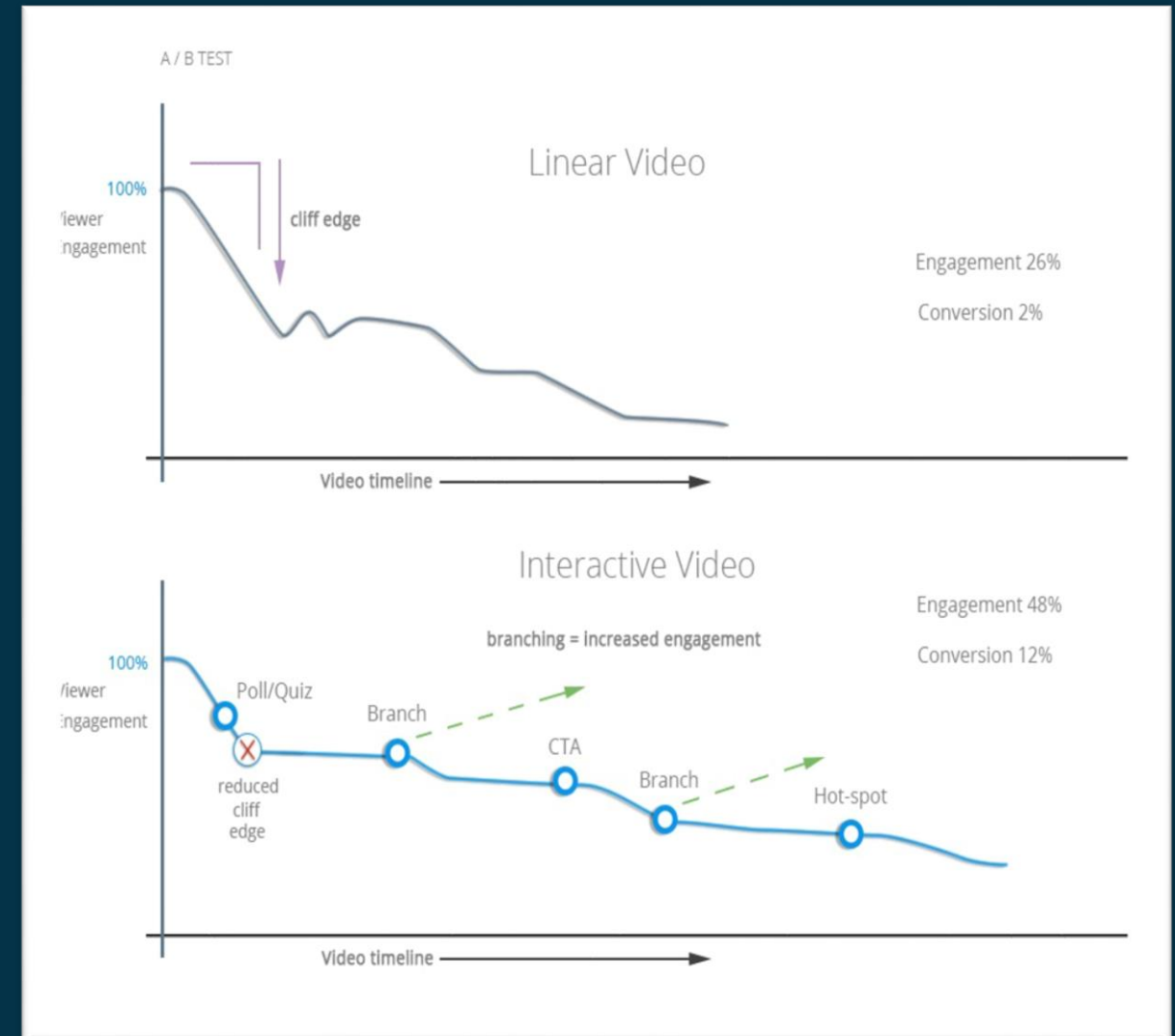
## Video with an interactive layer

Interactive video helps employees, students, and others who want to learn to easily understand information, memorize it better and apply the information more effectively. Our L&D experts are ready to help you make the first step towards interactive video.



# Research linear video versus interactive video

1. Interactivity generates **3 to 4x more engagement** and conversion compared to traditional linear video (Research i4V).
2. 35% of the marketers who use interactive video experience a **conversion rate increase of 25%** and more turnover in sales. (Research i4V)
3. 34% of all viewers want to be able **to click in the video** (Research i4V).
4. The number of viewers that watches the video **until the end** increases with **36%**, compared to linear video (Forrester)
5. The click-through ratio is **10x higher than a passive video** (Business Insider)
6. Interactive video has **62% better results in quizzes** and **13,45% more interaction** when chapters are used. (Research i4V)





# Creating interactive videos is simple with hihaho

The screenshot displays the hihaho studio interface. At the top, there are browser tabs for 'Platform for Interactive videos' and 'hihaho - Voeg interacties toe'. The address bar shows the URL 'studio.hihaho.com/enrich/bb3d31e2-aa28-4920-aace-afb28cf1e88c'. The main interface features a video player on the left with the title 'An introduction to hihaho' and a play button. To the right of the video player is a grid of interactive elements under the heading 'interacties'. Below the video player is a timeline with a pink line indicating the current time and various colored bars representing different interactive elements. On the far left, there is a list of interactive elements and their corresponding timecodes.

**interacties**

- Vraag
- Pausescherm
- Spring naar
- Formulier
- Rating
- Menu
- Tekst
- Scroll tekst
- Afbeelding
- Hotspot
- Doorzichtige knop
- Highlight
- Geluid
- Inzoomen
- Gelinkte video

**Timeline:**

Element	Start Time	End Time
Vragen	00:00:00.00	00:04:06.60
Menu	00:00:13.19	00:00:29.00
Menu	00:00:21.45	00:14:47.50
Add a video you created	00:00:41.32	00:01:34.31
Add someone else's video	00:00:44.33	00:01:34.31
Image map Assen	00:01:13.29	00:01:18.40
Jump to	00:01:29.56	
Back to overview	00:01:35.14	00:03:13.77
Image for back to overview	00:01:35.14	00:03:13.77
Read about the platforms	00:01:50.70	00:01:57.00
Connect your account	00:02:01.68	00:02:06.40
Jump to end of chapter 1	00:02:18.57	
Copyrights	00:02:47.99	00:02:52.68
Highlight timeline	00:03:23.43	00:03:33.43
Pink line times (I made this by using the text int...	00:03:37.10	00:03:42.09
Pink line current time	00:04:01.95	00:04:06.60

Select a video from an online platform

Upload your video

Panopto

Select a video from Panopto.



Panopto

My videos on Panopto

city

Add interactions

about hihaho

- home
- features
- pricing
- blog
- careers

knowledge base

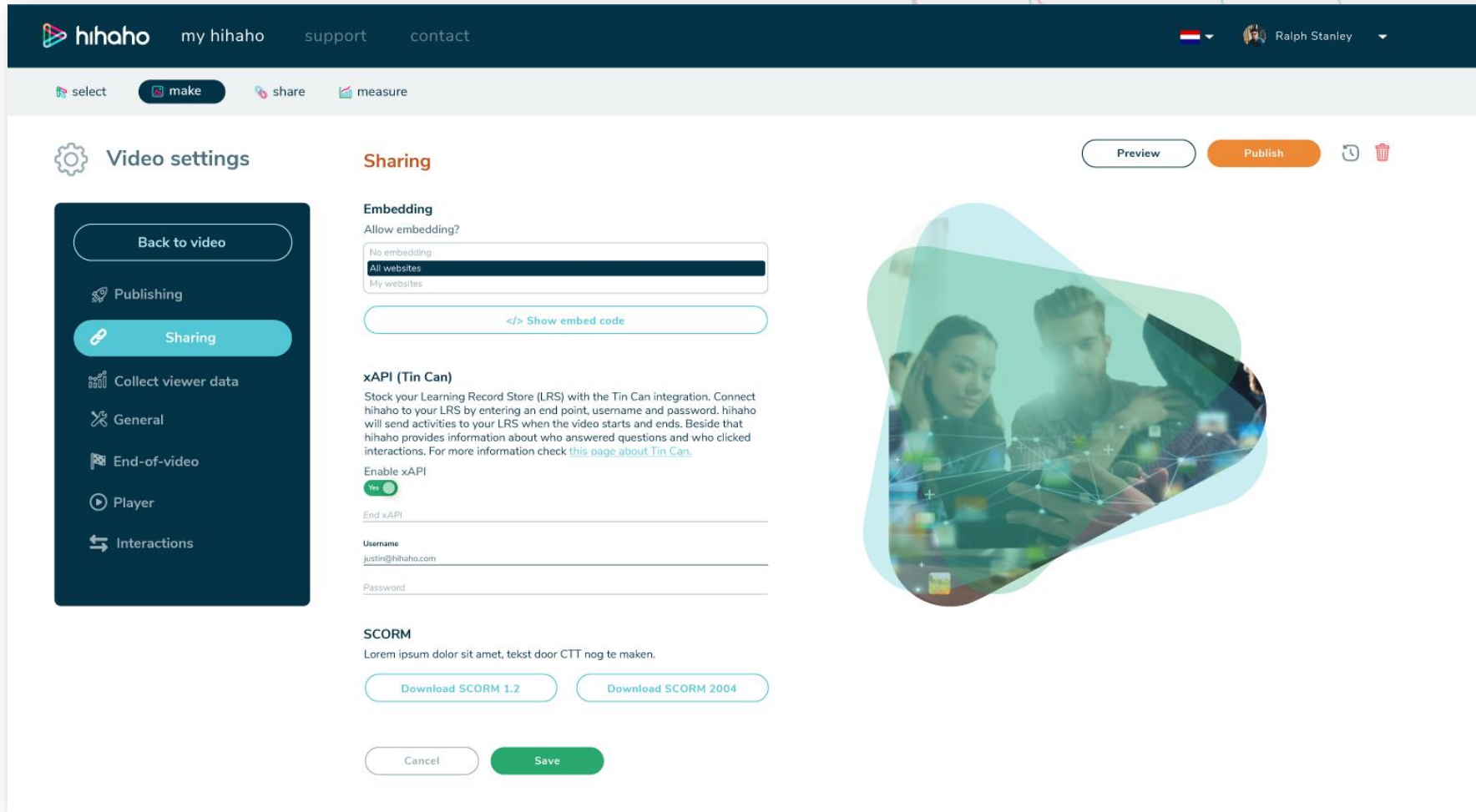
- support
- bug report

contact

- contact information
- T. +31(0)592 377 285
- info@hihaho.com



# Integration with all your webbased business systems: websites, CRM, LMS, EPD, etc.



The screenshot displays the hihaho video settings interface. At the top, there is a navigation bar with the hihaho logo, 'my hihaho', 'support', and 'contact' links. On the right, there is a language selector (showing a Dutch flag) and a user profile for 'Ralph Stanley'. Below the navigation bar, there are four main action buttons: 'select', 'make', 'share', and 'measure'. The main content area is titled 'Video settings' and features a sidebar on the left with navigation options: 'Back to video', 'Publishing', 'Sharing' (highlighted), 'Collect viewer data', 'General', 'End-of-video', 'Player', and 'Interactions'. The 'Sharing' section is active, showing 'Embedding' options with a dropdown menu set to 'All websites'. Below this is a 'Show embed code' button. The 'xAPI (Tin Can)' section includes a description, an 'Enable xAPI' toggle (set to 'Yes'), and input fields for 'End xAPI', 'Username' (filled with 'justin@hihaho.com'), and 'Password'. The 'SCORM' section has a placeholder text and two buttons: 'Download SCORM 1.2' and 'Download SCORM 2004'. At the bottom, there are 'Cancel' and 'Save' buttons. A central image shows two people interacting with a laptop, overlaid with a network diagram.

# Integrations with reputable platforms

mediasite®

 Qumu

 Panopto™

anewspring™

 YouTube

 **KALTURA**

Huber

bundeling® *connect smarter*

 EduHint

STUDDY®

 speakap

 easy generator



# Collect valuable userdata

hihaho my hihaho support contact

select make share measure

## Video settings

- Back to video
- Publishing
- Sharing
- Collect viewer data**
- General
- End-of-video
- Player
- Interactions

### Collect viewer data

Preview Publish

If you would like to collect information about your viewers, for example their name or e-mail address, you can define this below. If you would like to pre-define variables, please go to [allowed viewers](#).

▼ **Extra information**  
The user submits the information before the video starts. Some values will be checked for validity, for example Email, PostalCode-NL and Zip-Code-US. It is possible to use other values, these can not be checked for validity, but they will be saved. Make sure you write a clear description, so the viewer will know what to do.

Collect viewer data

**Variable 1**  
Required

Enter the variable here. For more information, check the extra information tab.

Enter instructions.

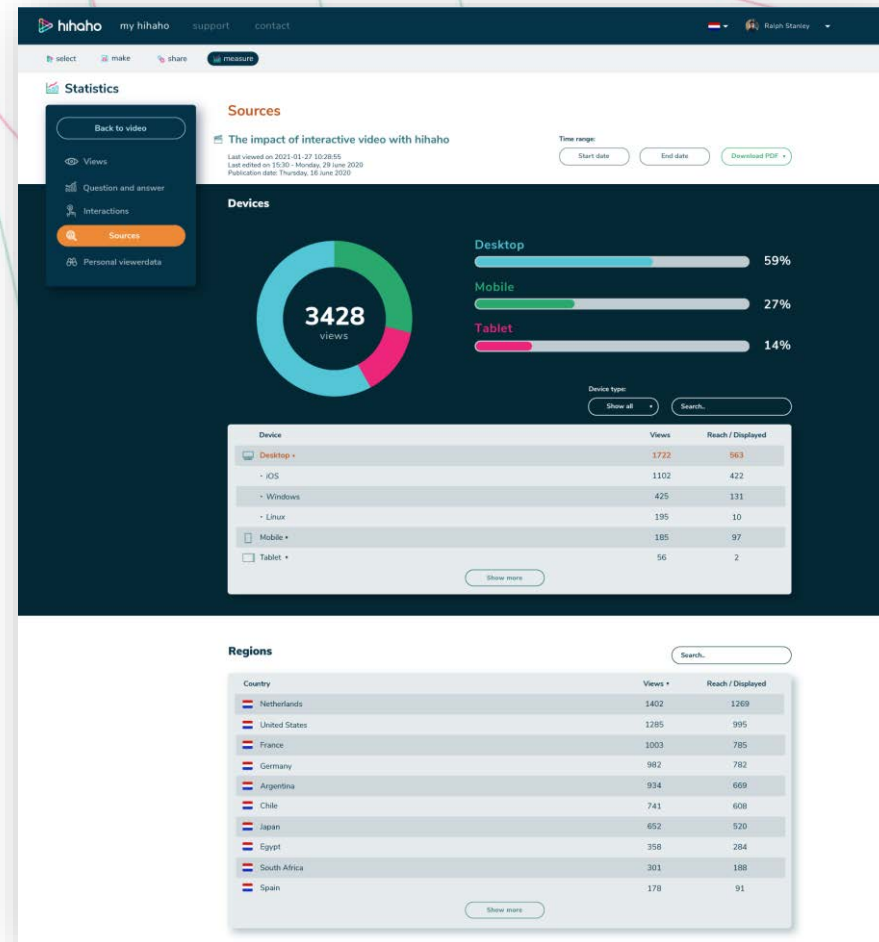
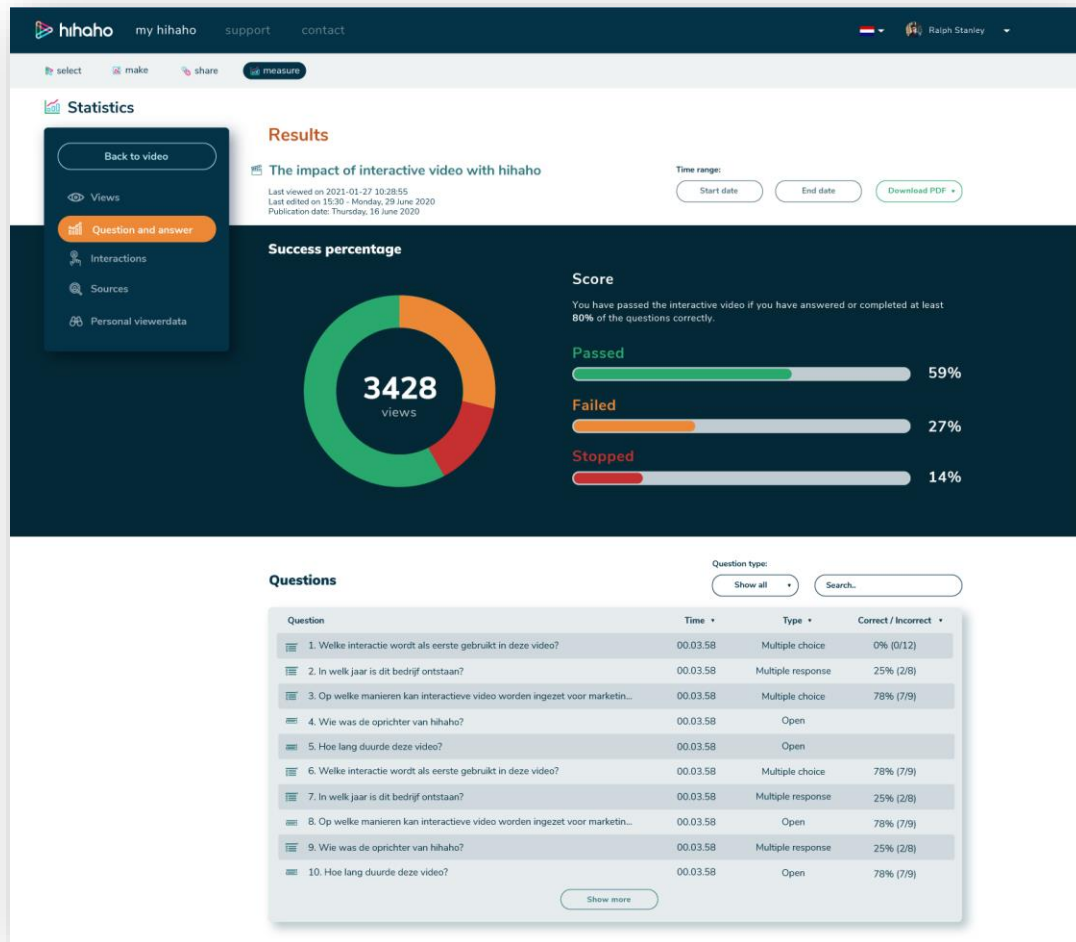
[Add new optional variable](#)

▼ **Video progress**  
Progress markers keep a detailed record of which part of the video viewers are watching. The results are visible on the statistics page.

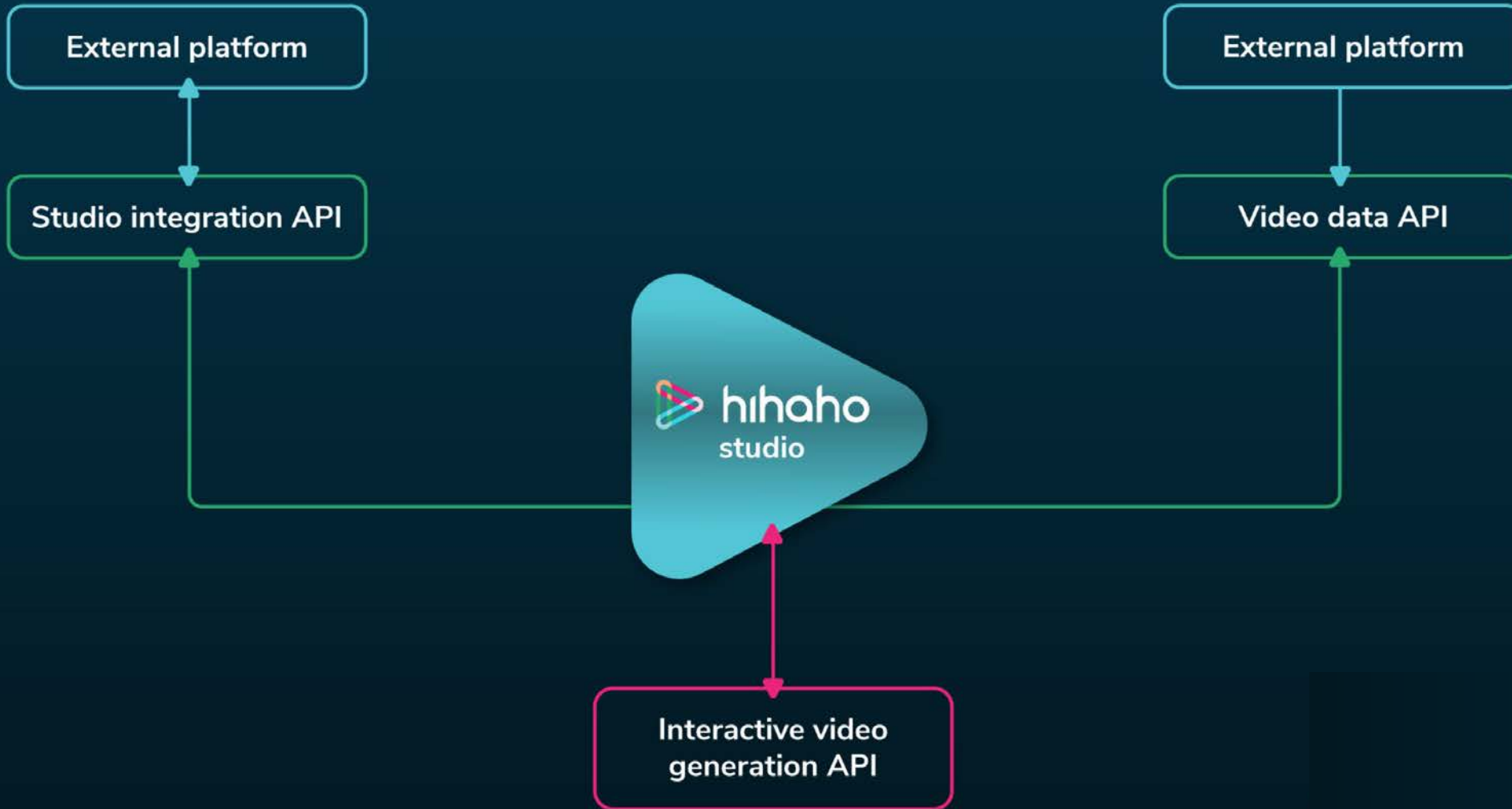
[Add markers to track video progress](#)

Cancel Save

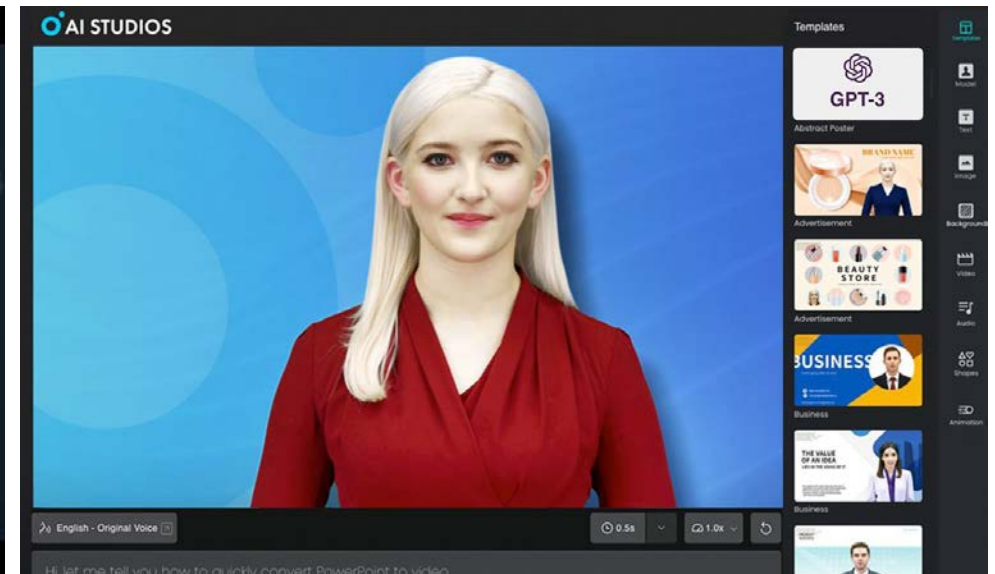
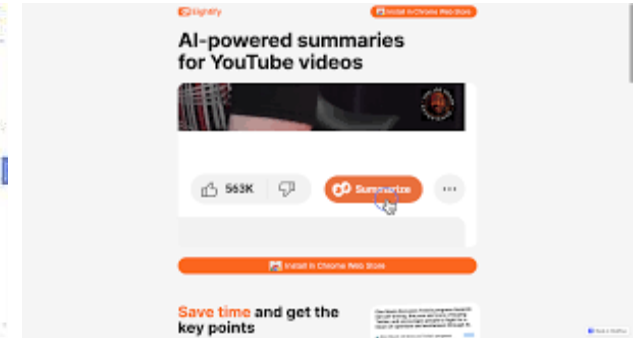
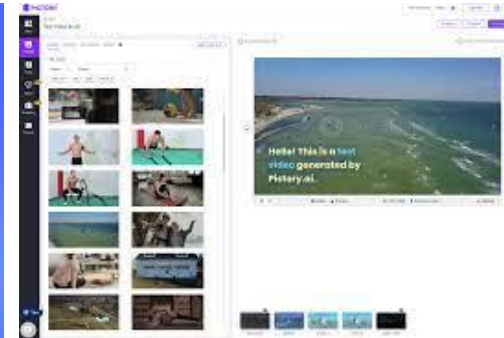
# Data analytics: we measure every click in every second of every interaction in the timeline



# Advanced API for seamless integrations



# A.I. based video creation: hihaho can be combined with all

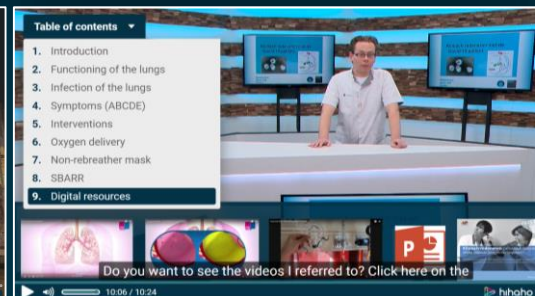
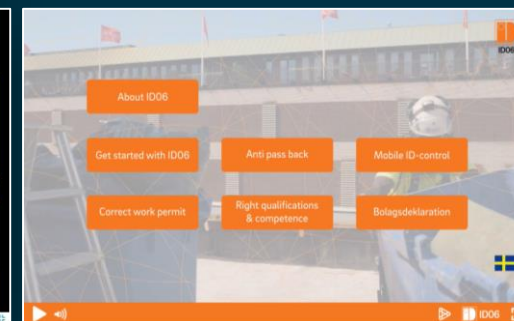
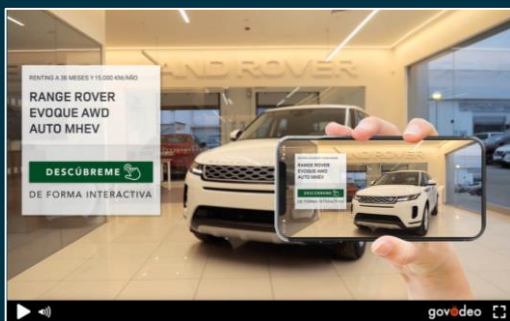






# hihaho

## Customer cases and examples





**make  
your  
videos  
click  
in..**

**3,2,1..**

