

# Making friction disappear by making people self-supporting

Interactive video, the best way to serve content



hihaho



If a picture paints a  
thousand words,  
and a 1 minute video more  
than a 1.8 million,  
Just imagine the impact of  
**interactive video...**

Jeroen Krouwels, CCO [hahoho.com](https://hahoho.com)

# Our mission



Hihaho stands for **H**igh **I**nteractivity, leading to **H**igh **A**ttention values and **H**igh **O**utcomes.

We solve friction in business processes, customer and employee communication and learning by making people self-supporting with (DIY) interactive video.

# Video usage is increasing

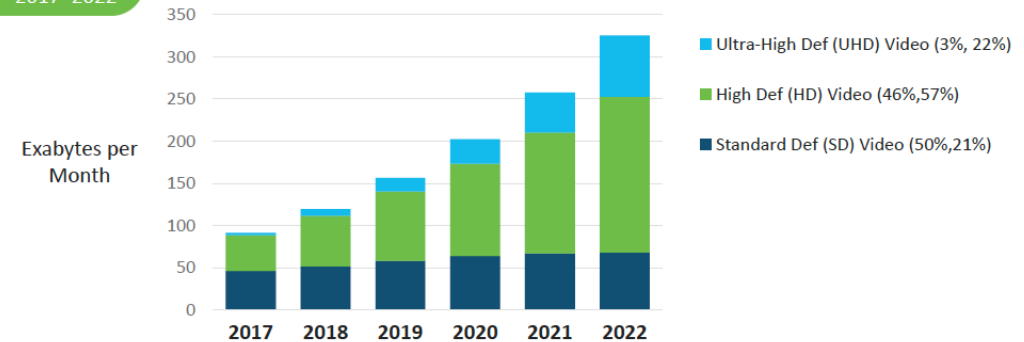
- Worldwide: more than 6 hours online
- 1:20 for social media
- 0:39 for streaming music
- 2:52 tv and streaming video
- 0:28 streaming video only, increasing rapidly

Bron: Hootsuite | we are social (Global digital report) | Telecompaper

## High Definition Content Impacts IP Video Growth

UHD IP video will account for 22% of global IP video traffic by 2022

29% CAGR  
2017–2022



\* Figures (n) refer to 2017, 2022 traffic share

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Source: Cisco VNI Global IP Traffic Forecast, 2017–2022

It's fairly common knowledge that the internet is absolutely loaded with video streaming traffic, but new figures from Cisco nevertheless put that reality in stark relief.

According to the company's newest Visual Networking Index, video traffic will quadruple by 2022. At that point, video will account for 82% of all IP traffic, up from 75% today. By 2022, Cisco says that nearly half of all devices and connections will be video capable.





## Video preferred over text

68% of consumers prefer video over text and use YouTube as their favorite search engine.

- Searchengine #1 millenials: YouTube
- >134.000.000 instruction videos on YouTube
- More than 1 billion views per day
- 55% watch every day and 78% watch at least once a week

90% of all information that is registered in the brain is visual.

Visuals will be registered  
**60.000 x faster** than text!





Employees are  
**75% more**  
willing to watch a video  
than to read a text

Research among 1.600 participants  
WFT (Financial Supervision Act )

training Dukers en Baelemans:

Exam training based  
on video results in  
**55%** more chance  
of success





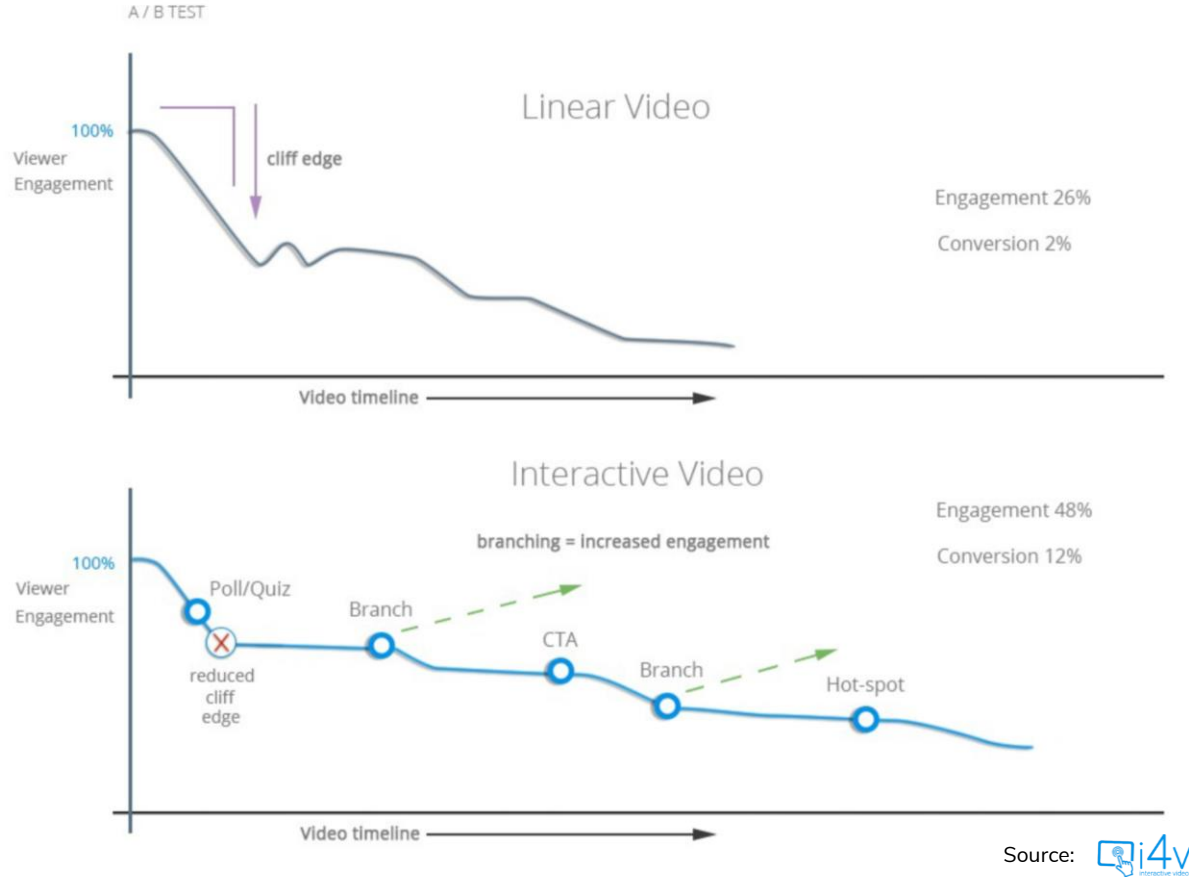
# Limitations

## *Linear video*

- ▶ Just watching leads to passivity.
- ▶ The viewer is not in charge.
- ▶ Limited analytics.
- ▶ Less suitable for in-depth learning.



# A-B tests linear vs interactive video



- ▶ Interactivity results in 3x-4x greater viewer engagement and conversion than traditional linear video.
- ▶ The completion rate increases by 36% compared with linear video (Forrester)
- ▶ The click-through rate is 10x higher than a passive video (Business Insider)
- ▶ 35% of marketers using interactive video have seen increased conversion, and 25% increased sales.
- ▶ 34% of video consumers want to be able to jump to a different part of a video.
- ▶ Interactive Video provides 62% Interaction Rate for Quizzes and 13.45% Interaction Rate for Chapters.
- ▶ Interaction Rate for total annotations makes up 35.53%.

# Interactive video enables you to...

- ▶ Explain better, learn more, understand better
- ▶ Optimize your video campaigns on the go
- ▶ Conduct A/B testing
- ▶ Learn about your audience preferences
- ▶ Track interactive video performance
- ▶ Track leads, prospects and customers
- ▶ Evaluate your success against your marketing goals
- ▶ Measure purchase intent
- ▶ Understand better your video ROI
- ▶ Take better marketing decisions
- ▶ Create new business
- ▶ Create new engagement concepts

## Top 3 Effective Video Types

**49%**

**Product  
Videos**

**50%**

**Tutorial  
Videos**

**55%**

**Explainer  
Videos**

**Videos Engage Users For  
Longer on Your Website**



The average  
user spends

**88%**

more time on a  
website with video.

(Forbes, 2018)

So

here's

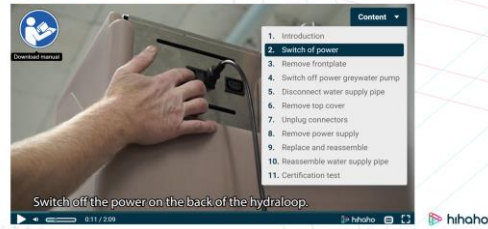


hihaho



# Applications

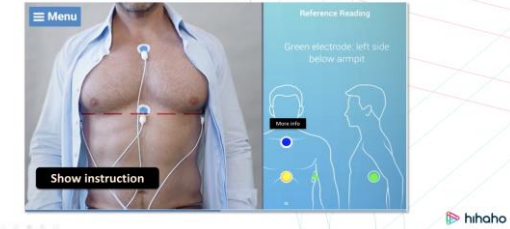
## Do-it-yourself helpdesk



## Shoppable video



## On demand performance support



## Effective video training



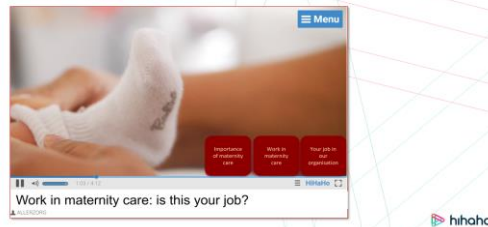
## Smart webinar



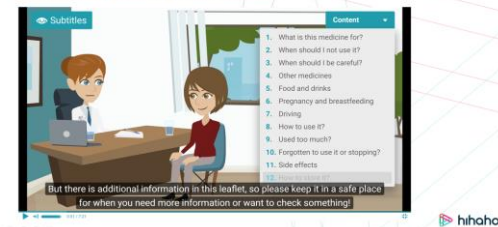
## Interactive screencasts



## Interactive recruitment



## Dedicated patient information

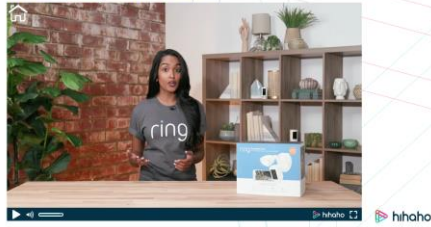


## Interactive videoquiz



# Applications

Product explainer videos



Interactive virtual tours



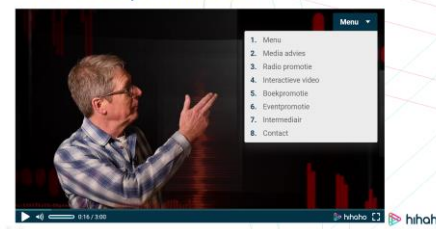
Personalized animated videos



Collect user data



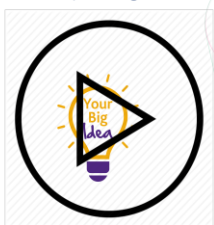
Personalized presentations



Interactive video games



What's your big idea?



# Customer examples





# Product explanation

ring

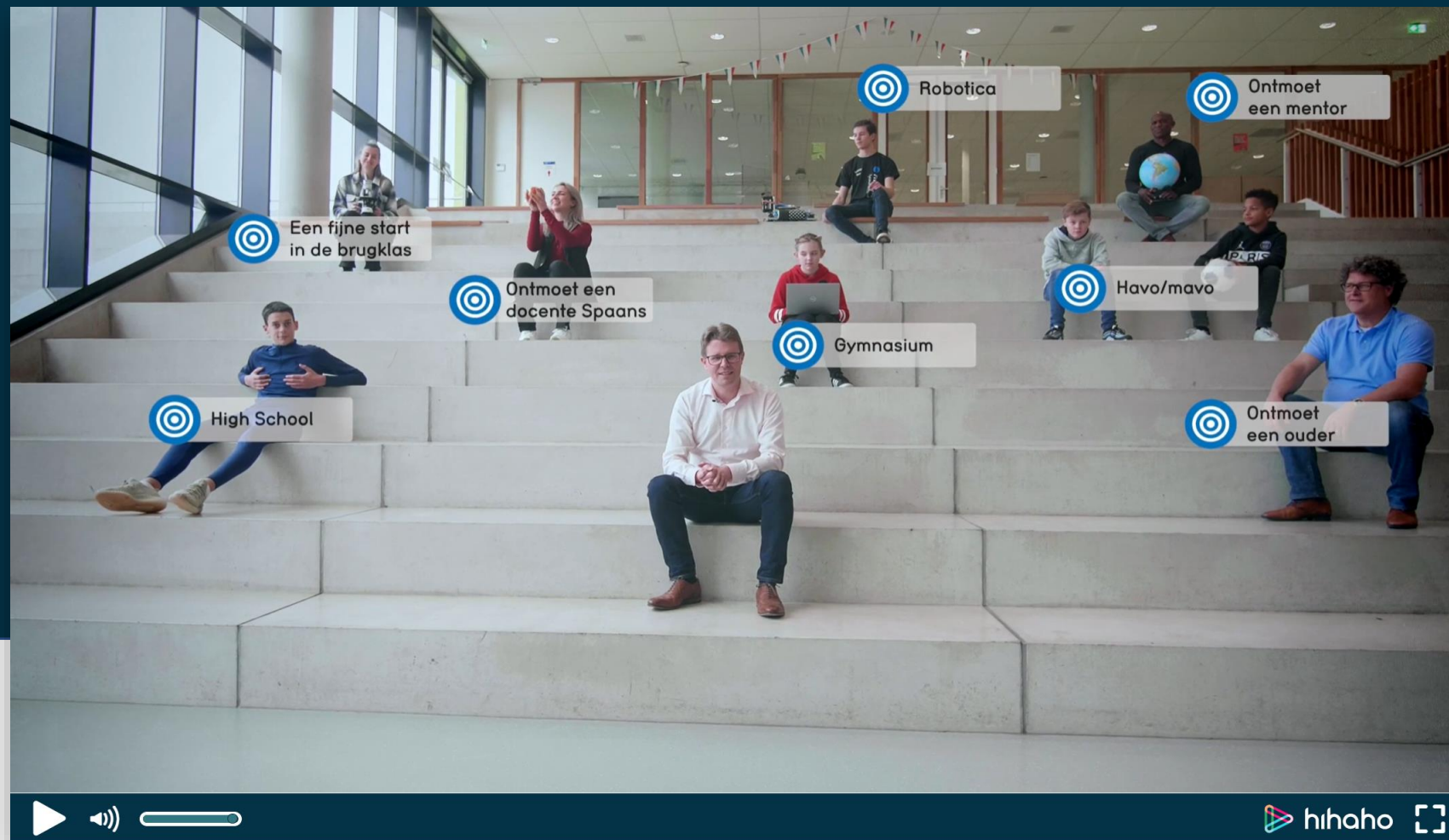




# Virtual tour – Shoppable merchandising



# Virtual tour in a school



# Landrover – Jaguar: Rent-a-car shoppable video

**LAND ROVER**

VER OFERTA EQUIPAMIENTO EXTRA CONDICIONES NOSOTROS TE LLAMAMOS

PARTE DELANTERA

INTERIOR

PARTE TRASERA

RENTING A 36 MESES Y 15.000 KM/AÑO

**RANGE ROVER EVOQUE AWD AUTO MHEV**

DESDE:  
395 €/MES\*  
ENTRADA: 8.984,58 €  
CUOTA RENTING

TU EQUIPO ONLINE





# Smart webinars and interactive video lessons

**Menu** ▼

1. Introduction
2. What is Careanimations about?
3. Why use Video?
4. WATCHyourmeds
5. The Challenge of Scaling
6. It's all about fragments
7. The Solution
8. Fragments: Fixed & Variable
9. Fragments make Movies
10. Interactivity with HiHaHo
11. System Architecture
12. Video sample

**CAREANIMATIONS**

From structured script to medical videos - a solution

Rob Neeter  
Wouter Maagden

November 5th, 2015

1/19 **TXTOMEDIA**

2:14 / 41:09

hihaho



# Smart webinars and interactive video lessons

**Table of contents** ▼

1. Introduction
2. Functioning of the lungs
3. Infection of the lungs
4. Symptoms (ABCDE)
5. Interventions
6. Oxygen delivery
7. Non-rebreather mask
8. SBARR
9. Digital resources

Welcome to this interactive video about clinical reasoning with the COVID-19 patient.

Klinisch redeneren met de Covid 19 patient

Klinisch redeneren met de Covid 19 patient

Klinisch redeneren met de Covid 19 patient

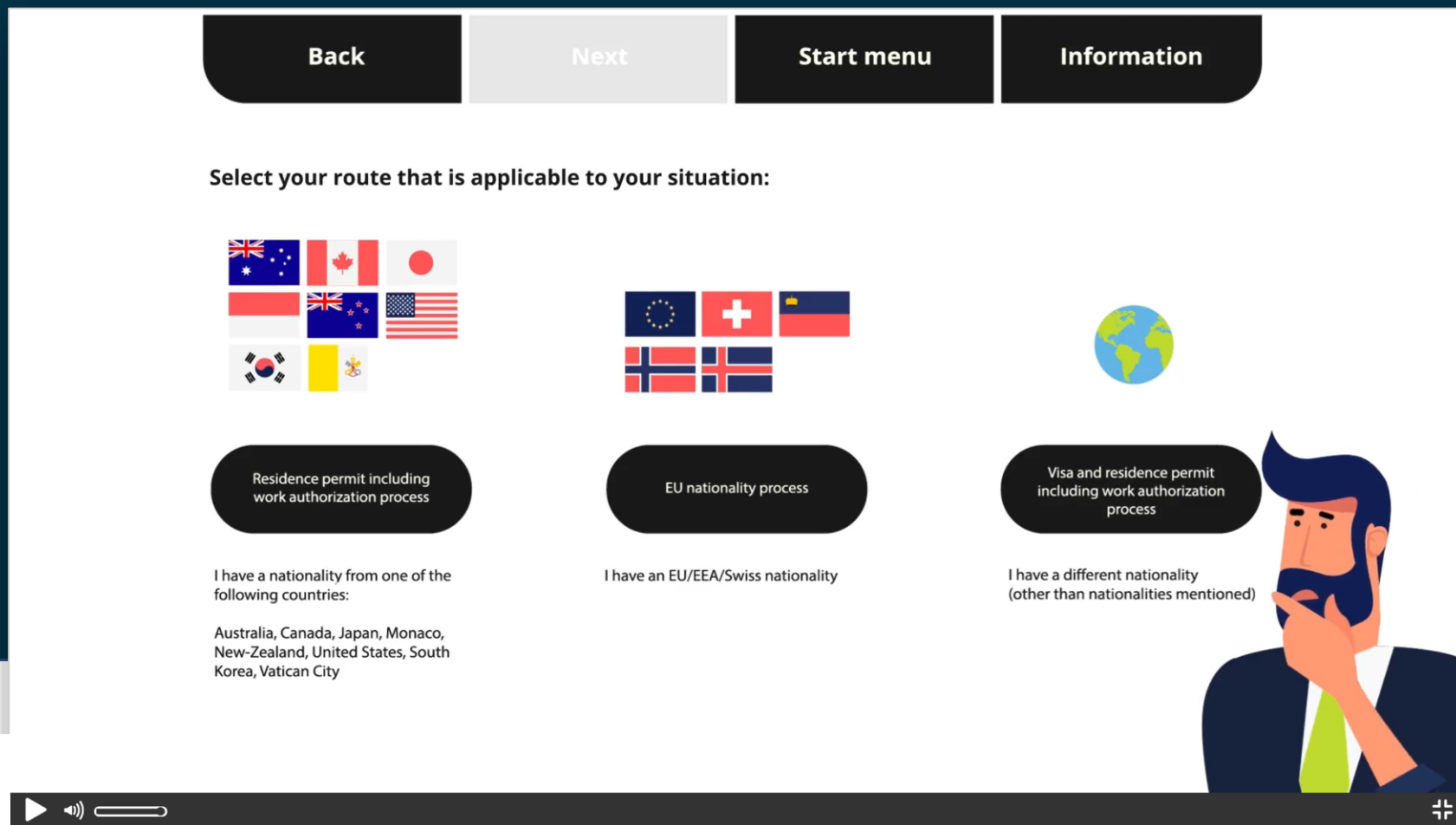
0:05 / 10:24

hahaho



catharina  
ziekenhuis

# Interactive immigration procedure instructions for immigrants



# Interactive operation room training for operation assistants



# Interactive sales training for in store employees

**The employee did something wrong. Did you see what it was?**

*Select one answer.*

- ☐ She used a wrong icebreaker.
- ☐ She should have tried harder to convince the customer to try the solar powerbank.
- ☐ She isn't wearing her namebadge.

 **Submit answer**





# Interactive videoquiz for lead generation



Fill in email here

What's your answer?

Our brains control the blinking of the eyes so that the chances of missing information are minimal

A TRUE B NOT TRUE

Specsavers

0:28 / 1:58

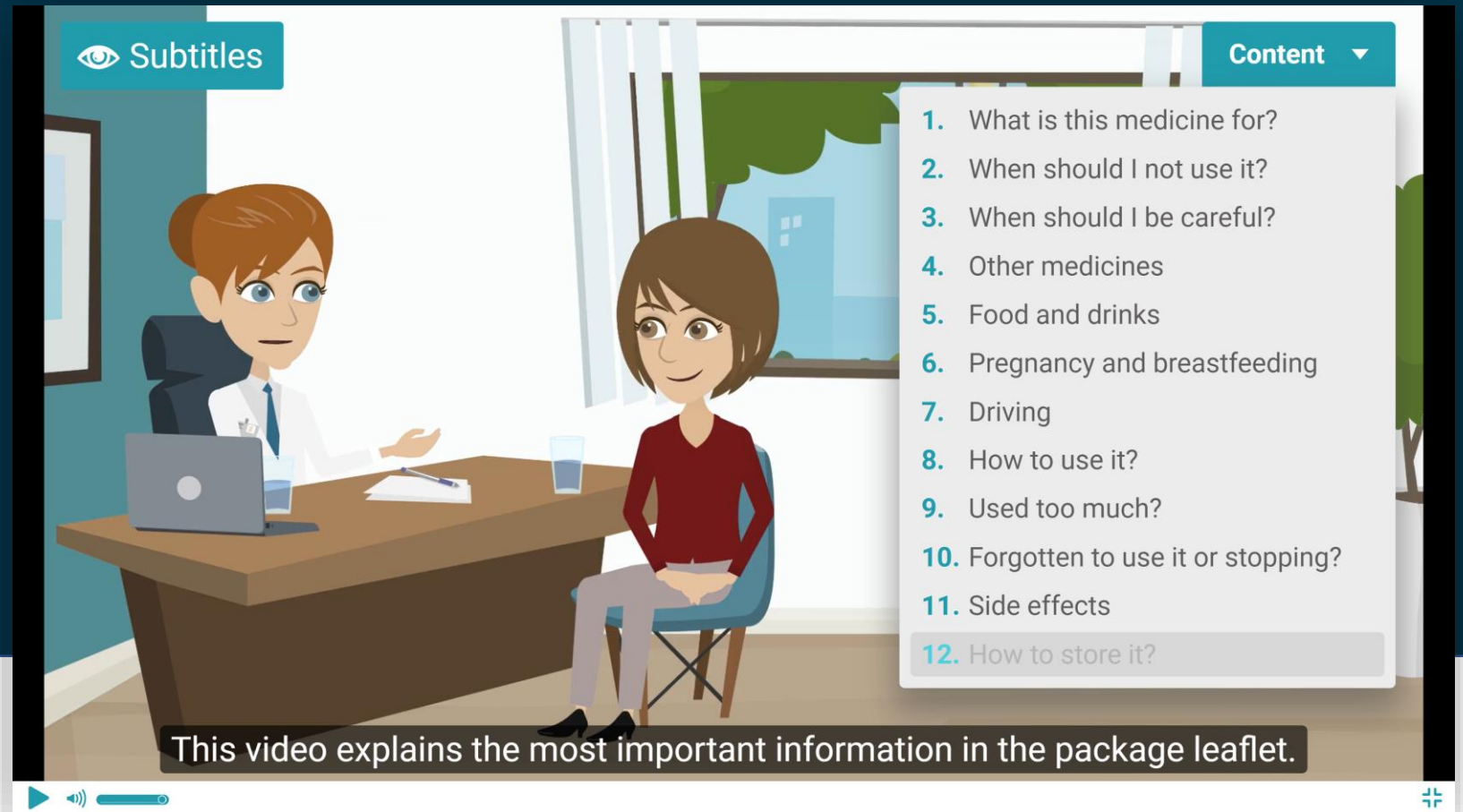
hihaho

The video quiz interface features a host in a medical-themed setting with anatomical models in the background. A green box prompts for an answer to a question about eye blinking. Two buttons, 'A TRUE' and 'B NOT TRUE', are shown at the bottom. A 'Specsavers' logo is visible in the background. The video player controls at the bottom show a progress bar at 0:28 / 1:58 and a 'hihaho' logo.

# Interactive virtual video tours (showrooms / hotels / events etc.)

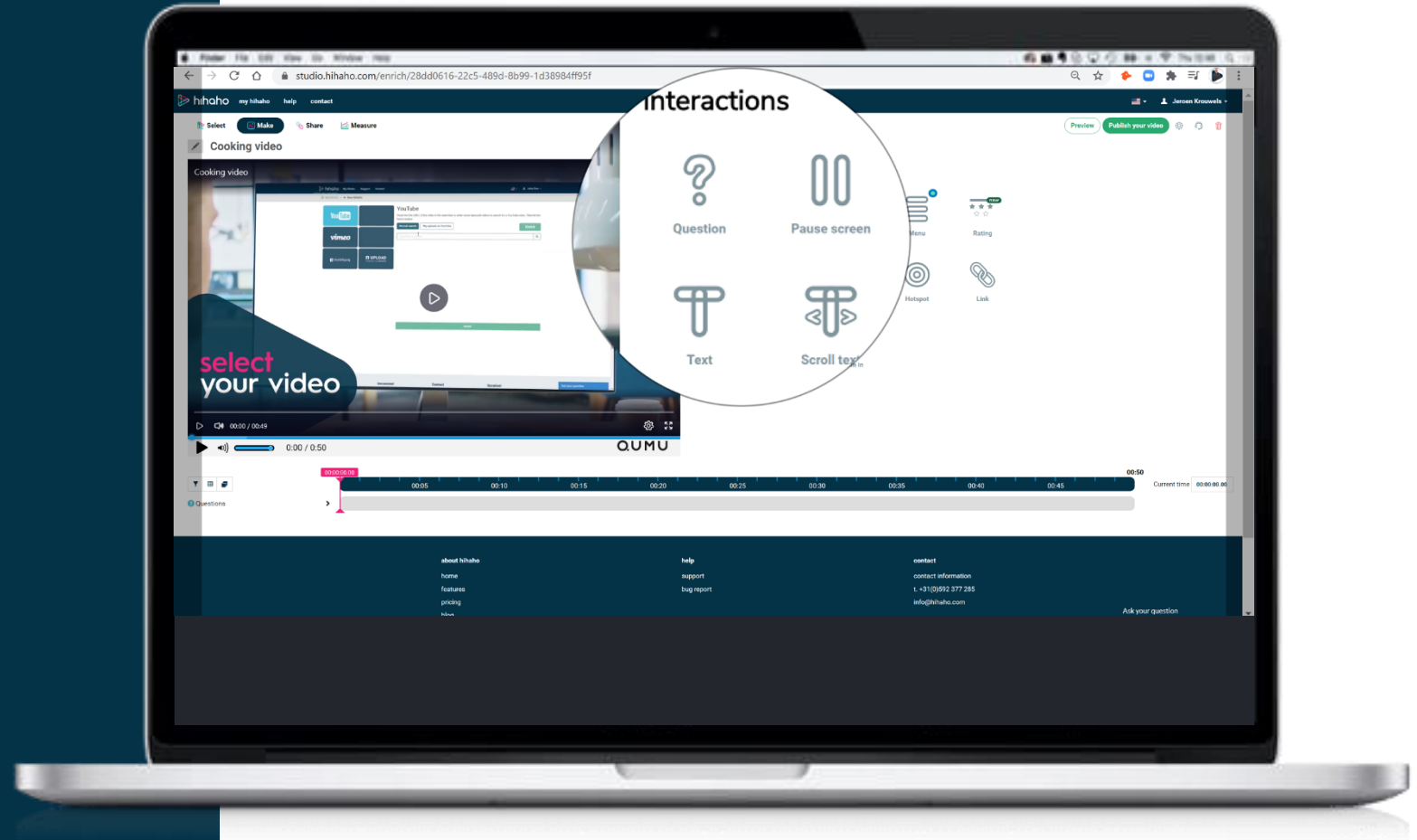


# Medicines explained: Public healthcare information





# Demonstration Overview





# Do-it-yourself interactive video

The screenshot displays the hihaho web application interface for creating interactive videos. The top navigation bar includes links for 'my hihaho', 'knowledge base', and 'contact', along with a user profile for 'Jeroen Krouwels'. Below the navigation bar, there are tabs for 'Select', 'Make', 'Share', and 'Measure'. The main workspace is titled 'Voorbeeld workshop' and features a video player on the left showing a blurred image with the text 'make your videos click'. To the right of the video player is a grid of 15 interaction tools: Question, Pause screen, Jump to, Form, Rating, Menu, Text, Scroll text, Image, Hotspot, Transparent Button, Highlight, Sound, Zoom in, and Linked video. Below the video player is a timeline with a playhead at 00:00:00.72 and a total duration of 00:56. The bottom section contains a footer with links for 'about hihaho', 'knowledge base', and 'contact', as well as a 'Disclaimer' link. The hihaho logo is visible in the bottom right corner.

hihaho my hihaho knowledge base contact

Select Make Share Measure

Voorbeeld workshop

make your videos click

interactions

- Question
- Pause screen
- Jump to
- Form
- Rating
- Menu
- Text
- Scroll text
- Image
- Hotspot
- Transparent Button
- Highlight
- Sound
- Zoom in
- Linked video

00:01 / 0:56

00:00:00.72 00:06 00:11 00:17 00:22 00:28 00:34 00:39 00:45 00:50 00:56 Current time: 00:00:00.72

Questions

about hihaho  
home  
features  
pricing  
blog  
careers

knowledge base  
support  
bug report

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

hihaho Disclaimer Privacy Terms of service Copyright

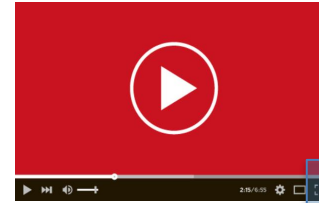
Ask your question

# Any place, any time, any device



You don't need to  
edit the video!

Call on the video from **any  
platform** and simply put an  
**interactive layer** over it!



Video on: YouTube  
Vimeo, Blue Billywig,  
JW Player, Mediasite,  
Kaltura, or upload by  
yourself.

+  
Interactive layer

=

Embedcode, Link (URL),  
SCORM, xAPI, enz.



# 1 source video, multiple application layers







**select**  
**your**  
**video**



**make**  
**it**  
**interactive**



**share**  
**your**  
**video**



**measure**  
**the**  
**results**



# Create, share & track

With our feature packed video editor it is simple to create, share and track your interactive videos.

## Create

Create interactions to serve the user the right content

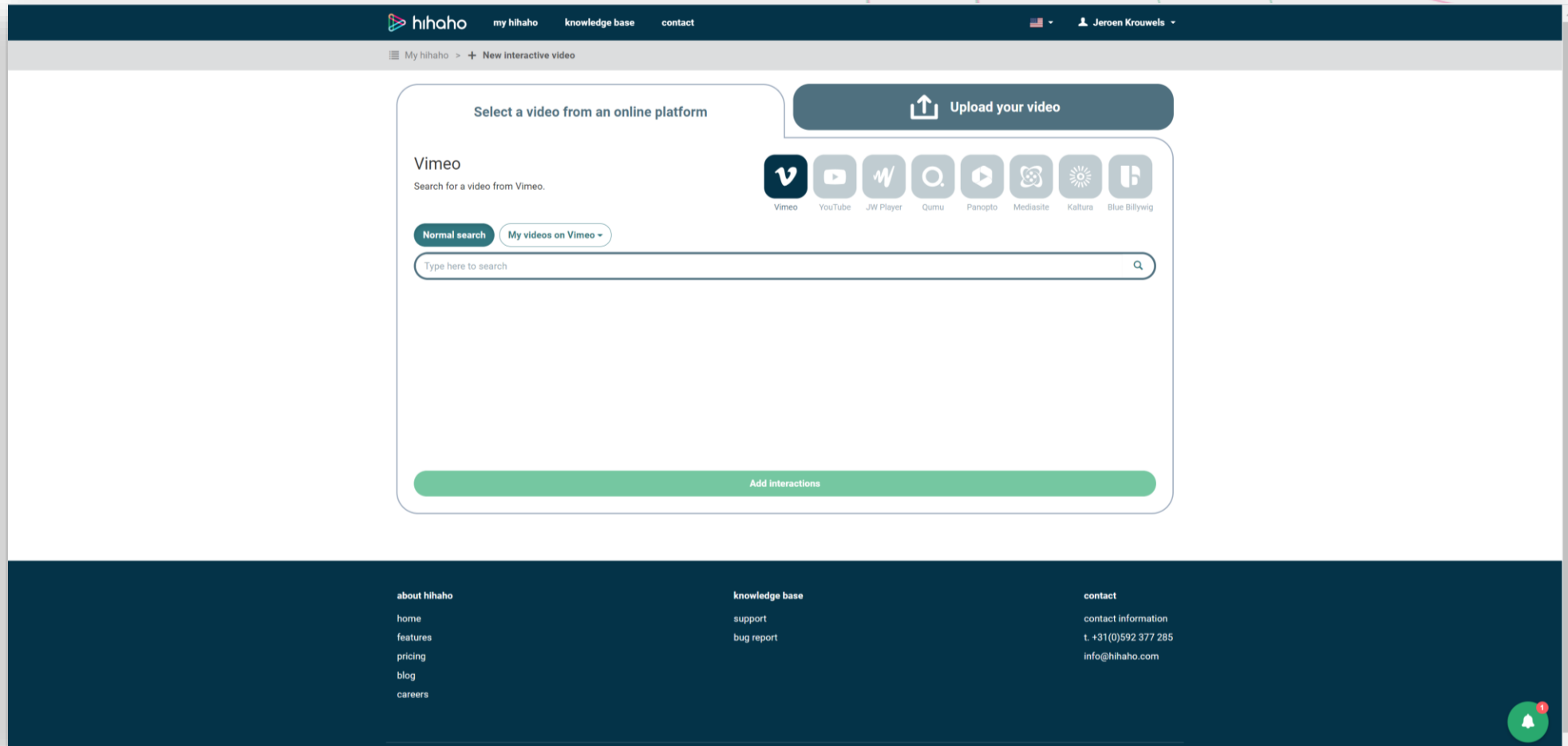
## Share

Share you video with your audience with a personal or generic link.

## Track

Generate insights by tracking how people use your video.

# Step 1: Select or upload your video





# Step 2: Enrich your video


The screenshot displays the hihaho video editor interface. At the top, there's a navigation bar with links for 'hihaho', 'mijn hihaho', 'kennisbank', and 'contact'. Below this, a toolbar includes 'Selecteer', 'Verrijk', 'Deel', and 'Meet'. The main video player shows a video titled 'Demo De Inspecteur Noodverlichting' with a play button and a progress bar at 0:01 / 0:56. To the right of the video player is a grid of interactive elements: Question, Pause screen, Jump to, Form, Rating, Menu, Text, Scroll text, Image, Hotspot, Transparent Button, Highlight, Sound, Zoom in, and Linked video. Below the video player is a timeline with a pink vertical line indicating the current position. The timeline shows various interactive elements placed at specific time points: 03:21, 06:42, 10:03, 13:24, 16:45, 20:05, 23:26, 26:47, and 30:08. On the left side, there's a list of interactive elements: 'Vragen', 'Beginscherm 360 optie', 'Link 360 film', 'Link start film', 'Loop begin 360 optie', 'Naar plattegrond', 'Afbeelding Oude armatuur', 'Pauze scherm 1 oude installatie', 'blok 1 Installatiedatum', 'blok 2 Beschadiging', 'blok 3 Type accu', 'blok 4 Aansluiting', 'Knop Eerste Verdieping', 'Knop Begane Grond', 'Loop keuzemenu', and 'Hotspot BG Café'. On the right side, there's a 'Huidige tijd' section with a list of time points: 00:00:01.00, 00:00:06.10, 00:00:01.30, 00:00:06.10, 00:00:01.30, 00:00:06.10, 00:00:05.50, 00:00:07.57, 00:04:45.65, 00:04:18.30, 00:04:20.00, 00:04:19.50, 00:06:26.33, 00:06:48.00, 00:06:49.00, 00:06:53.00, 00:06:54.00, 00:07:08.00, 00:07:10.00, 00:07:19.00, 00:08:44.00, 00:08:49.10, 00:08:44.50, 00:08:48.50, and 00:08:48.50. At the bottom right, there's a 'Ask your question' button.





# Step 3: Share

 my hihaho knowledge base contact


 Select


 Make


 Share

 Measure

Preview







Jeroen Krouwels

Video settings

Publishing

General

Advanced

Reporting

Collect viewerdata

Publishing

Who is allowed to watch your video?

Anyone

Anyone

People with the link

People I select

Embed only

Only me

</> Show embed code

Video URL

https://player.hihaho.com/98dbd621-7c24-46de-8180-016064ad29ff

Source

JW Player

{ "image": "https://content.jwplatform.com/thumbs/V159mKLWF-1280.jpg", "sources": "

Cancel

Save

about hihaho

home

features

knowledge base

support

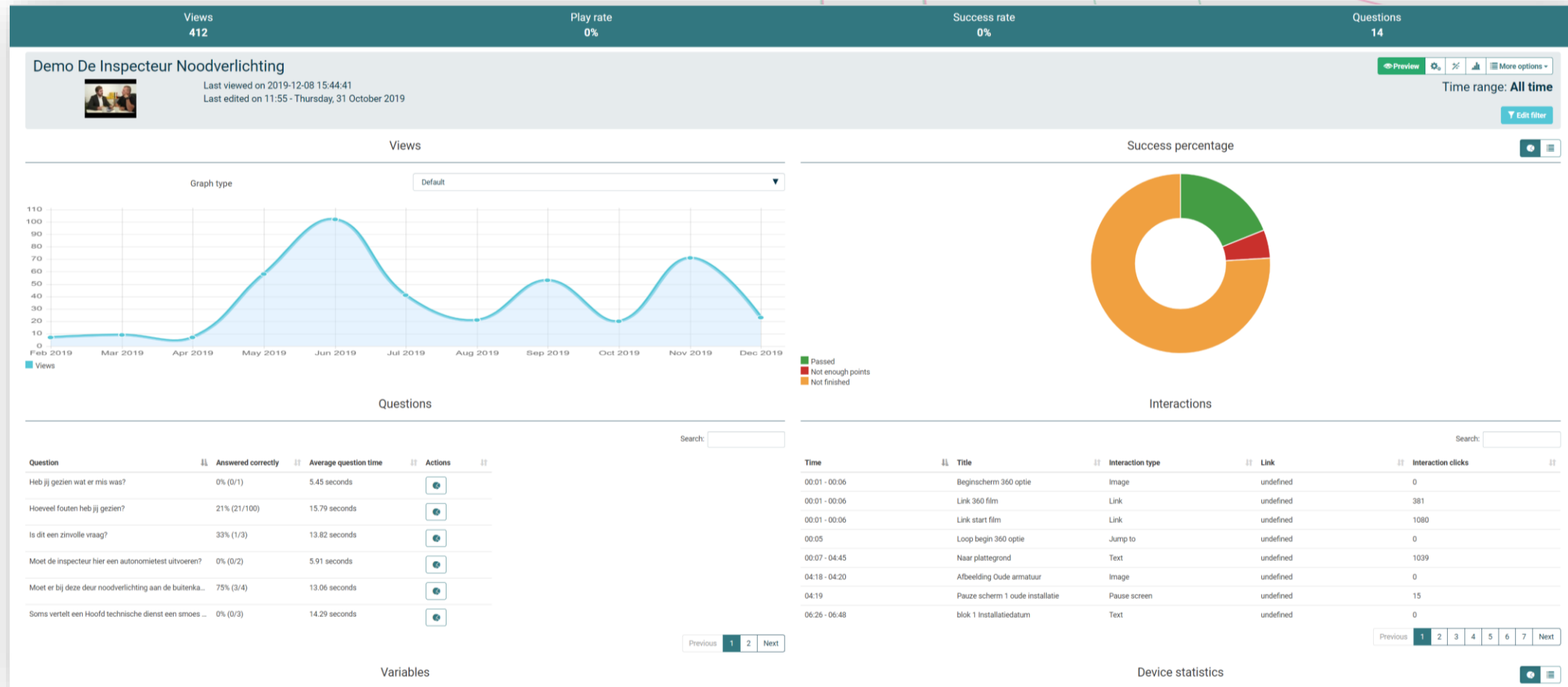
bug report

contact

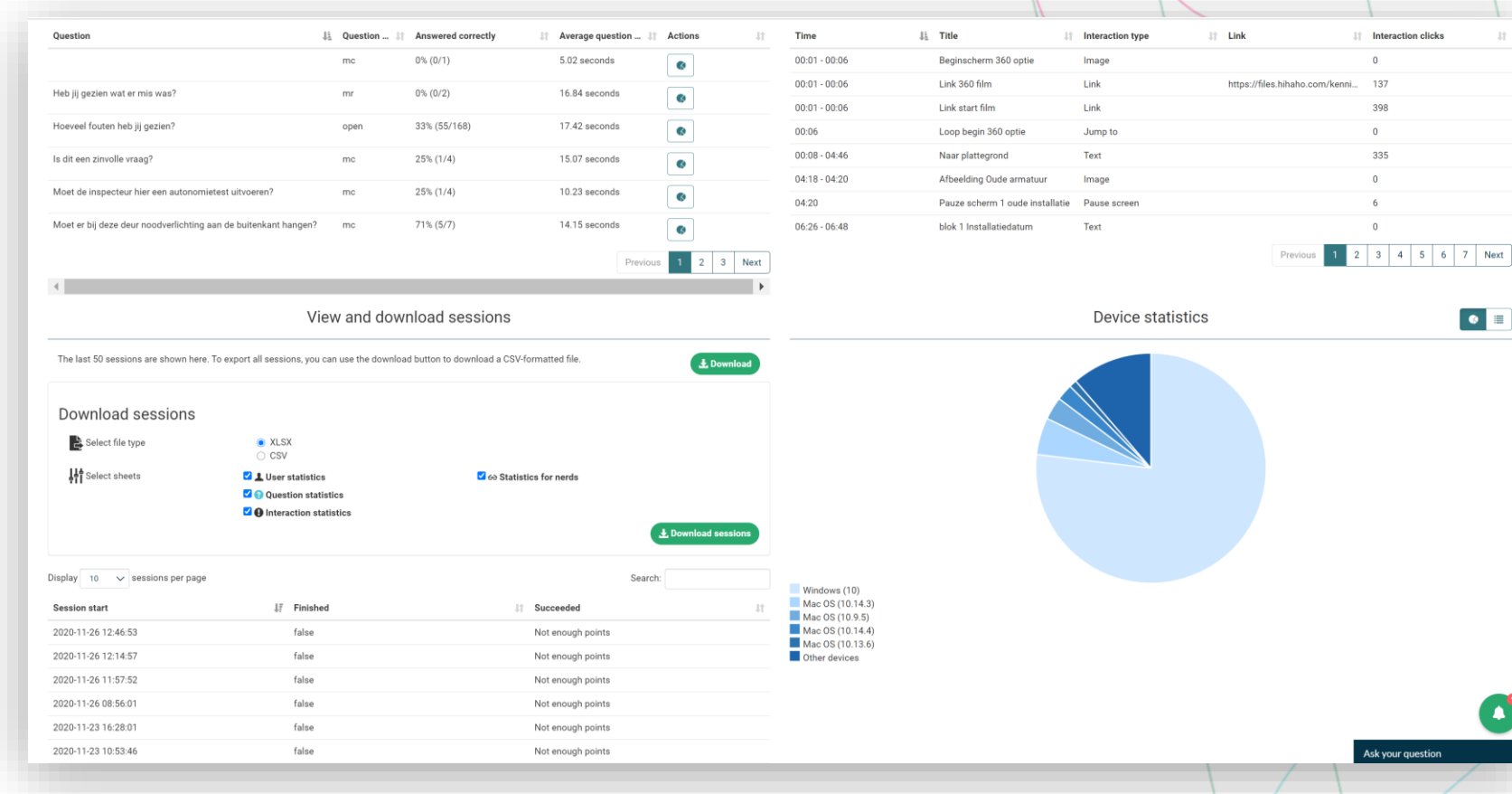
contact information

t. +31(0)592 377 285



# Step 4: Track



# Data analytics: We measure every click in every second of every interaction





# Settings

 [My hihaho](#) [support](#) [contact](#)  [Jeroen Krouwels](#)

[My hihaho](#) > [Promo hihaho v1](#) > [Settings](#)

## Video settings

[Preview](#)   [More options](#)

General

Advanced

Reporting

Collect viewerdata

### Video description

Title

Video folder

Persoonlijke container - Jeroen Krouwels Owner

Language

Nederlands

Description

Author notes

Tags

Author's name

☐ Custom display name

### Publishing

Availability

Unlisted

Video URL

Source

Social media

☐ Allow people to share your hihaho video on social media

### Embedding

Allow embedding?

No embedding


Share


Show embed code

[Cancel](#) [Save](#) [Ask your question](#)



# Settings advanced

 My h1haho support contact

 Jeroen Krouwels

My h1haho > Promo h1haho v1 > Settings

## Video settings

Preview

More options

General


Advanced

Reporting

Collect viewerdata

### Player settings

Time selection

00:00  04:47

☐ Allow your viewer to navigate through the video

☒ Show time indication in the player bar

### Video settings

☒ Show random feedback title

☒ Enable color indication for the feedback screen for this video

☐ Enable question markers on the progress bar

☐ Display interactions before the video is started (Experimental)

### End of video

Do nothing

### Select the style of the player bar

Inherit the folder value (Player bar over the video (default))

### Select autoplay behaviour

No autoplay

### Video progress

Add markers to track video progress

### Searchability

Taxonomy

### Transcription

Cancel

Save

<https://studio.h1haho.com/settings/dedc969f-063b-4d4f-9340-3c47b6355722#AdvancedTab>

Ask your question

# External report integrations

The screenshot displays the 'Video settings' interface for a user named Jeroen Krouwels. The 'Reporting' tab is active, showing configuration options for external report integrations. The 'xAPI (Tin Can)' section has an 'Enable xAPI' checkbox. The 'SCORM package export' section includes a 'Download SCORM package' button and a dropdown menu with 'SCORM 1.2' and 'SCORM 2004' options. The 'Scoring' section features a 'Percentage to succeed' input field set to 80. The footer contains a grid of links for hihaho, information, company, and contact.

**Video settings**

Preview | More options

General | Advanced | **Reporting** | Collect viewerdata

**External report integrations**

xAPI (Tin Can)

☐ Enable xAPI

SCORM package export

Download SCORM package

SCORM 1.2

SCORM 2004

**Scoring**

Percentage to succeed

80

Cancel | Save

**hihaho**

home | features

**Information**

manual (NL) | bug report

**company**

about hihaho | blog

**contact**

Office | Kloekhorststraat 29 | Ask your question

# Collect user data

hiahahomy hiahahosupportcontact

My hiahaho > Promo hiahaho v1 > Settings

Preview📊More options

GeneralAdvancedReportingCollect viewerdata

Collect viewerdata

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. Allowed viewers

Your email

Required

<Please enter your email address here>

+ Add optional variable

CancelSave


hiahaho

Information

company

contact

Ask your question

 hiahaho



hihaho