

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 [hihaho.com](https://www.hihaho.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

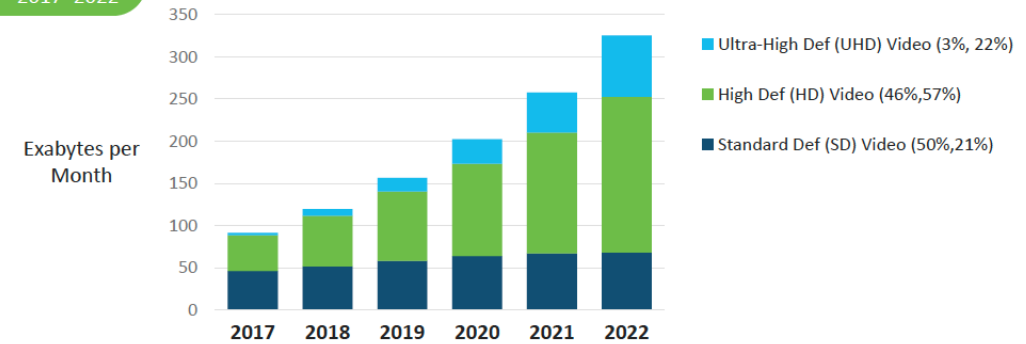
- Worldwide: more than 6 hours online
- 1:20 for social media
- 0:39 for streaming music
- 2:52 tv and streaming video
- 0:28 streaming video only, increasing rapidly

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



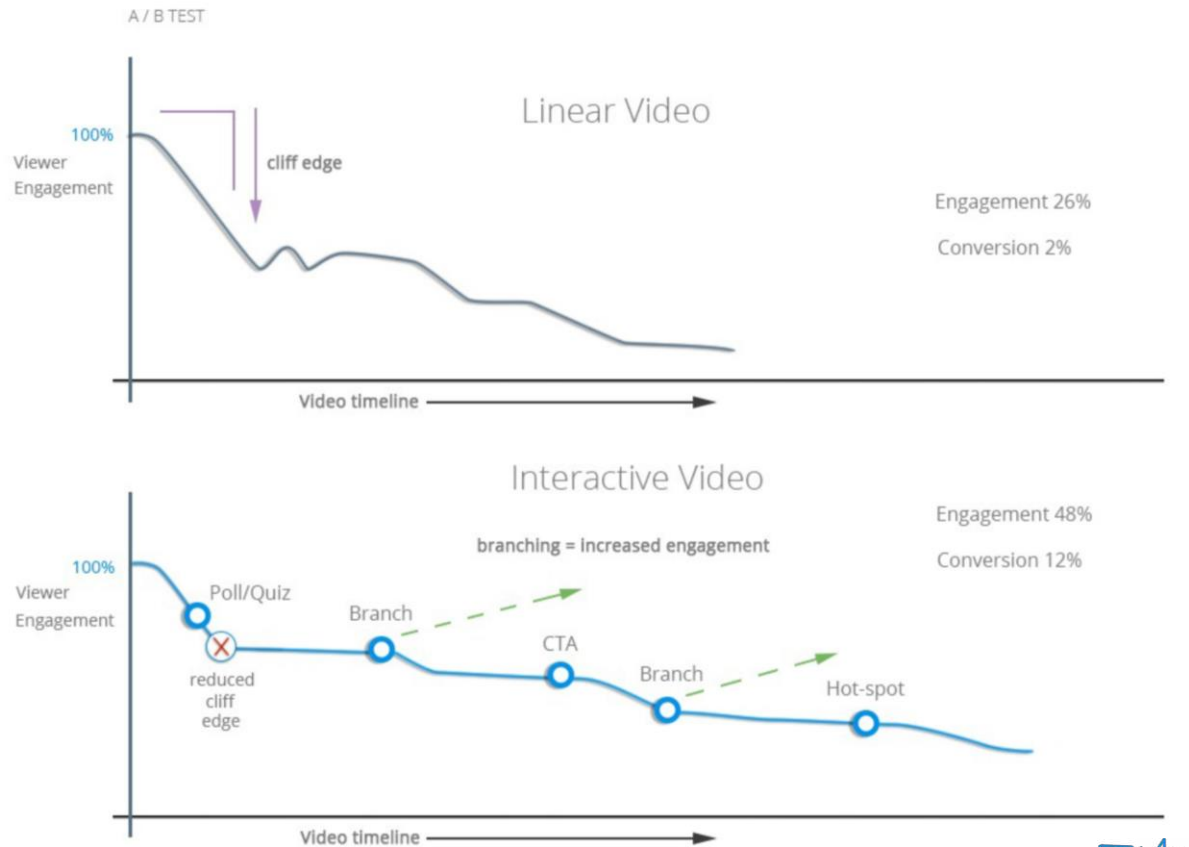
Limitations

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



Source: i4v

- ▶ 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**

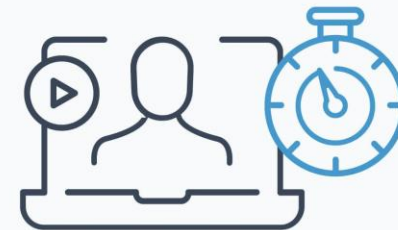
50%

**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

Switch off the power on the back of the hyraloop.

1. Introduction
2. Switch of power
3. Remove freemplate
4. Switch off power greywater pump
5. Disconnect water supply pipe
6. Remove top cover
7. Unplug connectors
8. Remove power supply
9. Replace and reassemble
10. Reassemble water supply pipe
11. Certification test

Shoppable video

Save £202 on the Samsung Galaxy S20+ 5G

Now, go faster for less Superfast 2 Broadband only £22.95 p/m

On demand performance support

Reference Reading

Green electrode: left side below armpit!

Show instruction

Effective video training

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

- She should have had better to converse the customer to by the side
- She not wearing her name badge
- She used a wrong address

Incorrect

The employee not wearing a name badge. It's important to not forget this because it helps and gives other customers know who they're talking to!

This customer (L) can be a little more patient! To keep customers wait customer's satisfaction is our goal! To keep the customer's satisfaction is our goal! To keep the customer's satisfaction is our goal!

Smart webinar

Inhoudsgang

1. Introductie
2. Werking van de longen
3. Longensteking
4. Symptomen (ABCCD)
5. Interventies
6. Zuurstoftoediening
7. Non rebreathing masker
8. SBARI
9. Digitale Bronnen

Interactive screencasts

Patient condition

Interactive recruitment

Work in maternity care: is this your job?

Dedicated patient information

Subtitles

1. What is this medicine for?
2. When should I not use it?
3. When should I be careful?
4. Other medicines
5. Food and drinks
6. Pregnancy and breastfeeding
7. Driving
8. How to use it?
9. Used too much?
10. Forgotten to use it or stopping?
11. Side effects
12. How to store it?

But there is additional information in this leaflet, so please keep it in a safe place for when you need more information or want to check something!

Interactive videoquiz

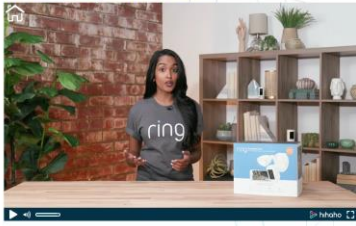
What's your answer?

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

A TRUE B NOT TRUE

Applications

Product explainer videos



0:00 / 1:00
hihaho

Interactive virtual tours



0:00 / 1:00
hihaho

Personalized animated videos



0:00 / 1:00
hihaho

Collect user data



0:00 / 1:00
hihaho

Personalized presentations



0:00 / 1:00
hihaho

Interactive video games



0:00 / 1:00
hihaho

What's your big idea?

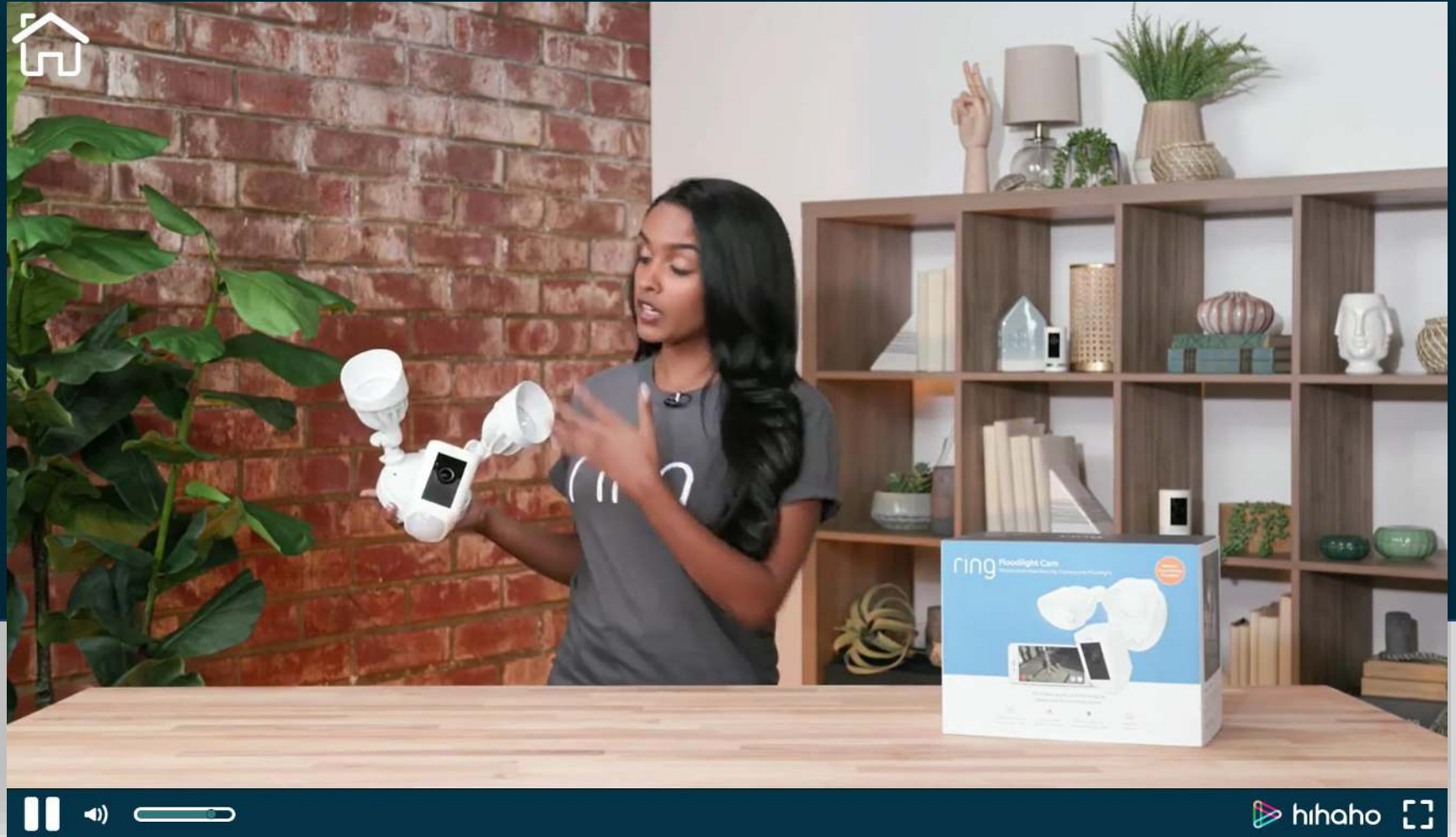


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Customer examples



Product explanation

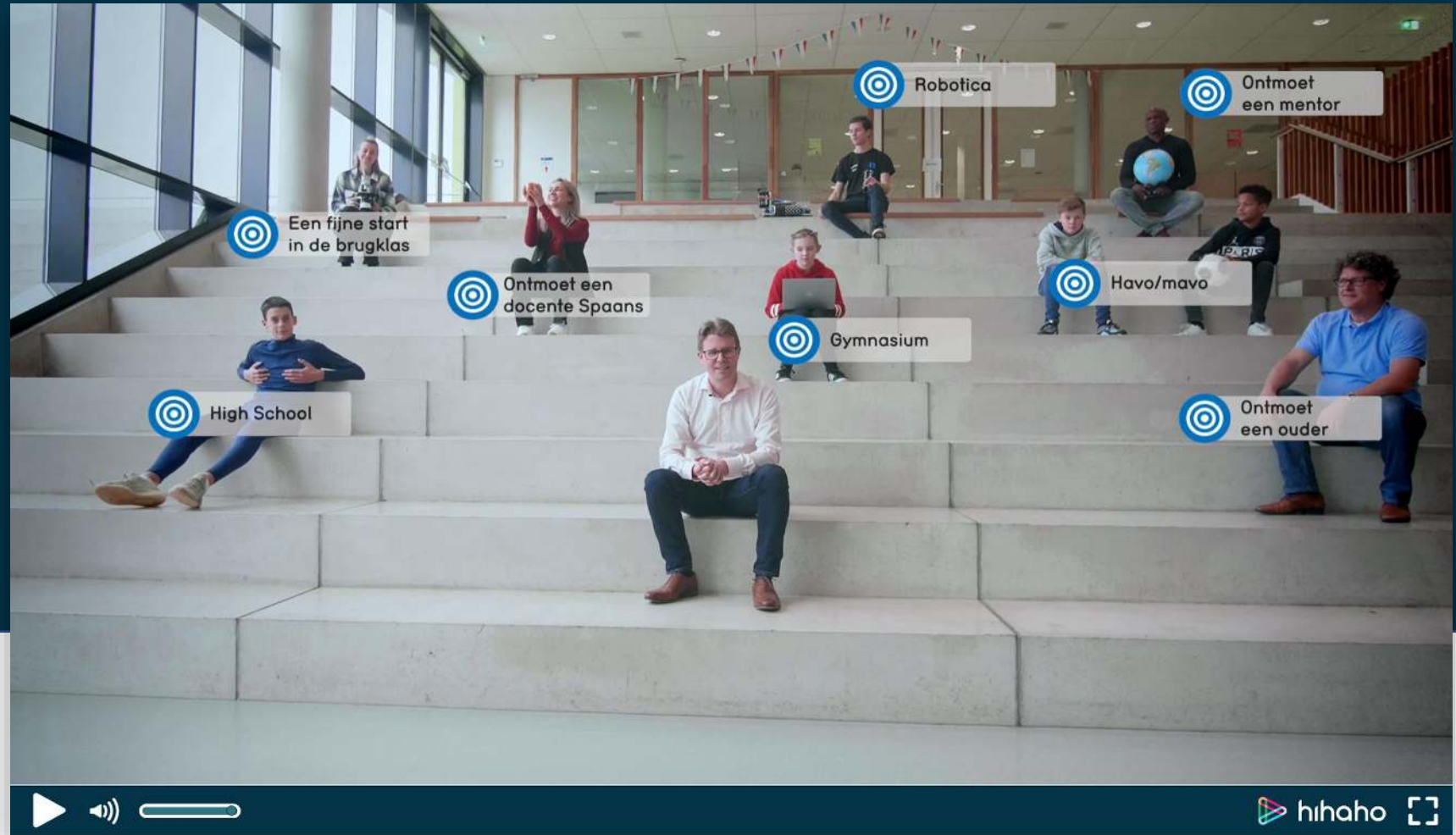


ring

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

The screenshot displays a webinar interface. On the left, there are three vertical video feeds of participants. The main area is a video player showing a presentation slide. The slide has a teal background with white text and icons. The text on the slide includes 'CAREANIMATIONS', 'From structured script to medical videos - a', 'Rob Neeter', 'Wouter Maagde', and 'November 5th, 2019'. There is also a cartoon illustration of a woman holding a document. A 'Menu' dropdown is open on the right side of the video player, listing 12 items. At the bottom of the video player, there is a control bar with a play button, a volume icon, a progress bar showing '2:14 / 41:09', and the 'hihaho' logo.

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

1/19 **TXT MEDIA**

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.

0:05 / 10:24 hihaho

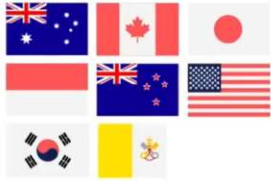


catharina
ziekenhuis

Interactive immigration procedure instructions for immigrants

Back Next Start menu Information


Select your route that is applicable to your situation:



Residence permit including work authorization process


I have a nationality from one of the following countries:

Australia, Canada, Japan, Monaco, New-Zealand, United States, South Korea, Vatican City




EU nationality process

I have an EU/EEA/Swiss nationality



Visa and residence permit including work authorization process

I have a different nationality (other than nationalities mentioned)



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

Specsavers

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

0:28 / 1:58

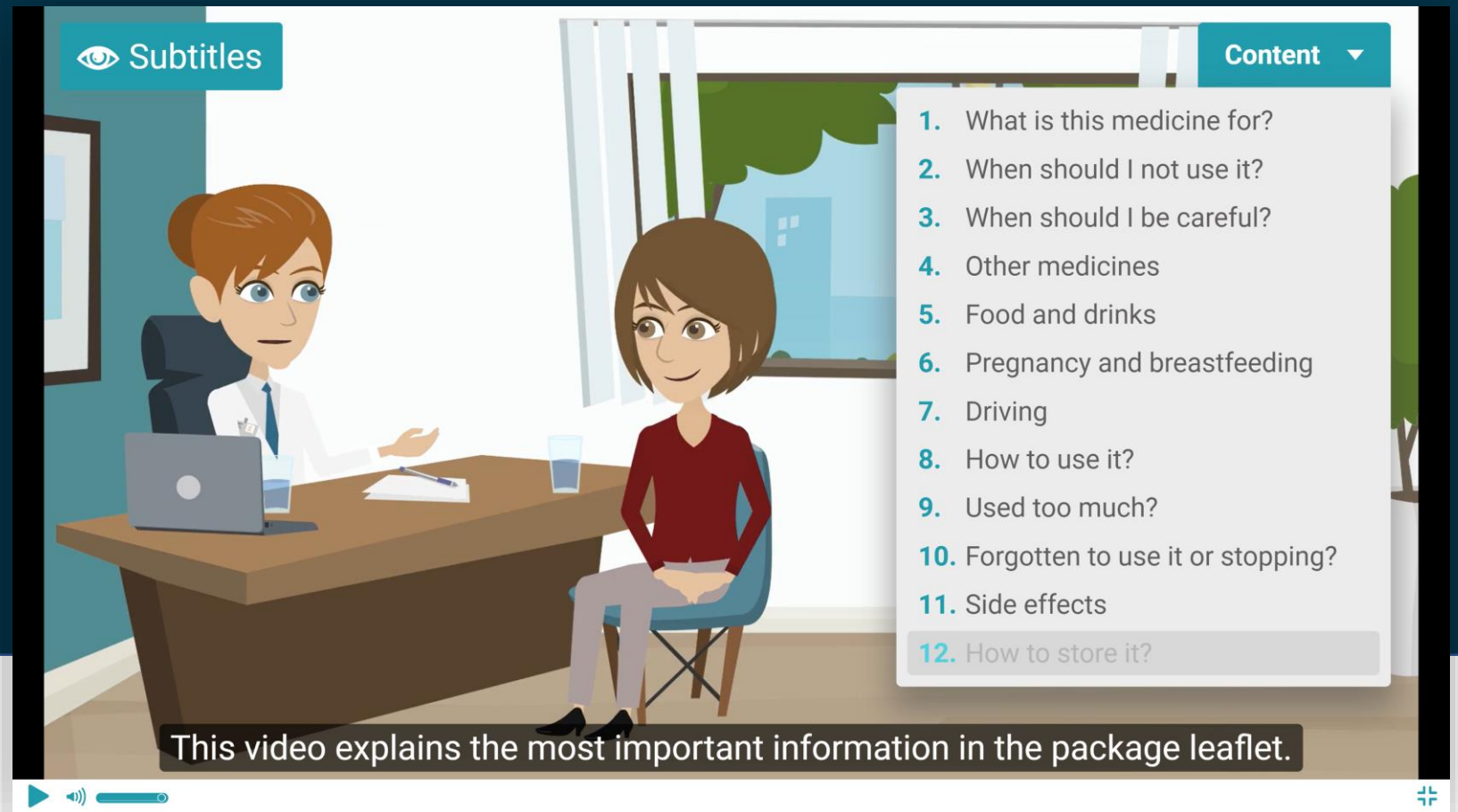
hihaho



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



Medicines explained: Public healthcare information



Subtitles

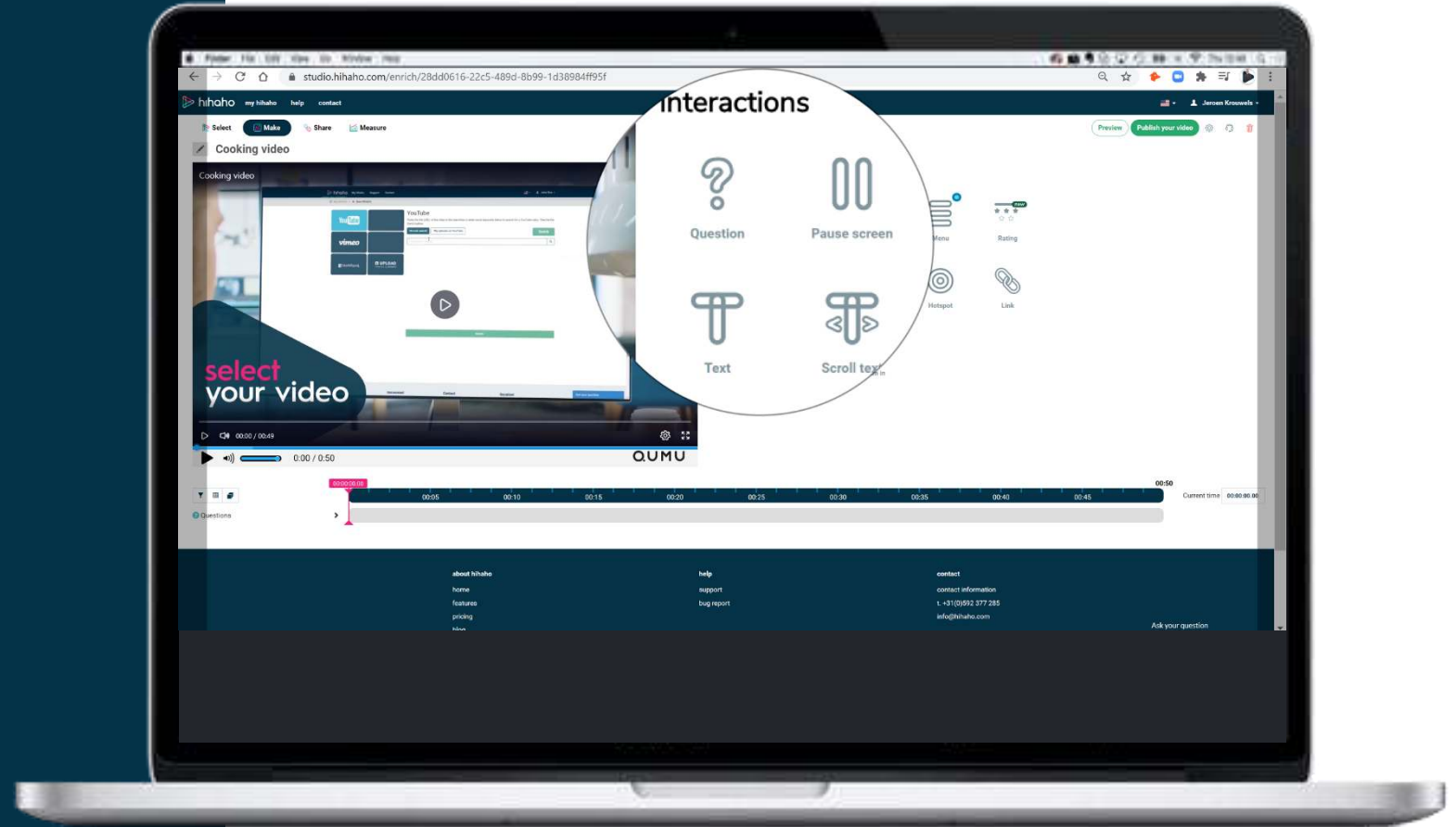
Content ▾

1. What is this medicine for?
2. When should I not use it?
3. When should I be careful?
4. Other medicines
5. Food and drinks
6. Pregnancy and breastfeeding
7. Driving
8. How to use it?
9. Used too much?
10. Forgotten to use it or stopping?
11. Side effects
12. How to store it?

This video explains the most important information in the package leaflet.



Demonstration Overview



Do-it-yourself interactive video

The screenshot displays the hihaho interactive video editor interface. At the top, there is a navigation bar with links for 'my hihaho', 'knowledge base', and 'contact'. Below this, a toolbar includes 'Select', 'Make', 'Share', and 'Measure' buttons. 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 an 'interactions' menu with 15 icons: 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 'Current time' indicator at 00:00:00.72. The bottom of the interface contains a dark footer with navigation links for 'about hihaho', 'knowledge base', and 'contact', along with a 'Disclaimer', 'Privacy', 'Terms of service', and 'Copyright' section. A small 'Ask your question' button is visible in the bottom right corner.

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.



= 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

The screenshot shows the hihaho website interface for selecting or uploading a video. The top navigation bar includes the hihaho logo, links for 'my hihaho', 'knowledge base', and 'contact', a language selector (USA), and a user profile for 'Jeroen Krouwels'. Below the navigation bar, the breadcrumb trail reads 'My hihaho > + New interactive video'. The main content area features a 'Select a video from an online platform' section with a search bar for Vimeo, a 'Normal search' button, and a 'My videos on Vimeo' dropdown. A row of icons represents various video platforms: Vimeo, YouTube, JW Player, Qumu, Panopto, Mediasite, Kaltura, and Blue Billywig. An 'Upload your video' button is positioned to the right. A green 'Add interactions' button is located at the bottom of the main content area. The footer contains links for 'about hihaho', 'home', 'features', 'pricing', 'blog', 'careers', 'knowledge base', 'support', 'bug report', and 'contact' with contact information: '+31(0)592 377 285' and 'info@hihaho.com'. A notification bell icon is visible in the bottom right corner.

Step 2: Enrich your video

The screenshot displays the hihoho video editor interface. At the top, there is a navigation bar with the hihoho logo and menu items: 'selecteer', 'Verrijk', 'Deel', and 'Meet'. The user's name 'Jeroen Krouwels' is visible in the top right corner. Below the navigation bar, the video player shows a video titled 'Demo De Inspecteur Noodverlichting' with a play button and a progress bar at 0:01 / 0:56. The video content features a blurred background with the text 'make your videos click'. To the right of the video player is an 'interactions' menu with 15 icons: 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 'Interacties' header. The timeline shows various interaction points marked with question marks and icons, corresponding to the list on the left. The list includes items like '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 of the timeline, there are time markers for each interaction, such as '00:00:01.00' to '00:00:06.10'. At the bottom right, there is an 'Ask your question' button.

Step 3: Share

hihaho my hihaho knowledge base contact

Select Make Share Measure Preview

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

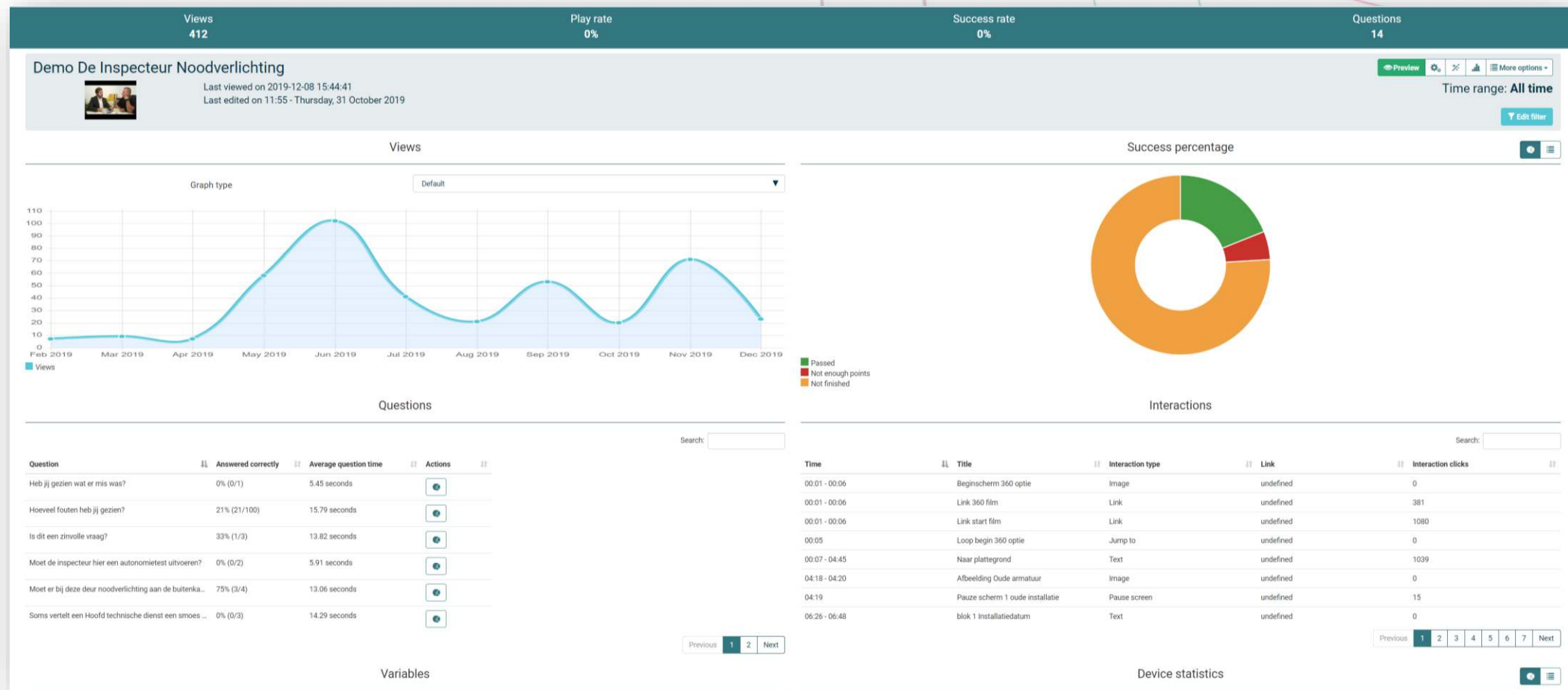
Video URL
https://player.hihaho.com/98dbd621-7c24-46de-8180-016064ad29ff

Source JW Player
{\"image\": \"https://v.content.jwplatform.com/V/thumbsV/159mKLWF-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

The dashboard is divided into several sections:

- Question Performance Table:** A table with columns for Question, Answered correctly, Average question time, and Actions. It lists six questions with their respective completion rates and average times.
- Interaction Log Table:** A table with columns for Time, Title, Interaction type, Link, and Interaction clicks. It shows a sequence of user interactions over time, including clicks on images and links.
- Download Sessions Section:** Includes a 'Download' button and a 'Download sessions' form with options for file type (XLSX, CSV), user statistics, question statistics, and interaction statistics.
- Device Statistics:** A pie chart showing the distribution of sessions across different operating systems and devices.
- Session List Table:** A table with columns for Session start, Finished, and Succeeded, showing a list of recent sessions.

Question	Question ...	Answered correctly	Average question ...	Actions
	mc	0% (0/1)	5.02 seconds	[Action]
Heb jij gezien wat er mis was?	mr	0% (0/2)	16.84 seconds	[Action]
Hoeveel fouten heb jij gezien?	open	33% (55/168)	17.42 seconds	[Action]
Is dit een zinvolle vraag?	mc	25% (1/4)	15.07 seconds	[Action]
Moet de inspecteur hier een autonometest uitvoeren?	mc	25% (1/4)	10.23 seconds	[Action]
Moet er bij deze deur noodverlichting aan de buitenkant hangen?	mc	71% (5/7)	14.15 seconds	[Action]

Time	Title	Interaction type	Link	Interaction clicks
00:01 - 00:06	Beginscherm 360 optie	Image		0
00:01 - 00:06	Link 360 film	Link	https://files.hihaho.com/kenni...	137
00:01 - 00:06	Link start film	Link		398
00:06	Loop begin 360 optie	Jump to		0
00:08 - 04:46	Naar plattegrond	Text		335
04:18 - 04:20	Afbeelding Oude armatuur	Image		0
04:20	Pausa scherm 1 oude installatie	Pause screen		6
06:26 - 06:48	blok 1 Installatiedatum	Text		0

Device statistics

The pie chart shows the following distribution:

- Windows (10)
- Mac OS (10.14.3)
- Mac OS (10.9.5)
- Mac OS (10.14.4)
- Mac OS (10.13.6)
- Other devices

Download sessions

Select file type: XLSX, CSV

Select sheets: User statistics, Question statistics, Interaction statistics

Statistics for needs

Download sessions

Display 10 sessions per page

Session start	Finished	Succeeded
2020-11-26 12:46:53	false	Not enough points
2020-11-26 12:14:57	false	Not enough points
2020-11-26 11:57:52	false	Not enough points
2020-11-26 08:56:01	false	Not enough points
2020-11-23 16:28:01	false	Not enough points
2020-11-23 10:53:46	false	Not enough points

Settings

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:

Description:

Author notes:

Tags:

Author's name: Custom display name

Publishing

Availability:

Video URL:

Source:

Social media: Allow people to share your hihaho video on social media

Embedding

Allow embedding?:

Share:

[Ask your question](#)

Settings advanced

The screenshot shows the 'Video settings' page in the Hihaho studio, specifically the 'Advanced' tab. The interface is clean and modern, with a dark blue header and a light grey sidebar. The main content area is white and contains several sections of settings. At the top right, there are buttons for 'Preview', a percentage icon, a bar chart icon, and a 'More options' dropdown. Below these are four tabs: 'General', 'Advanced' (selected), 'Reporting', and 'Collect viewerdata'. The 'Player settings' section includes a 'Time selection' slider from 00:00 to 04:47, with a red bar and two black dots. Below it are two checkboxes: 'Allow your viewer to navigate through the video' (unchecked) and 'Show time indication in the player bar' (checked). The 'Video settings' section has four checkboxes: 'Show random feedback title' (checked), 'Enable color indication for the feedback screen for this video' (checked), 'Enable question markers on the progress bar' (unchecked), and 'Display interactions before the video is started (Experimental)' (unchecked). The 'End of video' section has a dropdown menu set to 'Do nothing'. The 'Select the style of the player bar' section has a dropdown menu set to 'Inherit the folder value (Player bar over the video (default))'. The 'Select autoplay behaviour' section has a dropdown menu set to 'No autoplay'. The 'Video progress' section has a text input field with a plus icon and the text 'Add markers to track video progress'. The 'Searchability' section has a text input field and an information icon. The 'Transcription' section has a large text area and an information icon. At the bottom right, there are 'Cancel' and 'Save' buttons. A dark blue button with the text 'Ask your question' is located at the bottom right of the screenshot. The URL 'https://studio.hihaho.com/settings/dedc969f-063b-4d4f-9340-3c47b6355722#AdvancedTab' is visible at the bottom left.

My hihaho > Promo hihaho v1 > Settings

Video settings

Preview % Bar Chart 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

Ask your question

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

External report integrations

The screenshot displays the hihaho settings page for a video titled "Promo hihaho v1". The user is logged in as Jeroen Krouwels. The "Reporting" tab is active, showing the "Scoring" section where the "Percentage to succeed" is set to 80. The "External report integrations" section includes an "xAPI (Tin Can)" option with an "Enable xAPI" checkbox, and a "SCORM package export" section with a "Download SCORM package" button and a dropdown menu showing "SCORM 1.2" and "SCORM 2004".

Video settings

My hihaho > Promo hihaho v1 > 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 | Information | company | contact

home | manual (NL) | about hihaho | Office

features | bug report | blog | Kloekhorststraat 29 | Ask your question

Collect user data

hihaho My hihaho support contact 🇺🇸 Jeroen Krouwels

My hihaho > Promo hihaho v1 > Settings

Video settings

Preview More options

General Advanced Reporting **Collect 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](#)

Cancel Save

hihaho Information company contact [Ask your question](#)



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