

# THE RISE OF ONLINE VIDEO

What it Means for Employee Training Strategies

The prevalence of HTML5 and web video platforms means that workers expect the development of and access to digital learning resources. This underscores the importance of implementing online video training strategies.

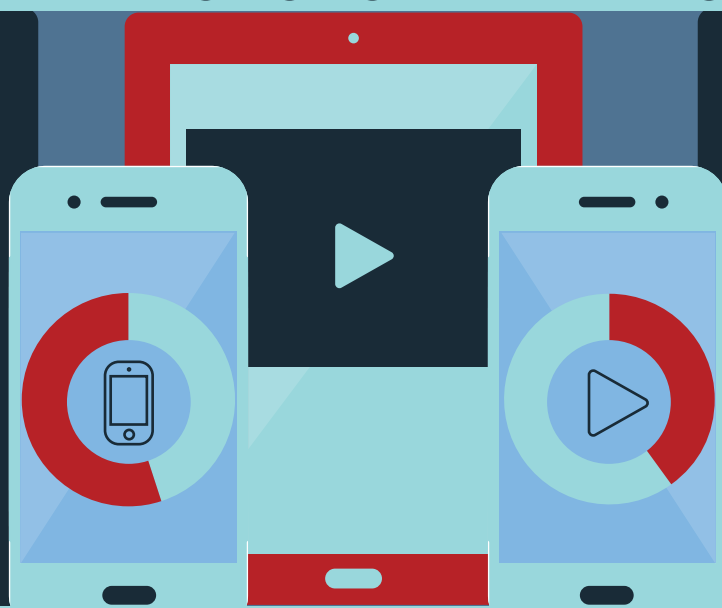
## BENEFITS OF VIDEO-BASED TRAINING

Foster a group learning environment with **interactive videos** that allow employees to **practice** what they are learning in real time



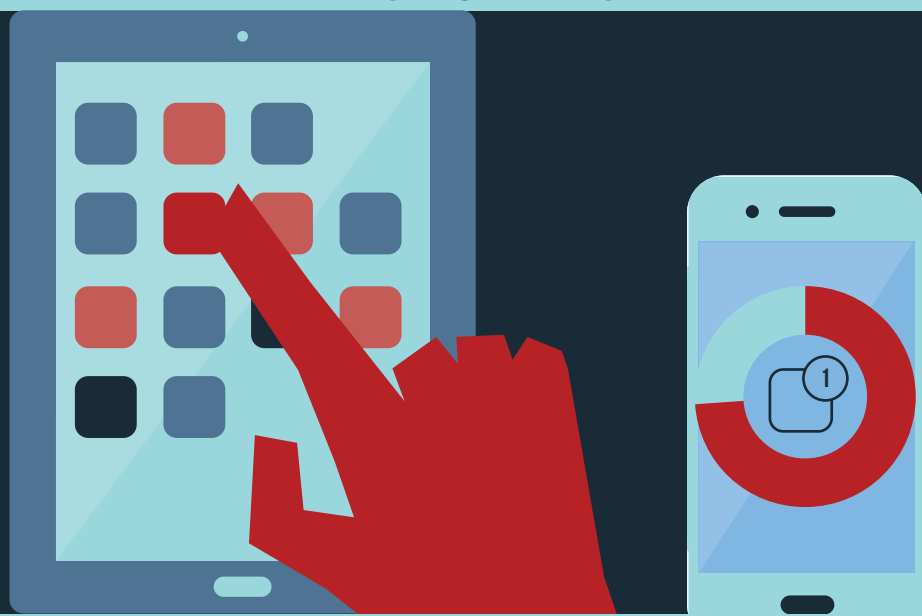
## THE RISE OF ONLINE VIDEO

Smartphones and tablets accounted for **55% of Internet usage** in January 2014 – embrace this shift in technology and leverage video-based training strategies.



HTML5 allows viewers to watch videos from their mobile devices and tablets. Put into perspective, **40% of YouTube watch time** occurs on mobile devices!

## RECRUITING MILLENNIALS



**74% of employees** between the ages of 20 and 30 use a personal device or app for work.

## OPTIMIZING ROI

Employers must implement training strategies that include **video that is readily and seamlessly accessible** through Internet browsers across multiple devices.



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