

A blurred background image shows two people, a man and a woman, sitting at a desk. The man, wearing glasses and a blue shirt, is looking down at a screen. The woman, with long dark hair, is smiling and looking towards the camera. They appear to be working on a project together, with papers and a coffee cup on the desk.

# Making friction disappear by making people self-supporting

**Interactive video, the best way to serve content**



**hahaho**



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

# Our mission



Hihaho stands for **High Interactivity**, leading to **High Attention values** and **High Outcomes**.

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

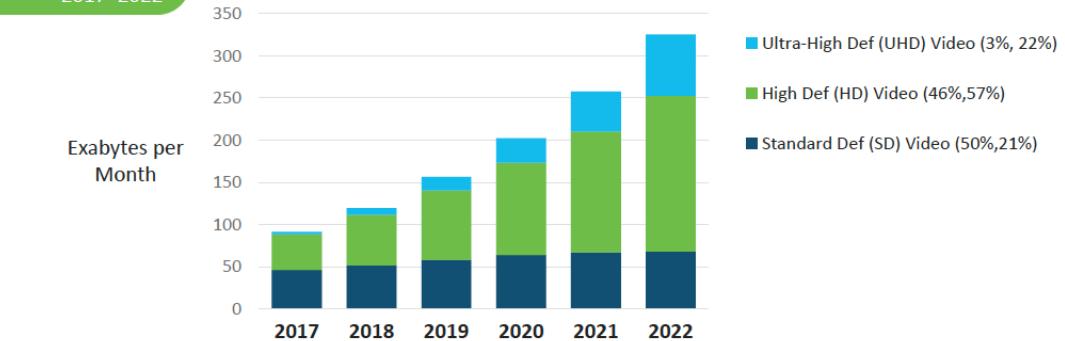
- ▶ Worldwide: more than 6 hours online
- ▶ 1:20 for social media
- ▶ 0:39 for streaming music
- ▶ 2:52 tv and streaming video
- ▶ 0:28 streaming video only, increasing rapidly

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

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



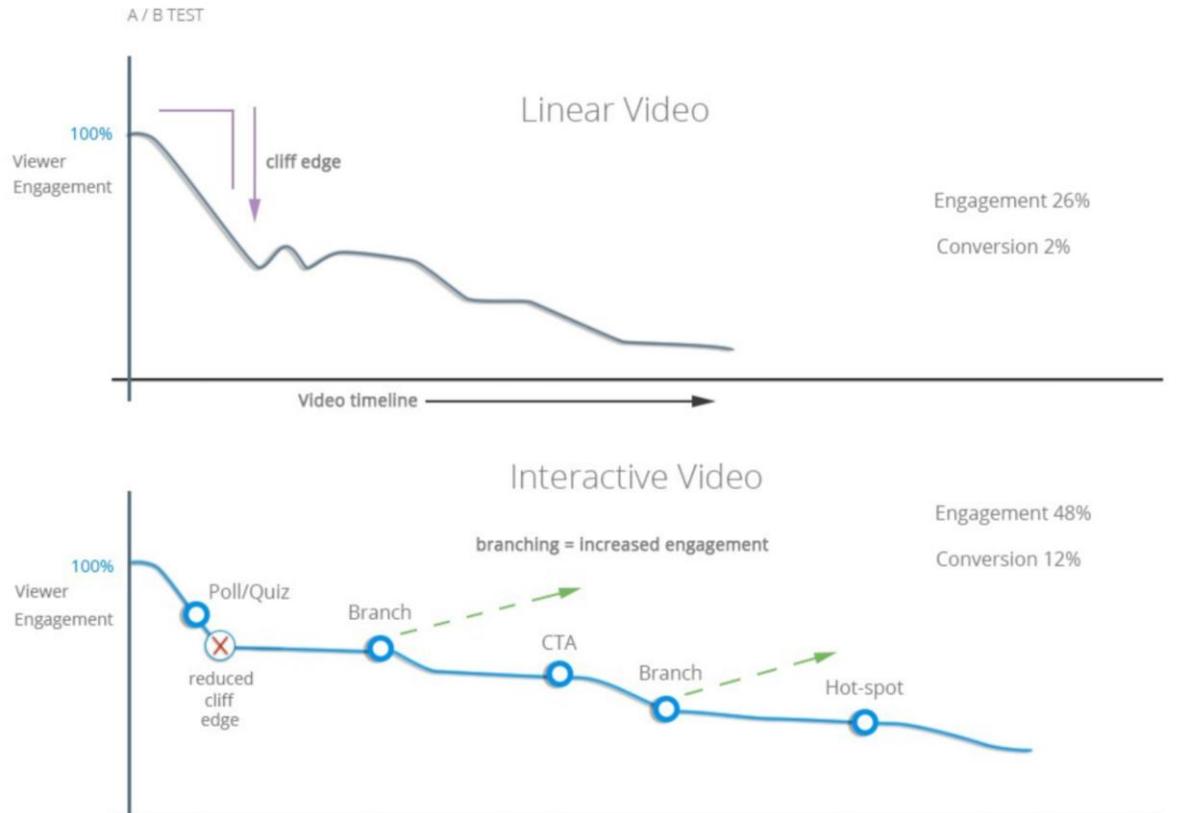
# Limitations

## *Linear video*

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



# A-B tests lineair 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

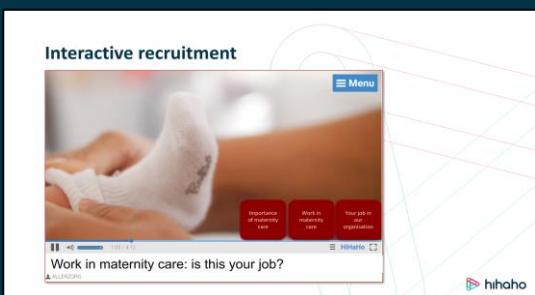
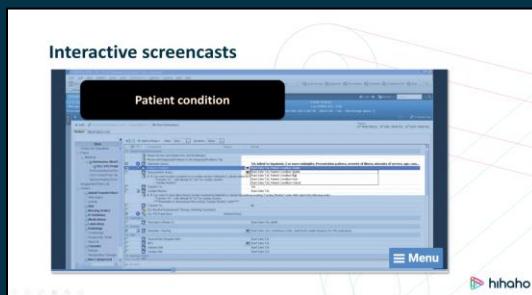
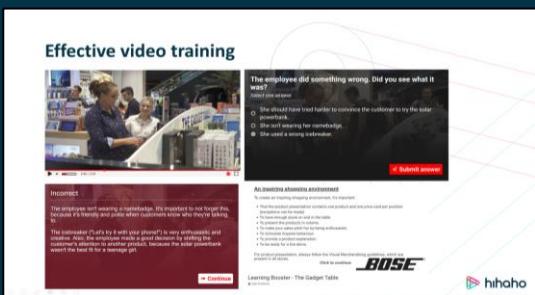
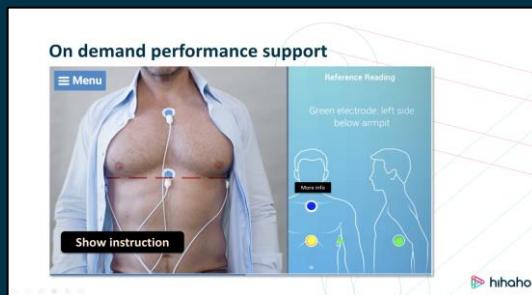
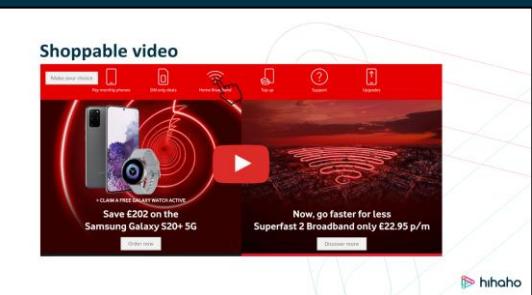
## Top 3 Effective Video Types



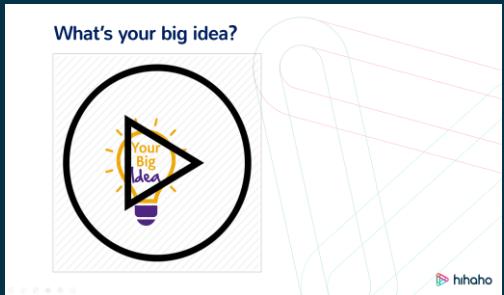
So  
here's  
hihaho



# Applications



# Applications



# Customer examples



# Product explanation

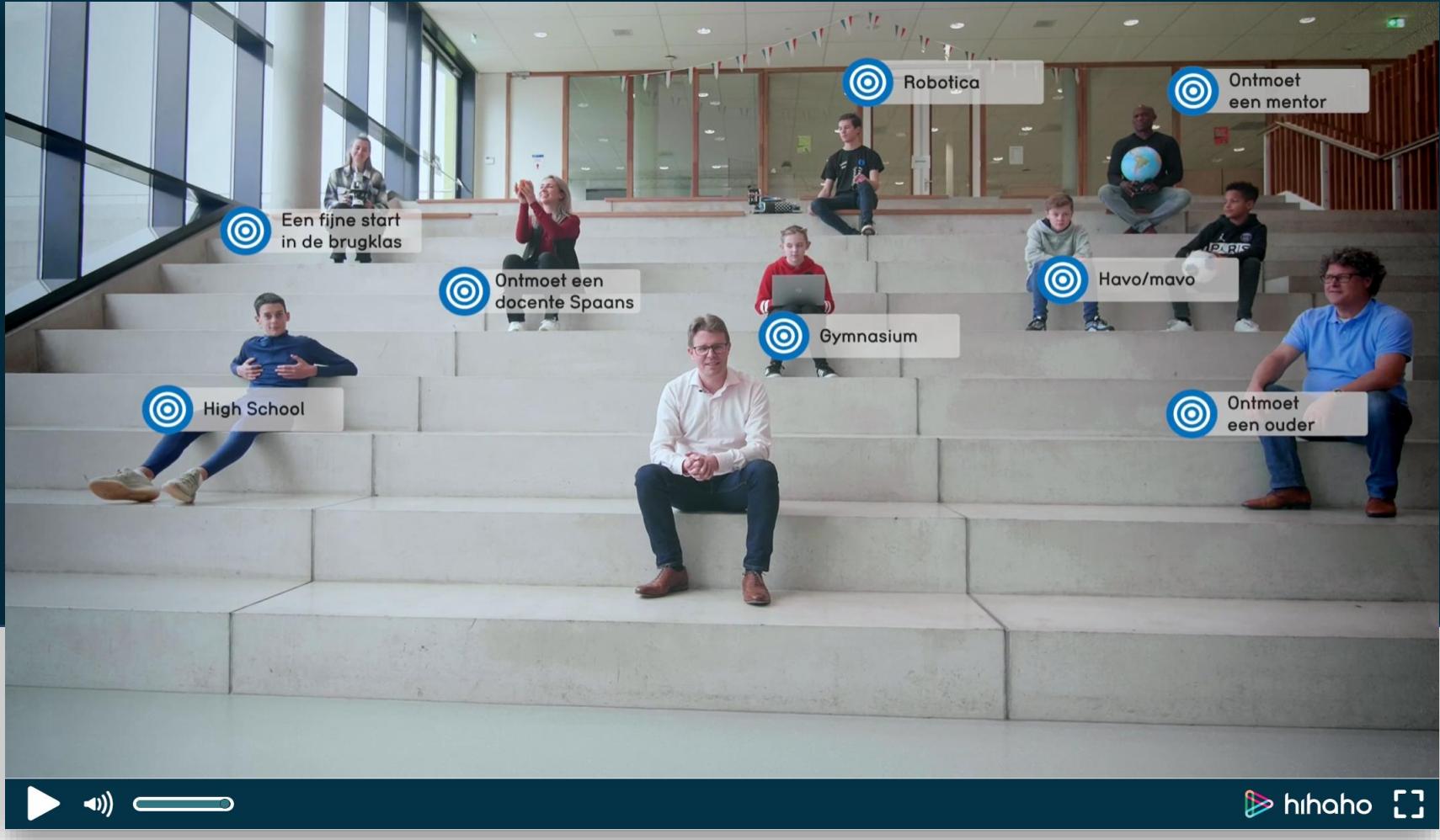
ring



# 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 shows a video player interface for a CareAnimations webinar. On the left, there are three video thumbnails stacked vertically. The top thumbnail shows a woman with blonde hair wearing a floral shirt. The middle thumbnail shows a man with a shaved head wearing a light blue shirt. The bottom thumbnail shows a man with a beard wearing a dark blue shirt. The main video frame has a teal background with the CareAnimations logo and the text "From structured script medical videos - c". It also features a cartoon character of a doctor holding a clipboard. In the bottom right corner of the frame, it says "Rob Neeter Wouter Maagden November 5th, 2013". The bottom of the frame includes a navigation bar with a play button, volume icon, progress bar, and timestamp "2:14 / 41:09". A "TXT MEDIA" logo is in the bottom center. On the right side, a "Menu" button is at the top, followed by a list of 12 numbered items:

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

At the very bottom right, there are logos for "hihaho" and "CAREANIMATIONS".

# Smart webinars and interactive video lessons

The image shows a man in a white lab coat standing behind a white desk in a studio setting. He is positioned between two large screens displaying the same content. A table of contents is overlaid on the left side of the screen, listing nine topics. At the bottom, a welcome message is displayed.

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

catharina ziekenhuis

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

The video frame shows a Da Vinci surgical system in an operating room. A blue callout box with an 'i' icon contains the following text:

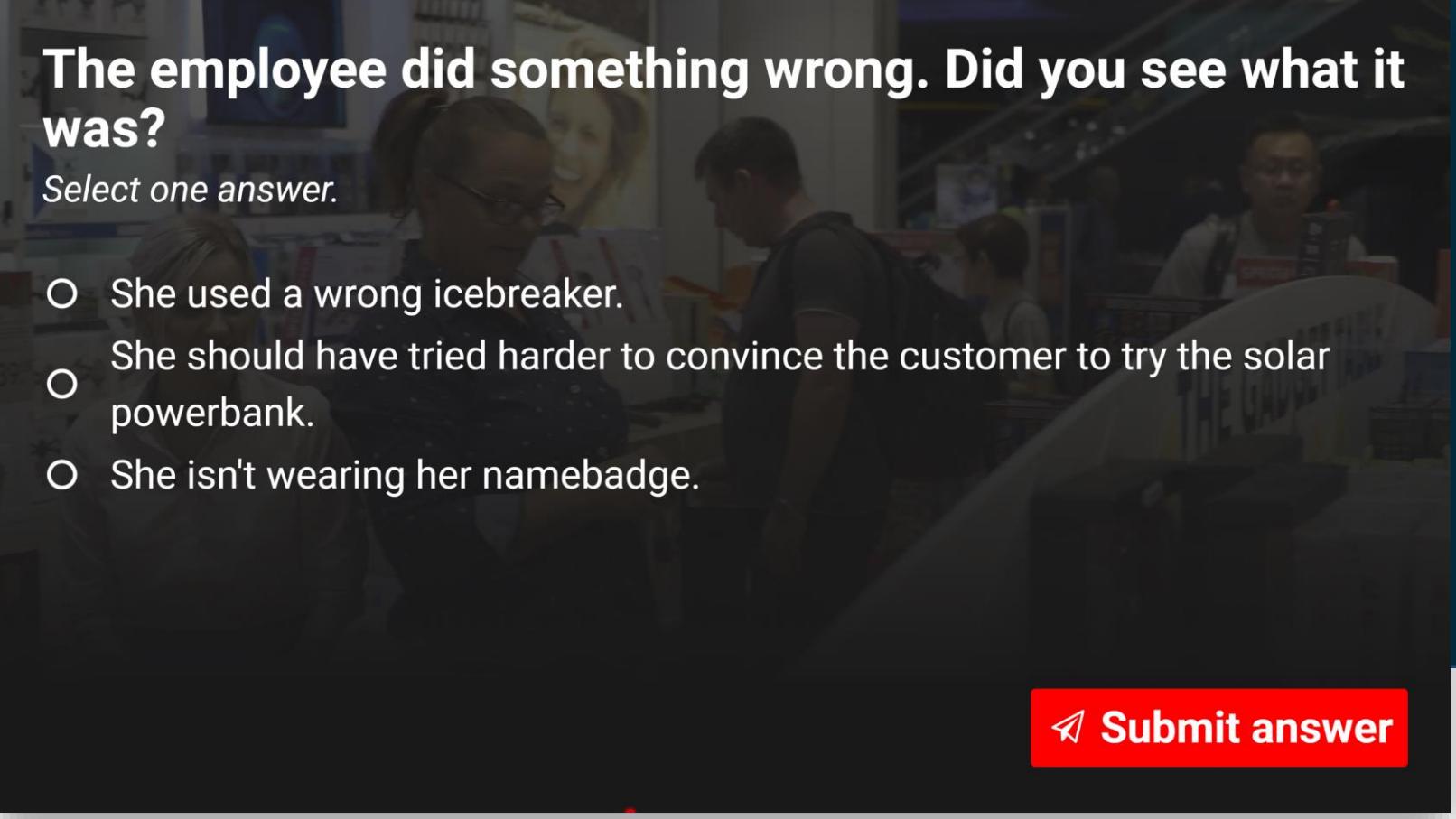
De zichtwagen met touchscreens en monitoren noem je ook wel de vision cart of video console genoemd. De zichtwagen (vision cart) maakt de communicatie tussen de 3 onderdelen van de Da Vinci® mogelijk door middel van de blauwe glasvezelkabels. Via deze zichtwagen (vision cart) kun je de operatieprocedure via touchscreens volgen.

**Verder**

0:11 / 2:11

hihaho

# 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

0:28 / 1:58

hihaho



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



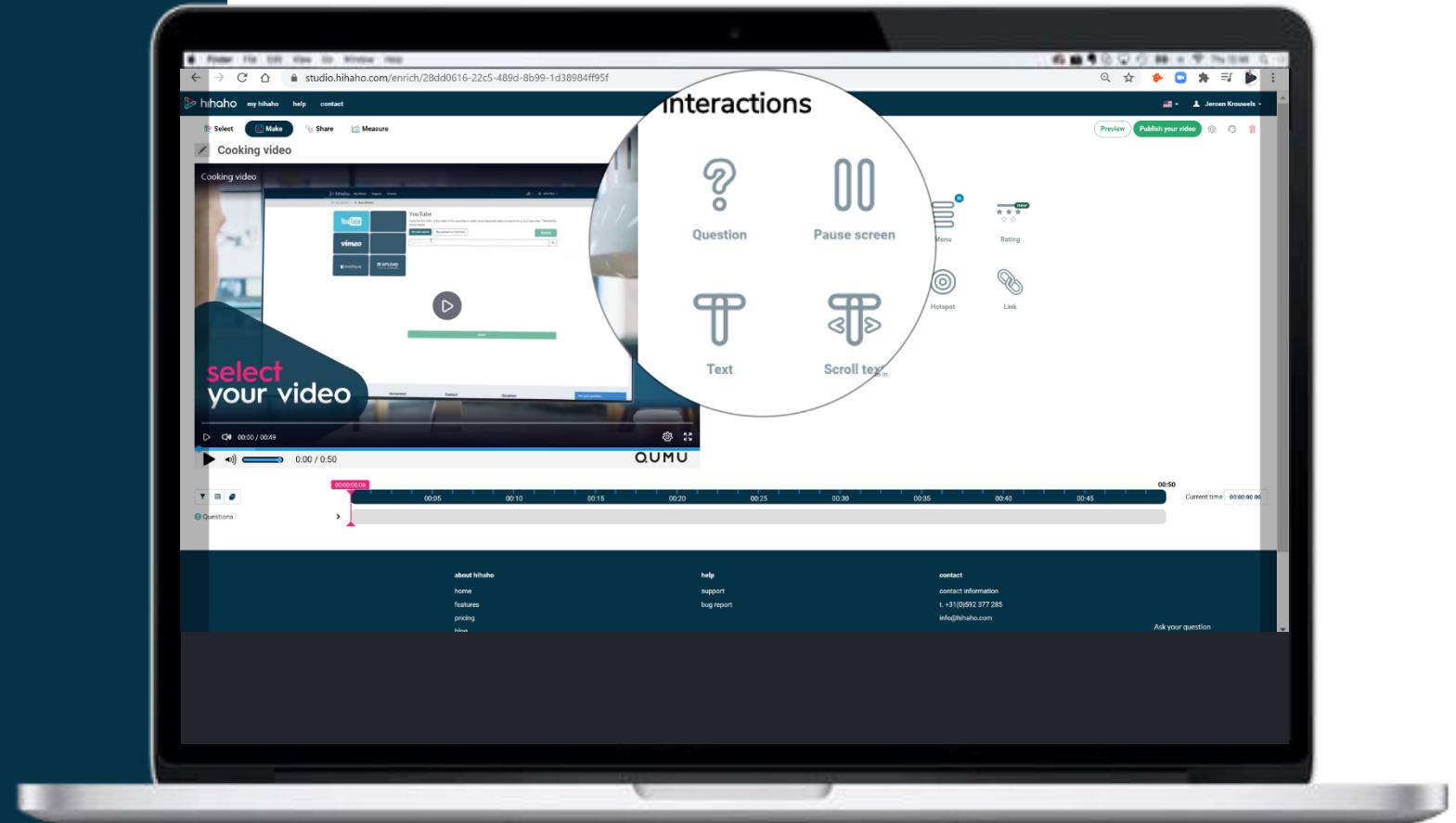
# Medicines explained: Public healthcare information

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

- 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?



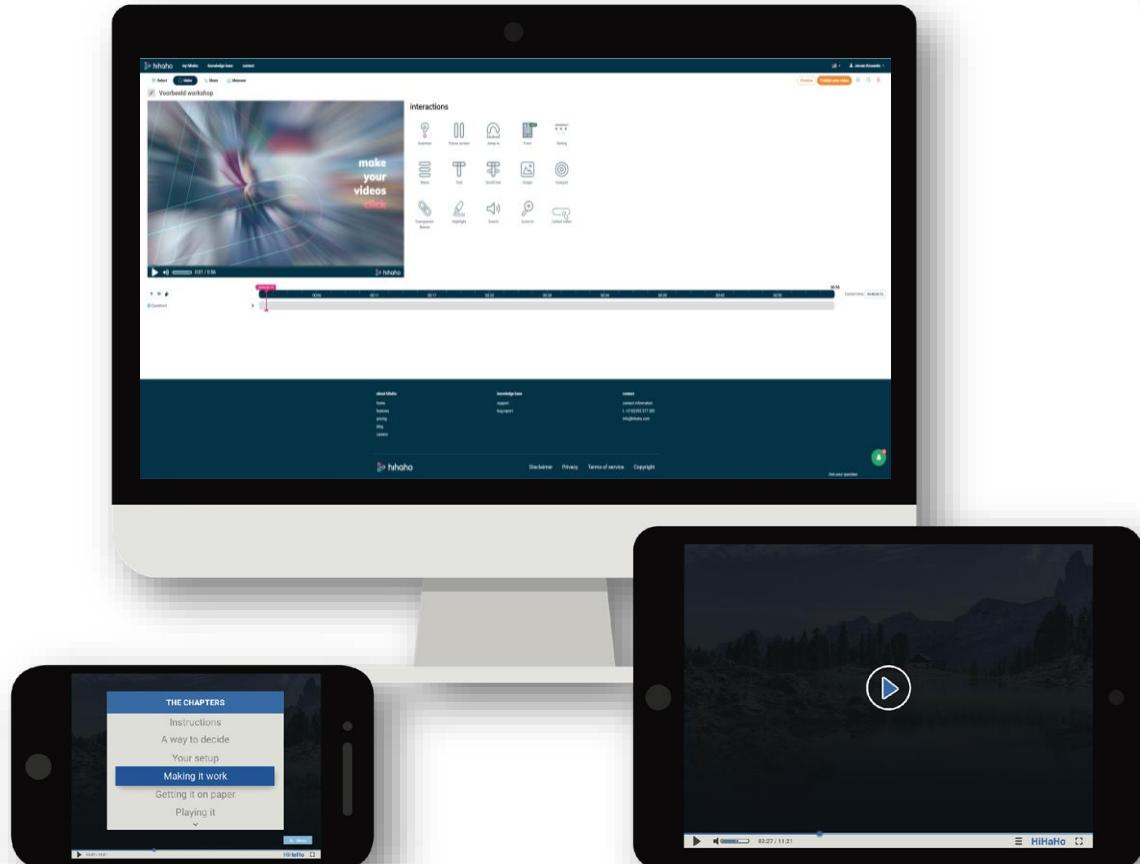
# Demonstration Overview



# Do-it-yourself interactive video

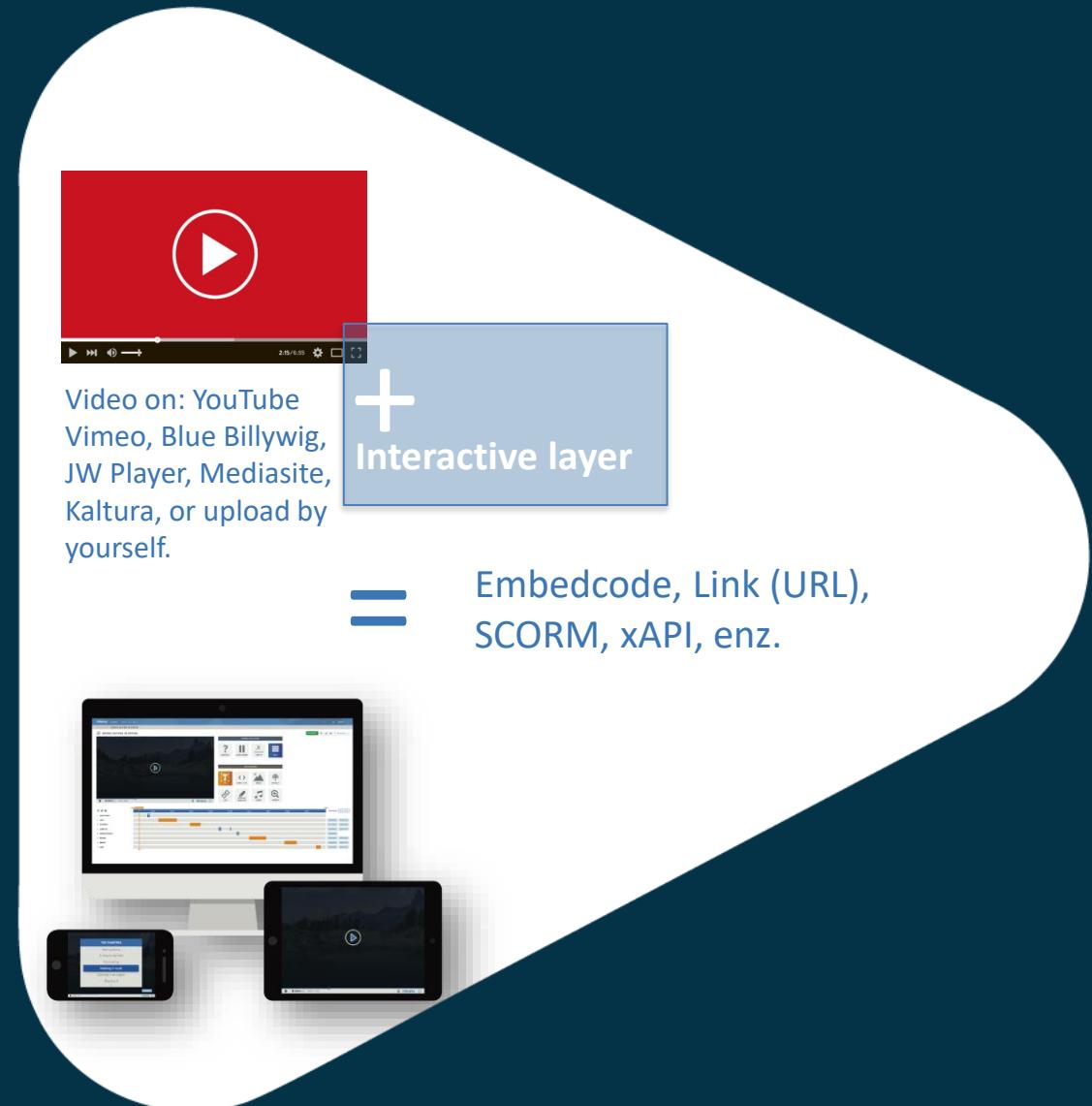
The screenshot displays the hihaho platform's user interface for creating interactive videos. At the top, there's a navigation bar with links for 'hihaho', 'my hihaho', 'knowledge base', and 'contact'. Below the navigation, a toolbar offers tools for 'Select', 'Make', 'Share', and 'Measure'. A preview window shows a thumbnail of a video titled 'Voorbeeld workshop' with the text 'make your videos click'. To the right of the preview is a library titled 'interactions' containing various icons for different types of interactions: Question, Pause screen, Jump to, Form, Rating, Menu, Text, Scroll text, Image, Hotspot, Transparent Button, Highlight, Sound, Zoom in, and Linked video. Below the interactions library is a timeline for the video, showing a play button, a progress bar from 0:01 to 0:56, and a current time indicator at 00:00:00.72. The bottom of the interface features a footer with links for 'about hihaho' (home, features, pricing, blog, careers), 'knowledge base' (support, bug report), 'contact' (information, t: +31(0)592 377 285, info@hihaho.com), and social media icons for Facebook, Twitter, LinkedIn, and YouTube. The footer also includes the hihaho logo and links for 'Disclaimer', 'Privacy', 'Terms of service', and 'Copyright'. On the far right, there's a 'Ask your question' button with a green bell icon.

# Any place, any time, any device

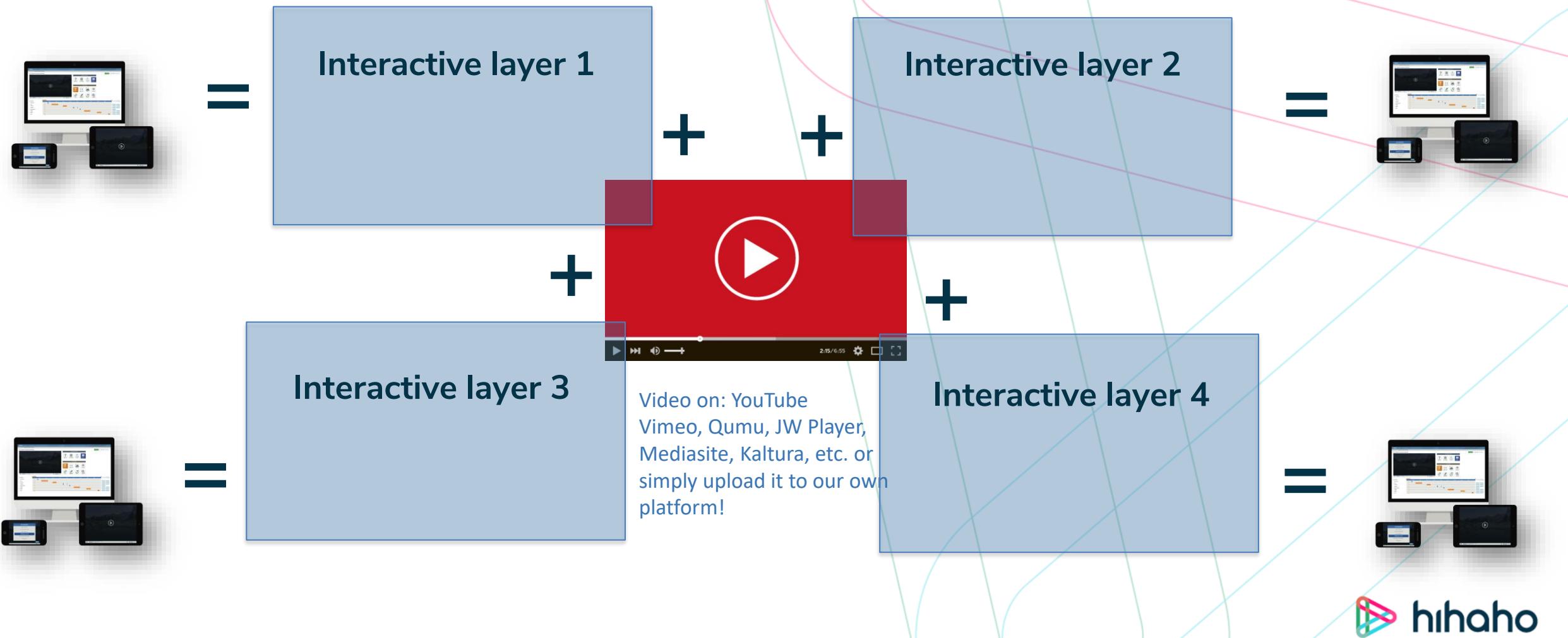


# You don't need to edit the video!

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



# 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 your 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. At the top, there's a navigation bar with links for 'hihaho', 'my hihaho', 'knowledge base', and 'contact'. On the right side of the nav bar, there are language and user account settings. Below the nav bar, the main content area has a title 'Select a video from an online platform' and a large button labeled 'Upload your video' with an upward arrow icon. To the left of this button is a section titled 'Vimeo' with a search bar and a list of video platforms: Vimeo, YouTube, JW Player, Qumu, Panopto, Mediasite, Kaltura, and Blue Billywig. Below these platforms is a search bar with tabs for 'Normal search' and 'My videos on Vimeo'. A green button at the bottom of this section says 'Add interactions'. The footer of the page contains links for 'about hihaho' (home, features, pricing, blog, careers), 'knowledge base' (support, bug report), and 'contact' (information, phone number, email). A green circular notification icon with a '1' is located in the bottom right corner of the footer.

# **Step 2: Enrich your video**

The screenshot displays the hihaho video editor interface. On the left, a preview window shows a blurred background with the text "make your videos click". The main workspace is titled "Demo De Inspecteur Noodverlichting". A toolbar at the top includes "Selecteer", "Verrijk", "Deel", and "Meet". To the right, there's a "Voorbeeld" button, "Publiceer je video" button, and user information for "Jeroen Krouweels". Below the preview is a section titled "interactions" with icons for various interactive elements: Question, Pause screen, Jump to, Form, Rating, Menu, Text, Scroll text, Image, Hotspot, Transparent Button, Highlight, Sound, Zoom in, and Linked video. The timeline at the bottom shows a sequence of events from 0:01 to 30:08, with specific interaction points marked along the timeline. The sidebar on the left lists various video components and their corresponding timestamps.

- Vragen
- Beginscherm 360 optie
- Link 360 film
- Link start film
- Loop begin 360 optie
- A<sup>a</sup> Naar plattegrond
- Afbeelding Oude armatuur
- Pauze scherm 1 oude installatie
- A<sup>a</sup> blok 1 Installatiedatum
- A<sup>a</sup> blok 2 Beschadiging
- A<sup>a</sup> blok 3 Type accu
- A<sup>a</sup> blok 4 Aansluiting
- Knop Eerste Verdieping
- Knop Begane Grond
- Loop keuzemenu
- Hotspot BG Café

Huidige tijd: 00:00:10.86

Ask your question



# Step 3: Share

hihaho my hihaho knowledge base contact

Select Make Share Measure

Preview

Jeroen Krouwels

## Video settings

Publishing General Advanced Reporting Collect viewerdata

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/159mKLWF-1280.jpg", "sources": [

Cancel Save

about hihaho knowledge base contact

home support contact information

features bug report t. +31(0)592 377 285

# Step 4: Track

Views  
412

Play rate  
0%

Success rate  
0%

Questions  
14

Demo De Inspecteur Noodverlichting  
Last viewed on 2019-12-08 15:44:41  
Last edited on 11:55 - Thursday, 31 October 2019

Views

Graph type Default

Success percentage

Questions

Question	Answered correctly	Average question time	Actions
Heb jij gezien wat er mis was?	0% (0/1)	5.45 seconds	[Edit]
Hoeveel fouten heb jij gezien?	21% (21/100)	15.79 seconds	[Edit]
Is dit een zinvolle vraag?	33% (1/3)	13.82 seconds	[Edit]
Moet de inspecteur hier een autonomietest uitvoeren?	0% (0/2)	5.91 seconds	[Edit]
Moet er bij deze deur noodverlichting aan de buitenkant...	75% (3/4)	13.06 seconds	[Edit]
Soms vertelt een hoofd technische dienst een smoes ...	0% (0/3)	14.29 seconds	[Edit]

Variables

Device statistics

Time range: All time

Edit filter

Search:

Time	Title	Interaction type	Link	Interaction clicks
00:01 - 00:06	Beginscherm 360 optie	Image	undefined	0
00:01 - 00:06	Link 360 film	Link	undefined	381
00:01 - 00:06	Link start film	Link	undefined	1080
00:05	Loop begin 360 optie	Jump to	undefined	0
00:07 - 04:45	Naar plattegrond	Text	undefined	1039
04:18 - 04:20	Afbeelding Oude armatuur	Image	undefined	0
04:19	Pauze scherm 1 oude installatie	Pause screen	undefined	15
06:26 - 06:48	blok 1 installatiedatum	Text	undefined	0

Previous [1] [2] Next

Search:

1 2 3 4 5 6 7 Next

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

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

View and download sessions

The last 50 sessions are shown here. To export all sessions, you can use the download button to download a CSV-formatted file.

XLSX  
 CSV

User statistics  
 Question statistics  
 Interaction statistics

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

Time	Title	Interaction type	Link	Interaction clicks
00:01 - 00:06	Beginscherm 360 optie	Image		0
00:01 - 00:06	Link 360 film	Link	<a href="https://files.hihaho.com/kenni...">https://files.hihaho.com/kenni...</a>	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	Pauze scherm 1 oude installatie	Pause screen		6
06:26 - 06:48	blok 1 Installatiedatum	Text		0

Previous 2 3 4 5 6 7 Next

Device statistics

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

Ask your question

# Settings

hihaho My hihaho support contact

My hihaho > Promo hihaho v1 > Settings

Preview More options

## Video settings

General Advanced Reporting Collect viewerdata

### Video description

Title: Promo hihaho v1

Video folder: Persoonlijke container - Jeroen Krouwels Owner

Language: Nederlands

Description: Description

Author notes: Author notes

Tags: Tags

Author's name: Author's name

Custom display name

### Publishing

Availability: Unlisted

Video URL: <https://player.hihaho.com/dedc969f-063b-4d4f-9340-3c47b6355722>

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

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

hahaho My hahaho support contact

My hahaho > Promo hahaho v1 > Settings

## Video settings

General Advanced Reporting Collect viewerdata

Preview More options

### 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

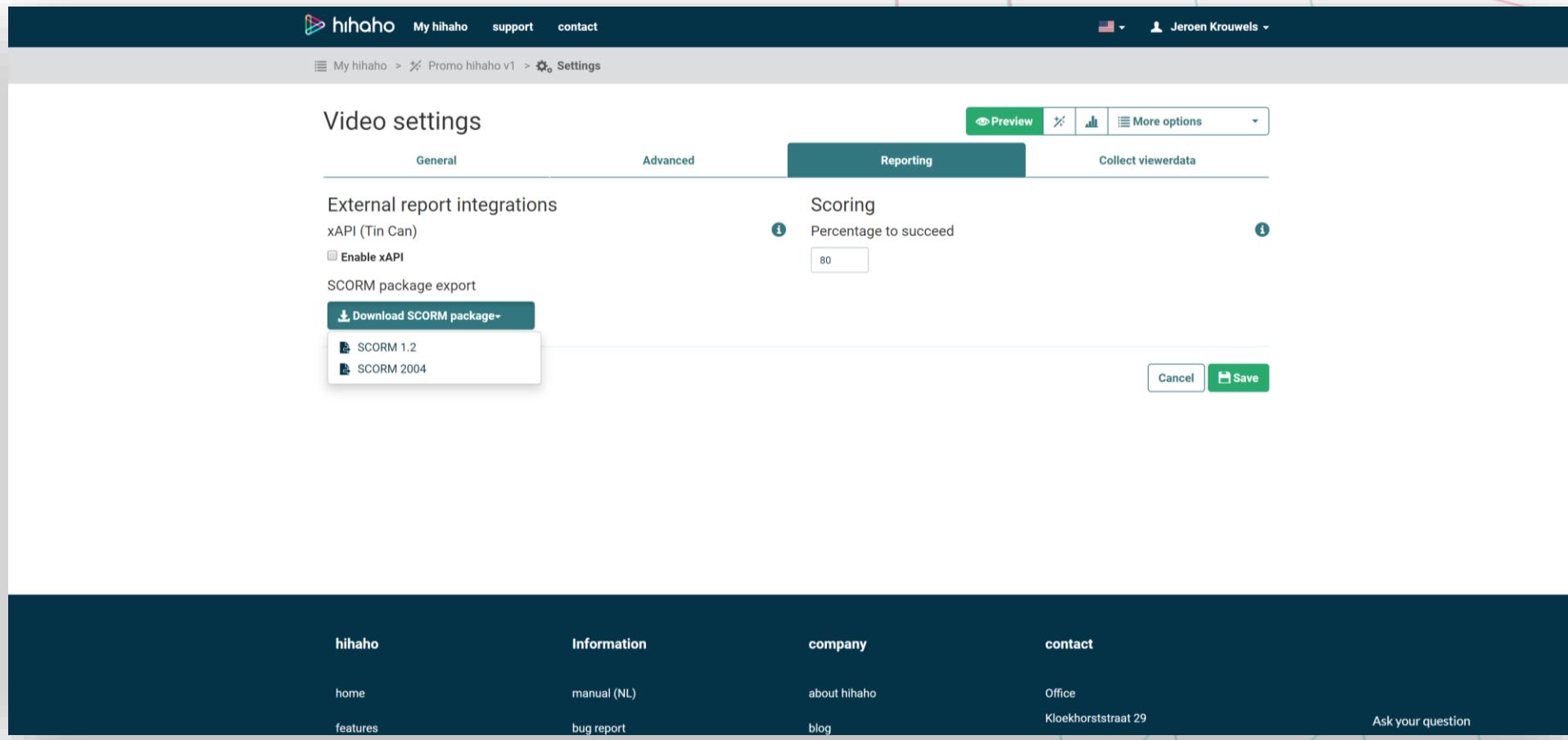
Transcription

Cancel Save

Ask your question

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

# External report integrations



The screenshot shows the 'Video settings' page in the hihaho platform. At the top, there's a navigation bar with links for 'My hihaho', 'support', 'contact', and a user profile for 'Jeroen Krouwels'. Below the navigation is a breadcrumb trail: 'My hihaho > Promo hihaho v1 > Settings'. The main content area has tabs for 'General', 'Advanced', 'Reporting' (which is selected), and 'Collect viewerdata'. In the 'Reporting' tab, there's a section for 'External report integrations' under 'xAPI (Tin Can)'. A checkbox labeled 'Enable xAPI' is checked. Below this is a 'SCORM package export' section with a 'Download SCORM package' button. A dropdown menu from this button shows options for 'SCORM 1.2' and 'SCORM 2004'. On the right side of the reporting tab, there's a 'Scoring' section with a slider set to 80. At the bottom right of the reporting tab are 'Cancel' and 'Save' buttons. The footer contains links for 'hihaho', 'Information', 'company', and 'contact', along with a 'Ask your question' form.

# Collect user data

The screenshot shows the hihaho video settings page. At the top, there's a navigation bar with links for 'My hihaho', 'support', and 'contact'. On the right, it shows the user's name 'Jeroen Krouwels' and a dropdown menu. Below the navigation, the breadcrumb trail reads 'My hihaho > Promo hihaho v1 > Settings'. The main content area is titled 'Video settings' and has tabs for 'General', 'Advanced', 'Reporting', and 'Collect viewerdata' (which is highlighted in green). Above the 'Collect viewerdata' tab, there are buttons for 'Preview', 'More options', and 'Collect viewerdata'. A tooltip icon is visible near the 'Collect viewerdata' button. The 'Collect viewerdata' section contains a field labeled 'Your email' with a placeholder 'Please enter your email address here'. A checkbox labeled 'Required' is checked. Below this is a button '+ Add optional variable'. At the bottom of the section are 'Cancel' and 'Save' buttons. The footer of the page includes links for 'hihaho', 'Information', 'company', 'contact', and a 'Ask your question' form.



hihaho