**Efficiency and effectiveness of explainer videos**

A representative study

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**About the study**

- **> 2,000 interviewees**
- **18+**
- **USA**
- **Germany**
- **Online access panels**

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**Video becomes more important and popular**

- It is expected that as of 2017, video content will make up \( \frac{3}{4} \) of all data transfer on the internet.
- YouTube continuously gains popularity as a digital learning application.
- Explainer videos are an upcoming video format focused on efficient knowledge transfer in a short amount of time.

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**Topics of the study**

**Topic 1**

Status quo of the use of eLearning in general and explainer videos in particular

**Topic 2**

Experimental test design on effectiveness and efficiency of 5 different explainer video formats (before and after knowledge tests on the topic of the presidential election in the United States)

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**Results and findings**

**Younger demographics prefer video over text for information purposes**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Video Preference</th>
<th>Text Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 30 years</td>
<td>80%</td>
<td>18%</td>
</tr>
<tr>
<td>30–59 years</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>&gt; 60 years</td>
<td>63%</td>
<td>37%</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Age Group</th>
<th>Remembering Videos Better Than Text</th>
<th>Watching Videos About the Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 30 years</td>
<td>65%</td>
<td>46%</td>
</tr>
<tr>
<td>30–59 years</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>&gt; 60 years</td>
<td>51%</td>
<td>52%</td>
</tr>
</tbody>
</table>

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**Additional Notes**

- Explainer videos are a new format focused on efficient knowledge transfer.
- YouTube is a popular digital learning application.
- Video content is expected to dominate internet data transfer in the near future.
In Germany, a high percentage of people are aware of explainer videos:
- Yes: 29% (271) / No: 71% (309)

Even higher is the percentage of respondents who intend to watch explainer videos in the future:
- Yes: 53% (387) / No: 47% (303)

The affinity for video content is strong in both countries:
- Do not agree 
  - I often watch videos, for example on YouTube
    - Do not agree at all: 5 (34)
    - Mean: 4.1 (4)
    - I do agree completely: 2 (1)
- I can remember videos better than text content
  - Do not agree at all: 3 (2)
  - Mean: 4.3 (3)
  - I do agree completely: 1 (1)
- I prefer watching videos to reading text
  - Do not agree at all: 5 (34)
  - Mean: 4.1 (4)
  - I do agree completely: 2 (1)

Watching an explainer video leads to a significant knowledge increase about the topic:
- Before: 2.3 (2)
- After: 4.1 (4) (44% increase)

Learning effects are highest when initial interest and knowledge about the topic are rather low:
- Increase of knowledge after watching the explainer video:
  - Low subjective level of prior knowledge: +50% (high)
  - Mean subjective level of prior knowledge: +40% (mean)
  - High subjective level of prior knowledge: +21% (low)
Explainer video formats differ when it comes to their efficiency

simpleshow 226

competitor 100

Efficiency index of the paper cut-out format, index=226 for most efficient video (improved knowledge level in relation to time spent to watch the video in seconds)

Explainer videos activate the target group and spark interest

Level of consent of interviewees in %

👍 53 %
“I now feel better informed.“

👀 39 %
“I am now more interested in the topic.“

🏃 37 %
“I am now more active.“

You can find the complete study on our website: www.simpleshow.com

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➤ The explainer engine will then “auto-magically” visualize your script and turn it into your video’s voiceover.

➤ The result – an animated explainer video – will be ready in only minutes.

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