

EDUCATION



86%

of colleges
and universities have a
presence on YouTube



55%

of college presidents
predict students will take at least
some online classes by 2022

(Cisco)



77%

of colleges
offer online courses



5.8M

students enrolled
in at least one online course
in 2014

Up 3.9% from 2013
(Babson Survey Research Group)



27%

of audiences
watch live educational
talks or lectures



College students
(aged 18-34) own an average of

6 to 8

digital devices each

(Cisco)



78%

of college students
prefer smartphones to other
digital devices

TEACHERS FINDING VALUE IN VIDEO CONTENT HAS INCREASED EACH YEAR SINCE 2007

68%

of educators believe that
video content stimulates
discussions

66%

believe video increases
student motivation

62%

believe video helps teachers
be more effective

61%

believe video is preferred
by students

55%

believe it helps teachers be
more creative

42%

believe video directly increases
student achievement

(Cisco)