Video Chatterbox Nation

Education

A report on live video communications in the education industry: yesterday, today and tomorrow
Live Video in Education

When TokBox, now a part of Nexmo, ran its first national study about Americans’ attitudes toward video communications in 2012, less than half of the country regularly used video chat. Most of their video chatting was between friends and family. Repeated in 2015, 2017 and again in 2018, the now longitudinal study provides deep insights into the transition of video from social to commercial use and its pervasiveness.

Using data from the Video Chatterbox Nation 2018 study and Nexmo OpenTok live video platform usage, this report takes a closer look at video communications in the education industry.

For anyone focused on digital transformation in education, this report reveals changing consumer behaviors, an industry analysis, and future outlook.
Universal Adoption
Live video is reaching almost universal adoption for social use between friends and family.

Business Is Next
Consumers want to video chat not just with friends and family, but businesses and brands too—including education organizations.

The Most Personal Experience
A key motivation for video calling is that it creates a more personal and engaging experience than other channels.

Different Industry Adoption
As video calling with businesses and brands becomes mainstream, industries are adopting it at different rates.

Developed Category
Education has well developed industry supply with a broad offering of live video services.

Strong Future Growth
Consumer demand for live video in education is forecast to grow steadily. Integrating live video into existing platforms could accelerate uptake.

Hottest Use Case
Online tutoring has the strongest consumer usage and forecast growth in education.

Quality at Scale
As live video in education grows, organizations must navigate the technological challenges of delivery including quality and reliability across high volumes of simultaneous users.

Key Takeaways for Education Innovators
The Age of Social Video Chat

The rise of video chat through the ages—from occasional video calls to an everyday method of social communication in everyone's pocket

Growth of Communication Channels Between Friends and Family

2015 - 2018 percentage growth of regular usage

Today 1 in 3 people video chat at least once a week.

2 in 5 people video chatted more in 2018 than they did in 2017.

Millennials overwhelmingly chat the most with a 175% increase in regular live video usage over the last three years.

Today 1 in 4 millennials chat every day.

Mobile Voice Call: 8%
Mobile Text Message: 15%
Email: 33%
Social Feeds: 28%
Messaging Apps: 200%
Live Video Chat: 171%
Create Personal Customer Experiences with Live Video

A key motivation for video calling is that it creates a more engaging and personal experience compared to other channels.

Which Communication Channel Creates the Most Personal Experience?

- Live Video: 38%
- Voice Call: 27%
- Social Media: 13%
- Messaging: 12%
- Email: 10%
The Rise of Consumer-to-Business Video Communications

With live video achieving rapid social adoption, consumer-to-business video communication is swiftly following suit.

### Growth of Communication Channels Between Consumers and Businesses

2015-2018 percentage growth of regular usage

<table>
<thead>
<tr>
<th>Channel</th>
<th>2015-2018 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Video Chat</td>
<td>233%</td>
</tr>
<tr>
<td>SMS</td>
<td>145%</td>
</tr>
<tr>
<td>Social Feeds</td>
<td>132%</td>
</tr>
<tr>
<td>Messaging Apps</td>
<td>109%</td>
</tr>
<tr>
<td>Mobile Voice Call</td>
<td>23%</td>
</tr>
<tr>
<td>Email</td>
<td>14%</td>
</tr>
</tbody>
</table>

Nearly 1 in 3 Americans are using live video to chat with a business—a 3x leap in 3 years

Nearly 1 in 5 Americans are video chatting with businesses weekly or more often

1 in 4 Americans yet to video chat with a business say they will in the future

The steady growth of consumer-to-business live video throughout the years suggests video chat will be a lasting phenomenon.

Is your education communications strategy ready for live video?
How Consumers Use Live Video in Education

Don't miss an opportunity to engage your customers on this growing channel. Gain a better understanding of how live video is being used in education.

Where Do Consumers Want to Use Video Chat?

- **Online Tutoring**: 33% Have Used Live Video, 23% Willing to Use Live Video
- **Virtual Classrooms**: 33% Have Used Live Video, 22% Willing to Use Live Video
- **Exam Proctoring**: 23% Willing to Use Live Video
- **Telepresence Robot Learning**: 22% Willing to Use Live Video

1 in 3 people say they would like to use live video to speak with a tutor remotely, such as through a language learning app or education platform.
Mobile is the Preferred Device for Video Chat in Education

Who is Video Chatting in Education?

- 42% (18-34 Years Old)
- 41% (35-54 Years Old)
- 24% (55+ Years Old)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Have Used Live Video</th>
<th>Willing to Use Live Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 Years</td>
<td>41%</td>
<td>42%</td>
</tr>
<tr>
<td>35-54 Years</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>55+ Years</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Why do Consumers Want to Video Chat in Education?

- More affordable education
- On-demand learning on any device
- Highly personalized teaching and learning
- Increased collaboration in and out of the classroom
- Wider access to education from anywhere in the world

#1 Mobile

Mobile is the Preferred Device for Video Chat in Education

#2 Laptop

#3 Tablet
Industry Analysis

Is the Education Industry Meeting Consumer Demand for Live Video?

As live video communications mature, it is inevitable that consumer appetites evolve at different rates for different types of services. This can make it difficult for organizations to decide if and when to invest in live video, to ensure they are not investing in solutions consumers don't want whilst also not falling behind competitors.

This graph highlights the gaps and opportunities between consumer demand and industry delivery—based on a combination of survey responses, OpenTok platform minutes and industry growth.

**How Does Education Rank?**

- Education has well developed industry supply with a broad offering of live video services
- There are high volumes of video calling across all education use cases
- Consumer demand is forecast to grow steadily
- Integrating live video into existing online education platforms and classroom workflows could further accelerate consumer uptake
5 Live Video Rules for Education Innovators

**Mobile**
Be available to everyone, anywhere and on any device
Students and teachers want and need access to tools for studying, communicating, and collaborating on-demand and while on-the-go.

**Record**
Securely archive for ongoing learning material
Capturing and archiving live video interactions lets students revisit lessons while teachers and education organizations can reuse recordings for ongoing learning content.

**Secure**
Prioritize privacy and protection of user data
Live video exchanges must be transmitted and stored securely and compliantly, protecting the privacy of students and teachers.

**Embedded**
No downloads, no plugins, in-context
Live video must be embedded into existing education platforms so that teachers and students never have to leave their workflow, screen, or app.

**Scale**
Interactive learning experiences, at scale
Whether live video is the primary channel for delivering classes, or complementary to a traditional classroom, reliability across high volumes of simultaneous users is critical.
Live Video Put into Practice
Online Tutoring

Cambly is an on-demand language marketplace that helps people from around the world learn English. The Cambly app connects students with native speakers where they can practice English together via live video chat from their mobile phone, tablet or computer.

Bringing Language Learning to Life

With the help of Nexmo OpenTok, Cambly transports students to an English speaker’s world. Nexmo OpenTok is a live video platform that makes it easier for developers and businesses to add live interactive video, voice, and messaging into their web and mobile apps.

Live video recreates the natural, face-to-face experience of engaging with someone in their native country—all with a few taps on a device. When conversing in any language, body language and nonverbal cues add a deeper level of understanding, and live video brings this richness to learning English on the Cambly platform.

The Results:

- On-demand interactive learning compatible with any device
- Ability to record and playback every conversation
- Real-time feedback and discussions
Add video chat to your education experience strategy with Nexmo APIs

It’s now easier than ever to meet consumer demand for live video communications with the Nexmo OpenTok Platform. Whether you’re building a new service from the ground up or adding to existing education engagement channels, you can create a custom video experience using our robust APIs, or add plug-and-play video to your website in minutes using Video Chat Embeds.

Education companies such as Chegg, Minerva, Cambly, and PresenceLearning rely on Nexmo to power seamless, secure live video interactions between students, teachers, and providers.

But it doesn’t stop at video. To deliver a truly outstanding experience in education, organizations must meet customers on all channels.

With communications APIs from Nexmo, you can now program any interaction so that the right message is delivered to the right person, on the right channel, at precisely the right moment.

Is your business ready for the next big education engagement channel?

Learn more. Contact us at: +1 415 941 5878 | sales@nexmo.com