

The Knovio Evaluation Guide



Step-by-Step Guide to Evaluating Knovio

by Michael Kolowich, co-creator of the Knovio smart media platform, from OpenExchange

Knovio is an online video platform like no other. It is the most comprehensive platform ever offered for creating, hosting, sharing, organizing, and measuring engagement with rich media content: uploaded video, interactive video presentations, and self-paced presentation "flip decks". Its advanced versions support both live and on-demand video streams.



Knovio is used by more than 600,000 registered users in 135 countries on six continents. It is in use on more than 1,800 college and university campuses, and more than 300 companies -- in healthcare, financial services, technology, manufacturing, and retail -- have signed annual or multi-year contracts to deploy Knovio in their organizations. And it is the technology foundation of OpenExchange's virtual conference and meeting work with nearly all of the world's most prominent financial institutions and thousands of public companies.

This guide, intended for new users, as well as evaluators and reviewers, reveals the full depth of the Knovio platform. It will take you step-by-step through the process of uploading or creating interactive video content, customizing it, publishing it, organizing it into a showcase, adding quizzes and assessments, and measuring viewership right down to the individual viewer level.

Armed with your new Knovio account, we hope you'll try as many of these exercises as possible. And if you don't have your own content, don't worry -- we've organized a set of downloadable content for you to use. You'll find it at www.knovio.com/evaluation.

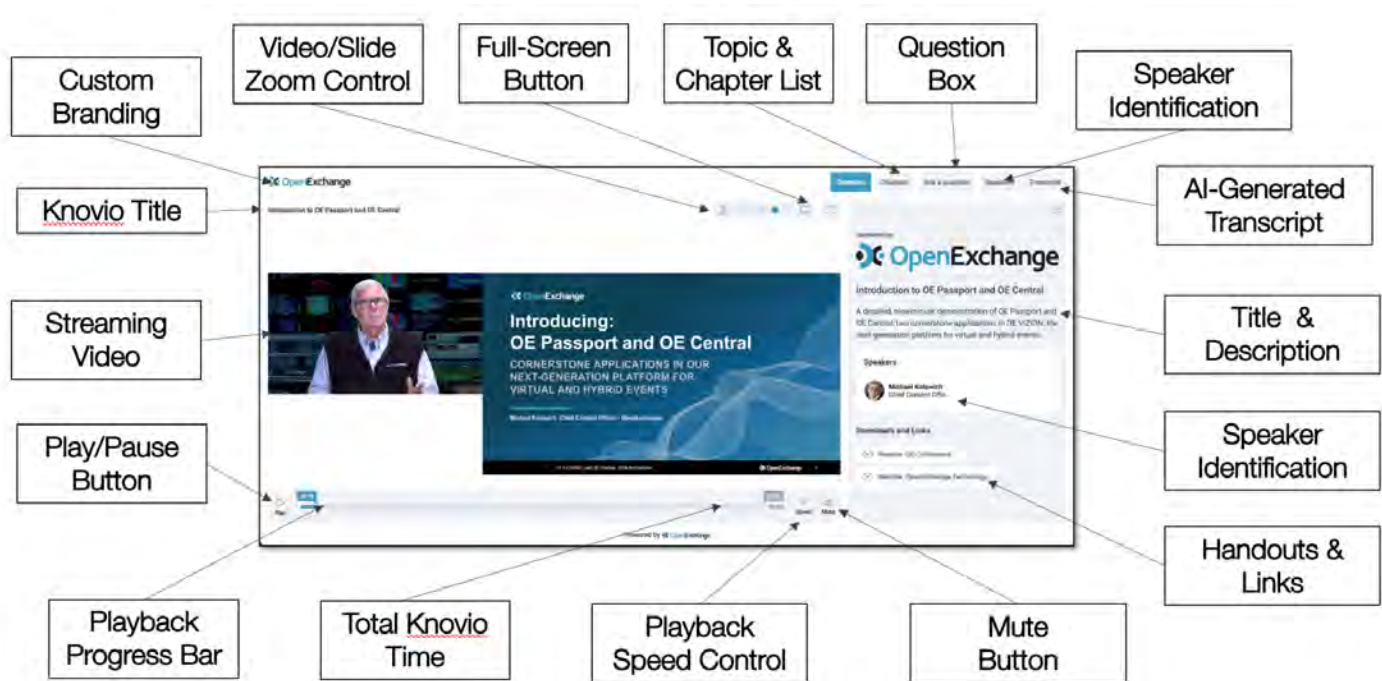
Here's an outline of what we'll help show you through nine short exercises (each no longer than ten minutes):

- Introduction: Knovio Smart Media Player, Knovio Video Showcase, and the Knovio Library
- Exercise 1: Upload and share a video
- Exercise 2: Upload, narrate, customize, and share a multimedia presentation
- Exercise 3: Upload and share a presentation flip deck
- Exercise 4: Organize your Knovios into a branded video showcase
- Exercise 5: Add a guest book to a Knovio
- Exercise 6: Add a quiz to a Knovio
- Exercise 7: Create a multimedia presentation using pre-recorded video
- Exercise 8: Invite a collaborator
- Exercise 9: Analyze your content's performance

There's much more to Knovio than we can accomplish even in nine short exercises, but these will give you a pretty good sense of what the Smarter Online Video Platform can do. We hope these exercises engage you, inspire you, and excite you about the possibilities!

Note: The features used in this evaluation guide pertain to premium editions of Knovio. Some features, represented by Exercises 5 through 9, may not be available or enabled for other Knovio editions such as Lite, Pro, Gold, Starter, and Student Edition. Copyright 2021, OpenExchange Incorporated.

Introduction: The Knovio Smart Player



Interactive Video Presentation created with Knovio

The principal building block of the Knovio system is its Smart Player. The Knovio Smart Player combines one or more content streams, navigation, and widgets such as dynamic footnotes, searchable follow-along transcripts, quizzes, and question forms into a complete, measurable interactive multimedia experience.

Knovio is designed to host three principal types of cloud-based media content:

- On-demand and live video streams;
- Interactive video presentations; and
- Self-paced presentation "flip decks".



Video Clip in a Knovio Smart Player



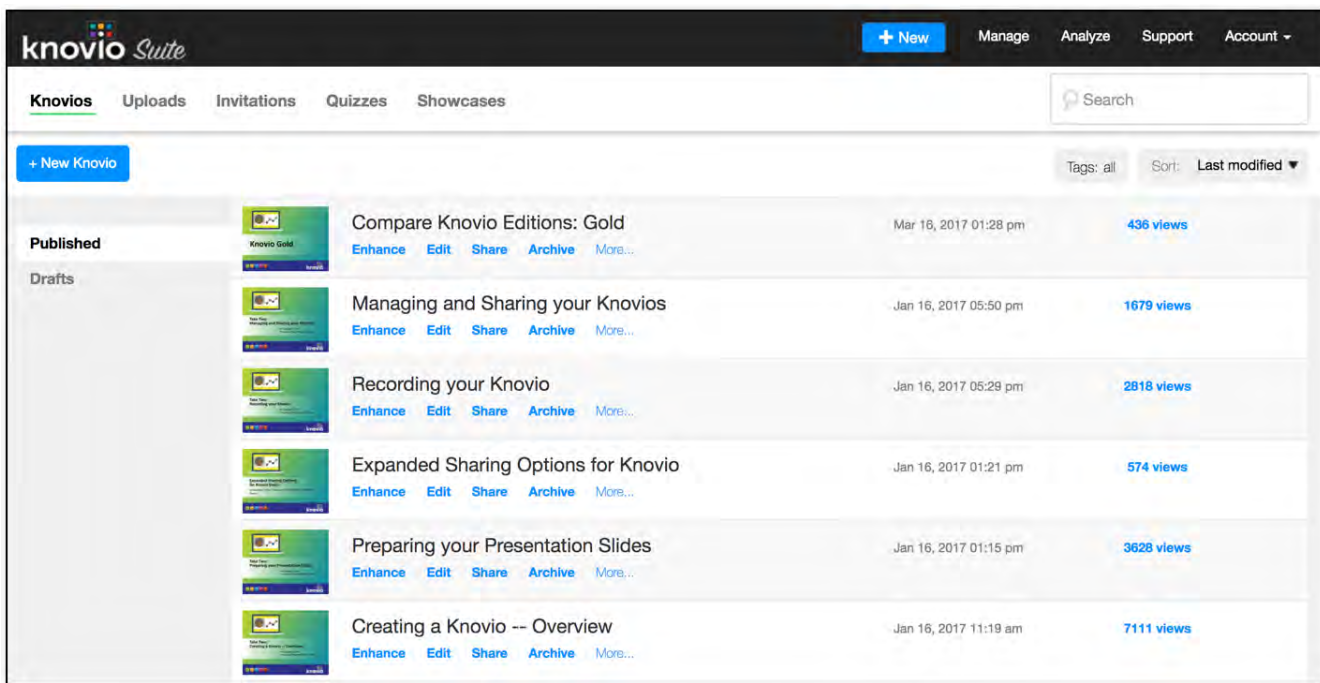
Presentation Flip Deck in a Knovio Smart Player

As a Knovio user, you are able to:

- Upload or create video content using Knovio's integrated platform tools;
- Format the video content using one of more than two dozen customizable player design templates;
- Customize it by adding chapters, footnotes and attachments, programmable zooms, and attachments;
- Augment it with a multi-part quiz or assessment;
- Organize it along with other content into an online showcase;
- Register who's viewing the content using a guest book, and secure it with a password and other access controls;
- Invite collaborators to contribute content; and
- Measure the performance of both your content and of individual viewers in absorbing your message, using KnowledgeVision's patented integrated tracking, analytics, and engagement scoring system.

Introduction: The Knovio Library

The second principal building block of the Knovio platform is the Knovio Library. This is where you can manage all of your finished Knovios, uploaded video, audio, and slide assets, quizzes, invitations, and showcases. You'll keep coming back to the Library again and again as you use Knovio, and you can find it at any time by choosing "Manage" from the Knovio menu bar.



You'll start your Knovio journey with an empty Library. But as you upload media and slides, publish finished Knovios, issue invitations, and create showcases and quizzes, they'll appear here. Even your work-in-progress is stored here as Drafts. And you can re-use uploaded assets again and again just by finding them under the Uploads tab and clicking "Make a Knovio". Knovio will automatically show you all the things you can do with that particular type of asset. And when you've finished with any Knovio or Upload, just choose "Archive" and it will be tucked away in the archive.

Introduction: The Knovio Video Showcase

The third principal building block of the Knovio platform is the Video Showcase. A showcase is an organized collection of video content that can be launched in minutes and revised with a few clicks of a mouse.

These branded showcases have their own custom web address, and can be as public or private as you want. Corporate and enterprise-level showcases can incorporate pull-down menus and filters that turn a showcase into a full-fledged microsite for rich, highly accessible collections of video and rich media content.

The screenshot displays a Knovio Video Showcase for "Content Marketing World 2020". The header includes the CMW logo and the event title "BREAK THE RULES". A large video player shows a stage performance with a central figure and two large screens. To the right of the player is a "Welcome to Content Marketing World 2020" message. Below the player are two rows of video thumbnails for completed keynote sessions.

Completed Keynote Sessions

- Architecting Desire: A New Strategy for Content ...
- Where Do We Go from Here? Disney, Diversification & The ...
- Beyond Breaking Rules: Why Connections in Marketing ...
- Courageous Content: 5 Ways to Get Noticed Amidst the ...
- Human Connections in a Digital World: Discover the ...
- Speaking Truth to Power

More Completed Keynotes

- Presided: 5 Principles of the Last Chaotic: 10 Months ...
- Creating Authentic Content For A \$1.5 Trillion Audience
- 3 Trends You Can't Ignore As a Content Marketer
- Embracing the Non-Binary Marketing Mindset
- Be Content
- Comedy, Trust, and Diversity in Content

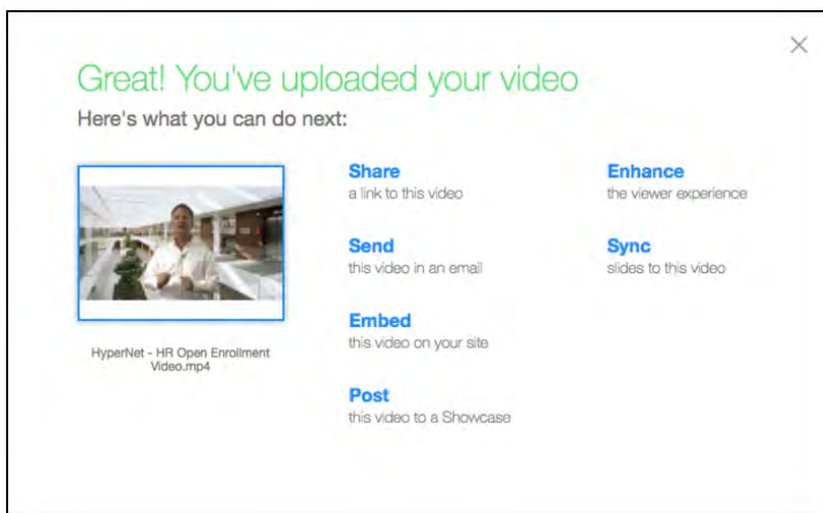
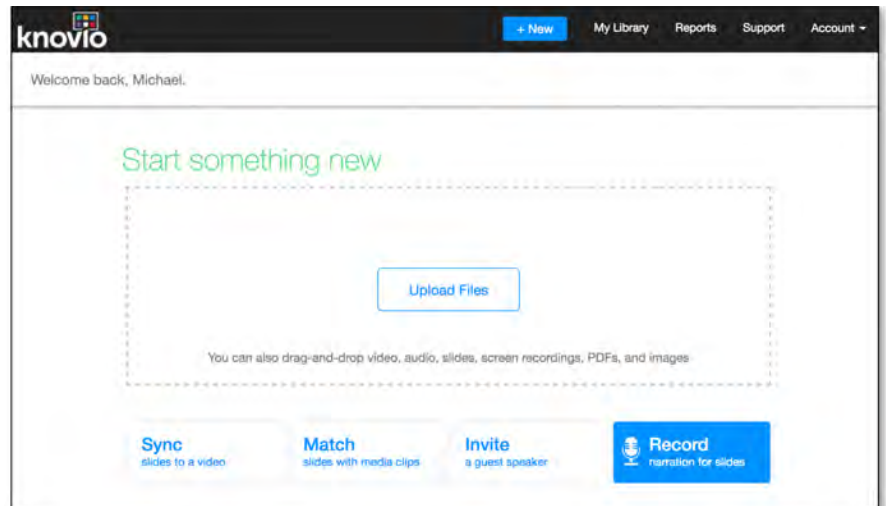
Knovio Showcase Example: Content Marketing World Online

Exercise 1: Upload and Share a Video

Objective: Upload a video file and send it via email to yourself.

Assets: Any short video file (if you don't have one handy, you can download one [here](#).)

1. Click the blue "+ New" button in the menu bar to access the Knovio Start Page.
2. Drag your video file (we accept all formats) from a file browser to the "Upload files" box.
3. Knovio will validate what kind of file you're uploading, prepare it for online streaming, and give you options about what to do next with it.



4. From the list of options presented, choose "Send" to send your video via email. You'll be given the option to name your video with a friendly name (otherwise it uses the file name) and to write a brief description that will be sent with the video.

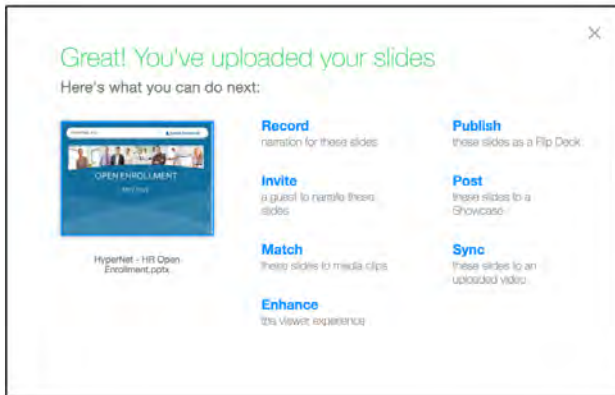
5. Enter your own (or a friendly colleague's) email address, and specify that you want to be notified when the recipient watches your video.

6. Within a few seconds, you should see an email (from yourself) inviting you to watch the video. Go ahead and watch part of it.

7. A few minutes after you're done watching, you should see a notification that your video has been viewed, along with some information about how engaged the viewer was.

That's all there is to it. Within just a couple of minutes, you turned a video file into a Knovio, made it available to stream from the cloud, sent a link to it, and got a notification when it was viewed. And now, your video is in your Knovio Library where it can be shared in many different ways with as many people as you'd like.

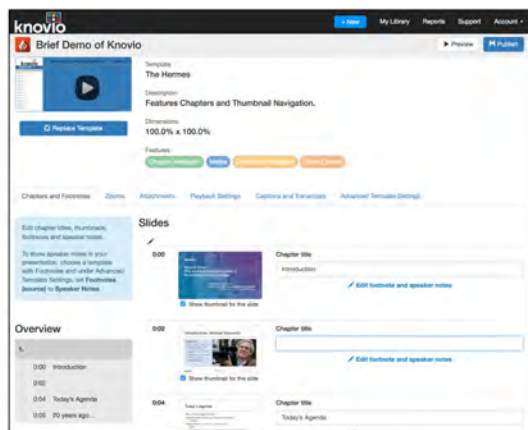
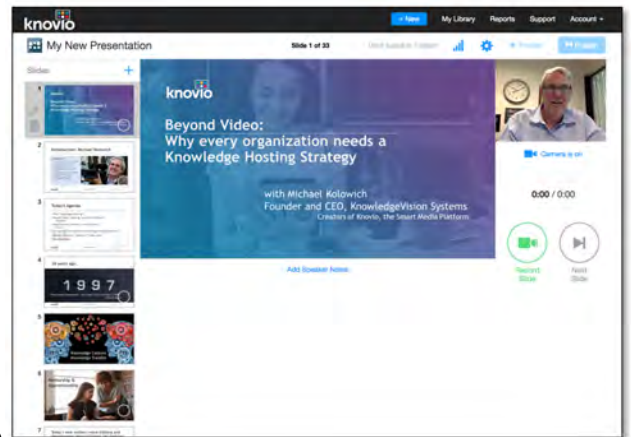
Exercise 2: Upload, Narrate, Customize and Share a Multimedia Presentation



Objective: Create and share an interactive online presentation.

Assets: A PowerPoint or PDF presentation (if you don't have one handy, you can download one [here](#).)

1. Open the Start Screen by clicking the blue "+ New" button in the menu bar.
2. Drag your PPT or PDF presentation file from a file browser to the "Upload files" box.
3. Knovio will validate what kind of presentation file you're uploading, process it (including slide animations), and give you options about what to do next with it.
4. From the list of options presented, choose "Record" to add video or audio narration to your slides.
5. In the Record Screen, you can change the order of your slides, add or replace slides, add or edit speaker notes, add or edit chapter titles and footnotes, add media clips, and even add quizzes.
6. If you have a webcam, you'll see its image in the preview window; if you prefer just audio rather than video narration, then turn it off.
7. Press "Record Slide" and after a three-second countdown you'll be recording narration for your



slides. Use the "Next Slide" or "Stop

Recording" button to record continuously, or one slide at a time. If you need to make a correction, select the slide you'd like to re-record and select "Re-Record".

8. Select "Preview" to take a look at what you recorded, fine tune it, and "Save" when you're satisfied.

9. After you've published, you'll see an option to Customize your Presentation. Choose it, and you'll be brought to the Customize Screen, where you can customize your presentation's content, layout, and behavior.

10. Try these things in the Customize Screen:

- a. Add or edit the chapter titles, and add a footnote to one or more slides;
- b. Open the **Zooms** tab to adjust the relative size of the slides and video for different slides;
- c. In the **Playback Settings** tab, make your presentation auto-start, and redirect to a web page when it's finished. Then Publish your presentation to save the changes.
- d. Open the **Advanced Template Settings** to change the logo and colors of your player.

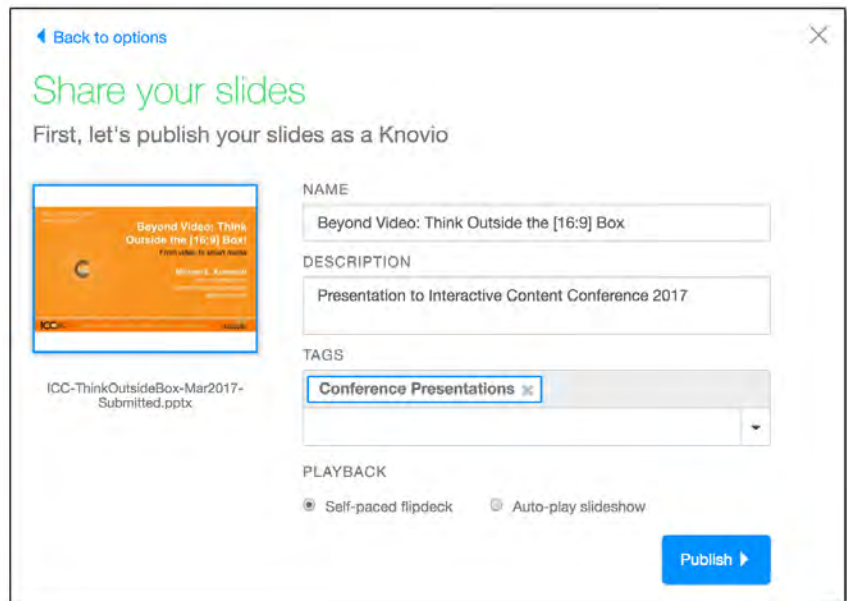
Exercise 3: Upload and Share a Presentation Flip Deck

Objective: Upload a presentation deck and post it to a social media feed.

Assets: A PowerPoint or PDF presentation (if you don't have one handy, you can download one [here](#).)

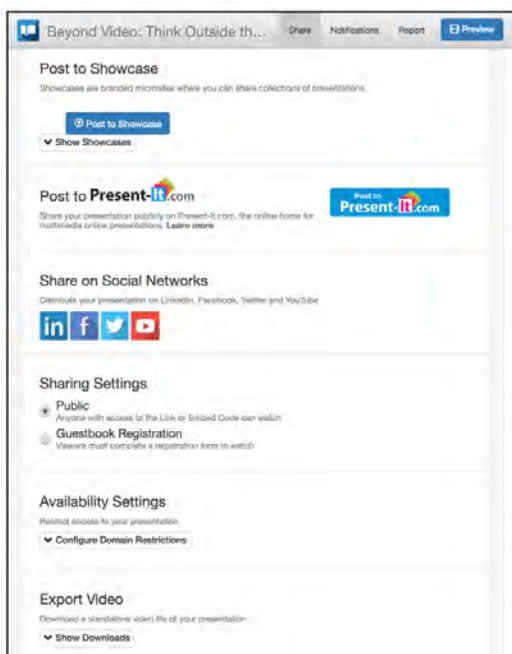
A "Flip Deck" is a way to take a presentation -- sourced from either PowerPoint or PDF -- and turning it into a Knovio that can be shared and viewed in exactly the same way that other Knovio video or online presentations can be viewed or shared. When sourced from PowerPoint, Knovio flip decks preserve and play slide animations.

- Click the blue **+ New** button in the menu bar to access the Knovio **Start** Page.
- Drag your presentation file from a file browser to the **Upload Files** box.
- Knovio will validate what kind of file you're uploading, prepare it for online streaming, and give you options about what to do next with it.
- From the list of options presented, choose **Share** to create a shareable flip deck (**Send** will also create a flip deck to be sent by email).
- Give your Knovio a name and an optional description and tags, and choose whether you want your flip deck to be self-paced (i.e. viewer directed) or an auto-play slideshow. Then choose **Publish**.



The screenshot shows the 'Share your slides' form in Knovio. At the top left, there is a 'Back to options' link. The main heading is 'Share your slides' in green, followed by the instruction 'First, let's publish your slides as a Knovio'. On the left, there is a preview of a slide titled 'Beyond Video: Think Outside the [16:9] Box!' with a thumbnail image and the text 'ICC-ThinkOutsideBox-Mar2017-Submitted.pptx'. The form fields on the right include: 'NAME' with the value 'Beyond Video: Think Outside the [16:9] Box'; 'DESCRIPTION' with the value 'Presentation to Interactive Content Conference 2017'; 'TAGS' with a tag 'Conference Presentations' and a dropdown arrow; and 'PLAYBACK' with two radio buttons: 'Self-paced flipdeck' (selected) and 'Auto-play slideshow'. A blue 'Publish' button is at the bottom right.

- The **Share** Screen will give you numerous options for sharing your flip deck, from links to embed codes to email to exporting it as an MP4 video file. One of these options is **Share on Social Networks**-- LinkedIn, Facebook, Twitter, or YouTube. Choose one, and you'll be able to customize a post to the social network of your choice.



The screenshot shows the 'Share' screen in Knovio. At the top, there is a title bar with 'Beyond Video: Think Outside th...', 'Share', 'Notifications', 'Report', and 'Preview' buttons. The main content is divided into several sections: 'Post to Showcase' with a 'Post to Showcases' button and a 'Show Showcases' dropdown; 'Post to Present-it.com' with a 'Post to Present-it.com' button and a link to 'Learn more'; 'Share on Social Networks' with icons for LinkedIn, Facebook, Twitter, and YouTube; 'Sharing Settings' with radio buttons for 'Public' (selected) and 'Guestbook Registration'; 'Availability Settings' with a 'Configure Domain Restrictions' dropdown; and 'Export Video' with a 'Show Downloads' dropdown.

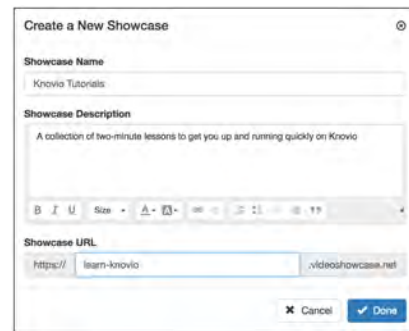
Exercise 4: Organize Your Knowios into a Branded Video Showcase

Objective: Create and share an instant collection of videos.

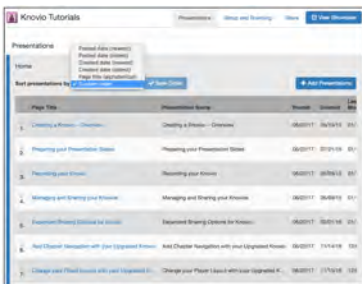
Assets: No additional assets are needed; only the three Knowios created in Exercises 1-3

A Knowio Showcase is a way to gather together multiple Knowio videos, interactive presentations, and flip decks into a branded collection, arranged in an attractive branded grid, with its own address on the web. They can be assembled in minutes, and can be updated and rearranged with a few mouse clicks.

1. Select **Manage** from the Knowio menu bar, and then click the **Showcases** tab.
2. In the **Showcases** Screen, click **+ New Showcase**.
3. Name your new showcase, add an optional description (these will be displayed in the showcase header), and then choose a subdomain name for your showcase. This designates the web address for your showcase -- for example, entering "learn-knowio" creates a showcase at <https://learn-knowio.videoshowcase.net>. As long as the address is unique in our system, you can use it for your showcase address.

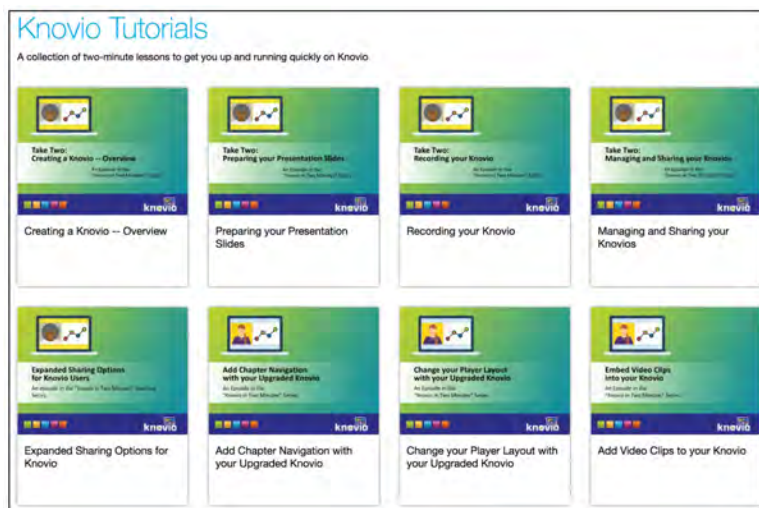


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4. Press **Done** and you should see an empty Showcase Builder screen.
5. Click **Add Presentations**, click the checkbox next to each of the Knowios you created earlier, check the titles for each of the Knowios you'll be adding, and click **Continue**.
6. At this point, you'll see a list of all the Knowios in your showcase, and you can select what order you want them displayed.
7. Try adding a logo or a banner, and changing the colors using the **Setup and Branding** screen.
8. Click **View Showcase** to see your handiwork.

9. And finally, click **Share** to see all the options you have to share your finished showcase. Near the top of the list, you'll see the custom URL you selected for your showcase.

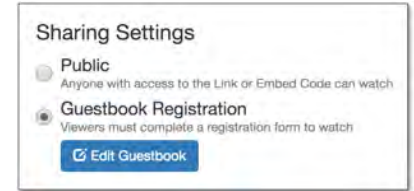


Exercise 5: Add a Guestbook to a Knovio

Objective: Require that a viewer sign in before watching your Knovio.

Assets: No additional assets are needed; only one of the Knovios you created in Exercises 1-3

Knovio offers a unique and patented tracking system that measures how viewers are interacting with your Knovio video content. While tracking is enabled automatically, viewers are tracked anonymously unless: a.) you add a guestbook to the presentation or showcase; b.) you use Knovio to email a presentation to a particular viewer; or c.) you add viewer-specific tracking information to a Knovio link you send out.



1. Select **Manage** from the Knovio menu bar, and click on the **Share** button for any Knovio.
2. On the **Share** page, look for the **Sharing Settings** section, and switch your presentation to "Guestbook Registration". Then click **Edit Guestbook**.
3. The **Edit Guestbook** form gives you complete control over the content of your guestbook. Name it, add a logo, write a description, decide what data you want to collect from visitors, decide whether individual fields are required, create pull-down menu lists -- it's all there. You can even specify the text that shows up on the **SUBMIT** button.
4. In addition, you can add a Password that must be successfully entered in order for a viewer to be able to access the Knovio.
5. When it's done, viewers will need to sign in before watching your Knovio, and their individual interactions with the Knovio will be tracked and available in Knovio's reports.



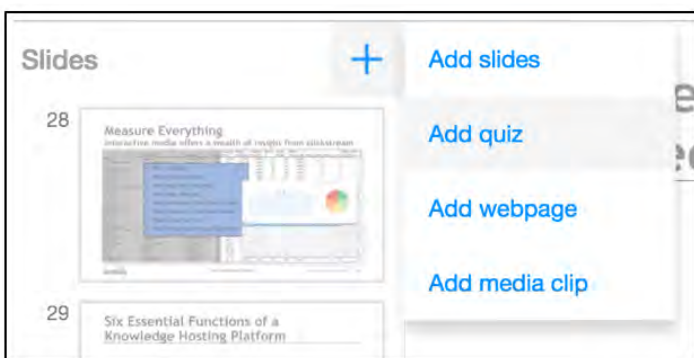
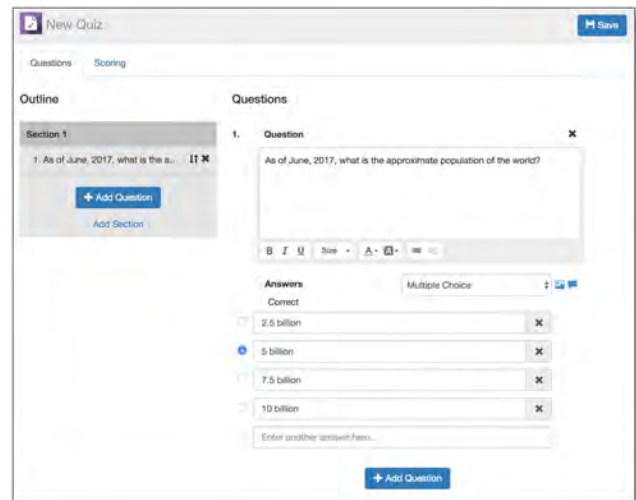
Exercise 6: Add a Quiz to a Knovio

Objective: Create a brief assessment and add it to a Knovio.

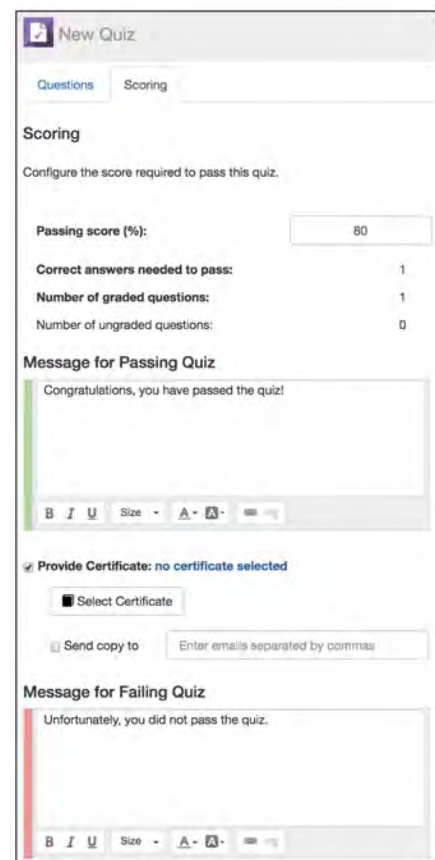
Assets: No additional assets are needed; only one of the Knovios you created in Exercises 1-3

Knovio allows the creation and insertion of multi-part quizzes into any Knovio. Questions can be graded or ungraded multiple-choice, or open response. You can specify how the quiz should be scored, what the passing grade is, and even issue a personalized PDF completion certificate when a viewer passes the assessment.

1. Select **Manage** from the Knovio menu bar, and click on the **Quizzes** tab to open the **Quiz** window, and press **+ New Quiz** to create a new quiz.
2. Try creating several questions, using different question types.
3. Try adding an image to one of your questions.
4. Try clicking the "dialog bubble" icon on question to add feedback on right and wrong answers.
5. Select the **Scoring** tab to set the passing score, add messages when someone passes or fails the quiz.
6. Try adding a certificate that's personalized and issued when viewer passes the quiz.
7. Once you've saved the quiz, go back to your Knovio Library, find the narrated presentation you created with Knovio, and click **EDIT**.
8. In the Knovio **Record** Screen, determine where you'd like to insert the quiz, select the slide before the insertion point, and click the **+** button to add a quiz.



9. Now, **Preview** your presentation and you'll see the quiz appear at the point where you've inserted it.



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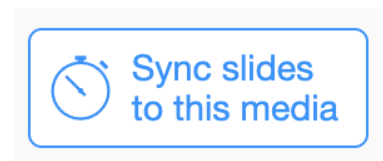
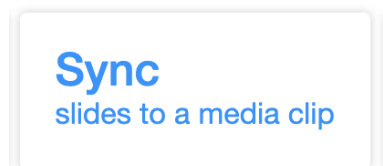
Exercise 7: Create a multimedia presentation syncing video to slides

Objective: Create a multimedia presentation using pre-recorded video, synchronized to slides.

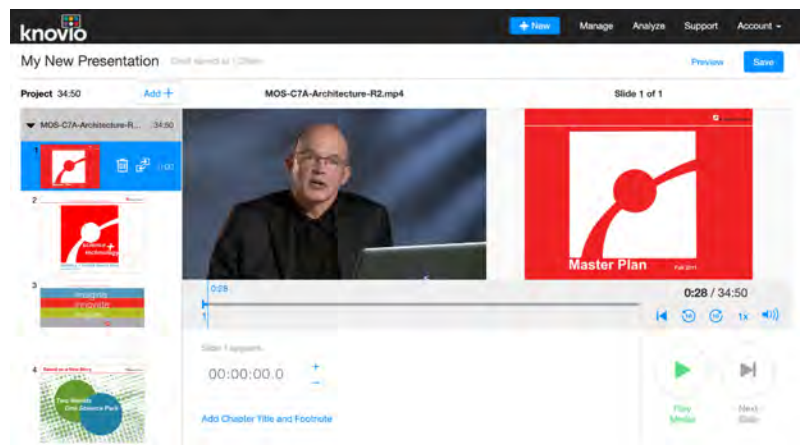
Assets: You'll need a PowerPoint or PDF slide deck and a clip of pre-recorded video of a presenter that matches those slides

In Exercise 2, you used your built-in video camera to record the video narration for a slide deck. But often you already have a video clip that just needs to be synchronized with your slides. A typical application of this would be if you had a recording of a lecture or keynote presentation and wish to match that recording to the slides to make a multimedia presentation.

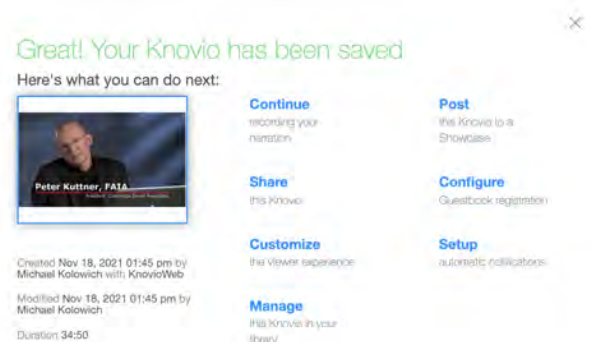
1. Start by pressing the **+ New** button and selecting "Sync slides to a media clip". This will open up Knovio's **Edit** Screen.
2. This will present a list of previously uploaded media clips, but also allow you to upload a new media clip (either video or audio). Upload your video clip here.
3. Next, you'll be presented with a list of previously uploaded slides, as well as the option to upload a PowerPoint or PDF slide deck.
4. Now click on the button that says "Sync slides to this media".
5. Next, turn your attention to the slide carousel along the left edge of the screen. Select the first slide that you want to sync to the media, and your project is ready to sync.



6. Press the **Play Media** button, and then advance the slides as appropriate in synchronization to the video, using either the **Next Slide** button or clicking on the slide itself in the carousel. If you miss a transition, there's an option to rewind the video by 10 seconds by clicking a small button below the time display.



7. As you synchronize the presentation, slide change marks will appear along the timeline to mark each of the slide transitions.
8. If you wish to edit the timing of the synchronization, you can stop the video, click the slide you want to change, and type the updated time into the time field below the video progress bar.
9. You can add chapter marks and footnotes to any slide by clicking on the slide in the carousel and then clicking the **Add Chapter Title and Footnote** link.
10. When you're finished, click the **Save** button, after which you can share or customize your presentation.



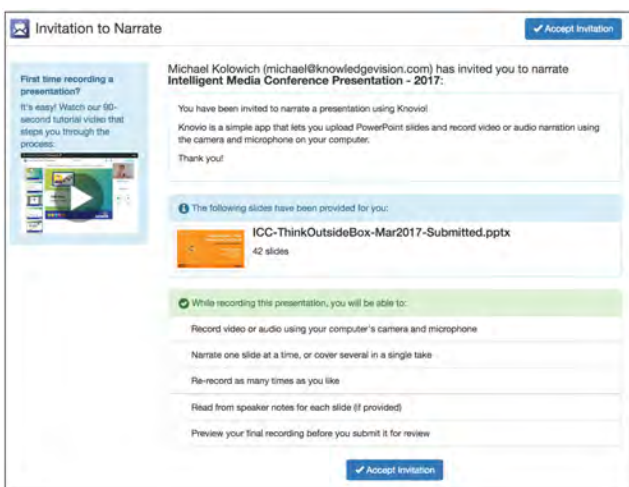
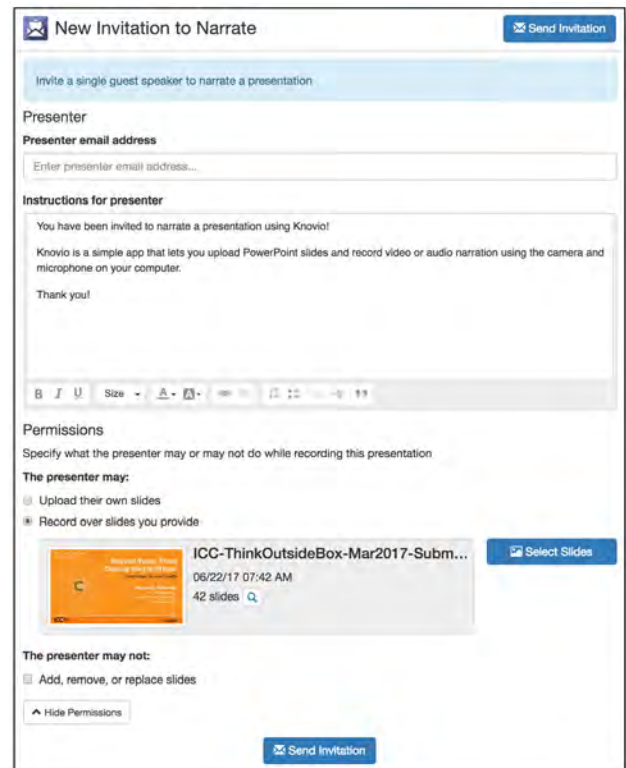
Exercise 8: Invite a Collaborator to Create a Knovio

Objective: Invite someone to create a Knovio, even if the invitee doesn't have a Knovio account.

Assets: A PowerPoint or PDF presentation (if you don't have one handy, you can download one [here](#).)

With Knovio, you can invite someone else to create or narrate an interactive presentation, even if that person doesn't have a Knovio account. The resulting content will return back to you for review, and, if you accept it, will reside in your Knovio Library. In this exercise, you'll invite someone to narrate a presentation from slides you've already created, and send it back to you.

1. Open the **Start** Screen by clicking the blue **+** **New** button in the menu bar.
2. Drag your presentation file from a file browser to the **Upload Files** box.
3. From the list of options presented, choose **Invite** to initiate the Invitation sequence.
4. Enter the email address of a collaborator (you can enter your own email address if you want to look at both side of the invitation), and edit or replace the invitation message.
5. The slide deck you started with appears as part of the invitation. Check the box if you'd like your collaborator to be able to add, remove, or replace slides. And if you want your collaborator to use their own slides, click the appropriate button.
6. Click **Send Invitation** to email the invitation immediately.
7. Here's what your collaborator will see:



8. Accepting the invitation will open Knovio on your collaborator's desktop, along with easy-to-follow instructions on how to narrate the slides.
9. When the Knovio is finished, you'll get a notification, and have a chance to review it and send feedback and revision requests.
10. When you're happy with the submitted presentation, you can accept it and it will now be part of your Knovio library.

Exercise 9: Analyze Your Content's Performance

Objective: Use the Knovio platform's reports to measure engagement with your Knovio content.

Assets: No additional assets are needed; only one of the Knovios you created in Exercises 1-3

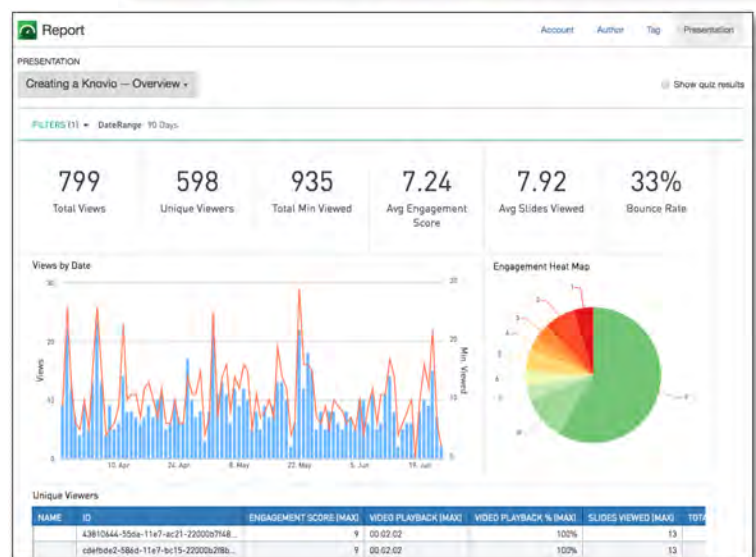
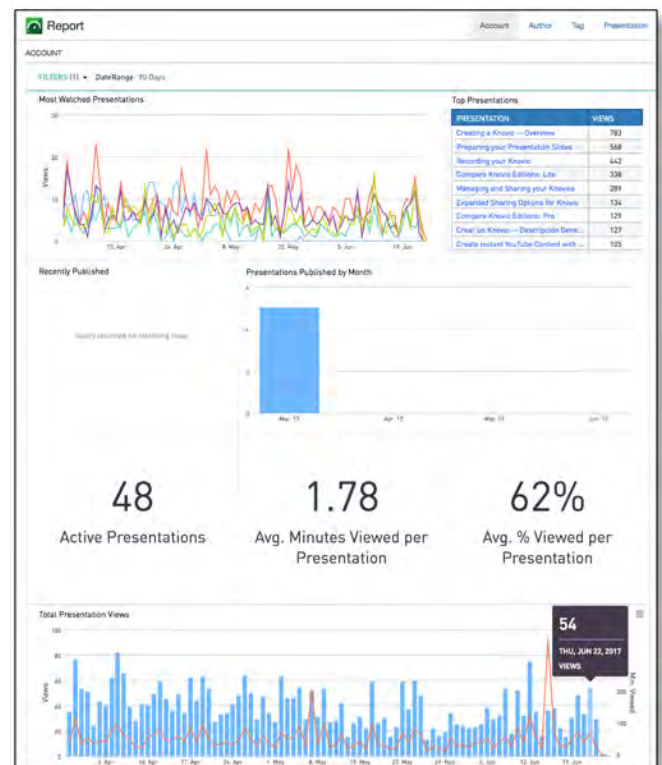
Driven by its patented engagement measurement system, Knovio offers the deepest analytics available from any online video content platform. If you're just trying Knovio out for the first time, you won't yet have the kinds of data and insights that you will once thousands of people have viewed your Knovios. But we encourage you to browse some of the reports that are available to you.

Every time a Knovio is viewed, our servers record information about how long it was viewed, how the viewer interacted with it, quiz answers and results, and detailed guestbook information.

1. To access reports for your account, select **Analyze** on the Knovio menu bar.
2. A sub-menu will be displayed, showing the various reports available to you. Depending on your edition, you will see one or more of the following choices:



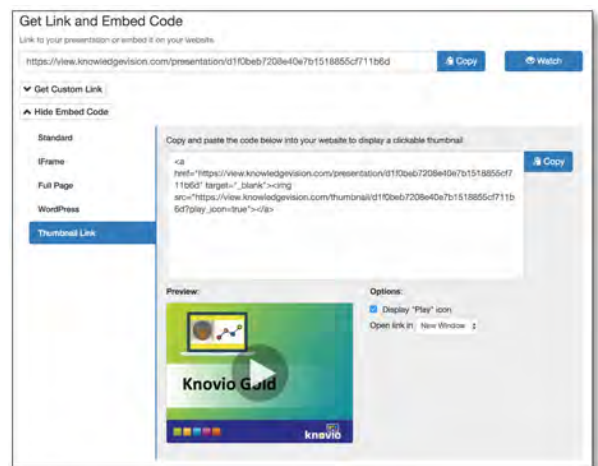
3. The **Account Report** (shown to the right) shows an overview of all the activity in your account, across all Knovios and all authors.
4. The **Author Report**, which is useful in an account used by more than one author, details the activity of each author -- login history, publishing activity, etc.
5. The **Presentation Report** (excerpted below) shows statistics and individual view records for an individual Knovio. This includes an "Engagement Score", which is a summary of how engaged each viewer was with the content.
6. The Tag Report is a way of viewing viewing information across multiple Knovios. Knovio allows you to tag content (like "Compliance Training") and get reports on all Knovios that are tagged that way.



That was Great. Now What?

You've just scratched the surface of Knovio's comprehensive video platform and multimedia functionality with these eight basic exercises. Here are some of the other things you can try (again, not all features are available with all editions)::

- **Export Video** -- While the Knovio smart player gives a superior experience for connected viewers, we realize that sometimes you need to export a synchronized presentation to a ordinary video file. The Export Video function, accessed from the Share Page, will create a composite 720p or 1080p video from your Knovio presentation, and allow you to download it to your computer's hard disk.
- **Embed Codes** -- In addition to links, emails, and social sharing, Knovio offers a variety of ways to place a Knovio onto a web page or blog post. You can see these options by going to the Share page for any Knovio, and clicking "Get Embed Code" (shown to the right). One favorite is the thumbnail link, which allows you to insert a thumbnail image of your Knovio, overlaid with a play button, on any web page.
- **Notifications** -- Want to get a notification as soon as someone views your Knovio? You can set notifications for any Knovio by clicking "Notifications" for that presentation in the Knovio Library. You'll be prompted to enter an email address where you want to receive your notification.
- **Player Design Customization** -- The Customize function -- available for any Knovio -- provides a huge variety of ways to customize the layout, colors, and behavior of a Knovio player. It's worth spending some time exploring each of the tabs in the Customize app, and experimenting with some of the player and template settings. For multimedia presentations, we recommend the Default Advanced Template, which offers extensive customization options.
- **Field Questions about your Presentation** -- Some of the templates offer the option to field questions about your presentation, and route them via email or display them in our new Podium application.
- **Auto Narrate and Auto Translate** -- If you have a slide deck with speaker notes containing a speaker's "talk track", you can instantly create a narrated presentation using a computer-generated voice that you can choose from an array of virtual speakers. You can also create copies of your auto-narrated presentation in multiple languages.
- **Live Streaming** -- Knovio offers a comprehensive live streaming solution to its corporate editions that is available for an additional subscription fee. Confer with your account representative for information on this option.



Bottom line: there's much more to Knovio than meets the eye. We hope you've enjoyed this first tour, and that you find hundreds of applications for Knovio, the smarter online video platform from OpenExchange.