what’s your story?
Introducing LumieLabs by Britannica

Shape a new future for classroom learning with the power of video and digital storytelling.

Introduce personalized, project-based video lessons to promote creativity, student voice and choice, content mastery, and practical skills that enable students’ futures.

Learn more about Britannica’s LumieLabs!
lumielabs.com
why video is critical in today’s classroom

The video revolution has happened. How do you leverage it for learning? Designed to disrupt the status quo and shape a new future for classroom learning, LumieLabs harnesses students’ natural engagement with video and brings curriculum-aligned digital storytelling projects into K-12 classrooms.

1 minute of video is worth 1.8 million words

MOTIVATED STUDENTS
Learning starts here. Motivated students are engaged students, ready to learn.

82% of all Internet traffic will be video in 2021

LITERACY EVOLVED
Video creation transforms students from content consumers to content producers and gives them hands on experience with literacy concepts.

the avg teen watches 68 videos every day

EMPOWERED SCHOOLS
When students demonstrate their knowledge through video creation, educators gain a powerful tool for assessment.

85% of teens use YouTube, making it the #1 social platform

ENGAGED CITIZENS
Video connects us to the rest of the world and delivers the ability to understand critical issues of local, national, and global importance.

400 hrs of video are uploaded to YouTube every minute

Sources: 1. GEN Z: The Audience You Can't Ignore by Awesomeness, 2. What the internet will look like in 2021 by Cisco, 3. 40 Video Marketing Statistics and What They Mean for The Future of Marketing by OmniKick, 4. Teens, Social Media & Technology 2018 by Pew Research Study, 5. YouTube Now Gets Over 400 Hours of Content Uploaded Every Minute by Tubefilter

© 2019 Encyclopædia Britannica, Inc. Britannica, Encyclopædia Britannica, LumieLabs, and the Thistle Logo are trademarks of Encyclopædia Britannica, Inc. All rights reserved.