

## Interactive Video Path

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Kaltura Interactive Video Paths enable you to add choice-based paths to your videos, inviting your audience to engage and participate. With Interactive Paths, you can customize your content to create a more personalized, "choose your own adventure" experience for each of your users. You can create, share, and embed video paths on your event platform to increase engagement, enhance learning, and boost conversion.

The Interactive Path is available for VOD and created and edited directly via the Kaltura platform.

How you build your Interactive Video and what content you create can make a big difference in your audience engagement. We gathered some tips and tricks from our experts on how to create content for your Interactive Video.

- Keep your content short – Each node should be no longer than 60 seconds. Otherwise, you may risk losing the viewer's attention and they will not proceed viewing the interactive video.
- The first interaction, or hotspot in the first node, should appear in the first 30 seconds of the video. This interaction should engage users and keep them interested in what is coming.
- Once an interactive button appears, it is clickable may lose your viewer to the next video. Be certain that important content is shown before the button is displayed.
- Create a video menu to help your viewers navigate through the video. If your viewers lose track of where they are, they can always return to the main menu.
- After the interactive buttons appear, it is recommended to continue subtle movement in the background to keep the video alive. We suggest nothing too bold to distract viewers from making a selection, but something subtle to keep the viewing fun and engaging.



Contact your event team to discuss the different ways you can integrate an Interactive Video Path in your virtual event.