Clevercast Learning - Overview

1. Introduction

[Clevercast Learning](#) makes it easy for companies to deploy their own branded e-learning application for live and on-demand video courses and webinars. It allows them to organize online video training with [verified attendance](#), eligible for accreditation by professional associations and government agencies.

Students can receive credits and a certificate after watching enriched video content and/or answering questions. Clevercast meets all requirements of professional associations and government bodies for continuous training and accreditation, such as the different [CME and CPD programs](#), recognized by national accreditation authorities and [EU-ACME](#).

Our interfaces provide an optimal user experience on every device and platform, without any software installation or plugins. They are built to allow for participant interaction and increased satisfaction from online training. There are several possibilities to verify the effective participation of the students and to support them in learning. Different levels of security and user authentication are possible.

2. Qualify for accreditation with verified attendance

To qualify for accreditation by professional and governmental organizations, [Clevercast tracks and verifies student time and attention](#). Various techniques are used, which can be set per live and on-demand training. Based on these settings, you can let Clevercast determine whether a student has completed a training, so a certificate can be sent automatically. Or you can use our detailed reports to assign certificates yourself.
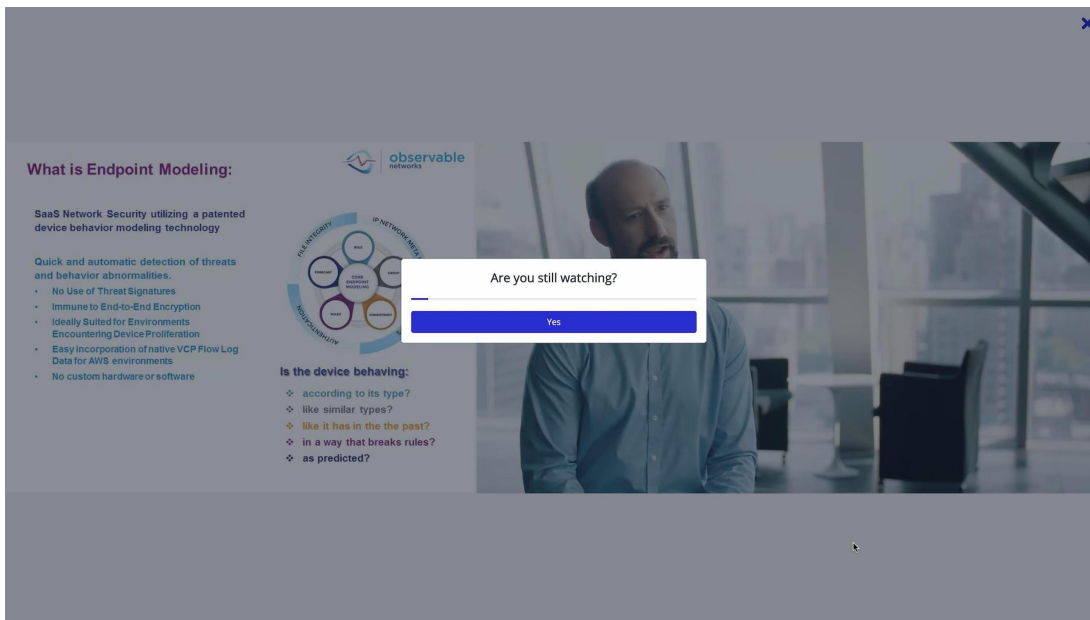
Viewer tracking

The video player continuously makes API calls that allow Clevercast to **keep track of what part of the video has been viewed by the student**. Clevercast will only consider a course as completed when the student has viewed a required percentage, which is adjustable by video or learning module.
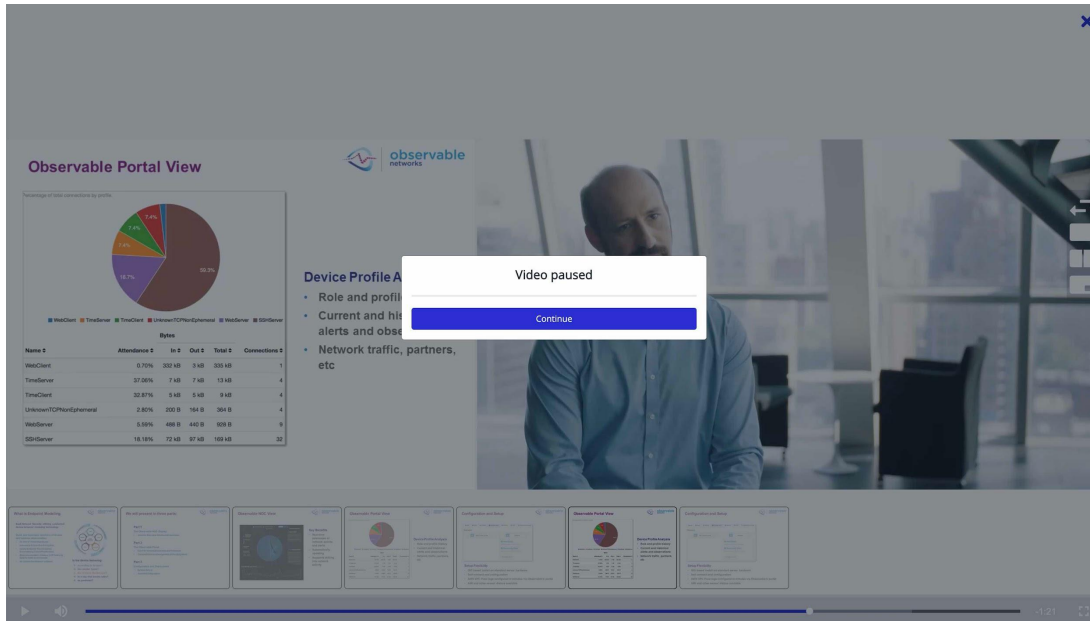
The application backend provides detailed per-viewer and per-video reporting. It allows administrators to see what part of a video was watched by a participant, which percentage of quiz questions were answered correctly…

Verified attendance

Moreover, it is possible to enable active viewer checks. This will cause the video player to periodically display a button that the student must press within a given number of seconds to **confirm his presence in front of the screen**.

In case of a VoD module, if the student doesn't press the button in time, the video will be paused until the button is pressed.

In case of a live module, the video is not paused but the button disappears while the live stream continues to play. Clevercast keeps track of the number of buttons that were (not) pressed in time and calculates a percentage for each student when the live stream ends.

The following aspects of the periodic check can be configured per video:

- Minimum number of seconds between two checks
- Maximum number of seconds between two checks
- Number of seconds a student has to press the button

At the beginning of the video, the button is shown after the minimum number of seconds. If the student continues to press the button in a timely manner, the time after which the button appears will gradually increase (until the maximum number of seconds is reached).

If the student does not press the button in time, the button will reappear next time after the minimum number of seconds.

Quiz after the video

It is possible to add multiple choice questions, which will be asked after the student has watched a video. The required percentage of correct answers can be set per video. In this case, Clevercast will only consider a course as completed if this percentage has been achieved. For courses consisting of several videos, a quiz can follow each video.

How does Endpoint Modeling improve security?

☑ Endpoint modeling provides a continuous, unobstructed understanding of every endpoint's behavior, regardless of its function

☐ Endpoint modeling allows for rapid identification of indicators of compromise without dependencies on log file monitoring, deep packet inspection (DPI), or other signature-based methods

☐ Endpoint modeling results in insightful and efficient security actions

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After a participant has answered, additional info about the answers can be shown.

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Endpoint modeling is profoundly different. It allows you to know more about your network than any adversary.

Volgende Vraag

Other tools and techniques

There are a number of tools and techniques for achieving specific objectives, which can be set per account. If required to obtain accreditation, additional features can also be added to Clevercast.
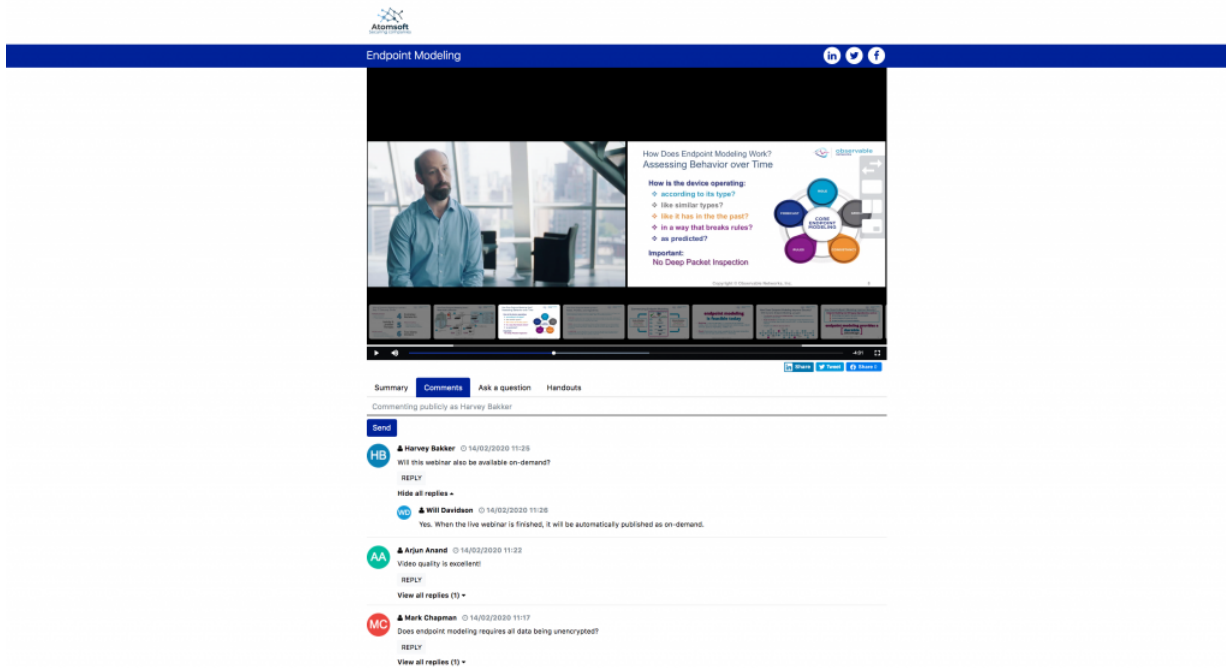
3. Interactive features

Live modules let viewers interact with the presenter, moderators and each other. These interactive features are often also required by accreditation bodies. Below are examples of the types of interaction supported. They can be configured separately for each module or webinar.

Chat and Q&A

Via Clevercast you can **communicate privately with individual viewers** through our chat and/or questions interface. As an administrator you can choose between both options. During a live stream you can, for example, opt for chat so you can immediately respond to viewers. If you subsequently publish the live video to on-demand, Clevercast can switch the interface automatically to questions so you can be answered through email.

A **public chat** between participants is also possible in Clevercast, through our own chat interface below the video player or through an embedded twitter feed. In the *Moderation HQ*, organizers have an overview of all communication. They can respond to private and public chat messages and initiate communication themselves. By using tags, moderators can be appointed for specific topics.

An administrator or moderator can also send general messages that are (temporarily) displayed as a video overlay, and are therefore also visible in full-screen mode.

Other tools and techniques

Additional tools and techniques are available for specific purposes, including the possibility to add **calls-to-action** (links, buttons, images) and menus at specific places in an on-demand video.
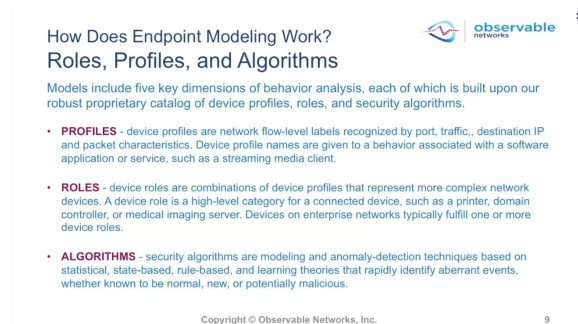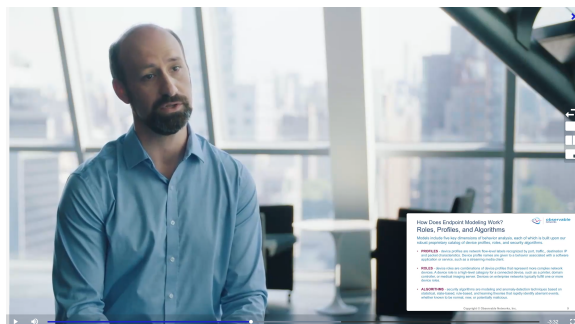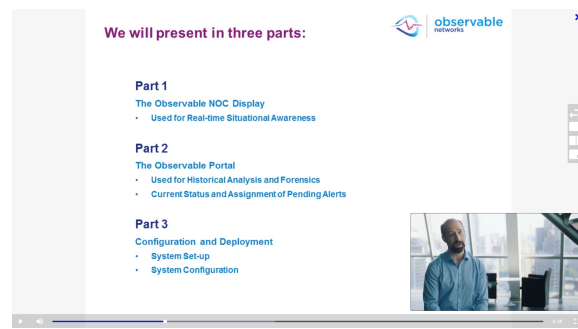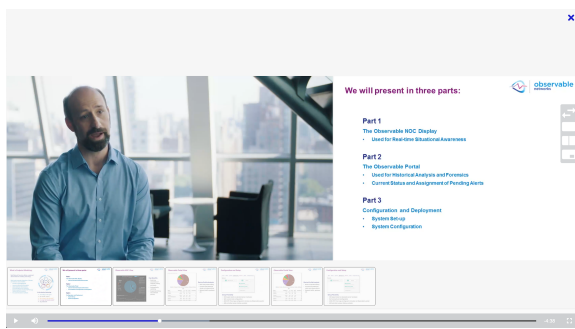
In our Webinar solution, we also support ways of interaction like surveys and audience polls. These will be added to Clevercast Learning in a future release.

4. Video player with dual canvas

Clevercast Player has the ability to display the presenter and his presentation on two separate canvases. This has advantages for viewers that they can determine what they see at any point. Since a video mix is no longer required, it allows organizers to automate their video production. It also allows for automatic creation of chapters when converting from live to video to on-demand.

Viewers determine what they see

With a dual canvas, viewers can decide for themselves what they are seeing: both images side by side, one in a cut-out (PiP), or one in full screen. Viewers can switch views dynamically, for example to watch a Powerpoint slide with lots of text in full screen. This works in all browsers and on mobile devices. Note that the second canvas may also contain videos.

Automated video production

The dual canvas lets you fully automate the video production. The videos of speaker and presentation can be sent separately to Clevercast, without the need for a mix. For example, during a live stream, the camera's built-in encoder can be set up to broadcast the video of the presenter while his laptop broadcasts the presentation.

On-demand video chapters

During a live stream, Clevercast automatically records both streams in the cloud. When the live stream is published on-demand, Clevercast can extract the unique frames from the presentation

and set them as thumbnails. These thumbnail images can be used by viewers to jump to the corresponding points in the video.
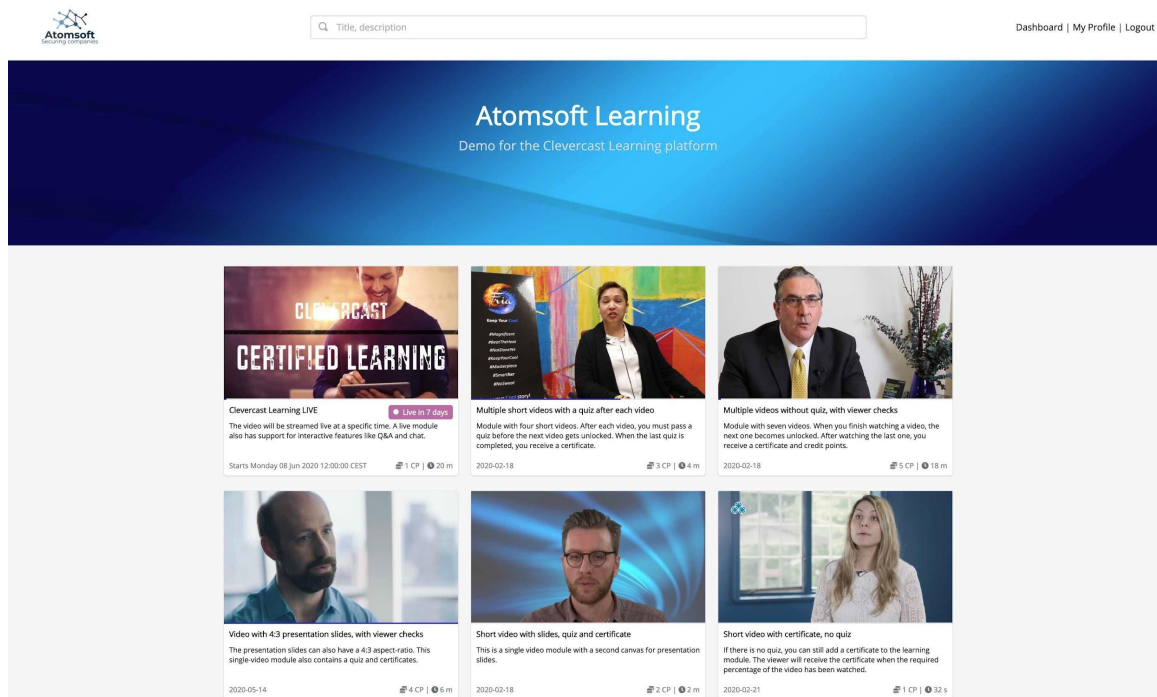
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5. Branding and customized behavior

Clevercast has a multilingual, mobile friendly and intuitive interface that can be fully branded and customized by customers. Landing, registration and video pages can be styled to reflect your brand identity. Most aspects of the application's operation and workflow can also be adapted to the requirements of your organization.
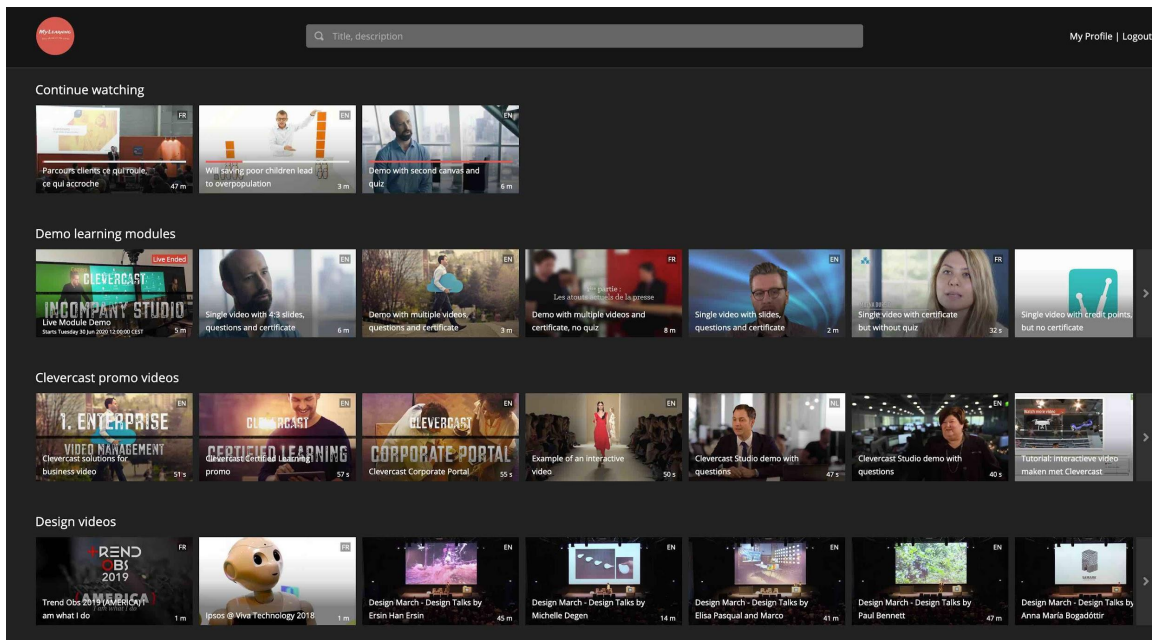
Custom theme and branding

You can fully brand your application by **adding your application name, site, support address, logo, banner, background images and colors, color scheme, social media icons, share buttons, player, poster images…** You can even go a step further and provide your own custom CSS.

Clevercast Learning lets you choose between **two homepage themes.** The first theme has infinite, vertical module scrolling. Modules can be ordered according to different criteria (eg. newest first, alphabetically). This is intended for a limited number of modules per user or a limited increase in modules over time.

In the second homepage theme, modules are divided into categories. This allows viewers to scroll horizontally through separate categories, much like Netflix's interface. This theme assumes that you have a large library to which new videos are added regularly.

Both themes can be light or dark, and allow viewers to **search for videos** using name, description or category. In both themes, **modules that haven't been completed by a viewer are shown at the top**. In the second theme, they are shown under a separate '*Continue Watching*' categorie. Videos that are completed are automatically moved to the end.
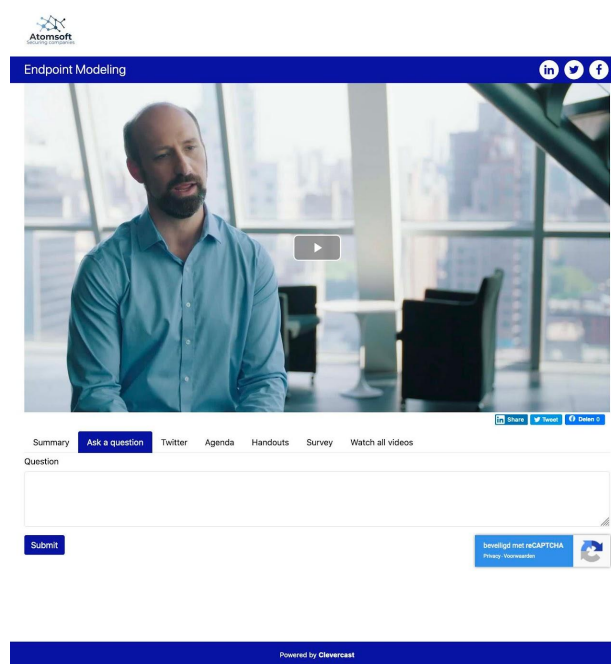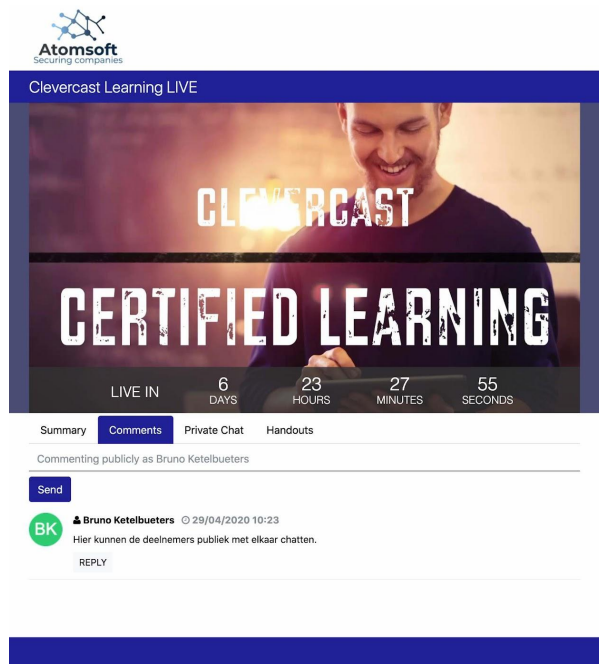
Custom application behavior

You can adapt the way the application works to the needs of your organization. This can be done for the application as a whole, but also for individual modules or webinars. As administrator, you can decide:

- how participants get access (eg invitation only, registration with secure token, open registration, API)
- to which live and on-demand videos they get access (also possible through API)
- how their attendance is verified
- under which conditions they can receive certificates and credits
- if Clevercast automatically sends them certificates when they complete a module
- …

Modular design

You **decide what parts of the interface become visible to your participants**. For example, if you don't fill in the description, agenda (for a live module or webinar), speaker, certificates, credit points… they will not be shown to participants. The same goes for interactive features such as chat, Q&A, and Twitter feeds (for a live module or webinar).

The first image shows a live learning module with only a summary, chat and handouts enabled. The second image is from a live multi-session webinar with a summary, Q&A, a Twitter feed, an agenda and related videos.

Emails and templates

Login and registration pages can be fully branded and customized. For example, you can decide which fields in a login or registration form should be visible, required and optional. Upon request, custom form fields can be added, or we can set up a custom template.

All **emails sent to participants** (e.g. registration, reminder, certificate obtained) **are also branded** (logo, color scheme). The text in the emails is largely customizable. Upon request, a custom email template is possible.

You can configure the sender and reply-to email headers, so emails will look like they originate from your organization. For webinars, you can schedule reminder and follow-up emails, so you can target different viewer segments with personalized calls-to-action.

Security

Clevercast is secured according to state of the art security protocols, which are regularly updated. Clevercast always uses HTTPS and valid certificates. Multiple types of authentication are possible (which may be extended on a project basis). Within the application, users can have different permissions according to their role.

By default, Clevercast creates **streaming-only accounts** in which videos can only be downloaded by administrators. Clevercast also uses abstraction when generating stream names, which makes them impossible to discover. If you require an additional level of security, we offer the follow possibilities:

- GEO-IP restrictions: whitelist or blacklist viewers based on country, domain or IP-address
- Encrypted URLs with temporary validity: URLs are only valid for a limited time, which makes them hard to share with third parties

Note: please keep in mind that a 100% waterproof solution for confidential videos doesn't exist. Viewers can use screen recording software, or film the video on their screen with a camera.

Other tools and techniques

There are a number of tools and techniques to **achieve specific objectives**. For example, videos can be streamed in different resolutions, streaming latency can be lowered, videos can be broadcasted with [realtime translation](#), [simulcasted](#) or automatically archived, videos and subtitles can be ingested via FTP hotfolders, tags can be automatically added, videos can be securely shared with third parties, calls-to-action can be added to on-demand videos …

6. Management and reporting

Clevercast's backend makes it easy to customize your application and manage videos, users, permissions, categories… It also gives you access to comprehensive reporting, with statistics per user and per on-demand and live module.

Reporting
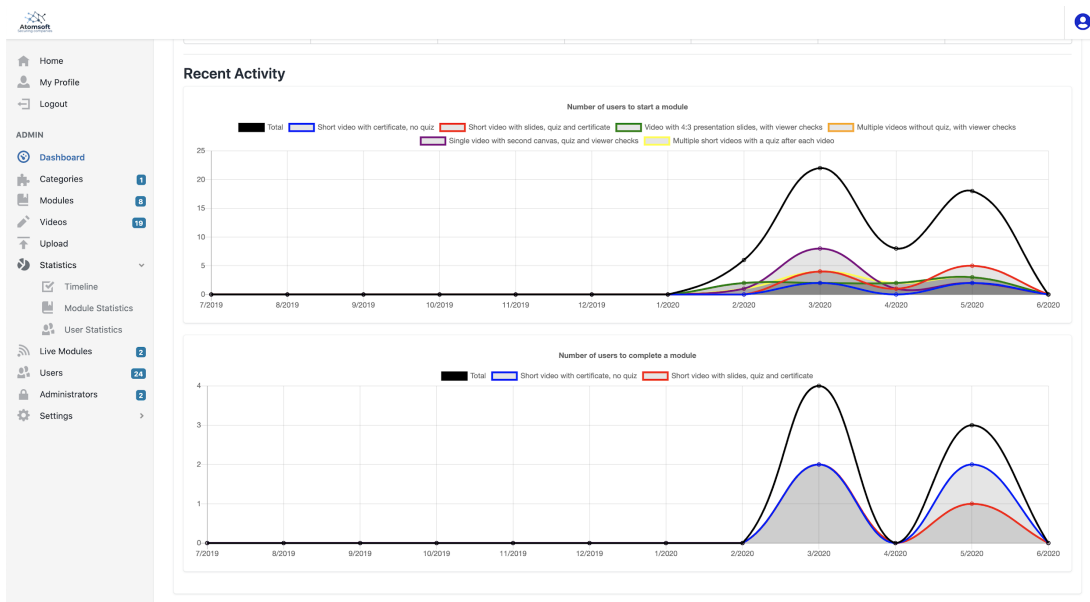
For each user, you get access to the following data:
- Modules started and completed, start time and completion time
- Percentage of video played per module
- Quiz results per module

For each module, you get access to the following data:
- Number of users that started and completed the module, with evolution per month
- Average completion rate
- Average video played
- Average quiz result
- Video heatmaps that show viewing behavior, for on-demand videos
- Interaction through Q&A and chat

Most reports can be downloaded as a .csv file.

Integrated graphs provide an overview per user, per module and an overview of all modules.

Certificates and credits

Clevercast allows you to set the conditions that students must meet in order to obtain a certificate for a course. In addition, certificate-related information can also be set per course, such as the number of credits, the name of the speaker(s)…

It is possible to let Clevercast send a personalized certificate by e-mail to a student once he has met the required conditions (configurable per course). This is done based on a certificate template, which may contain the name and signature of the organizer. When the email is sent, variables like the name of the course, the name of the student ... are automatically added to the certificate.The student can also download the certificate from Clevercast.

Alternatively, if you want to manage issuing certificates yourself, Clevercast offers you a dedicated management page which lets you see which users have obtained a certificate (per day).

Other methods of certificate handling are also possible, like making a call to your API or that of a third party.

7. Feedback score

After completion of a module (and optional quiz), students will be allowed to give the module feedback. The feedback score will appear when the certificate has been sent. The student can submit a rating varying from one star (= worst) to 5 (= best).

In addition, you can export a .csv file that contains all ratings per row by a specific user. When a student has submitted their rating, the Submit button will become disabled on the poster page.

8. About Clevercast

Clevercast helps businesses to produce, manage, publish and and enrich interactive live and on-demand videos. Our applications provide companies with their own secure platform which can be styled and customized as desired. All our applications are fully GDPR compliant, mobile friendly and use adaptive HD streaming to optimize video quality for viewers around the globe.

More info: https://www.clevercast.com/
Clevercast Learning: https://www.clevercast.com/video-training-with-accreditation/

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