

# Learning Video Format Chooser

Pick the format first, from the learning job. Delivery, tracking, and cost all follow from this one choice.

## 1. Recorded lecture

**Use it when:** You need to reach many learners and keep a reusable reference. The cheapest format to run.

**Cost:** Very low per learner: encode once, serve via CDN (~\$0.05/GB egress).

**Tracking:** SCORM or xAPI: started, progress, completed. Define what 'complete' requires.

## 2. Microlearning

**Use it when:** You want completion. Cut content into 2-6 minute single-idea units finished in one sitting.

**Cost:** Very low: same VOD delivery as a lecture, just shorter files.

**Tracking:** xAPI per unit: a clean trail of which micro-units each learner finished.

## 3. Interactive video

**Use it when:** You need skills practice: in-player quizzes, hotspots, or branching choose-your-path lessons.

**Cost:** Low delivery, but production multiplies: branches mean many clips plus routing logic.

**Tracking:** xAPI Video Profile: each answer, branch, and hotspot click as its own statement.

## 4. Live virtual classroom

**Use it when:** You need real-time interaction, live Q&A, and discussion happening now over WebRTC.

**Cost:** High: billed per participant-minute (~\$0.004/min); paid again every session.

**Tracking:** xAPI events: attended, asked a question, answered a poll. No 'resume' (it is live).

## 5. Cohort-based course

**Use it when:** You want the highest finish rate: a group moves through a schedule together, with peers.

**Cost:** Highest: a program-management system with video, scheduling, and groups inside it.

**Tracking:** xAPI across all components, plus enrollment, schedule, and discussion state.

### Rule of thumb

Cheap + easy to track -> recorded or microlearning.

Real-time or social accountability -> live or cohort, and budget for it.