

## **simpleshow is shortlisted for the Best Practice Awards 2021**

*simpleshow, the global explainer video platform, has been named to the shortlist of the prestigious General Online Research (GOR) Best Practice Awards 2021.*

AUGUST 16, 2021 – simpleshow's most recent research study on effective and efficient communication in the usage context of publishing market research results has been shortlisted for the Best Practice Award 2021. Together with the research partners exeo Strategic Consulting AG and Rogator AG, [simpleshow](https://www.simpleshow.com) will present the findings at the GOR Conference in September.

In an empirical survey, the formats slide presentation (such as PowerPoint) and explainer video were compared in terms of learning success and efficiency. In the representative experiment, the explainer video achieved a learning effectiveness that was measured twice as high as the slide presentation. If the viewing time was also taken into account, the efficiency score of the explainer video outperformed the slide presentation by 65%. In addition, the participants rated the explainer video significantly better in terms of their subjective preference, such as the increase in engagement, interest, and other cognitive activities. The results were scientifically verified in a replication study with an open access panel representative of the base population.

Dr. Sandra Boehrs, CMO of the simpleshow and co-author of the study says: *“simpleshow always attaches great importance to a sound methodology, which is why I am very pleased about the recognition of our latest study. We have consistently focused on designing our video formats to maximize learning efficiency and the results of the study show that we are on the right track.”*

The German Society for Online Research (DGOF) organizes the annual GOR Conference. The winner will be determined and announced at the conference, which will be held as a virtual conference from September 8th to 10th.

A comprehensive summary of the study results was recently published in the [Journal of Education and Learning](#).

**About simpleshow:** simpleshow is the pioneer platform for digital products and services around explainer videos. Guided by the mission to make modern communication simple and concise, the market leader enables everyone to explain complex topics in a clear and engaging way. The AI-powered SaaS solution, the simpleshow video maker, allows users to create professional explainer videos within just a few clicks in over 20 languages. A magic that comes from years of experience in producing tens of thousands of videos and eLearning courses, in over 50 languages. The simpleshow team caters to clients from offices in Berlin, Luxembourg, London, Miami, Singapore, Hong Kong, and Tokyo. Large international companies value simpleshow as a partner for the ability to provide simple, effective explanations.

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