

Video Producers Invading E-learning

Splash Media LP has signaled a coming trend in the e-learning business by launching its Video Based E-Learning (VBE) platform.

"The worlds of e-learning and video are colliding, [with] technology solutions that make it easier for the learning community to embrace video," says Chris Kraft, president and founder of Splash Media. "Textbooks and physical classrooms are no longer enough for this next generation of learners. Google, YouTube, and Tivo have fundamentally changed the way we all like to self-select while seeking knowledge and our entertainment, and then retrieve it on-demand."

Splash Media's VBE platform is a proprietary, Web-based video platform combined with a production infrastructure and process designed to effectively and

efficiently take existing hard copy and classroom training curriculum and convert it into quality, compelling video courses that are delivered online. The VBE platform has the flexibility to allow it to be customized and private labeled to fit any company's branded look and feel if necessary. In addition, the VBE platform can be built around customer learning objectives and learner outcomes.

For more information, visit the Website www.splashmedia.com.



E-learning Trends Toward Localization

The Globalization and Localization Association reports that localization of e-learning sites is on the rise. In fact, Common Sense Advisory, a translation/localization research firm, estimates the e-learning translation market at \$250 million a year in 2008, but anticipates that number doubling in the next three to five years. Language service providers verify that growth.

Why the increase? Perhaps e-learning providers are catching on to the "pajama effect" — people tend to revert to their own language when they are doing things in private, rather than in collective environments.

Another reason is because travel restrictions are growing among major corporations; as a result, spending on translation and localization of training materials increases. Instead of sending trainers to Japan, companies prefer to translate the material and do the training remotely, thus improving effectiveness and reducing travel costs.

For articles, case studies and a database of language/localization providers that specialize in training and e-learning, go to www.gala-global.org.



Learning Growth Is Slow or Flat



The Bersin & Associates "2008 Corporate Learning Factbook" provides an in-depth look at the spending, staffing and programs of learning organizations. The report analyzes metrics such as expenditures per learner, cost per student hour, program priorities, budget allocations, staffing sizes, staff-to-learner and staff-to-total spending ratios, technology usage and budgets, and outsourcing spending — all by industry and company size.

According to the report...

- >> Training budgets and staffing are continuing to grow, but at a slower rate.
- >> Per-learner spending is essentially flat, primarily because organizations have more employees to train.
- >> Organizations are spending the largest percentage of their budgets on leadership development and management/supervisory training.
- >> Cutting-edge groups are using new approaches to better address the learning needs of younger workers.
- >> Learning is being integrated with performance and competency management initiatives.
- >> CLOs are aligning closely with overall corporate strategy to increase effectiveness.

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The "Corporate Learning Factbook" is available at no cost to Bersin & Associates research members. Non-members can purchase a copy for \$595. For more information, go to www.bersin.com or telephone (561) 455-0622 x 224.