

Choosing training video software

A quick way to work out which training video tools you need, and where the hosting layer fits. Print it, or run it in your next tooling review.

THE FIVE QUESTIONS, IN ORDER

- 1 Who makes the videos?** PICK ONE
 - ☐ Subject-matter experts → favor speed and ease (screen recording, AI avatars)
 - ☐ A dedicated content team → a heavier animation or authoring tool earns its keep
 - ☐ A mix → standardize on one recorder plus one polish tool
- 2 Does it have to prove learning?** PICK ONE
 - ☐ Compliance / certification → interactivity + SCORM or xAPI export + an LMS to record it
 - ☐ Enablement / onboarding → watch-depth analytics from the hosting layer is usually enough
 - ☐ Not sure → start with hosting + analytics; add an LMS when you must certify named people
- 3 How sensitive is the content?** PICK ONE
 - ☐ Public / marketing → page-level protection is fine
 - ☐ Internal / customer data / paid → require DRM (Widevine + FairPlay), signed/expiring links, domain rules
 - ☐ Regulated or large org → add SSO so access ties to your corporate directory
- 4 Where will it play, and who controls access?** CHECK ALL
 - ☐ Test embedding in your *real* LMS or intranet before buying
 - ☐ Confirm access ties to your directory (SSO / groups)
 - ☐ Check the player works on mobile and low bandwidth
- 5 How does the cost scale?** CHECK ALL
 - ☐ Model the bill at 3× today's library and viewership
 - ☐ Prefer usage-based pricing where viewership and headcount don't move together
 - ☐ Keep source files and hosting portable to avoid lock-in

CATEGORY CHEAT SHEET – MATCH THE NEED TO THE TOOL

If you need to...	Reach for	Examples
Record a screen or process fast	Screen recorder	Camtasia, Loom, Snagit
Turn scripts into video at scale	AI avatars	Synthesia, Colossyan
Explain a concept or culture	Animated explainer	Vyond, Powtoon
Add quizzes / branching	Interactive authoring	iSpring, Articulate
Assign, deliver, certify	LMS	iSpring Learn, Moodle, Canvas
Capture, host, protect, embed, measure	Hosting & delivery layer	Kinescope

The delivery layer to check CONFIRM ALL

The creation tool gets the attention; the **hosting and delivery layer** decides whether internal video stays private, plays reliably, and reports who watched. Before you finalize any stack, confirm this layer covers:

- ☐ DRM (Widevine + FairPlay) that encrypts the stream itself
- ☐ Signed, expiring playback links
- ☐ SSO and permission-aware embedding (often a higher tier)
- ☐ Per-video watch-depth analytics (that can feed your LMS / BI)
- ☐ Usage-based pricing that scales with what you stream

Made by **Kinescope** — the hosting layer under your training tools. Start free at kinescope.com, or [book a demo](#) to map it against your stack.