**Study: Consumers Engage More With Interactive Video**

Almost two in three consumers say they would watch more online video if it had an interactive element, according to research by Rapt Media. Interactive videos see triple the viewing time of non-interactive, twice the conversion rate and 14 times greater odds that consumers will click through and make a purchase.

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[***http://www.iptv-news.com/2015/08/interactive-vids-enjoy-3x-greater-views-and-click-throughs/***](http://www.iptv-news.com/2015/08/interactive-vids-enjoy-3x-greater-views-and-click-throughs/)