



Partner Program

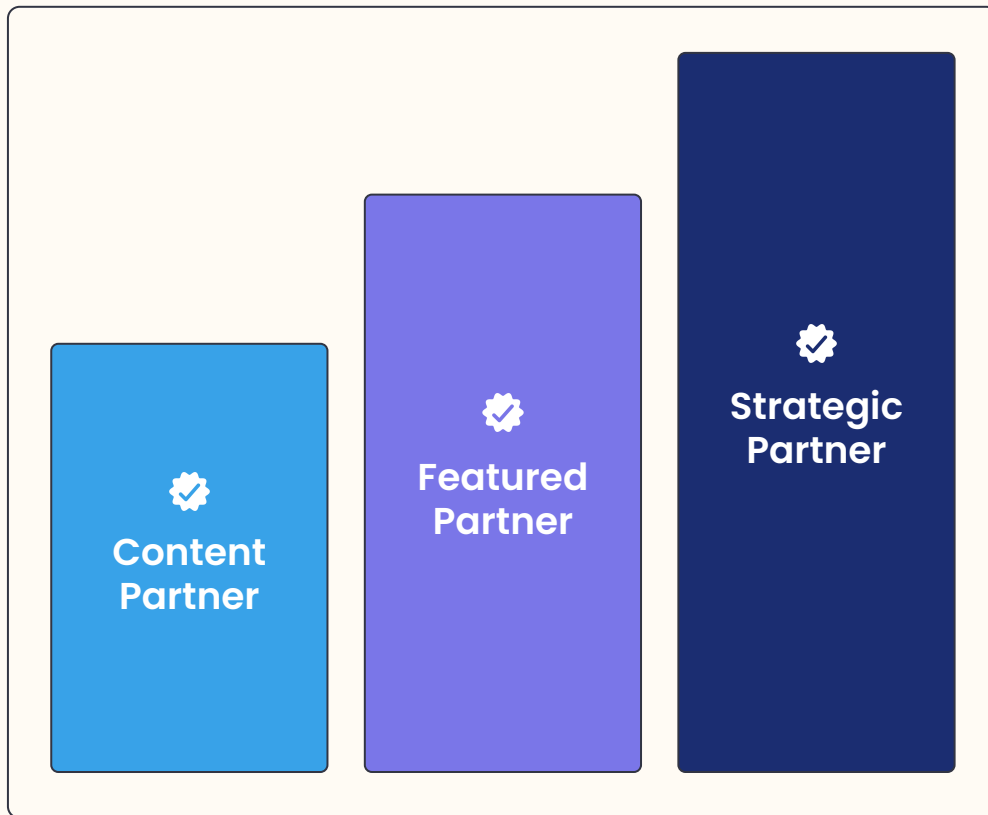
Information Pack



Welcome to the ClickView Partner Program

ClickView is a video platform used daily by teachers and students in classrooms across five countries. We partner with creators, producers, and distributors who share our commitment to high-quality educational video. Your content helps deliver meaningful learning experiences to students and teachers in classrooms around the world, and we're delighted to be collaborating with you.

This pack covers how we work together, the benefits available to you, and how we can help grow your reach in the K-12 market.



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- 2 Why partner with us
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- 5 Our marketing channels
- 6 Key contacts and resources

1

About ClickView

This section covers ClickView's story, values, global reach, and what makes ClickView a trusted name in K-12 education.

What is ClickView?

ClickView is a video platform used daily by teachers and students in classrooms across five countries. We're both a platform and a producer - we create original content and license videos from the world's leading producers, then curate everything to curriculum so teachers can find and use it with confidence.

The screenshot displays the ClickView website interface. At the top, the ClickView logo is on the left, and a search bar with the placeholder text "Search by topic, code, or video" is on the right. Below the logo is a sidebar menu with options: "School level" (with a dropdown arrow), "Discover" (highlighted), "Movies + TV", "Playlists", "My Videos", "Shares", "Classrooms", and "Shared libraries". To the right of the sidebar, there are two tabs: "For you" (selected) and "New releases". Below these tabs is a section titled "Explore my subjects" with a grid of subject cards: Arts, English Language Arts, Geography, Life Science, Math, and World History. Each card features a colorful illustration and the subject name. Below this is a section titled "New to ClickView" with three video thumbnails. The first is "Uncovering History" (G rating, 6m duration) with the title "What is History?". The second is "USING RHETORICAL QUESTIONS" (G rating, 4m duration) with the title "What Are Rhetorical Questions?". The third is "THE CALM FROG" (G rating, 4m duration) with the title "The Calm Frog in the Sun". Below these is a section titled "Trending topics" with two topic cards. The first is "Rock Cycle" with a description: "Explore what the rock cycle is, how rocks differ from minerals and what they can be used for." and an "Explore topic" button. The second is "Gravity" with a description: "Learn what gravity is and understand the factors that affect the strength of a gravitational interaction." and an "Explore topic" button. Each topic card includes a diagram illustrating the concept.



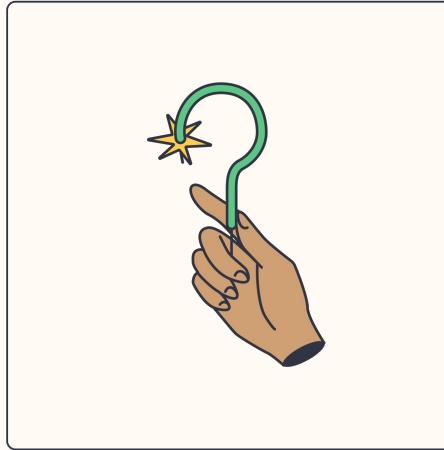
What we do

We provide schools access to high-quality educational videos for every learning level, subject and topic.



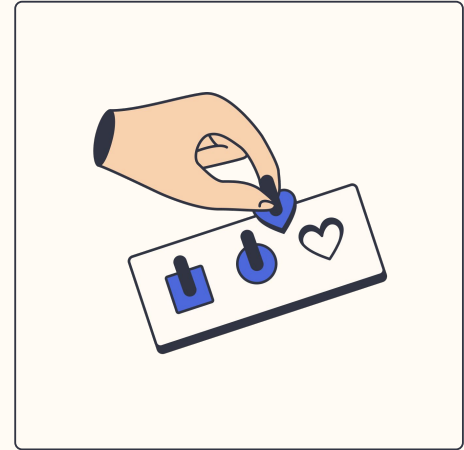
Discover videos

Find the perfect video for any class in seconds



Engage every student

Capture curiosity & boost active learning through video



Understand the impact

Personalize learning with actionable insights

Our mission

Reach every student through video

*"We believe every student
deserves learning experiences
that educate, engage and
inspire - and access to
purposeful use of video has
the power to do just that."*



Edward Filetti, CEO

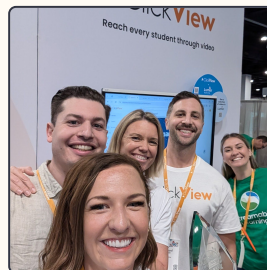
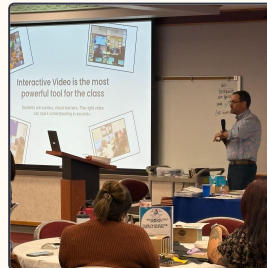


Who we are

We're a group of 150+ educators, techies, producers, innovators and passionate individuals - all working toward the same goal: reaching every student through video.

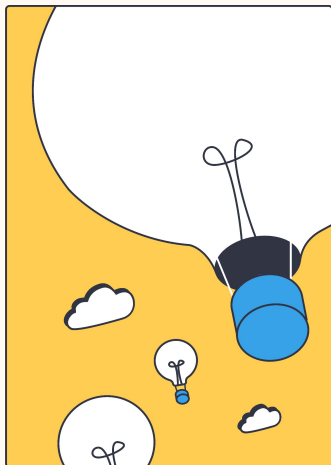
Founded in Australia in 2003, ClickView has grown from a small team with a big idea into a global platform trusted by over ten thousand schools across five countries. What's kept us grounded through that growth is the people behind the platform. Many of us have worked in education ourselves as teachers, curriculum designers and edtech specialists. That lived experience shapes everything we build.

*We're proud of what we build.
But we're most proud of the team that build it.*



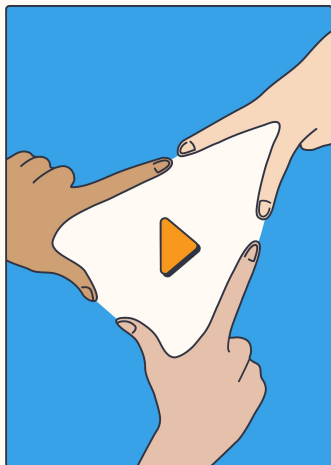
Our values

These values aren't just internal - they shape how we form partnerships, build products, create content, and show up for our partners every day.



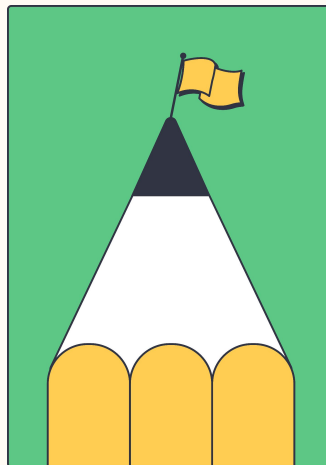
Lead the way

Shape the future we want to see. We embrace innovation, rise to challenges, and bring others along the journey.



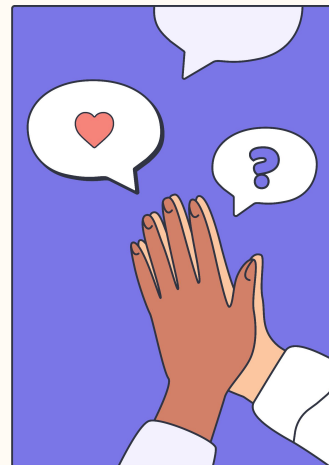
Play as one team

Show up for each other to bring the vision to life. We build trust, celebrate wins, and support one another.



Empower learning

Foster curiosity and share knowledge generously. We stay open-minded, experiment, and grow together.



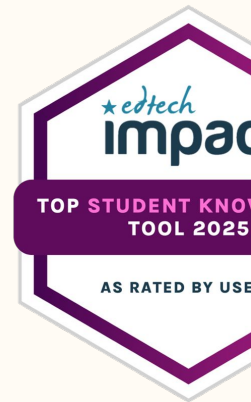
People-centred

People are at the heart of everything we do. We seek to understand, listen with intention, and treat everyone with respect.



Industry recognized

When you partner with ClickView, you partner with a platform that schools and the education industry trust.



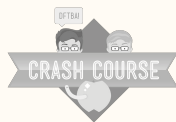
2

Why partner with us

Now that you know who we are, here's what partnering with ClickView actually means for you.

THE
AMERICAN
REVOLUTION
INSTITUTE

bangarra
DANCE THEATRE



Bluey

Grammaropolis

NEW DAY FILMS

Math
Mr. J



You're in good company

Join over 300 content partners - from global brands to independent educators - when you partner with ClickView. Together, we're all reaching new audiences and making a real impact in classrooms every day.

COSMIC
KIDS!

Story
Box
Library

BBC
LEARNING

THE
fixies

National
Theatre

SMILE
AND
LEARN

GBCSTORIES

DOCPLAY



Why partner with us

ClickView's global reach

Schools, districts, school groups and state education departments subscribe to ClickView giving every teacher and student instant access to the platform. These are the people your content reaches around the globe.



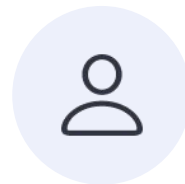
12k

Schools



1M

Teachers



8M

Students



Why partner with us

ClickView's key markets

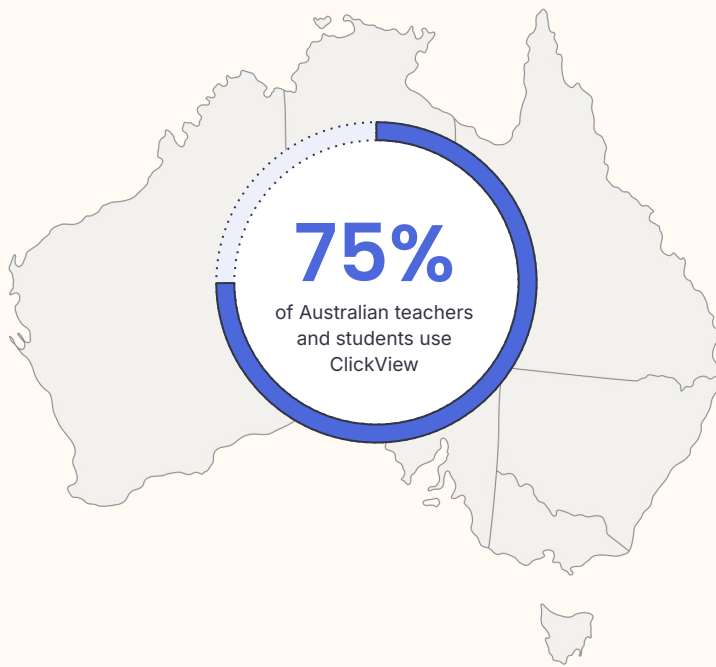
ClickView started in Australia in 2003 and has since grown into five markets across three continents, and we're not stopping there. Partnering with ClickView means your content grows with us.



Why partner with us

ClickView's reach into Australian schools

Founded in Australia in 2003, ClickView has become the most widely adopted edtech platform in Australian schools. 75% of Australian teachers and students have access through their school, education department or diocesan subscription.



5,000+ Australian schools trust ClickView

1 in 2 primary students use ClickView

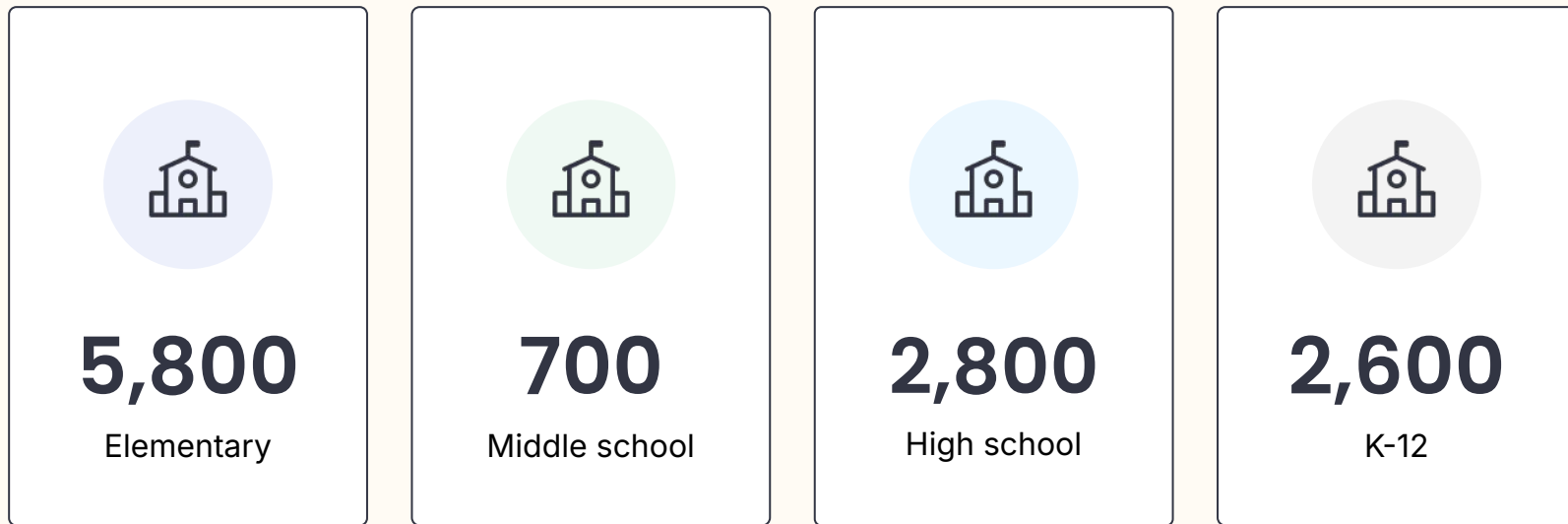
9/10 Australian secondary students use ClickView



Why partner with us

ClickView's reach by school level

Whatever age group your content is designed for, ClickView has the audience for it.
As well as schools we also support several large tertiary and higher education institutions.



All statistics are accurate as of March 2026.



Why partner with us

Why partner with us



Reach an established K–12 audience

Used daily by teachers and students across 5 countries

Our platform and teacher community give partners direct access to an engaged audience of teachers and students who are actively looking for great content.



We invest in your success

We don't just host your content, we make it shine

From thumbnail design and metadata optimization to partner marketing showcases, we invest in making your content discoverable and seen by the teachers and students who need it most.



Futureproof platform for education

Ad-free, algorithm-free, and fully data-compliant

As schools move away from open, user-generated platforms like YouTube, ClickView is the trusted, procurement-approved alternative - purpose-built for classrooms.



Earn royalties from your content

The more it's watched, the more you earn

Royalties are distributed from an annual pool based on watch time, with additional revenue opportunities available for featured and strategic partners.



3

Partner Program

Our Partner Program is built around a simple idea: when our partners succeed, we succeed. The program is designed to reward engaged partners and to give partners the support they need to reach more teachers and students.

Content Partner Program Tiers

Content Partner

Share your content on ClickView

Put your content on ClickView allowing teachers and students to discover your videos and use them in the classroom.

What's included:

- Content hosted on a secure, education-first platform
- Videos curated by subject, topic and year level, and mapped to the curriculum
- Royalties based on content usage

Featured Partner

Reach more educators

A dedicated brand channel, enhanced in-product visibility, and co-marketing opportunities.

What's included:

Includes all previous tier inclusions

- Dedicated, SEO-optimised branded channel with backlink to your website
- Co-marketing opportunities
- Detailed usage reporting
- More royalties when you share with your own teacher community

Strategic Partner

Grow through partnership

For partners with shared goals and an established education network, ready to earn and grow together.

What's included:

Includes all previous tier inclusions

- Affiliate revenue from new school sales
- Fully customised brand channel
- Bespoke strategic marketing
- Custom reporting and affiliate attribution data
- Sales and customer success team enablement
- Inclusion in K-12 events and webinars

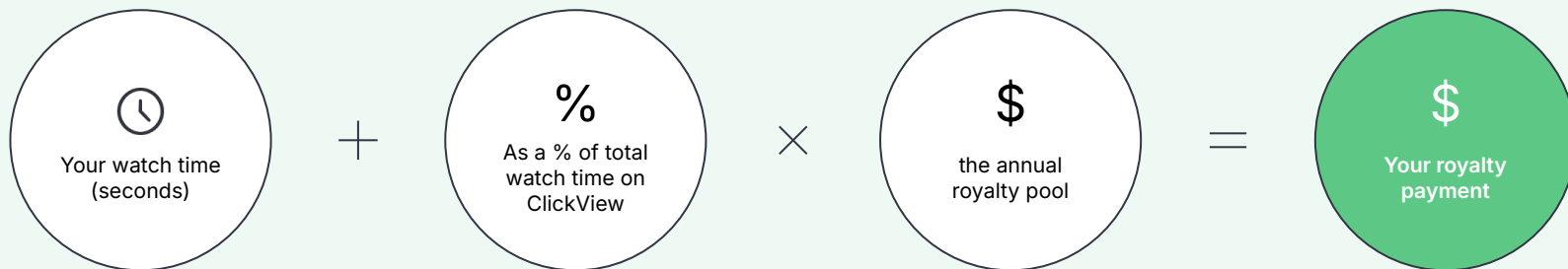
Benefits by Tier

	Content Partner	Featured Partner	Strategic Partner
Secure, ad-free, data-compliant video hosting across AU, UK, US, NZ and CA	✓	✓	✓
Full metadata optimisation, curriculum mapping and discoverability across subjects, topics and grade levels	✓	✓	✓
Professionally designed thumbnails, series posters and supporting teaching resources	✓	✓	✓
Base level quarterly usage and royalty reporting	✓	✓	✓
Royalties from annual pool based on watch time	✓	✓	✓
Dedicated brand channel with video banner, curated content, about section and backlink		✓	✓
Co-marketing assets, brand featured across ClickView blog, newsletter and social channels		✓	✓
Detailed usage reporting including region, school level, teacher vs student views and campaign impact		✓	✓
Affiliate revenue from referred school customers, bespoke marketing campaigns, custom reporting and direct access to ClickView's commercial team			✓
Bespoke marketing campaigns aligned to key initiatives and events			✓



How royalties work

Royalties are based on watch time - the more your content is watched, the more you earn.



A shared pool, growing every year

Royalties are paid from an annual pool that grows year-on-year in line with ClickView's revenue.

Reported every quarter

The pool is split evenly across four quarters, with a report each quarter covering engagement, views, watch time and royalty amount.

Paid by streamshare

Your royalties are paid based on the seconds your content is watched, relative to watch time across all content on ClickView.

Paid quarterly

Payments are made each quarter, in line with your usage report, by direct bank deposit. No invoicing or paperwork required.

Eligibility criteria

Content Partner

Must have:

- ✓ Signed content partner agreement
- ✓ English captions provided
- ✓ Educationally relevant content
- ✓ Rights cleared for agreed territories
- ✓ Videos in agreed technical format
- ✓ Core metadata supplied
- ✓ Logo and brand details supplied
- ✓ Partner onboarding completed

Nice to have:

- Strong existing brand in education
- Supporting teaching resources
- Additional language versions
- Existing educator audience

Featured Partner

Must have:

- ✓ Already a Content Partner
- ✓ Meets minimum usage benchmark
- ✓ Willing to participate in co-marketing
- ✓ Brand assets approved for joint use
- ✓ Content quality suitable for featured promotion
- ✓ Strong existing brand in education
- ✓ Existing educator audience outside of ClickView

Nice to have:

- Supporting teaching resources
- Additional language versions
- Significant social media following

Strategic Partner

Must have:

- ✓ Already a Featured Partner
- ✓ Demonstrated co-marketing impact
- ✓ Shared strategic objectives with ClickView
- ✓ Affiliate commercial terms agreed
- ✓ Significant social media / education audience

Nice to have:

- 20+ product leads from partner activity
- 1+ customer converted from partner activity
- Existing educator audience overlap with ClickView growth markets



4

Your content on ClickView

From day one, your content is set up to look its best and reach the teachers and students who need it most. This section covers how we make it discoverable, searchable, and ready to use in the classroom.

Content Partner

Featured Partner

Strategic Partner

Your videos, ready for the classroom

Every video on ClickView gets the ClickView treatment which is built on years of research and feedback from thousands of teachers. From 'Curriculum Tags' and 'Video at a Glance' summaries to downloadable resources, every element is designed to help teachers integrate your content into their lessons and support learning outcomes.

The screenshot displays the ClickView interface for a video titled "Exploring Habitats". At the top, there is a video player with a progress bar and controls. Below the player, the video title "Exploring Habitats" is shown, along with a "Smile and Learn" logo, "Grades 2 - 4", a "TV-G" rating, and the year "2020". To the right of the title are buttons for "Make interactive", "Assign", and a link icon.

The main content area is divided into several sections:

- Learning intention:** A checkbox for "Learn what terrestrial habitats are, including their characteristics and the living things found there." Below this are two tags: "hook" and "real-world example".
- Points of interest:** A list of timestamps and descriptions:
 - 00:18 Defines habitat.
 - 00:45 Describes the 2 main types of habitats.
 - 00:57 Defines and describes the desert habitat.
 - 01:36 Explains that cold deserts exist.
 - 02:01 Defines and describes the jungle habitat.
 - 02:43 Defines and describes the woods habitat.
 - 03:32 Defines and describes the prairie habitat.
- Academic standards:** A section for "Texas Essential Knowledge and Skills (TEKS)" with a dropdown menu. Below this, a tag for "Grade 2 • Science" is shown, followed by the text "Science, Grade 2, Adopted 2021 - Knowledge and Skills". A specific standard is highlighted: "112.4.b.12.A describe how the physical characteristics of and animals within an ecosystem".
- Glossary:** A table titled "Exploring Habitats" with two columns: "Word" and "Definition".

Word	Definition
habitat	A place where they need.
resources	Things like need to survive.
terrestrial	Relating to land.
aquatic	Relating to water.
desert	A dry habitat.
jungle	A warm, wet habitat.
woods	A habitat with many trees.
prairie	A flat area of land.
savanna	A grassy plain.
adapted	Changed in their habits to survive.
- Discussion Prompts:** A section titled "Exploring Habitats" with a "Learning intention" box: "Describe and compare characteristics of major terrestrial habitats." Below this, it says "Facilitate small group or class discussions using the prompts below. Each level increases in difficulty."
 - Level 1: Understanding the basics**
 - What is a habitat, and what resources are found in it?
 - Which habitats did the explorer visit in the video?
 - What are some animals that live in the desert or jungle habitats?
 - How does the climate in the woods compare to the prairie?
 - What is the difference between terrestrial and aquatic habitats?
 - Level 2: Making connections**
 - How do animals adapt to live in the desert or cold deserts?
 - What might happen to plants in a habitat with little rain?
 - How do the resources in each habitat affect the living things there?
 - Why are there more plants in the jungle than in the desert?
 - How are prairies and savannas similar or different?
 - Level 3: Thinking deeper**
 - Which habitat do you think is the hardest to survive in and why?
 - What would happen if there were less water in the savanna?
 - How might animals from the woods survive in the desert?
 - If you could design a new habitat, what features would it have?
 - How can humans help protect these different habitats?



Your content on ClickView

Content Partner

Featured Partner

Strategic Partner

Your videos, made interactive

Interactive quizzes are one of ClickView's most popular features. Questions are carefully placed within videos at the right moment to maintain engagement and check understanding - particularly popular for homework.

Teachers gain real-time data insights showing who understands, who needs support, and where to personalize teaching or revisit concepts.

Multiple choice
Choose the correct answer(s)

Two things that orbit the earth are...

A the sun **Prad** **PN**

B artificial satellites and the sun

C the moon and artificial satellites

Come back later **Save**

- Annotation
- Image
- Multiple Choice
- Fill in the Blank
- Short Answer
- True or False
- Illustrate



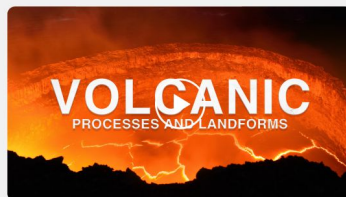
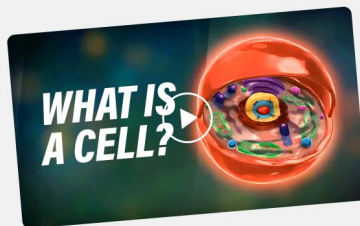
Content Partner

Featured Partner

Strategic Partner

Your videos, beautifully presented

Every piece of content on ClickView is presented with care and purpose. Our in-house design team creates thumbnails, series posters, and topic banners that are crafted to represent your brand and help teachers discover and fall in love with your content.



Your content on ClickView

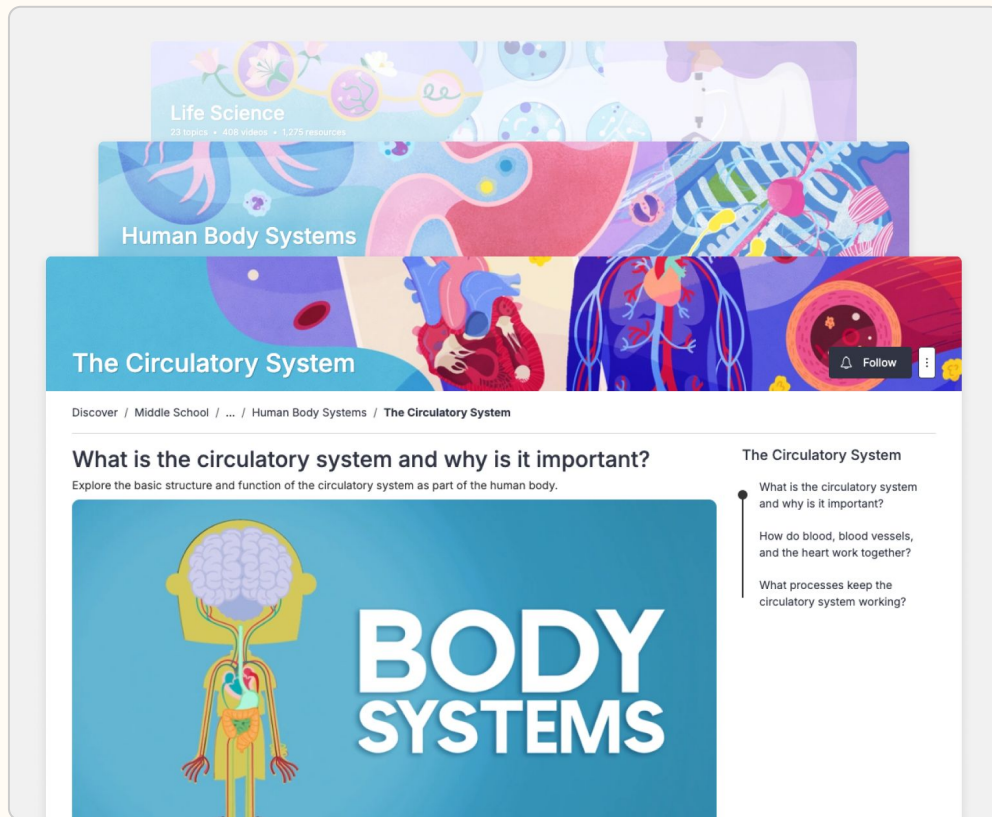
Content Partner

Featured Partner

Strategic Partner

Your videos, mapped to the curriculum

To help teachers find your content while planning lessons, your videos are curated into relevant subjects, grade levels, and topics. Topics are collections of videos grouped to support the teaching of a specific curriculum area helping teachers discover more videos, spark new ideas, and explore cross-curricular connections.



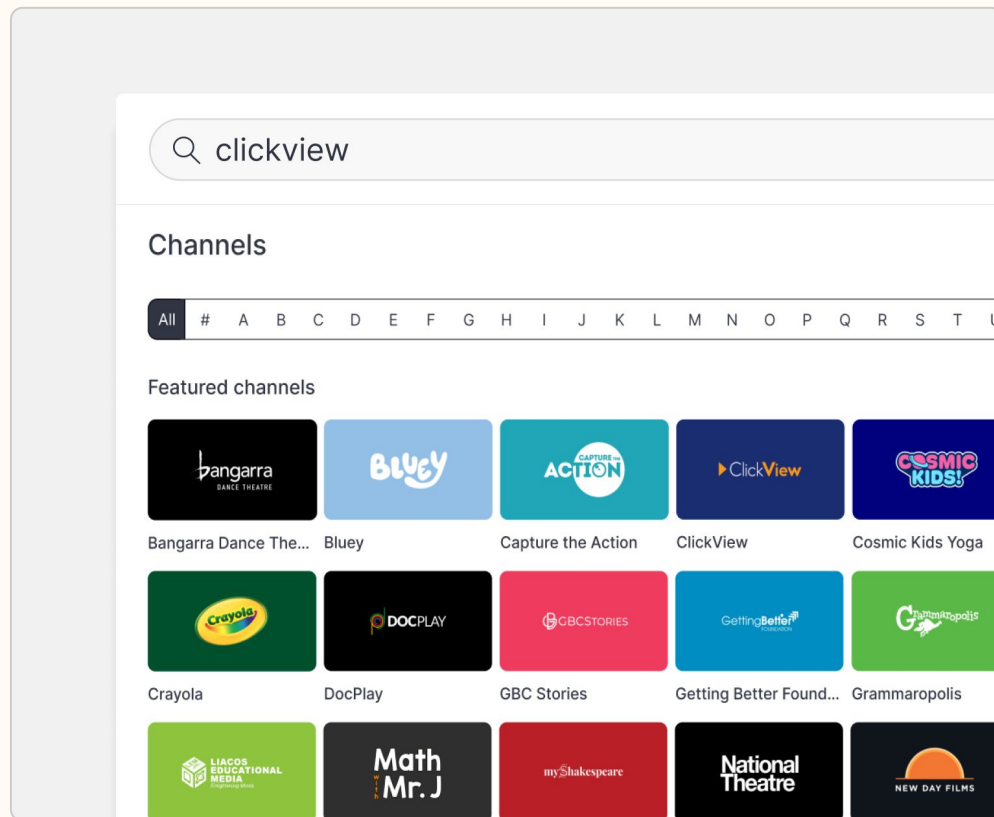
Your content on ClickView

Featured Partner

Strategic Partner

Your brand, made discoverable

Your brand is searchable across ClickView, so teachers who already know and love your content can find it instantly. For those who don't yet, we help them discover you through topic pages, the channels page, and occasional homepage promotion, making it easy for teachers to find your content and explore more of what you offer.



Your content on ClickView

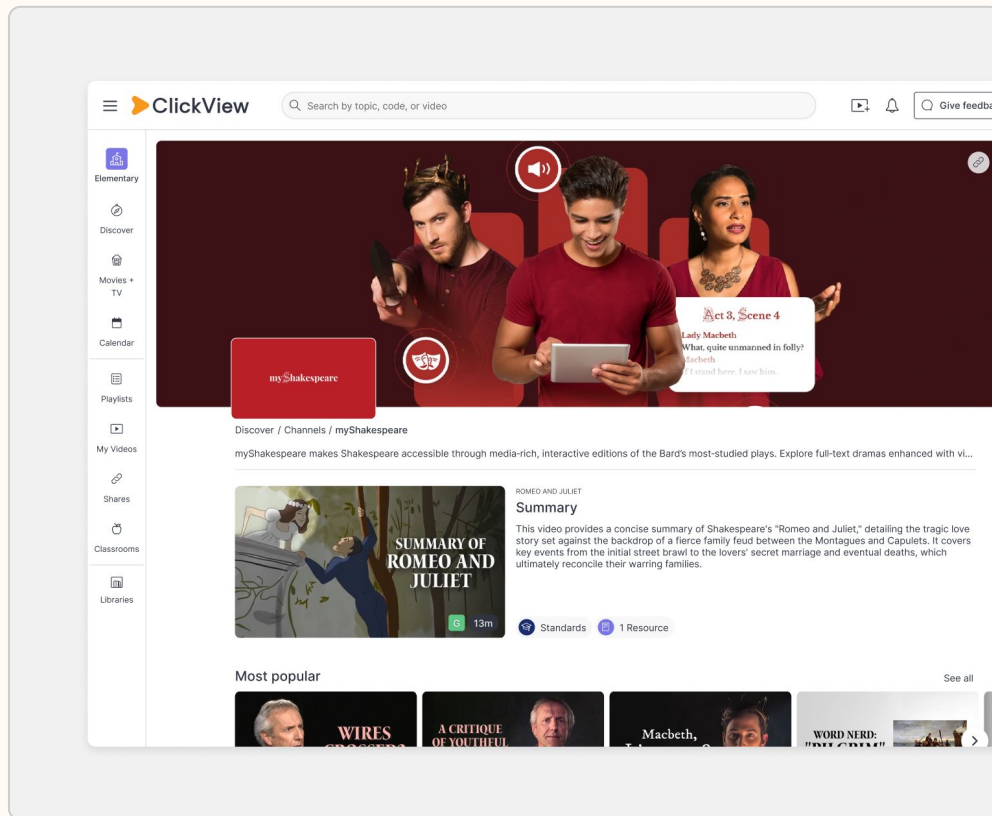
Featured Partner

Strategic Partner

Your dedicated brand channel

Featured and strategic partners receive a fully curated brand channel. Complete with a produced video banner, curated video selection, an about section, and a backlink to your chosen website.

It's a dedicated space to showcase your brand to teachers and drive traffic beyond the platform. Partners collaborate directly with our team on the design and curation to make sure it reflects your brand at its best.



Your content on ClickView

5

Our Marketing channels

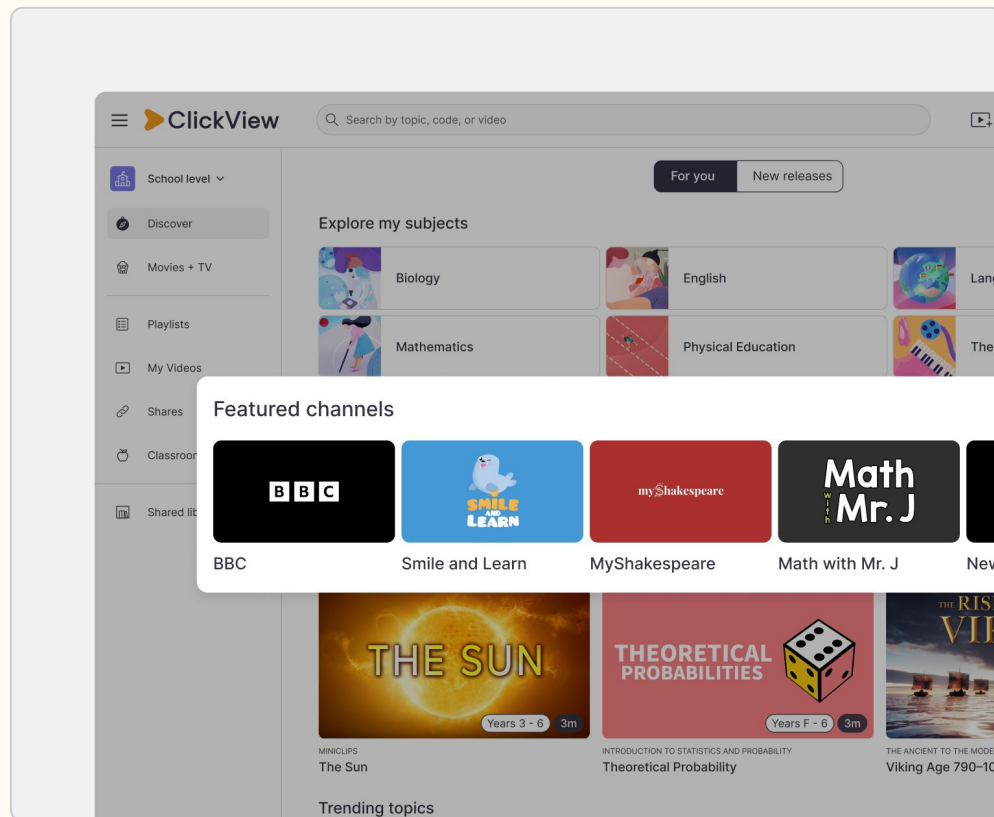
Featured and strategic partners are promoted across ClickView's marketing channels. This section covers our key channels, educator community, audience reach, and how we promote partners beyond the platform.

On-Platform

As a Featured or Strategic Partner, your brand is showcased across ClickView's platform: on the home page, in relevant subjects and topics, in the channels section, and with a link to your brand channel from every one of your videos. However teachers discover your content, they can always find more of it.



560k active weekly users



All statistics are accurate as of March 2026.



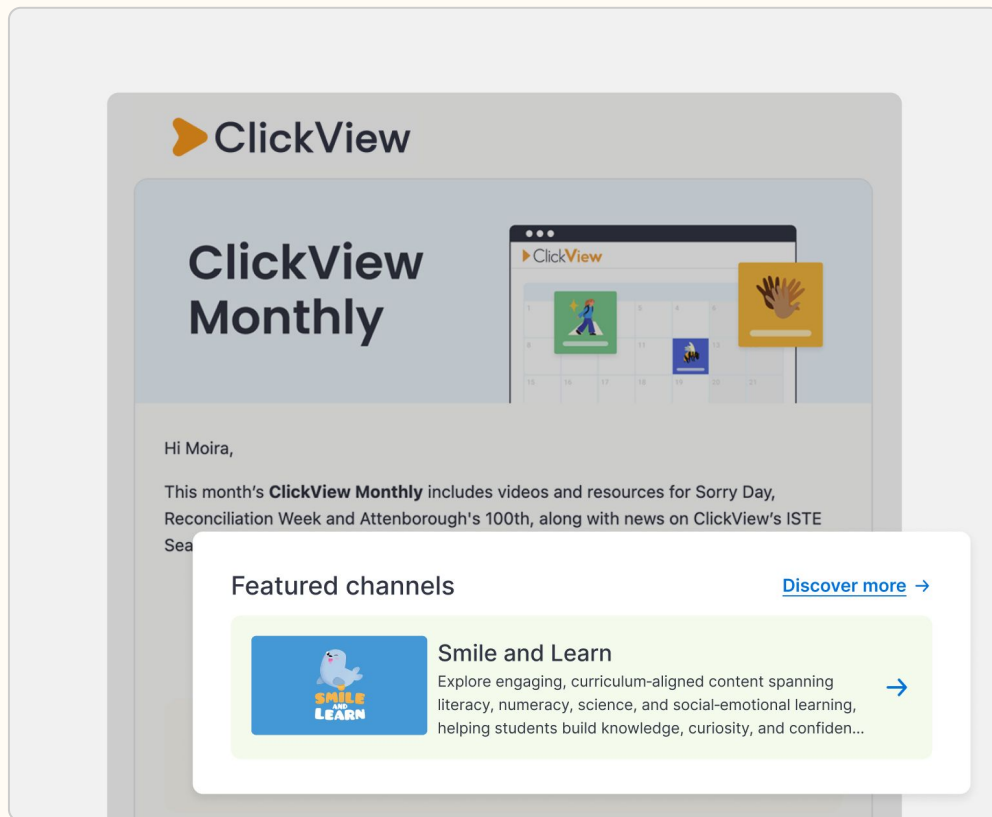
Our Marketing channels

Newsletter

The ClickView Monthly reaches teachers, school leaders and customers across all markets, with an average open rate of 26% and click-through rate of 6%. As a featured or strategic partner, your brand channel can be showcased to subscribers in the relevant region's newsletter.



826k subscribers



All statistics are accurate as of March 2026.

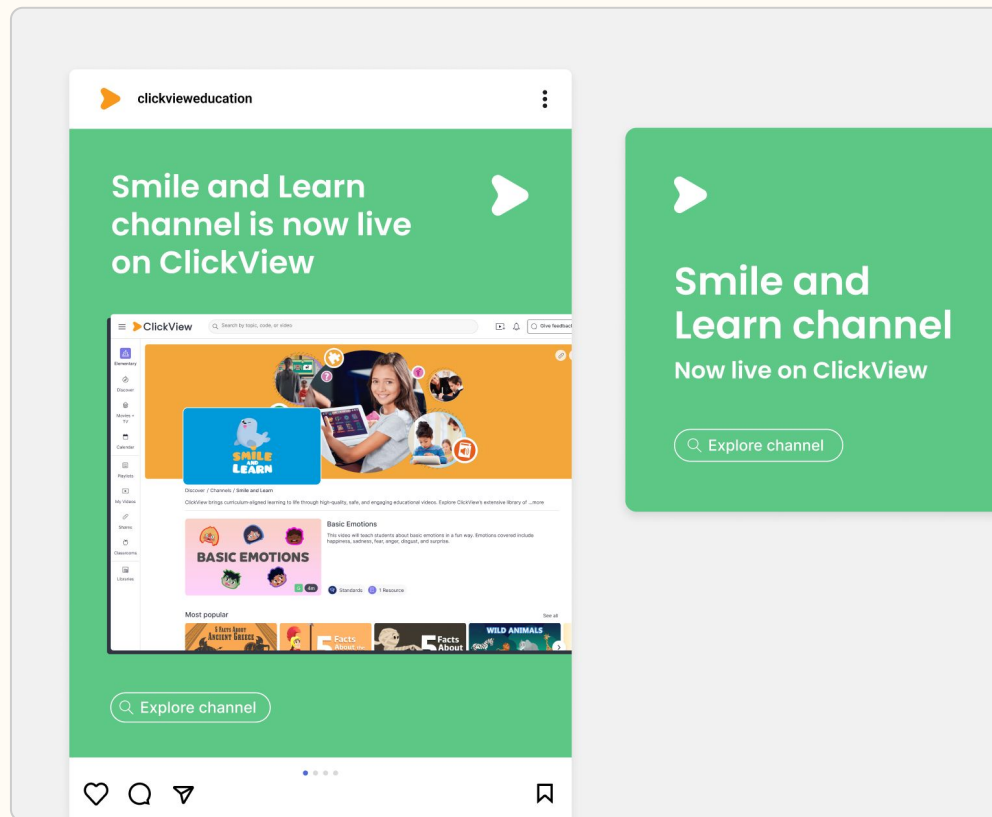


Our Marketing channels

Socials

We love celebrating our partners. As a featured or strategic partner, your content and brand will be shared across our social channels. We'll also work with you on collaborative posts to reach both our audiences.

 **160k followers**



All statistics are accurate as of March 2026.



Our Marketing channels

Blog

Every great partner has a story worth telling. we publish a dedicated blog for featured and strategic partners, covering your brand story, what makes your videos unique, and how to find them on ClickView.

 **370k monthly website traffic**



All statistics are accurate as of March 2026.

6

Getting started

Meet the people behind your partnership and find the resources you'll need along the way.

The journey to becoming a content partner

Getting started as a ClickView content partner is fairly straightforward. Depending on the number of videos and the complexity of the contract, it usually takes anywhere from two weeks to two months.



Meet the partnerships team

Get in touch with the team at partnerships@clickvieweducation.com



Linsey Napper

Chief Content Officer

Linsey leads global content strategy at ClickView, managing relationships with partners and overseeing the production and publishing of videos and resources.



Steven Rezkalla

Content Manager

Steven leads content at ClickView, overseeing video quality, rights and editorial standards to ensure everything on the platform is accurate, accessible and curriculum-aligned.



Rachel Dunne

Marketing and Partnerships Manager

Rachel leads marketing at ClickView with a strong focus on partnerships, working with brands on joint campaigns that share audiences and grow reach into schools.



Brenda Barr

Content Development & Research

Brenda leads Content Development & research at ClickView, handling new content acquisitions and licensing (US), co-production relations, original series development, and curriculum alignment.



Useful links



**ClickView
website**



**ClickView
platform**



**Brand Guide
for partners**



**Channel
Hub**





Great videos deserves a great audience. We can't wait to help yours reach more classrooms.