



**Challenge:** In 2007, Dr. Jan Lötvald and colleagues published a traditional print-only article about their groundbreaking method for isolating functional RNA from exosomes. Although this article was very highly cited, the group received many questions from researchers trying to adopt this novel method in their own lab.

**Solution:** In 2011, the Lötvald lab published their methods as a JoVE video, igniting new interest in their method for use in extracellular vesicle research. “We have a lot of young scientists from all over the world and from different fields coming to our lab to learn more about the isolation of extracellular vesicles of different cellular origin,” Lötvald said.

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*“When you develop a method, you work hard to perfect it as much as possible. But then when you discover something slightly different for further improvement, it is very important that you actually tell that to the rest of the world.”*

-Dr. Jan Lötvald, University of Gothenburg

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## Results/Benefits:

- One of the most highly viewed JoVE videos, the Lötvald publication received 40,000+ views within 18 months of being published.
- A few months after publishing in JoVE, Lötvald was elected president of the International Society for Extracellular Vesicles (ISEV). At the ISEV conference in 2012, the video was a hit. Cecilia Lässer, then a Ph.D. student in the lab, says: “I had people coming up to me during the meeting saying, ‘I’ve seen you in the movie and it was very helpful, thank you!’”
- The video article has been hugely important in disseminating the lab’s novel research methods and helping to establish the field of extracellular vesicle research. To date, it has been cited more than 60 times in other journals.