

Moovly Media stock is up 1,125% over the past year and it is potentially only just getting started

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I first [wrote on Moovly Media Inc.](#) (TSXV: MVY | OTC: MVVYF) ('Moovly') for InvestorIntel back on November 4, 2019 when the stock was trading at around C\$0.05. Since then a lot has happened right for Moovly, **including a 1,125% stock price gain** over the past year, rising from C\$0.04 to C\$0.49. **That is a 12.25x gain in just 1 year. Wow!**

We did give readers some warning when, in May 2020, I wrote: [Moovly Media 'wows' with massive user growth during the COVID-19 lockdown](#). I quoted at the time: "One company that is benefiting from the online video boom is Moovly Media Inc.."

Today I look back on the past year for Moovly and what investors can look forward to in the year ahead.



[Source](#)

Moovly Media's past year

Moovly had a great past year for so many reasons, here's some:

- COVID-19 encouraged work from home and boosted online video creation. This has been a great tailwind for Moovly. We saw this with Alphabet Google's latest Q4 results yesterday where [profits rose 43%](#) to \$15.2 billion, on the

back of booming revenue from YouTube.

- On Feb. 2, 2021 Moovly [announced](#) that due to demand from an increasingly international client base they had expanded their AI-enabled Text-to-Speech Feature, now available in 100+ languages.
- On Nov. 19, 2020 Moovly [announced](#) integration of Amazon Transcribe and Google Translation's AI systems into Moovly's video creation platform. This means Moovly users can **with a simple mouse click, convert voice content to subtitle text and can automatically translate their videos into 109 languages**. Now that's impressive tech!
- On Oct. 22, 2020 Moovly [announced](#) that their users could now, very easily, convert powerpoint slides into a new video creation. Moovly [stated](#): "The wizard-based process imports all elements from their slide deck and lets the user choose presets such as music and animations. Once imported, users can further fine tune and enhance their content, add voice and animations, and save it as an attractive video or an online video presentation."

The above is just a brief summary of some of the great innovations and improvements that Moovly has been making. All of this has resulted in Moovly now having [over 3.6 million users](#) in hundreds of countries. This includes [more than 300](#) of the Fortune 500 companies, as well as many government agencies.

Looking ahead to 2021 for Moovly

Moovly intends to add more client driven features to their video creation platform. This also helps expand Moovly's market place as was the case with translation opening up the global market and PowerPoint to video opening up the education sector, just to name a few.

Moovly also expect to bring on more clients from the business enterprise and education segments during 2021. This will

potentially help boost revenues as these are typically lucrative sectors.

With work from home not going away anytime soon the boom in video content creation should continue for the foreseeable future. The demand for video content and hence creation is huge. This means that in the case of Moovly Media 3.6 million users is potentially just the start.

Video is the future, the future is now

Oberlo marketing statistics [state](#): “It’s estimated that by 2022, **82 percent** of the global internet traffic will come from video streaming and downloads (Cisco, 2019)... [54%](#) of consumers want to see more video content from a brand or business they support... [87%](#) of marketing professionals use video as a marketing tool (Wyzowl, 2019).”



Source: [Moovly Media website](#)

Closing remarks

Moovly has had a great past year due to a great macro tailwind from increased video content creation in the wake of COVID-19 and because Moovly has continued to improve their video creation platform, now used by over 3.6 million users in hundreds of countries.

Moovly has a market cap of C\$68.5M (~US\$53M), which still pales in significance when comparing to companies like Zoom Communications on a market cap of US\$111B.

Looking ahead to 2021 it looks highly likely that Moovly will continue to become better known and more widely used, thereby increasing both their user base and over time their revenues.

Watch this stock closely in 2021.

Further reading

- [Moovly's Brendon Grunewald on the video media revolution in the home office](#)
- [Brendon Grunewald of Moovly Media talks about why video content creation is king during Covid and beyond](#)