

Moovly Media makes a move into the lucrative global education technology market

The global education market reached US\$5.9 trillion in 2018, and is forecast to almost double to US\$10 trillion by 2030. Funding comes from governments, parents, individuals and corporations. As the global middle class rises, and the global population increases, the demand for quality education will only get stronger every year.

Global education digital spend is forecast to more than double from 2018 to 2025

To help meet this demand, technology is playing an increasing role, starting from a very low base (less than 3% of global education expenditure is on technology). Many western classrooms are starting to use computers or tablets, and universities and the online education market are increasingly embracing digital technology. Global education technology (digital spend) is forecast to grow rapidly from [US\\$152 billion in 2018 to \\$342 billion by 2025.](#)

Moovly Media Inc.

[Moovly Media Inc.](#) (TSXV: MVY) is a Canadian company set to gain a share of the global education digital spend market. Moovly provides a cloud-based platform that enables users to create and generate multimedia content such as animated videos, video presentations, animated infographics and any other video content that includes a mix of animation and motion graphics.

Moovly and Boxlight enter an exclusive global reseller partnership agreement designed to sell into the global education market

On November 20 it was [announced](#) that Boxlight Corp. (Nasdaq: BOXL) will expand its offerings with the addition of Moovly Video Content Creation Solution. Boxlight will resell the jointly branded MimioMoovly cloud-based, video creation software with a focus on the education system.

This is a good move by Moovly as Boxlight is a Nasdaq listed company that is “[a leading provider](#) of technology solutions for the global learning market.”

The news release [stated](#): The online tool will enable students and teachers to easily create videos using over 1.3 million royalty-free media assets – including photos, illustrations, video clips, sound and music – to support classroom instruction, flipped classroom videos, video assignments, media literacy workshops, and more. Offering an engaging way to increase students’ digital competencies, MimioMoovly can be used as a stand-alone video production tool or it can enhance larger interactive projects or lessons as part of the total Boxlight solution.

Moovly recently won the Amadeus travel company contract

The recent [Amadeus contract](#) (15,000 employees) is another positive reflection of market interest in [Moovly’s video production products](#). It should also help Moovly access other large travel or tourism companies.

Moovly is on the move



Moovly's video production tool

Moovly's online video production tool can create professional-looking videos or video presentations for social media or other personal, business or educational needs. Using a combination of uploaded images, videos and sounds, as well as a pre-defined library of objects, users are able to quickly assemble new animated content. The final videos or presentations can be downloaded as an MP4 or published on a variety of video platforms. The software uses a simple drag & drop application with access to a library with millions of images (via Getty images), videos and sounds enabling users to build videos without any expert video making skills. Moovly has also made its software integrate with Powerpoint, Google and PayPal.

Clients and partners that use Moovly's online video production tool

clients and partners



Moovly Media's vision and mission

Moovly [states](#) their vision is to “become the number 1 platform for engaging, customizable multimedia content creation”; and their mission is to “enable everyone to create engaging multimedia content by making it affordable, intuitive and simple.”

Next steps for Moovly are global resellers to help market and sell their great products

As is so often the case with new companies developing great technology, they often focus on the technology with less effort towards global marketing and sales. Once they bring on global marketing and selling partners their business takes off. A recent company that comes to mind was dynaCERT, who has a great emissions reduction technology. The Company has recently partnered up and now has large global orders coming in. Of course the stock price has responded, up [124%](#) in the past year.

Moovly already has a great product, the next step is to have more reseller partners focusing on the various segments that can benefit. Those sectors include education, business, and

anyone that has a need to make professional videos.

Moovly's new offerings "Business" and "Edu Max" subscriptions are targeting new markets that have a significant need for the Moovly products. The Business subscription is available at [\\$599 per year](#), while the Edu Max version is at an introductory price of \$249 for users with an approved educational email domain.

The Boxlight global reseller partnership is a significant move for Moovly to access the lucrative educational market. It should be a first step towards many similar partnerships, which has the potential to meet the massive market demand for affordable, intuitive and simple video production. Global video production is booming as we have seen from YouTube, Facebook, Vimeo and others. The arrival of [5G networks](#) should only accelerate this even further. Online video tools (with a great library attached) that can help make better videos cheaper are already in big demand.

Moovly Media Inc. is headquartered in Vancouver, Canada and is in the booming Software as a Service (SaaS) sector. Investors can view a short video about Moovly [here](#), and should definitely have Moovly Media on their radar.