

Moovly Media's chart moves in mysterious ways

written by InvestorNews | October 12, 2022

Is the recent move seen in Moovly Media's chart trying to tell us something?

Sometimes a chart can tell you things that fundamentals may not. Although it can also be a bit like reading tea leaves – not exactly an accurate science and possibly complete rubbish. You never know until after the fact, and by then you've either missed the boat or perhaps you've had your head handed to you depending on how committed you were to your convictions. Nevertheless, we are going to have a look at a chart with some unusual recent activity in the absence of any official news (I don't surf the chatrooms, so it's possible someone is trying to turn this into a meme stock of sorts) and speculate what may or may not be going on.

The chart we are going to have a look at today is [Moovly Media Inc.](#) (TSXV: MVY | OTCQB: MVVYF), the leading provider of creative cloud-based tools used to tell marketing, communications and training stories using videos and video presentations. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost-effective choice for DIY creation of engaging video-based content.

The background for what we are about to review is that Moovly has been light on corporate press releases. Today [it had news](#) announcing the "Moovly E-Commerce Video Maker", an addition to its suite specifically aimed at online sellers. Previously it issued a [press release on Aug 4, 2022](#) (which wasn't super significant in my opinion), and the latest financial information

released by the Company was Aug 29 when they issued their quarterly results for the period ending June 30, 2022. This is why the activity over the last seven trading days (since September 30) have attracted my attention. It appears there is nothing obvious in the public domain to explain the previous five day double in the stock price.



Source: StockCharts.com

Three things jump out at me when looking at this chart. First, as noted, the stock doubled over a span of 5 days, although perhaps that isn't so unusual given it happened previously at the beginning of June. However, the June move corresponded with [news](#) that could be construed as significant and beneficial for Moovly's stock – the signing of a Global Partnership Agreement with Bayer AG, the German multinational pharmaceutical and life sciences company and one of the largest pharmaceutical companies in the world. The latest move happened in the complete absence of any corporate press releases or updates.

Second is the volume of the most recent rally. Unlike the move in June that corresponded with a press release, October 4 saw over 3 million shares traded, more than 4x the volume traded the day of the Bayer AG news. This is also 22x the average daily volume traded for Moovly, which is a huge deviation from the norm. Albeit the absolute dollar value of the trade isn't huge in the context of the overall market (approx. C\$330K), it's still a pretty big bet being placed by someone, or several someones.

Third is the stock move relative to what was happening in the general market over the same period. You may have heard the expression, "a rising tide lifts all boats". However, in this situation, the S&P 500 was setting new 1 year lows (at the time)

on September 29 and 30, which is when the Moovly rally appears to have begun. The macro market saw a bit of a 'dead cat bounce' on Monday (Oct 3) and Tuesday (Oct 4), which I'm sure benefitted the rise in Moovly's share price on those days, but then the S&P 500 resumed its downward travels culminating in a fresh new 52 week low yesterday. On the flip side, Moovly continued to gain strength all the way until yesterday when it finally got a little oversold in the short term (see the RSI indicator at the top of the chart) and had its first down day in 14 trading days, and on very small (below average) volume.

What does this all mean? I can't say for certain. All I know is that there is some unusual (technically quite bullish) activity that is seemingly inexplicable by anything that I can see in the public domain. Is it random or is something going on? Today's press release of a niche addition to their software suite was not particularly highly anticipated or market-moving news, shown by the fact that the market didn't react to it. What I do know is, based on the last quarterly results, Moovly Media is probably getting close to running low of working capital, unless revenue has increased dramatically or debt lines have been increased. Either of those could be perceived as positive developments, potentially explaining the recent stock price move. In the meantime, we watch and wait for what happens next for this C\$21 million market cap media company.

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eResearch's Chris Thompson on Moovly Media's Deal with Lee Enterprises

written by InvestorNews | October 12, 2022

In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 18-page [Update Report](#) on [Moovly Media Inc.](#) (TSXV: MVY) and about Moovly's recently announced [partnership](#) with NASDAQ listed Lee Enterprises.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris said that Lee Enterprises is a major advertising and marketing automation platform and explained why Moovly's integration agreement with Lee Enterprises is a milestone for Moovly Media. He went on to explain how Moovly has been able to attract large technology companies looking to integrate with its video technology platform. Highlighting the growing demand for videos to reach the widest possible target audience, Chris said that the demand for video technology like Moovly's offerings will continue to grow.

To watch the full interview, [click here](#).

About eResearch Corporation

eResearch Corporation is a respected source for institutional-

quality, equity research focused primarily on small- and mid-cap companies. The purpose of the focus is to identify companies that have interesting prospects, sound management, and a significant potential for share price appreciation. eResearch complements its corporate research coverage with a diversified selection of informative, insightful, and thought-provoking research publications from a wide variety of investment professionals. The professional investment research and analysis is provided directly to the subscriber network of discerning investors, and is done electronically through its website, www.eresearch.com

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Moovly Media, A complete online video creation solution flying high, but still under the radar

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I'm not much of a YouTube person, or TikTok, or social media in general, so perhaps I'm not the most qualified individual to comment on making videos. However, if I were inclined to post my opinions on the internet or try and give Joe Rogan a run for his money, there is a tool I would definitely be utilizing to make myself look as professional as possible. I would be using the Moovly Studio Video Editor brought to us by [Moovly Media Inc.](#) (TSXV: MVY). But before I continue, this is not an advertisement for Moovly's products, it's simply my introduction into the company I'm going to discuss today. Like I said, I'm not a curator of video content so you are stuck with my verbal commentary, although as I understand it, Moovly has a product that can turn this note into a form of video or powerpoint presentation.

Essentially, Moovly offers its users the most complete online video creation solution on the market. Combining an intuitive and easy-to-use video editor with millions of copyright free assets available in many different styles, and more advanced features such as text-to-speech, green screen recording, video automation solutions and white-labeling options. It could actually make a grumpy old guy like me look reasonably competent, at least until I started talking. Moovly is the

leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Clients include users from over 300 of the Fortune 500, small businesses, freelancers and Ivy League universities making intuitive, DIY, cost effective video-based content.

The reason for going on and on and on about the tools available at Moovly Media is to provide context for a deal that the Company signed last Wednesday that seems to have flown under the radar. Moovly announced that it has been selected, after a lengthy competitive process, as an [exclusive partner](#) to Lee Enterprises' Simply Activ8 platform. The reason I say it appears to have flown under the radar is because the stock traded flat on both that Wednesday and Thursday on very low volume following the press release. It's possible the market didn't grasp the magnitude of this announcement so let me try and shed a little more light on why I think people should be paying attention to this deal. [Lee Enterprises](#) (NASDAQ: LEE) is a major subscription and advertising platform and a leading provider of local news and information. With Lee's Enterprises' daily newspapers, rapidly growing digital products and over 350 weekly and specialty publications serving 77 markets in 26 states. Year to date, Lee's newspapers have an average daily circulation of 1.2 million, and legacy websites, including acquisitions, reach more than 56 million digital unique visitors.

The Simply Activ8 platform developed by Lee Enterprises has embedded the Moovly video automation platform to offer its clients a powerful business marketing video-making tool, fully integrated and branded. The solution enables businesses to create advertisements and other marketing videos in a simple, cost-effective way, and in doing so brings additional revenue and client stickiness to the platform. James Green, Vice President/Digital at Lee Enterprises stated, "Video is a

powerful tool in advertising. Our partnership with Moovly makes that tool affordable and accessible for small to medium businesses.” For Moovly it’s an excellent example of allowing other companies to capitalize on the world-class platform they have built by integrating it into their own product offering. I view this as potentially a very high margin deal for Moovly as they’re simply distributing an existing product to a much larger user base and will be collecting fees from it.

Moovly had a market cap of just under \$18 million as of yesterday’s close. So you can imagine how a deal like this can impact the Company once the revenue from this transaction starts flowing through to Moovly. I expect that Q3 results will be out shortly, which should be a pretty interesting read given the recent [corporate update](#) detailing unprecedented growth. Perhaps as transactions like the Lee Enterprises deal start flowing through into the revenue column Moovly Media will no longer be flying under the radar.

eResearch’s Chris Thompson on Moovly Media and growing market demand for Videos

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In this InvestorIntel interview, which may also be viewed on

YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris stressed the growing demand for videos and how Moovly allows users to create customized videos easily to reach the widest possible target audience. In the interview, Chris highlighted Moovly's initiatives to enhance their cloud-based media technology with new features, functionality, and integration with other platforms from larger players in the media space. He explained how integration with the likes of Mailchimp, Microsoft Excel, HubSpot, and many more enables Moovly to go after large corporate and enterprise clients which represents the largest revenue opportunity.

To watch the full interview, [click here](#)

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Eyes on Moovly

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The efficient-market hypothesis in financial economics states that asset prices reflect all available information. This implies that it is impossible to “beat the market” consistently on a risk-adjusted basis since market prices should only react to new information. While this may hold some truth on a macro level, many people (including me) believe if you do your homework on less popular, less liquid stocks you can find some hidden gems out there. Now don't jump to the conclusion that I'm about to serve up the hottest stock tip of the year. It's the stock market after all, I could be right and wrong at the same time about the same stock given that if there aren't enough buyers out there, an equity likely won't go up in price regardless of underlying fundamentals or new information.

Today is more of an examination of the price action of a

specific equity and its relative performance over the last six months given the information that has come available over that time and whether or not that seems to make sense. The stock under the microscope is [Moovly Media Inc.](#) (TSXV: MVY), the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Their clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy League universities. Moovly is an intuitive, cost-effective choice for DIY creation of engaging video-based content. It's a pretty cool technology company but today's focus isn't as much about what they do but what happens after they announce something.

Looking back six months ago to January 29th of this year, Moovly's share price closed the day at \$0.315. News that [paid Education subscriptions grew more than 300%](#) year over year on February 9th helped push the stock up to a high of \$0.455 that day with momentum carrying through until the next news release on February 17th where it rallied to an intraday high of \$1.02 on the heels of news that they had signed a [reseller partnership agreement with VidiBuzz](#) to accelerate its sales in the US. Makes sense, two pieces of new information for the market that were taken positively given revenue should be up considerably and the partnership essentially expanded the company salesforce and accessibility to new customer sets. Both news items were impactful in their own right and arguably should put the company in a better place than it was at the end of January. Perhaps a triple of the stock price might have been a little overdone so it wouldn't be unusual to see the stock settle back into a more reasonable trading range.

And that's exactly what happened as the stock traded in a range of \$0.60 to \$0.80 through to the end of March. During that stretch of time, the company released its quarterly results for the period ending December 31, 2020, plus integrations of its

software with [Wistia](#), [Microsoft](#), [Twitter](#) and [Instagram](#). All of which the market appeared to view with passive indifference even though one can argue the quarterlies confirmed the Company was moving in the right direction and all the integrations further expanded the ability to seamlessly access a larger user base. As well, the Company raised \$3.8 million at \$0.45 which could potentially cause a bit of selling pressure on the stock but provided capital to fund sales and marketing growth.

However, April Fool's Day proved to be no laughing matter for the share price of Moovly as the stock began a steady journey lower moving from \$0.61 to a low of \$0.155 by June 17th. But here's where the story gets interesting to me. On May 5th The Company announced it had [upgraded its platform](#) to support multiple languages, improving translation efficiency and overcoming multilingual challenges. I view this as a step-change in making Moovly's video software available to a much broader, global audience. But what do I know? The stock price was down 8% the day of this news. On June 23rd another [reseller and partnership agreement](#) was signed with UAE based SFA Dubai. At least that news rallied the stock a material 35% but only back to \$0.25 and was relatively short lived. Then July 7th one of Moovly's partners, Contenthouse announced it had [secured Dipl. Ing. Fust AG's content creation contract](#) using the Moovly platform. This dragged the stock price back up to a high of \$0.28 but again only briefly.

Despite all this information, it's true that the overall market can also have an impact on an equity as well. It's tough for an individual stock to have a prolonged rally in a bearish environment. However, if we look at the TSX Composite over this same time frame we see a February 18th close of 18,274 versus 20,230 yesterday, or a 9.7% gain over that period. Arguably a stock simply holding its own should at least be flat to positive over that time in light of the underlying market.

So I will now leave it up to you to decide if the market is correct now about Moovly at yesterday's close of \$0.21 (down 33% since Jan 29th), was it right in February or March or perhaps somewhere in between. Regardless, in my opinion, somewhere along the way the market stopped acting efficiently with this stock. I suspect the next quarterly results will help us all decide what the right answer is.

Brendon Grunewald on the Moovly HubSpot integration and the value of outbound video messaging for sales and marketing

written by InvestorNews | October 12, 2022

In a recent InvestorIntel interview, Tracy Weslosky speaks with Brendon Grunewald, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), about their recent [announcement](#) that Moovly has built an integration to HubSpot and how they are being featured in a collection of media apps.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that their [integration with HubSpot](#) addresses the growing demand for using Moovly's multimedia creation platform for outbound video messaging for sales and marketing. Brendon further explained how the partnership with

ARichGlobe will allow Moovly to accelerate growth internationally. With a long list of satisfied customers and consistently winning deals, Brendon reinforces his commitment to the user with “Moovly provides a platform to create large volume of videos that are appealing and affordable.”

To watch the full interview, [click here](#)

About Moovly:

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Brendon Grunewald on rising demand for Moovly's cloud-based video tools and the partnerships driving sales forward

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In a recent InvestorIntel interview with host Peter Clausi, Brendon Grunewald CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY) discuss Moovly's recent [financing](#) and how they are fueling growth and meeting the demand for their creative cloud-based video tools through marketing and sales partnership deals.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that Moovly has integrated with several third-party platforms like Mailchimp, Instagram, Twitter, and Microsoft AI. Having recently announced that their cloud-based tools are now multilingual, Brendon sums it up simply with: "The more integrated we are the more value our platform has."

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Peter Clausi of InvestorIntel Interviews Chris Thompson of eResearch on Initiating Coverage of Moovly Media Inc.

written by InvestorNews | October 12, 2022

Moovly has struck a chord with large enterprise customers seeking to integrate a feature-rich video creation system into existing platforms

Toronto, April 23, 2021 – Peter Clausi with InvestorIntel.com, a leading online source of investor information, interviews Chris Thompson, President of eResearch Corp., the independent source

of equity research, about his latest analyst report on [Moovly Media Inc.](#) (TSXV: MVY).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Peter has Chris discussing his price target for Moovly, the catalysts behind the stock's continued growth and why he thinks you should consider becoming a shareholder. Chris evaluates the company using revenue projections and a discounted cash flow with Moovly's focus on larger Enterprise Customers and its steady stream of partnership news to validate his position.

Chris starts when Peter asks why the stock has performed so well this last quarter, "the product itself has grown; it's got now 3.7 million users who are using the Application. It also has got some great partnerships and I think that just the momentum of those announcements and those deals have helped investors become more aware of the company – it must be driving revenue upwards as well."

He adds: "They do have a good e-commerce base that's out there growing steadily month on month, but they had a bit of a boost with the COVID stay at home (audience) where people wanted to make videos. Moovly focuses on (offering) a feature-rich platform for video creation and so it really sort of keyed in for people staying at home and wanting to create videos from home. "

"But I think more and more it's the enterprise customers who are coming in who are using some of their features like their API to integrate into their own products – as they also have an automation tool that allows you to customize videos very quickly... those types of features have really sort of struck a chord with the larger enterprise clients who are looking for a partner on the video creation platform."

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Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly's advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy League universities, Moovly is an intuitive, cost-effective choice for DIY creation of engaging video-based content.

To learn more about Moovly Media Inc., [click here](#)

Disclaimer: Moovly Media Inc. is an advertorial member of InvestorIntel Corp. And this interview, which was produced by InvestorIntel Corp. (IIC) does not contain, nor does it purport to contain, a summary of all the material information concerning the "Company" being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

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If you have any questions surrounding the content of this interview, please email info@investorintel.com.

Moovly continues moving forward with cloud-based video technology

written by InvestorNews | October 12, 2022

By now [Moovly Media Inc.](#) (TSXV: MVY) ('Moovly') should be no stranger to readers of InvestorIntel. Matthew Bohlsen first wrote about Moovly back in [November 2019](#) when the stock was trading at C\$0.05. Closing yesterday at C\$0.67 would have been a pretty good ride but the story doesn't appear to be over any time soon. The good news is that Moovly is continuing to make progress on growing its business with further integrations with new software partners.

On March 3rd, the company announced it had successfully integrated with [Wistia](#), a leader in the video marketing software space. Then on March 11th, the Company press released [another deal](#) launching two new integrations into the suite of Microsoft products – Microsoft AI (featuring Neural Text To Speech) as well as Microsoft's OneDrive (cloud storage).

I'm sure most people are familiar with Microsoft and what it brings to the table, so focusing on the Wistia deal, CEO Brendon Grunewald [said](#), "Moovly has recently focused on integrations to optimize our business, reduce costs and leverage our technology in order to add value to our clients, and our business as a whole. Moovly's users can easily create and publish captivating videos along with the marketing tools and analytics that help any company grow and succeed."

Imagine all the companies that have recently found tools like Shopify, allowing them to survive the Covid pandemic, now being able to make a quality, low-cost video (commercial) to sell their product and drive more traffic to their new e-commerce platform(s).

This intuitive, easy to make video can then be posted to any number of social media outlets and even translated or captioned to almost any language on the planet utilizing the many innovative tools that Moovly can provide. Companies big and small can all benefit from this technology but keep in mind that users from over 300 of the Fortune 500 are already existing Moovly clients.

Another major market for the company is the education technology space where last month the company announced a [302% increase in paid subscribers](#). Moovly recently added a Zoom-style collaboration and communication tool which has proven to be a key element of the growth in the education sector.

Clients can use this communication tool in conjunction with their existing Moovly subscription, thereby dispensing with the need for a second, separate service. Again, ease of use is at the core of Moovly's success at expanding its business lines with approximately 3.7 million total registered users now accessing its platform.

It's encouraging to see that Moovly is advancing the business but still being mindful of the bottom line. The company recently [announced](#) its second capital raise of 2021 (approx. C\$3.8M) in order to fund its future growth and remove any financial stress from interfering with the company's focus.

Based on recent cash burn rates, this should give the company ample breathing room to continue to increase paid subscribers and transition to growth from internally generated cash flow or perhaps even look at an acquisition. We continue to watch this stock with interest.