

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.

Disclaimer: The editor of this post may or may not be a securities holder of any of the companies mentioned in this column. None of the companies discussed in the above feature have paid for this content. The writer of this article/post/column/opinion is not an investment advisor, and is neither licensed to nor is making any buy or sell recommendations. For more information about this or any other company, please review all public documents to conduct your own due diligence. To access the InvestorIntel.com Disclaimer, [click](#)

[here](#)

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

written by InvestorNews | October 12, 2022

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](#)