

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

written by InvestorNews | December 14, 2021

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

About Moovly Media Inc.

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. Moovly's API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. 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](#).

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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 a recent InvestorIntel interview, Tracy Weslosky speaks with Chris Thompson, President of [eResearch Corp.](#) about his 18-page Update 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](#)), 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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Brendon Grunewald on the Moovly HubSpot integration and the value of outbound video messaging for sales and marketing

written by InvestorNews | December 14, 2021

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](#)

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

written by InvestorNews | December 14, 2021

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."

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

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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,

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Moovly continues moving forward with cloud-based video technology

written by InvestorNews | December 14, 2021

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.

Contenthouse's Benjamin Pipa with Brendon Grunewald on why Moovly Media's template-based video production solutions won their interest

written by InvestorNews | December 14, 2021

In a recent InvestorIntel interview Tracy Weslosky speaks with Brendon Grunewald, Founder and CEO of [Moovly Media Inc.](#) (TSXV: MVY) and Benjamin Pipa, Founder and CEO of Contenthouse GmbH, about Moovly's latest wizard whereby PowerPoint presentations

can be imported into Moovly's editor and easily converted to video and its [reseller partner agreement with Contenthouse](#), a leader in the Swiss media content creation market.

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 the wizard has been incorporated into Moovly's platform the demand of which was "driven by corporate clients and educators who have invested enormous amount of time developing content in PowerPoint and are looking to increase the engagement that they get from the content without having to start from the scratch."

November 12, 2020, Moovly announced that it has been selected by and signed a reseller partner agreement with Contenthouse. Commenting on this partnership, Benjamin shared that Contenthouse selected Moovly as a partner because of the efficiency and stability of Moovly's online video editor and also because of Moovly's template-based production solutions and Automator technology.

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

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Brendon Grunewald on Moovly's Google integration with G Suite

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"We have certainly seen growth as people work and learn from home and that has increased our user base and our subscription base as well. Increasingly we are seeing large corporations that froze their budgets at the start of corona are now looking to come back and still need to produce a lot of content. They need to get their economies and their companies back onto level, but they have restricted budgets and abilities. So, with the tools like ourselves they don't have to restrict the amount of content they create. They can produce even more content on a lower budget and hence achieve their stretched goals with less means." States Brendon Grunewald, President, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), in an interview with InvestorIntel's Tracy Weslosky.

Brendon went on to provide an update on Moovly's Google

integration with G Suite, which now allows for Moovly-created content to be uploaded both seamlessly and faster. He said that users can now move contents from Google Drive directly to Moovly and after they have edited the video they can publish the content on YouTube with the single click of a button. Brendon continued, "We pride ourselves in building what we believe to be the best product and that is obviously being validated by a number of customers out there."

To access the complete interview, [click here](#)

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