Moovly Converts PowerPoint to Video at the Speed of a Mouse Click

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It's a fact – **video's momentum remains strong in 2020 with over 90% of marketers saying it is an important part of their strategy** and now, over 80% of the internet traffic is video.

More importantly for marketers, studies show that **viewers retain over 90% of a message when they watch it in a video compared to less than 20% when reading it in text,** video remains a key tool for marketing messages and content distribution.

So with mountains of PowerPoint presentations sitting on digital drives with valuable content hidden away, imagine if you could point, click and have your content reborn as video?

On October 22, Moovly Media Inc. (TSXV: MVY) announced the addition of a new PowerPoint conversion wizard to its popular video creation and distribution tool, available free to try at moovly.com.

Moovly is an online video creation tool that is as simple to use as PowerPoint. You do not need to be a professional video editor to create videos in Moovly. Its drag-and-drop interface is easy to use and it is cloud-based so there is no software to install on your computer or tablet.

Repurposing Older Digital Assets

Previously, repurposing older digital assets into video required the use of a video editor and hours of time. Moovly's new PowerPoint import tool has made it easier to upload and automate

the conversion of PowerPoint presentations into new engaging video content.

Moovly CTO Geert Coppens commented, “Moovly’s ability to easily convert PowerPoints to video is a major leap forward and particularly important for our growing number of education and corporate clients, who need to create or migrate their many PowerPoint-based courses or presentations to a new, more engaging video format without the cost and hassle of recreating them from scratch in video format.”

Moovly’s new “Import PowerPoint” wizard uploads an existing PowerPoint presentation and converts it into a Moovly project video with every slide turned into a separate video clip. Once imported, the video can be edited and enhanced from Moovly’s content library that contains millions of images, sounds, and video clips from partnerships with Getty Images and Storyblocks.

I imported my 14-slide corporate presentation and the Moovly wizard uploaded, analyzed, processed, and converted it into a video in less than 2 minutes.

Key Feature for Education and Corporate Clients

The new feature should help Moovly as it continues to add education and corporate clients who want to easily migrate their PowerPoint presentations into marketing videos, courses or other online content.

Earlier this year, Moovly integrated its publishing feature with Facebook, Vimeo, and YouTube whereby users can publish their videos to those platforms with a single click of a button.

With the current COVID-19 pandemic affecting people’s abilities to congregate, more people are relying on video to communicate and this had led to an increase in the need for tools like

Moovly to create and distribute content.

With more than 3 million users, including users from over 300 of the Fortune 500 companies, Moovly’s clients include Google, Bloomberg, IBM, KPMG, Procter & Gamble, Disney, and Oracle.

Could Moovly be the next Adobe?