Moovly client numbers for video creation software more than doubles in wake of global lockdown

As 2020 rolls on, one trend continues to get stronger. That trend is watching 'videos' online, whether it be YouTube, or other free online sites. Video content continues to rise in popularity in all areas such as individual entertainment use, business use (E.g.: Investment, education etc), and so on. Given this back drop that video entertainment companies are the future of media, today I give an update on a potential rising star, Moovly Media Inc. (TSXV: MVY) (FSE:OPV2) (MVVYF) ('Moovly').

People are moving more and more towards watching video content – Some YouTube examples here

Source

Moovly is a company that helps people make videos easier. Moovly's software allows individuals and businesses to make professional videos in a simple to do and affordable manner.

Over 2020 Moovly has continued to develop their software with several very impressive innovations.

Some examples of Moovly Media’s 2020 innovations include:

- **The ability to convert a powerpoint presentation to video content** with one click and in a mater of minutes. Once done you can then edit the video. 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.” The new PowerPoint conversion wizard to video creation and distribution tool is available free to try at moovly.com.
- **Amazon Transcribe and Google Translation’s AI Systems were incorporated** into the Moovly Media software platform.
- **Moovly Video Collaborator was launched. The new live video communications** service tool for collaboration was seamlessly integrated into the existing Moovly platform. It features screen sharing and video chat similar to others such as Zoom or Skype. Or you can use Zoom/Skype/Meet/WebX within the Moovly platform.
- **Moovly integrated its publishing feature with Facebook, Vimeo, and YouTube** (including also Google’s G suite) whereby users can publish their videos to those platforms with a single click of a button. The “Publish to YouTube” feature resulted in a tripling of user metrics from March to April 2020.

More and more people are using Moovly to make their video content

Moovly Media now has 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.

One recent new client is Contenthouse. 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. You can watch the full InvestorIntel video here.

Moovly Media is used by over 300 of the Fortune 500 companies

Source

Video content makers want to concentrate on their content and on making great videos. The less time they need to spend on the making of a video the better. This is partly why Moovly is doing so well. Also the fact that the Moovly software offers access to an enormous library of over 100 million digital assets (pics, videos, sounds etc) integrated via partnerships with Getty Images and others.

In May this year Moovly reported: “**Moovly client numbers more than double in wake of global lockdown.……**New users – up 125%, New subscribers – up 120%.” The same report quoted: “Moovly was recently named the #1 video editor by M7 Innovations. For context, M7 Innovations, also named Zoom, is the number one video communication platform.”

Then in August 2020 Moovly Media announced revenue for the nine months to end June 2020 of C$1,082,730. This was up ~20% on the same period in 2019. Given all the great progress since then I will be excited to see where Moovly’s revenue goes from here.

Closing remarks

2020 has been a landmark year for video creation, as Covid-19 lockdown’s only accelerated online content demand. Stocks like Zoom Video Communications ‘zoomed’ higher and trade on an EV/sales ratio of 33, compared to Moovly at about 9.

Moovly Media quietly keeps on making very impressive platform improvements (powerpoint to video, transcribe/translate, video communications, easy publication to Youtube/Facebook/Vimeo) and growing their customer base.

At the current market cap of just C$8m and given all this great progress in 2020, one anticipates a company revenues to rise accordingly. It looks like 2021 could be the year for Moovly Media to shine. Stay tuned.

Clausi on Mr. Market and Snipp Revenue Results

We last visited Snipp Interactive Inc. in Nov/15 after Q3. Snipp (TSXV: SPN | OTCQX: SNIPF) is a brand management /

marketing company in the relatively early stages of its existence. It's a "soft" company – no real estate, no heavy equipment, no machinery. It if were a human, it would be about 10 years old.

For a company like this, at this stage of its existence, investors almost always look to organic revenue growth as the key metric of management's success. Cash flow is great, good debt is acceptable, but growth in non-acquisition revenue tends to be the market's focus of attention.

Snipp's growth in revenue quarter-over-quarter was relatively flat. In Q4/15 it was $2.5M, and only increased to $2.7M in Q1/16. Like a chemical reaction, the market automatically punished the share price in response, cutting the market cap of the company by roughly 50%. The company was growing up, but not fast enough for Mr. Market.

We advocate looking beyond facts to "what they mean" (you did well if you listened to us argue "what the facts mean" on Anaconda, Hornby Bay, Integra Gold and Nemaska Lithium). This dip in the share price gives us cause to reflect on the nature of a "soft" and "young" company, and what the revenue numbers could actually mean.

First consider a landlord with various income producing real estate assets, in which there isn't much variation in revenue quarter-over-quarter. The landlord knows what the aggregate monthly rent will be from all the tenants, across all the properties. It's a simple mathematical exercise of this much rent per month multiplied by 3 months and then add it up for each property, for the quarterly gross revenue. This is easy to calculate and more importantly to the market, easy to predict. There aren't many surprises in the revenue line for these real estate companies.

This also means the beta for the shares of public real estate companies tends to be rather small. Real estate analysts might spreadsheet themselves into a migraine worrying about the impact of a 10 basis points rate hike, but the market impact if such a rate happens is relatively small. Some investors like the comfort of less risk, happy to trade off larger returns for the comfort of predictability.

(As an aside, the last overnight real estate market pummeling in Canada was The Hallowe'en Massacre in 2006. The Hon. Jim Flaherty, then Minister of Finance, reversed an election promise and made shocking changes to the *Income Tax Act*'s treatments of income trusts, causing the trusts to plunge in value.)

Two more facts to consider: basketball games last four quarters, and playoff series last seven games. Why does this matter? Last year's NBA champions, the Golden State Warriors, were down 3 games to 1 in this year's conference final. The series wasn't over. They took the next two from Oklahoma City. Trailing by 6 in at half in the deciding game 7, the Warriors battled to win by 8. Anyone betting against them took a beating.

Like partying in Vegas, it's a marathon, not a sprint.

So back to Snipp. It's only ten years old. Think of the ten year olds you know. Some days they're brilliant. Some days, not so much. It's part of growing pains to face challenges, stumble, get up and do it better the next time. Step back and take a larger perspective on the facts.

Snipp is showing a lot of potential. Press releases over the past year show revenue from long-standing clients, a financing to raise $7M, new Fortune 500 clients, a new consortium of pharmacy clients in Switzerland, and an astonishing client base (see page 14 of the company's presentation for a list of some of these).

And since revenue growth seems to be so important to some, Snipp announced in May/16 that at the close of Q1/16, it was running a record-breaking 60+ simultaneous programs worth $3.5M. A quarterly run rate of $3.5M x 4 quarters yields $14M revenue for 2016, which would be roughly a 20% increase over 2015.

Part of the problem with being a reporting issuer is that companies report quarter-over-quarter. For some companies, that's an irrelevant reporting period. It takes time for business plans to unroll, for marketing to be converted to revenue, for companies to grow up. Sometimes, a year over year comparison isn't even enough. Snipp shows enough signs of maturity that we as investors must give it the space to grow up.

Snipp System making Advertising Dollars Measurable

February 24, 2016 — In a special **InvestorIntel** interview, Publisher Tracy Weslosky speaks with Atul Sabharwal, Co-Founder, CEO and Director of Snipp Interactive Inc. ("Snipp", TSXV:SPN | OTCQX:SNIPF) about building a system that helps brands make advertising more measureable. Targeting the $80 billion dollar U.S. brand market sector for revenues, Snipp believes that their system of measuring advertisement dollars will ultimately allow Snipp to disrupt the $500 billion dollar advertising spend market.

Tracy Weslosky: Atul I was going to start by talking about your most recent news release, but last night I was speaking to one of your shareholders and he was directing my attention to your 16 consecutive quarters of increasing revenue, your Silicon Valley experience and how you took your own money and invested in starting Snipp Interactive and that you have a lot of skin in the game. Could you start by telling us, how you started Snipp Interactive please?

Atul Sabharwal: Back in 2012, Ritesh Bhavnani and I, my cofounder and me, we had an idea about how to make advertising more measureable. You know, basically what you're seeing is the fruit of the labor that we put in to answering that question and making – putting together a system that basically helps brands make advertising more measureable.

Tracy Weslosky: That sounds extremely interesting especially considering that U.S. brand marketing is an $80 billion dollar market industry sector. Can you tell us what aspect of this market that you are going to be targeting with Snipp or what you are focused on?

Atul Sabharwal: Right. So the beautiful part about this $80 billion dollar market is what you call the promotional marketing spend, which includes everything from contests, instant wins, sweepstakes, full blown loyalty programs, right, and there are multiple vendors so it's a highly fragmented market. We're in the process of surely but steadily disrupting this $80 billion dollar market. It's not one segment of the market; it's basically the entire market because brands have to run promotions across the year. A promotion is something that's run in a promotion window. What is a promotion window? We just finished Thanksgiving, Black Friday, you know, Christmas, New Years. Now Valentine's Day is coming up then comes the Super Bowl. Then comes, you know, back to school, Mother's Day, Father's Day. There are 80 promotion windows in a year that brands have to run promotions on, right. There are different sorts of promotions that make up that $80 billion dollar market and we basically play across that spectrum, but that's not the exciting part. $80 billion is a good number, but it's not a great number. A better number is the amount of money that people spend on advertising, which is over $500 billion dollar annually. By us disrupting the $80 billion dollar market we're actually allowing ourselves to disrupt the $500 billion dollar advertising spend market because our data makes advertising more measurable.

Tracy Weslosky: I understand that in addition to making your— quantifying basically the advertising, which previously most companies just simply could not do, but you've also got a model where you don't disturb the middleman in that you're focused on the end-user. Can you explain…to access the complete interview, click here

Disclaimer: Snipp Interactive Inc. is an advertorial member of InvestorIntel.

SNIPP CEO on 16 Quarters of Consecutive Growth

Atul Sabharwal on the "huge multiplier effect" of the Snipp sales model

February 1, 2016 — In a special **InvestorIntel** interview, Publisher Tracy Weslosky speaks with Atul Sabharwal, Co-Founder, CEO and Director of Snipp Interactive Inc. (TSXV:SPN | OTCQX:SNIPF) on Snipp's sales performance, which has led to an impressive 16 quarters of consecutive growth. Atul explains the impact of Snipp's "huge multiplier effect" on sales and their commitment to technology and strategic advertisement programs that quantifies advertisement dollars for the overall benefit of client brands and the consumer.

Tracy Weslosky: Atul you just put out a news release that was particularly impressive (also, please note the news release last week: Snipp Interactive Selected to the 2016 TSX Venture 50® for Second Year in a Row) and I think it reflects your sales model. If I understand you correctly this is one of your competitive advantages for Snipp and your shareholders. You announced seventeen new promotions – base programs just this last month for nine unique clients and sixteen unique brands across the U.S., Canada and the UK, and eight of which were repeat clients expanding their promotion efforts through Snipp. Now is this is one of the many benefits for Snipp and your revenue model, is that once you get into the company, these Fortune 500 advertisers, you start expanding into other products?

Atul Sabharwal: Right, sure. You know, all of our clients are Fortune 500 clients, like Johnson & Johnson, L'Oréal, Clorex, household names and some non-household names, but basically we focused our company on building out a platform that can help these multi-brand companies get really consolidated and work the data across the promotion spend that they have. We have a huge multiplier effect in our business where if I break into someone, like a Procter & Gamble or a Unilever – think of a Procter & Gamble, it's nothing but a collection of over 200 brands or L'Oréal or an Anheuser-Busch, you know, they have multiple brands of beer, right? By definition, the minute I break into one brand that has its own budget you suddenly qualified yourself with other brands and the sales process becomes much easier because you just get a reference into the other brand manager and that's how our business keeps multiplying. Also there's a second multiplier effect that happens because we only work with really large advertising agencies. Take Omnicom for example, the second largest advertising group in the world, you know you start working for one of the agencies and that agency basically has relationships with other agencies within the world of Omnicom and they don't compete for the same client. So by definition when I break into one agency of Omnicom I've broken into multiple agencies of Omnicom, but the beautiful part is that agency of Omnicom will probably have multiple clients so if I do work with one client and one agency suddenly not only do I have a multiplier effect on the brand side, but because other brands see what we do and they work with different agencies, but then other agencies see what we do within that same group so it just becomes a vicious circle of, you know, more and more work comes our way without much investment in sales and marketing once we've broken in.

Tracy Weslosky: Okay so I love this sales multiplier formula that you have. Am I correct to understand that you have $15 million plus in your revenue pipeline right now and about $9 million in the bank?

Atul Sabharwal: That's true. We do have USD$9 million in the bank…to access the complete interview, click here