

Moovly Media's chart moves in mysterious ways

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

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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](#)

About Moovly:

Moovly is the leading provider of creative cloud-based tools to tell marketing, communications and training stories using 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 make 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 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?