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

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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

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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.