

# Peter Clausi of InvestorIntel Interviews Chris Thompson of eResearch on Initiating Coverage of Moovly Media Inc.

written by InvestorNews | April 23, 2021

*Moovly has struck a chord with large enterprise customers seeking to integrate a feature-rich video creation system into existing platforms*

Toronto, April 23, 2021 – Peter Clausi with [InvestorIntel.com](https://InvestorIntel.com), a leading online source of investor information, interviews Chris Thompson, President of [eResearch Corp.](https://eResearchCorp.com), the independent source of equity research, about his latest analyst report on [Moovly Media Inc.](https://MoovlyMediaInc.com) (TSXV: MVY).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Peter has Chris discussing his price target for Moovly, the catalysts behind the stock's continued growth and why he thinks you should consider becoming a shareholder. Chris evaluates the company using revenue projections and a discounted cash flow with Moovly's focus on larger Enterprise Customers and its steady stream of partnership news to validate his position.

Chris starts when Peter asks why the stock has performed so well this last quarter, "the product itself has grown; it's got now 3.7 million users who are using the Application. It also has got some great partnerships and I think that just the momentum of

those announcements and those deals have helped investors become more aware of the company – it must be driving revenue upwards as well.”

He adds: “They do have a good e-commerce base that’s out there growing steadily month on month, but they had a bit of a boost with the COVID stay at home (audience) where people wanted to make videos. Moovly focuses on (offering) a feature-rich platform for video creation and so it really sort of keyed in for people staying at home and wanting to create videos from home. “

“But I think more and more it’s the enterprise customers who are coming in who are using some of their features like their API to integrate into their own products – as they also have an automation tool that allows you to customize videos very quickly... those types of features have really sort of struck a chord with the larger enterprise clients who are looking for a partner on the video creation platform.”

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 focus is on identifying companies that have interesting prospects, sound management, and significant potential for share price appreciation. The company 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, electronically through its website ([www.eresearch.com](http://www.eresearch.com)) and through social media.

## 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. 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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Peter Clausi with InvestorIntel interviews Chris Thompson, President of eResearch Corp. about his latest [analyst 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](#)), Peter has Chris discussing his latest price target for Moovly, the catalysts behind the stock's continued growth and why he

thinks you should consider becoming a shareholder. Chris evaluates the company using revenue projections and a discounted cash flow with the steady stream of news and Moovly's focus on larger Enterprise Customers to validate his position.

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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?**

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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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## **Moovly's Brendon Grunewald on the video media revolution in the home office**

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"The COVID-19 pandemic has changed the way people work, learn, and the way they communicate. The physical meetings have just evaporated. We need tools that we can communicate effectively with and video is a great way to communicate. If a picture is worth a thousand word, then a video is worth a million." 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 say that there is an increased awareness

among people and companies, both big and small, about Moovly Media. He added that even existing customers are extending their contracts which means that Moovly is delivering great value to its customers.

Brendon also spoke on the competitive advantages of Moovly Media over its competitors. He said, "We democratize the access or ability to make really high-end quality content. We strive to always to make it very simple to use but at the same time offer a wide variety of different solutions. If you are someone who just wants to make a quick social media video you can do that within seconds using our templates. If you are an experienced videographer then you can use some of our advanced features like green screening and screen recordings. We have also got automated subtitling. That brings me to the second USP which I would say is our automator. Increasingly we are seeing companies want to make vast volume of content using programs or spreadsheets where they import data and mass personalize and customize videos. Thirdly we have an exceptionally good price offering which makes us very competitive in the market in terms of value for money."

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

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