

eResearch's Chris Thompson on Moovly Media and growing market demand for Videos

written by InvestorNews | September 24, 2021

In a recent InvestorIntel interview, Tracy Weslosky speaks with Chris Thompson, President of [eResearch Corp.](#) about his 18-page Update 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](#)), Chris stressed the growing demand for videos and how Moovly allows users to create customized videos easily to reach the widest possible target audience. In the interview, Chris highlighted Moovly's initiatives to enhance their cloud-based media technology with new features, functionality, and integration with other platforms from larger players in the media space. He explained how integration with the likes of Mailchimp, Microsoft Excel, HubSpot, and many more enables Moovly to go after large corporate and enterprise clients which represents the largest revenue opportunity.

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 purpose of the focus is to identify companies that have interesting prospects, sound management, and a significant potential for share price appreciation. eResearch 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, and is done electronically through its website, www.eresearch.com

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. 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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Eyes on Moovly

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The efficient-market hypothesis in financial economics states that asset prices reflect all available information. This

implies that it is impossible to “beat the market” consistently on a risk-adjusted basis since market prices should only react to new information. While this may hold some truth on a macro level, many people (including me) believe if you do your homework on less popular, less liquid stocks you can find some hidden gems out there. Now don’t jump to the conclusion that I’m about to serve up the hottest stock tip of the year. It’s the stock market after all, I could be right and wrong at the same time about the same stock given that if there aren’t enough buyers out there, an equity likely won’t go up in price regardless of underlying fundamentals or new information.

Today is more of an examination of the price action of a specific equity and its relative performance over the last six months given the information that has come available over that time and whether or not that seems to make sense. The stock under the microscope is [Moovly Media Inc.](#) (TSXV: MVY), the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Their 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. It’s a pretty cool technology company but today’s focus isn’t as much about what they do but what happens after they announce something.

Looking back six months ago to January 29th of this year, Moovly’s share price closed the day at \$0.315. News that [paid Education subscriptions grew more than 300%](#) year over year on February 9th helped push the stock up to a high of \$0.455 that day with momentum carrying through until the next news release on February 17th where it rallied to an intraday high of \$1.02 on the heels of news that they had signed a [reseller partnership agreement with VidiBuzz](#) to accelerate its sales in the US. Makes sense, two pieces of new information for the market that were

taken positively given revenue should be up considerably and the partnership essentially expanded the company salesforce and accessibility to new customer sets. Both news items were impactful in their own right and arguably should put the company in a better place than it was at the end of January. Perhaps a triple of the stock price might have been a little overdone so it wouldn't be unusual to see the stock settle back into a more reasonable trading range.

And that's exactly what happened as the stock traded in a range of \$0.60 to \$0.80 through to the end of March. During that stretch of time, the company released its quarterly results for the period ending December 31, 2020, plus integrations of its software with [Wistia](#), [Microsoft](#), [Twitter](#) and [Instagram](#). All of which the market appeared to view with passive indifference even though one can argue the quarterlies confirmed the Company was moving in the right direction and all the integrations further expanded the ability to seamlessly access a larger user base. As well, the Company raised \$3.8 million at \$0.45 which could potentially cause a bit of selling pressure on the stock but provided capital to fund sales and marketing growth.

However, April Fool's Day proved to be no laughing matter for the share price of Moovly as the stock begin a steady journey lower moving from \$0.61 to a low of \$0.155 by June 17th. But here's where the story gets interesting to me. On May 5th The Company announced it had [upgraded its platform](#) to support multiple languages, improving translation efficiency and overcoming multilingual challenges. I view this as a step-change in making Moovly's video software available to a much broader, global audience. But what do I know? The stock price was down 8% the day of this news. On June 23rd another [reseller and partnership agreement](#) was signed with UAE based SFA Dubai. At least that news rallied the stock a material 35% but only back to \$0.25 and was relatively short lived. Then July 7th one of

Moovly's partners, Contenthouse announced it had [secured Dipl. Ing. Fust AG's content creation contract](#) using the Moovly platform. This dragged the stock price back up to a high of \$0.28 but again only briefly.

Despite all this information, it's true that the overall market can also have an impact on an equity as well. It's tough for an individual stock to have a prolonged rally in a bearish environment. However, if we look at the TSX Composite over this same time frame we see a February 18th close of 18,274 versus 20,230 yesterday, or a 9.7% gain over that period. Arguably a stock simply holding its own should at least be flat to positive over that time in light of the underlying market.

So I will now leave it up to you to decide if the market is correct now about Moovly at yesterday's close of \$0.21 (down 33% since Jan 29th), was it right in February or March or perhaps somewhere in between. Regardless, in my opinion, somewhere along the way the market stopped acting efficiently with this stock. I suspect the next quarterly results will help us all decide what the right answer is.

Brendon Grunewald on the Moovly HubSpot integration and the value of outbound video

messaging for sales and marketing

written by InvestorNews | September 24, 2021

In a recent InvestorIntel interview, Tracy Weslosky speaks with Brendon Grunewald, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), about their recent [announcement](#) that Moovly has built an integration to HubSpot and how they are being featured in a collection of media apps.

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 their [integration with HubSpot](#) addresses the growing demand for using Moovly's multimedia creation platform for outbound video messaging for sales and marketing. Brendon further explained how the partnership with ARichGlobe will allow Moovly to accelerate growth internationally. With a long list of satisfied customers and consistently winning deals, Brendon reinforces his commitment to the user with "Moovly provides a platform to create large volume of videos that are appealing and affordable."

To watch the full interview, [click here](#)

About Moovly:

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. 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.

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Brendon Grunewald on rising demand for Moovly's cloud-based video tools and the partnerships driving sales forward

written by InvestorNews | September 24, 2021

In a recent InvestorIntel interview with host Peter Clausi, Brendon Grunewald CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY) discuss Moovly's recent [financing](#) and how they are fueling growth and meeting the demand for their creative cloud-based video tools through marketing and sales partnership deals.

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 Moovly has integrated with several third-party platforms like Mailchimp, Instagram, Twitter, and

Microsoft AI. Having recently announced that their cloud-based tools are now multilingual, Brendon sums it up simply with: “The more integrated we are the more value our platform has.”

To watch the full interview, [click here](#)

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Brendon Grunewald on Moovly

Media's 300% YOY growth in education subscriptions for video tools

written by InvestorNews | September 24, 2021

In a recent InvestorIntel interview, Peter Clausi speaks with Brendon Grunewald, Co-Founder and CEO of [Moovly Media Inc.](#) (TSXV: MVY) about Moovly's recent [news release](#), citing their 300% year-over-year (YOY) growth in education subscriptions, and an update of approximately 3.7 million total registered users on its platform.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to explain how the substantial increase in home/remote offices due to COVID-19 created an equally impressive demand for Moovly's video media platform.

Touching on their competitive video tools which allows them to stand out from their competition, Brendon highlights their strategy for accelerating sales with small-to-medium businesses. He also explained the value of their partnerships and how this strategy has increased interest in Moovly overall.

To learn more about their recent capital raise, and to watch the full interview, [click here](#)

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Moovly Media stock is up 1,125% over the past year and it is potentially only just getting started

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I first [wrote on Moovly Media Inc.](#) (TSXV: MVY | OTC: MVVYF) ('Moovly') for InvestorIntel back on November 4, 2019 when the stock was trading at around C\$0.05. Since then a lot has happened right for Moovly, **including a 1,125% stock price gain** over the past year, rising from C\$0.04 to C\$0.49. **That is a 12.25x gain in just 1 year. Wow!**

We did give readers some warning when, in May 2020, I wrote: [Moovly Media 'wows' with massive user growth during the COVID-19 lockdown](#). I quoted at the time: "One company that is benefiting from the online video boom is Moovly Media Inc.."

Today I look back on the past year for Moovly and what investors can look forward to in the year ahead.



[Source](#)

Moovly Media's past year

Moovly had a great past year for so many reasons, here's some:

- COVID-19 encouraged work from home and boosted online video creation. This has been a great tailwind for Moovly. We saw this with Alphabet Google's latest Q4 results yesterday where [profits rose 43%](#) to \$15.2 billion, on the back of booming revenue from YouTube.
- On Feb. 2, 2021 Moovly [announced](#) that due to demand from an increasingly international client base they had expanded their AI-enabled Text-to-Speech Feature, now available in 100+ languages.
- On Nov. 19, 2020 Moovly [announced](#) integration of Amazon Transcribe and Google Translation's AI systems into Moovly's video creation platform. This means Moovly users can **with a simple mouse click, convert voice content to subtitle text and can automatically translate their videos into 109 languages**. Now that's impressive tech!
- On Oct. 22, 2020 Moovly [announced](#) that their users could now, very easily, convert powerpoint slides into a new video creation. Moovly [stated](#): "The wizard-based process imports all elements from their slide deck and lets the user choose presets such as music and animations. Once

imported, users can further fine tune and enhance their content, add voice and animations, and save it as an attractive video or an online video presentation.”

The above is just a brief summary of some of the great innovations and improvements that Moovly has been making. All of this has resulted in Moovly now having [over 3.6 million users](#) in hundreds of countries. This includes [more than 300](#) of the Fortune 500 companies, as well as many government agencies.

Looking ahead to 2021 for Moovly

Moovly intends to add more client driven features to their video creation platform. This also helps expand Moovly’s market place as was the case with translation opening up the global market and PowerPoint to video opening up the education sector, just to name a few.

Moovly also expect to bring on more clients from the business enterprise and education segments during 2021. This will potentially help boost revenues as these are typically lucrative sectors.

With work from home not going away anytime soon the boom in video content creation should continue for the foreseeable future. The demand for video content and hence creation is huge. This means that in the case of Moovly Media 3.6 million users is potentially just the start.

Video is the future, the future is now

Oberlo marketing statistics [state](#): “It’s estimated that by 2022, **82 percent** of the global internet traffic will come from video streaming and downloads (Cisco, 2019).... [54%](#) of consumers want to see more video content from a brand or business they support....[87%](#) of marketing professionals use video as a marketing tool (Wyzowl, 2019).”



Source: [Moovly Media website](#)

Closing remarks

Moovly has had a great past year due to a great macro tailwind from increased video content creation in the wake of COVID-19 and because Moovly has continued to improve their video creation platform, now used by over 3.6 million users in hundreds of countries.

Moovly has a market cap of C\$68.5M (~US\$53M), which still pales in significance when comparing to companies like Zoom Communications on a market cap of US\$111B.

Looking ahead to 2021 it looks highly likely that Moovly will continue to become better known and more widely used, thereby increasing both their user base and over time their revenues. Watch this stock closely in 2021.

Further reading

- [Moovly's Brendon Grunewald on the video media revolution in the home office](#)
- [Brendon Grunewald of Moovly Media talks about why video content creation is king during Covid and beyond](#)

Contenthouse's Benjamin Pipa

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

written by InvestorNews | September 24, 2021

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](#)

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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

written by InvestorNews | September 24, 2021

“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 words, 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 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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Grunewald on how +3 million digital media users are already benefiting from the Moovly technology advantage

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“Traditionally companies, large and small, had to go to agencies and were charged a lot of money to make video content because they didn’t have skills in-house or they didn’t have the ability to pay for that. We have democratized that through the use of technology and licensed digital assets from other companies and produced a tool that allows anyone who can drive a mouse or man a keyboard to be able to make rich multimedia content.” States Brendon Grunewald, Co-founder and CEO of [Moovly Media Inc.](#) (TSXV: MVY), in an interview with InvestorIntel’s Tracy Weslosky.

Brendon went on to say that Moovly allows people to make a video to either promote or explain their product, company or service in a very simple and easy way by using the native editor or templates which are prebuilt in the platform. He said that the

company was able to secure the Amadeus IT Group contract after a competitive evaluation process. Moovly has three million users and has already become revenue positive and expects to become cashflow positive in 2020.

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

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