

eResearch's Chris Thompson on Moovly Media's Deal with Lee Enterprises

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In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 18-page [Update Report](#) on [Moovly Media Inc.](#) (TSXV: MVY) and about Moovly's recently announced [partnership](#) with NASDAQ listed Lee Enterprises.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris said that Lee Enterprises is a major advertising and marketing automation platform and explained why Moovly's integration agreement with Lee Enterprises is a milestone for Moovly Media. He went on to explain how Moovly has been able to attract large technology companies looking to integrate with its video technology platform. Highlighting the growing demand for videos to reach the widest possible target audience, Chris said that the demand for video technology like Moovly's offerings will continue to grow.

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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If you have any questions surrounding the content of this interview, please contact us at +1 416 792 8228 and/or email us direct at info@investorintel.com.

Moovly Media, A complete

online video creation solution flying high, but still under the radar

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I'm not much of a YouTube person, or TikTok, or social media in general, so perhaps I'm not the most qualified individual to comment on making videos. However, if I were inclined to post my opinions on the internet or try and give Joe Rogan a run for his money, there is a tool I would definitely be utilizing to make myself look as professional as possible. I would be using the Moovly Studio Video Editor brought to us by [Moovly Media Inc.](#) (TSXV: MVY). But before I continue, this is not an advertisement for Moovly's products, it's simply my introduction into the company I'm going to discuss today. Like I said, I'm not a curator of video content so you are stuck with my verbal commentary, although as I understand it, Moovly has a product that can turn this note into a form of video or powerpoint presentation.

Essentially, Moovly offers its users the most complete online video creation solution on the market. Combining an intuitive and easy-to-use video editor with millions of copyright free assets available in many different styles, and more advanced features such as text-to-speech, green screen recording, video automation solutions and white-labeling options. It could actually make a grumpy old guy like me look reasonably competent, at least until I started talking. Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Clients include users from over 300 of the Fortune 500, small businesses, freelancers and Ivy League

universities making intuitive, DIY, cost effective video-based content.

The reason for going on and on and on about the tools available at Moovly Media is to provide context for a deal that the Company signed last Wednesday that seems to have flown under the radar. Moovly announced that it has been selected, after a lengthy competitive process, as an [exclusive partner](#) to Lee Enterprises' Simply Activ8 platform. The reason I say it appears to have flown under the radar is because the stock traded flat on both that Wednesday and Thursday on very low volume following the press release. It's possible the market didn't grasp the magnitude of this announcement so let me try and shed a little more light on why I think people should be paying attention to this deal. [Lee Enterprises](#) (NASDAQ: LEE) is a major subscription and advertising platform and a leading provider of local news and information. With Lee's Enterprises' daily newspapers, rapidly growing digital products and over 350 weekly and specialty publications serving 77 markets in 26 states. Year to date, Lee's newspapers have an average daily circulation of 1.2 million, and legacy websites, including acquisitions, reach more than 56 million digital unique visitors.

The Simply Activ8 platform developed by Lee Enterprises has embedded the Moovly video automation platform to offer its clients a powerful business marketing video-making tool, fully integrated and branded. The solution enables businesses to create advertisements and other marketing videos in a simple, cost-effective way, and in doing so brings additional revenue and client stickiness to the platform. James Green, Vice President/Digital at Lee Enterprises stated, "Video is a powerful tool in advertising. Our partnership with Moovly makes that tool affordable and accessible for small to medium businesses." For Moovly it's an excellent example of allowing other companies to capitalize on the world-class platform they

have built by integrating it into their own product offering. I view this as potentially a very high margin deal for Moovly as they're simply distributing an existing product to a much larger user base and will be collecting fees from it.

Moovly had a market cap of just under \$18 million as of yesterday's close. So you can imagine how a deal like this can impact the Company once the revenue from this transaction starts flowing through to Moovly. I expect that Q3 results will be out shortly, which should be a pretty interesting read given the recent [corporate update](#) detailing unprecedented growth. Perhaps as transactions like the Lee Enterprises deal start flowing through into the revenue column Moovly Media will no longer be flying under the radar.

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**



[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 matter 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.