





ADVERTISING 2013

Adaptive Medias Inc
Rank 23 of 23



The relative strengths and weaknesses of Adaptive Medias Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Adaptive Medias Inc compared to the market average is the variable General and Administrative Expense, increasing the Economic Capital Ratio by 269% points. The greatest weakness of Adaptive Medias Inc is the variable Net Income, reducing the Economic Capital Ratio by 2,286% points.

The company's Economic Capital Ratio, given in the ranking table, is -3,388%, being 2,816% points below the market average of -572%.

Input Variable	Value in 1000 USD
Assets, Current	550
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	334
Intangible Assets	0
Liabilities, Current	1,352
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	15
Other Compr. Net Income	0
Other Expenses	5,167
Other Liabilities	0
Other Net Income	0
Other Revenues	0
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	565
Liabilities	1,352
Expenses	5,501
Revenues	0
Stockholders Equity	-787
Net Income	-5,501
Comprehensive Net Income	-5,501
Economic Capital Ratio	-3,388%