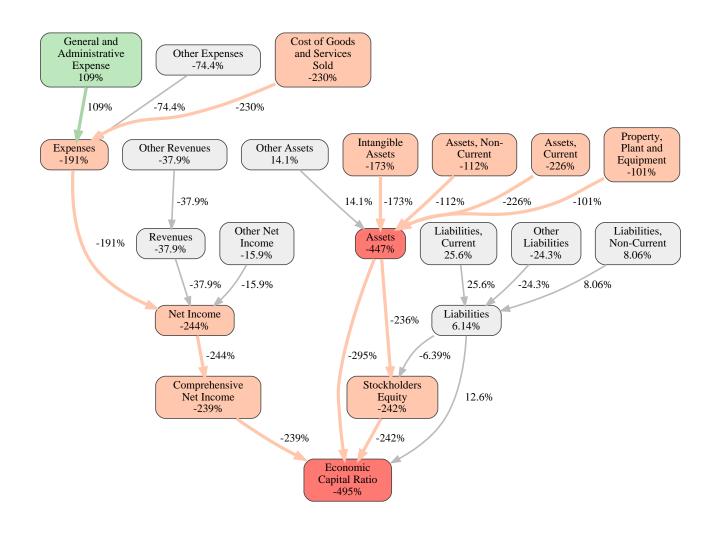


ADVERTISING 2014

Total Sports Media Inc Rank 23 of 28







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The relative strengths and weaknesses of Total Sports Media 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 Total Sports Media Inc compared to the market average is the variable General and Administrative Expense, increasing the Economic Capital Ratio by 109% points. The greatest weakness of Total Sports Media Inc is the variable Net Income, reducing the Economic Capital Ratio by 244% points.

The company's Economic Capital Ratio, given in the ranking table, is -829%, being 495% points below the market average of -334%.

Input Variable	Value in 1000 USD
Assets, Current	393
Assets, Non-Current	0
Cost of Goods and Services Sold	1,703
General and Administrative Expense	0
Intangible Assets	0
Liabilities, Current	3,403
Liabilities, Non-Current	767
Marketing and Selling Expenses	338
Other Assets	198
Other Compr. Net Income	0
Other Expenses	2,093
Other Liabilities	0
Other Net Income	-205
Other Revenues	1,730
Property, Plant and Equipment	400

Output Variable	Value in 1000 USD
Assets	991
Liabilities	4,170
Expenses	4,135
Revenues	1,730
Stockholders Equity	-3,179
Net Income	-2,610
Comprehensive Net Income	-2,610
Economic Capital Ratio	-829%

