

**ADVERTISING 2012** 

Adaptive Medias Inc Rank 17 of 17









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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 company's Economic Capital Ratio, given in the ranking table, is -0.00000037%, being 93% points below the market average of 93%.

Input Variable	Value in 1000 USD
Assets, Current	329
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	539
Intangible Assets	0
Liabilities, Current	1,011
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	6,878
Other Liabilities	0
Other Net Income	-31
Other Revenues	89
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	329
Liabilities	1,011
Expenses	7,418
Revenues	89
Stockholders Equity	-681
Net Income	-7,359
Comprehensive Net Income	-7,359
ECR before LimitedLiability	-1,178%
Economic Capital Ratio 0.000000	0000000021%

