



The relative strengths and weaknesses of YuMe 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 YuMe Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 67% points. The greatest weakness of YuMe Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 35% points.

The company's Economic Capital Ratio, given in the ranking table, is 139%, being 58% points above the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	115,213
Assets, Non-Current	0
Cost of Goods and Services Sold	80,190
General and Administrative Expense	22,513
Intangible Assets	3,902
Liabilities, Current	39,492
Liabilities, Non-Current	631
Marketing and Selling Expenses	51,676
Other Assets	6,538
Other Compr. Net Income	-85
Other Expenses	13,447
Other Liabilities	13
Other Net Income	-306
Other Revenues	160,411
Property, Plant and Equipment	11,726

Output Variable	Value in 1000 USD
Assets	137,379
Liabilities	40,136
Expenses	167,826
Revenues	160,411
Stockholders Equity	97,243
Net Income	-7,721
Comprehensive Net Income	-7,806
ECR before Limited Liability	77%
Economic Capital Ratio	139%