





The relative strengths and weaknesses of Millennial 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 Millennial Media Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 61% points. The greatest weakness of Millennial Media Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 61% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	198,584
Assets, Non-Current	9,865
Cost of Goods and Services Sold	105,739
General and Administrative Expense	38,954
Intangible Assets	2,261
Liabilities, Current	44,425
Liabilities, Non-Current	243
Marketing and Selling Expenses	23,816
Other Assets	-9,111
Other Compr. Net Income	-53
Other Expenses	13,690
Other Liabilities	0
Other Net Income	-898
Other Revenues	177,667
Property, Plant and Equipment	6,850

Output Variable	Value in 1000 USD
Assets	208,449
Liabilities	44,668
Expenses	182,199
Revenues	177,667
Stockholders Equity	163,781
Net Income	-5,430
Comprehensive Net Income	-5,483
BaseVar	306,967
ECR before LimitedLiability	97%
Economic Capital Ratio	153%