



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 Other Expenses, increasing the Economic Capital Ratio by 56% points. The greatest weakness of YuMe Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 33% points.

The company's Economic Capital Ratio, given in the ranking table, is 148%, being 56% points above the market average of 92%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	117,986	Assets	145,387
Assets, Non-Current	0	Liabilities	39,422
Cost of Goods and Services Sold	80,242	Expenses	150,807
General and Administrative Expense	17,992	Revenues	151,128
Intangible Assets	5,951	Stockholders Equity	105,965
Liabilities, Current	38,488	Net Income	321
Liabilities, Non-Current	139	Comprehensive Net Income	359
Marketing and Selling Expenses	47,118	BaseVar	243,391
Other Assets	14,840	ECR before LimitedLiability	90%
Other Compr. Net Income	38	Economic Capital Ratio	148%
Other Expenses	5,455		
Other Liabilities	795		
Other Net Income	0		
Other Revenues	151,128		
Property, Plant and Equipment	6,610		