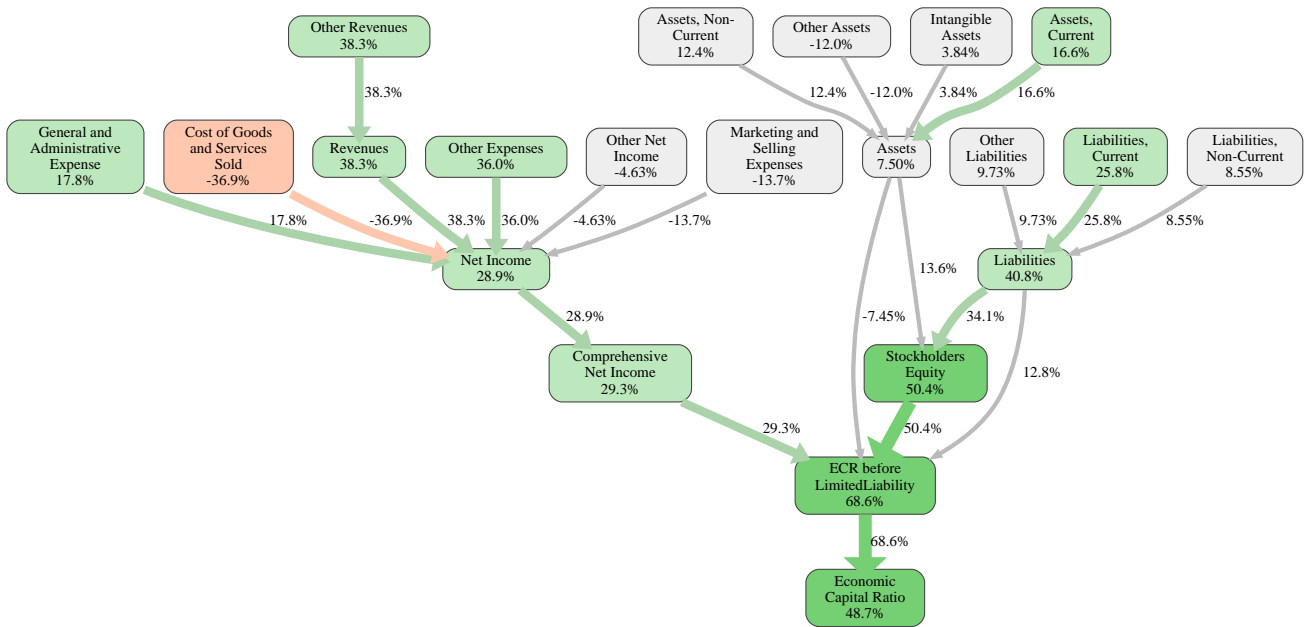




RealRate

ADVERTISING 2015

Telaria Inc
Rank 8 of 29





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The relative strengths and weaknesses of Telaria 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 Telaria Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 50% points. The greatest weakness of Telaria Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 141%, being 49% points above the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	126,317
Assets, Non-Current	51,688
Cost of Goods and Services Sold	101,673
General and Administrative Expense	14,712
Intangible Assets	45,271
Liabilities, Current	37,293
Liabilities, Non-Current	0
Marketing and Selling Expenses	42,623
Other Assets	-50,845
Other Compr. Net Income	-97
Other Expenses	23,968
Other Liabilities	939
Other Net Income	0
Other Revenues	159,487
Property, Plant and Equipment	5,574

Output Variable	Value in 1000 USD
Assets	178,005
Liabilities	38,232
Expenses	182,976
Revenues	159,487
Stockholders Equity	139,773
Net Income	-23,489
Comprehensive Net Income	-23,586
BaseVar	279,398
ECR before LimitedLiability	79%
Economic Capital Ratio	141%