



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 65% 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 139%, being 53% points above the market average of 86%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	115,213	Assets	137,379
Assets, Non-Current	0	Liabilities	40,136
Cost of Goods and Services Sold	80,190	Expenses	167,826
General and Administrative Expense	22,513	Revenues	160,411
Intangible Assets	3,902	Stockholders Equity	97,243
Liabilities, Current	39,492	Net Income	-7,721
Liabilities, Non-Current	631	Comprehensive Net Income	-7,806
Marketing and Selling Expenses	51,676	BaseVar	253,072
Other Assets	6,538	ECR before LimitedLiability	77%
Other Compr. Net Income	-85	Economic Capital Ratio	139%
Other Expenses	13,447		
Other Liabilities	13		
Other Net Income	-306		
Other Revenues	160,411		
Property, Plant and Equipment	11,726		