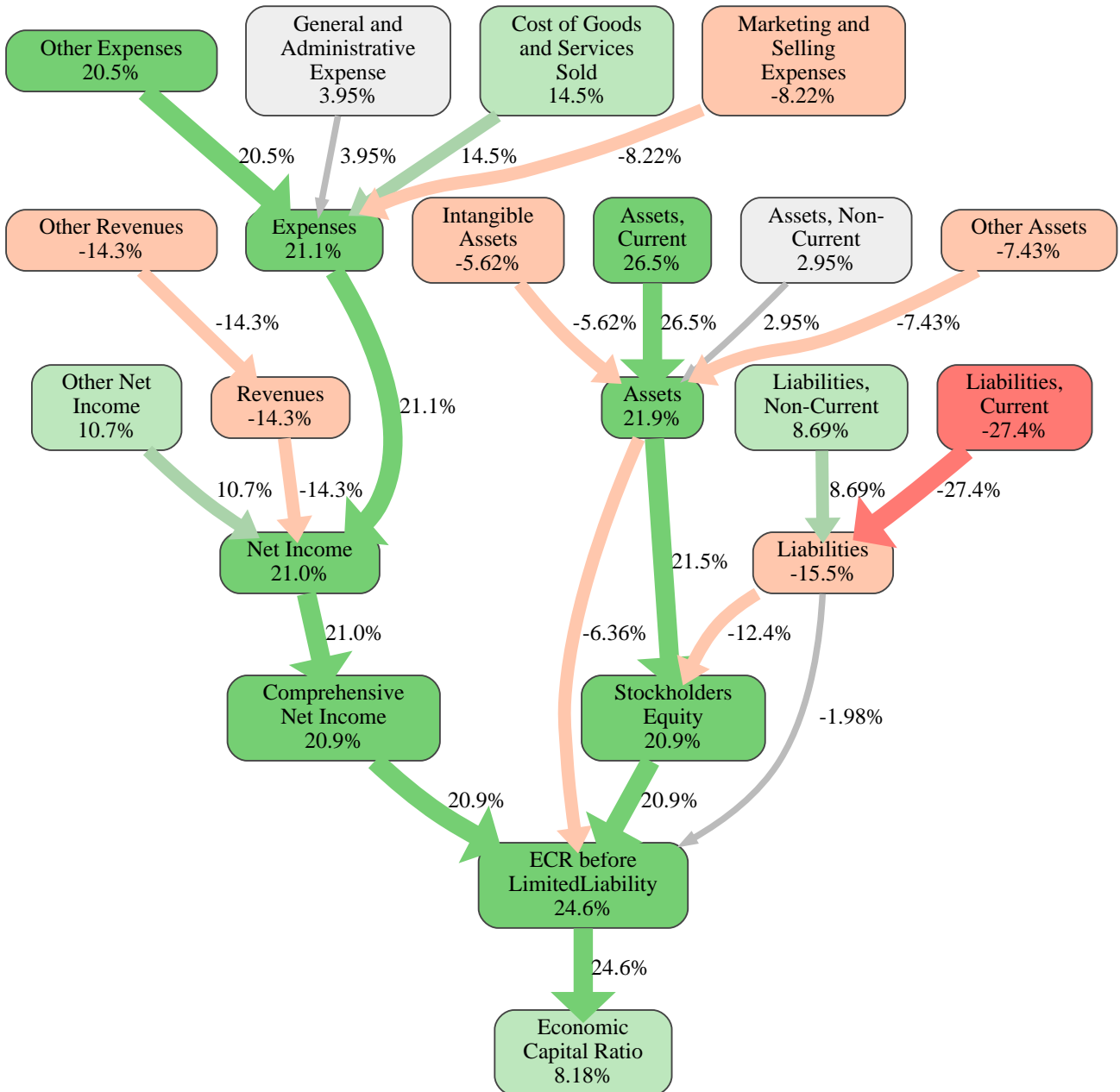




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# ADVERTISING 2019

Telaria Inc  
Rank 12 of 28





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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 Assets, Current, increasing the Economic Capital Ratio by 27% points. The greatest weakness of Telaria Inc is the variable Liabilities, Current, reducing the Economic Capital Ratio by 27% points.

The company's Economic Capital Ratio, given in the ranking table, is 95%, being 8.2% points above the market average of 87%.

Input Variable	Value in 1000 USD
Assets, Current	155,427
Assets, Non-Current	19,279
Cost of Goods and Services Sold	6,844
General and Administrative Expense	20,187
Intangible Assets	13,857
Liabilities, Current	114,327
Liabilities, Non-Current	225
Marketing and Selling Expenses	25,424
Other Assets	-16,646
Other Compr. Net Income	-717
Other Expenses	13,826
Other Liabilities	5,759
Other Net Income	1,750
Other Revenues	55,165
Property, Plant and Equipment	2,789

Output Variable	Value in 1000 USD
Assets	174,706
Liabilities	120,311
Expenses	66,281
Revenues	55,165
Stockholders Equity	54,395
Net Income	-9,366
Comprehensive Net Income	-10,083
BaseVar	209,465
ECR before LimitedLiability	22%
Economic Capital Ratio	95%