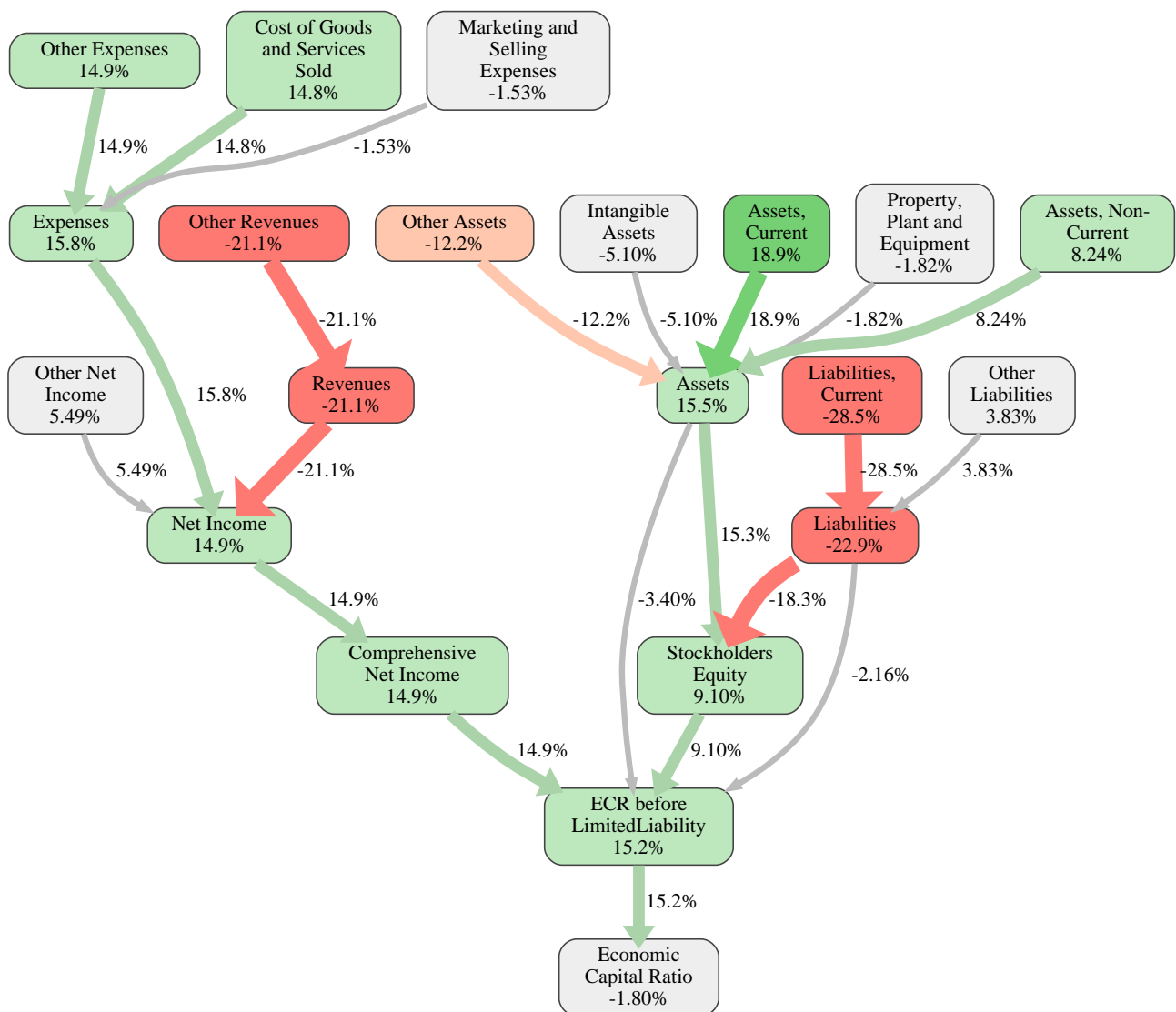




RealRate

ADVERTISING 2020

Telaria Inc
Rank 14 of 25





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 19% points. The greatest weakness of Telaria Inc is the variable Liabilities, Current, reducing the Economic Capital Ratio by 29% points.

The company's Economic Capital Ratio, given in the ranking table, is 89%, being 1.8% points below the market average of 91%.

Input Variable	Value in 1000 USD
Assets, Current	216,086
Assets, Non-Current	40,764
Cost of Goods and Services Sold	13,625
General and Administrative Expense	29,200
Intangible Assets	36,744
Liabilities, Current	175,704
Liabilities, Non-Current	24,369
Marketing and Selling Expenses	25,503
Other Assets	-38,734
Other Compr. Net Income	-238
Other Expenses	13,102
Other Liabilities	0
Other Net Income	4,385
Other Revenues	68,038
Property, Plant and Equipment	1,990

Output Variable	Value in 1000 USD
Assets	256,850
Liabilities	200,073
Expenses	81,430
Revenues	68,038
Stockholders Equity	56,777
Net Income	-9,007
Comprehensive Net Income	-9,245
BaseVar	305,507
ECR before LimitedLiability	15%
Economic Capital Ratio	89%