





SERVICES-PREPACKAGED SOFTWARE 2013



Activision Blizzard Inc Rank 16 of 144

The relative strengths and weaknesses of Activision Blizzard 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 Activision Blizzard Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 207% points. The greatest weakness of Activision Blizzard Inc is the variable Property, Plant and Equipment, Net, reducing the Economic Capital Ratio by 3.3% points.

The company's Economic Capital Ratio, given in the ranking table, is 554%, being 180% points above the market average of 375%.

Input Variable	Value in 1000 USD
Assets, Current	6,274,000
Assets, Noncurrent	11,000
General and Administrative Exp.	561,000
Intangible Assets	7,174,000
Liabilities, Current	2,652,000
Long-term Debt	206,000
Other Assets	600,000
Other Compr. Net Income	46,000
Other Expenses	1,971,000
Other Liabilities	25,000
Other Net Income	7,000
Other Revenues	4,856,000
Property, Plant and Equipment, Net	141,000
Research and Development Exp.	604,000
Selling and Marketing Exp.	578,000

Output Variable	Value in 1000 USD
Liabilities	2,883,000
Assets	14,200,000
Expenses	3,714,000
Revenues	4,856,000
Stockholders Equity	11,317,000
Net Income	1,149,000
Comprehensive Net Income	1,195,000
BaseVar	12,853,000
ECR before LimitedLiability	451%
Economic Capital Ratio	554%