



The relative strengths and weaknesses of Millennial Media 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 Millennial Media Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 61% points. The greatest weakness of Millennial Media Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 61% points above the market average of 92%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	198,584	Assets	208,449
Assets, Non-Current	9,865	Liabilities	44,668
Cost of Goods and Services Sold	105,739	Expenses	182,199
General and Administrative Expense	38,954	Revenues	177,667
Intangible Assets	2,261	Stockholders Equity	163,781
Liabilities, Current	44,425	Net Income	-5,430
Liabilities, Non-Current	243	Comprehensive Net Income	-5,483
Marketing and Selling Expenses	23,816	BaseVar	306,967
Other Assets	-9,111	ECR before LimitedLiability	97%
Other Compr. Net Income	-53	Economic Capital Ratio	153%
Other Expenses	13,690		
Other Liabilities	0		
Other Net Income	-898		
Other Revenues	177,667		
Property, Plant and Equipment	6,850		