



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 Other Expenses, increasing the Economic Capital Ratio by 56% points. The greatest weakness of YuMe 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 130%, being 43% points above the market average of 87%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	119,860	Assets	149,074
Assets, Non-Current	0	Liabilities	46,471
Cost of Goods and Services Sold	95,028	Expenses	189,999
General and Administrative Expense	23,584	Revenues	173,254
Intangible Assets	4,561	Stockholders Equity	102,603
Liabilities, Current	46,216	Net Income	-16,745
Liabilities, Non-Current	77	Comprehensive Net Income	-16,850
Marketing and Selling Expenses	59,912	BaseVar	279,452
Other Assets	12,543	ECR before LimitedLiability	65%
Other Compr. Net Income	-105	Economic Capital Ratio	130%
Other Expenses	11,475		
Other Liabilities	178		
Other Net Income	0		
Other Revenues	173,254		
Property, Plant and Equipment	12,110		