





# ADVERTISING 2016

Adaptive Medias Inc  
Rank 26 of 27



The relative strengths and weaknesses of Adaptive Medias 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 Adaptive Medias Inc compared to the market average is the variable Other Liabilities, increasing the Economic Capital Ratio by 0.051% points. The greatest weakness of Adaptive Medias Inc is the variable Net Income, reducing the Economic Capital Ratio by 34% points.

The company's Economic Capital Ratio, given in the ranking table, is 0.051%, being 87% points below the market average of 87%.

Input Variable	Value in 1000 USD
Assets, Current	1,588
Assets, Non-Current	0
Cost of Goods and Services Sold	3,892
General and Administrative Expense	4,805
Intangible Assets	295
Liabilities, Current	0
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	17
Other Compr. Net Income	0
Other Expenses	13,285
Other Liabilities	6,828
Other Net Income	-801
Other Revenues	4,654
Property, Plant and Equipment	46

Output Variable	Value in 1000 USD
Assets	1,946
Liabilities	6,828
Expenses	21,982
Revenues	4,654
Stockholders Equity	-4,882
Net Income	-18,128
Comprehensive Net Income	-18,128
BaseVar	18,106
ECR before LimitedLiability	-500%
Economic Capital Ratio	0.051%