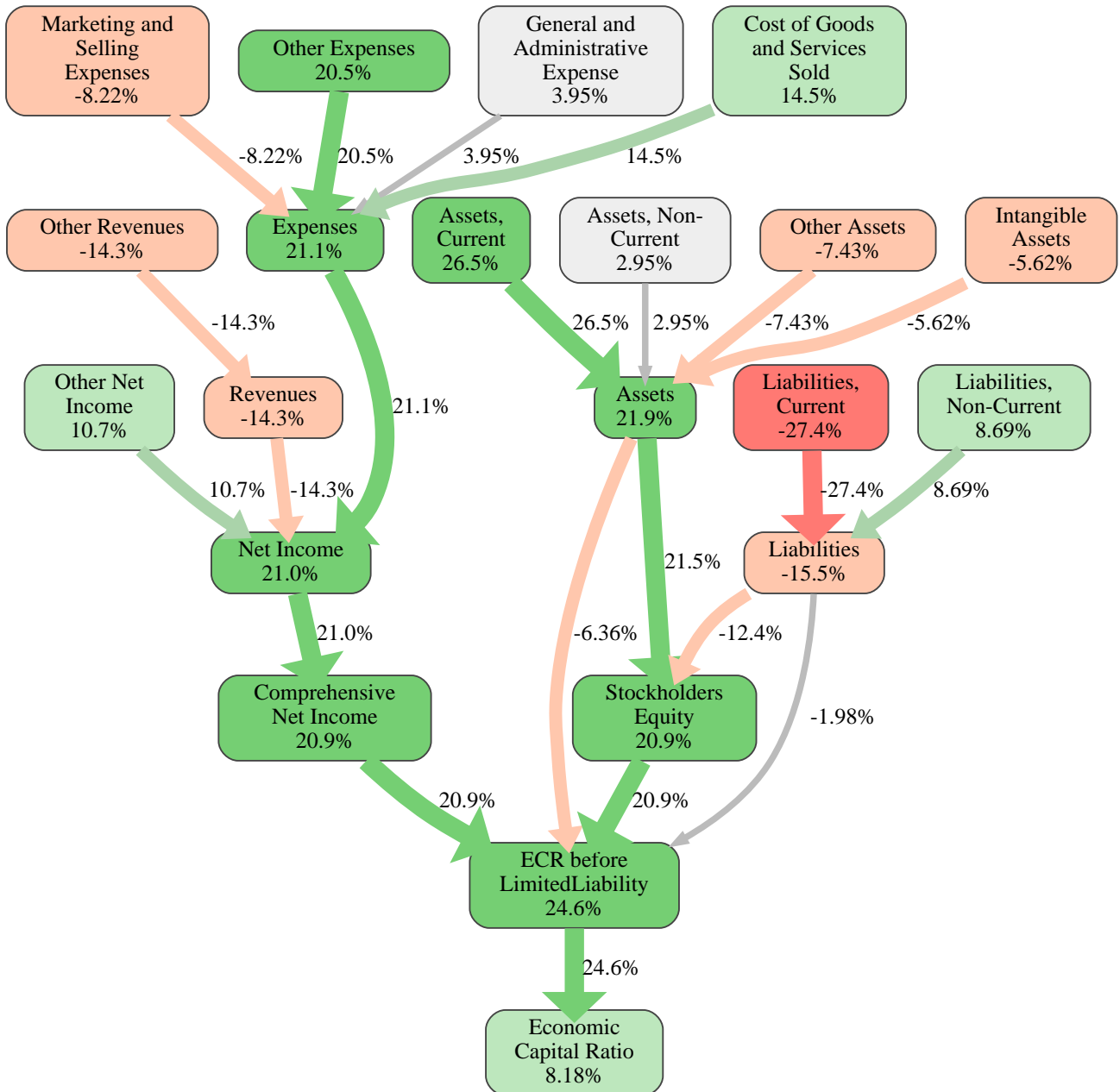




RealRate

ADVERTISING 2019

Telaria Inc
Rank 12 of 28





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 27% points. The greatest weakness of Telaria Inc is the variable Liabilities, Current, reducing the Economic Capital Ratio by 27% points.

The company's Economic Capital Ratio, given in the ranking table, is 95%, being 8.2% points above the market average of 87%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	155,427	Assets	174,706
Assets, Non-Current	19,279	Liabilities	120,311
Cost of Goods and Services Sold	6,844	Expenses	66,281
General and Administrative Expense	20,187	Revenues	55,165
Intangible Assets	13,857	Stockholders Equity	54,395
Liabilities, Current	114,327	Net Income	-9,366
Liabilities, Non-Current	225	Comprehensive Net Income	-10,083
Marketing and Selling Expenses	25,424	BaseVar	209,465
Other Assets	-16,646	ECR before LimitedLiability	22%
Other Compr. Net Income	-717	Economic Capital Ratio	95%
Other Expenses	13,826		
Other Liabilities	5,759		
Other Net Income	1,750		
Other Revenues	55,165		
Property, Plant and Equipment	2,789		