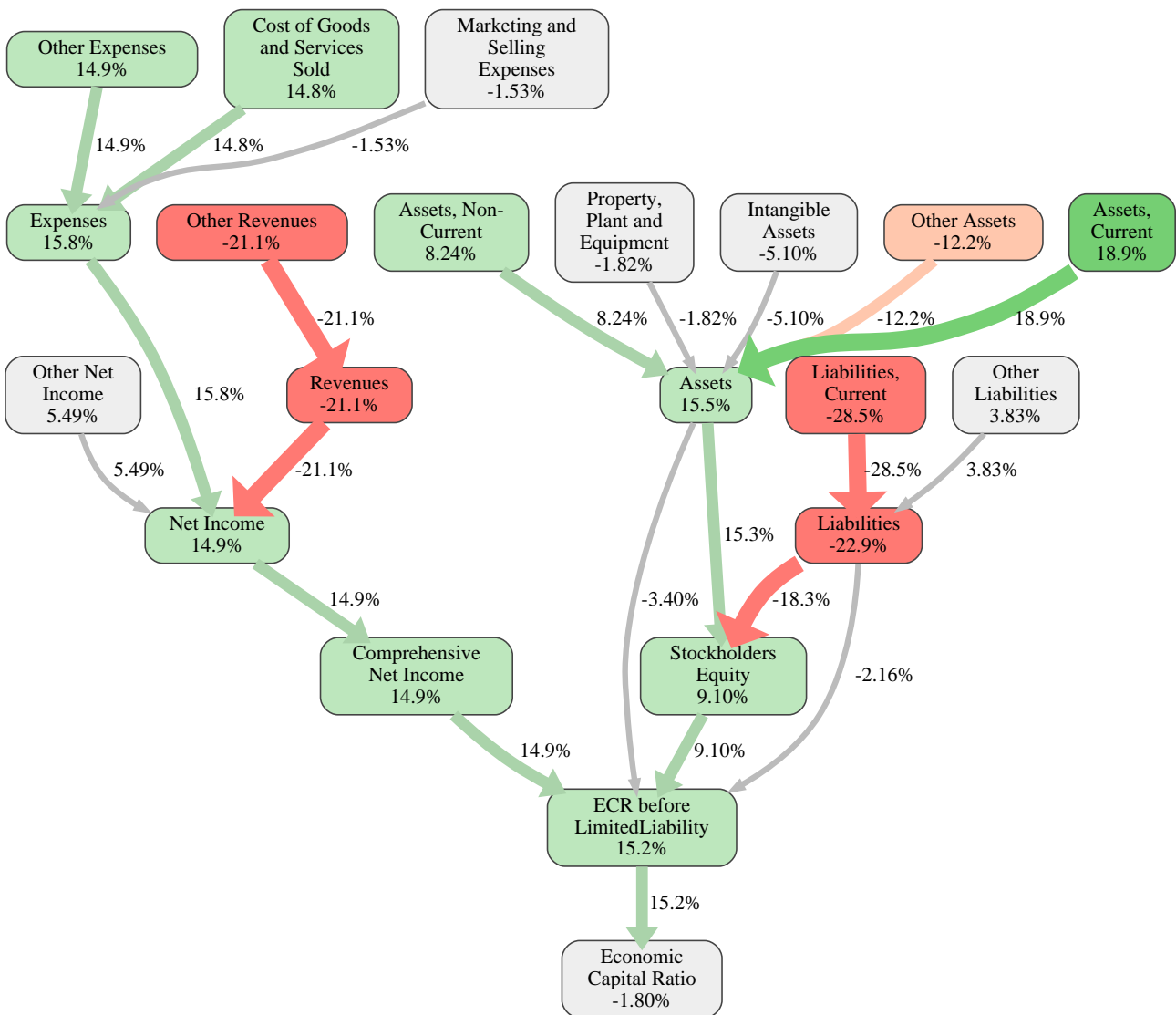




RealRate

# ADVERTISING 2020

Telaria Inc  
Rank 14 of 25





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 19% points. The greatest weakness of Telaria Inc is the variable Liabilities, Current, reducing the Economic Capital Ratio by 29% points.

The company's Economic Capital Ratio, given in the ranking table, is 89%, being 1.8% points below the market average of 91%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	216,086	Assets	256,850
Assets, Non-Current	40,764	Liabilities	200,073
Cost of Goods and Services Sold	13,625	Expenses	81,430
General and Administrative Expense	29,200	Revenues	68,038
Intangible Assets	36,744	Stockholders Equity	56,777
Liabilities, Current	175,704	Net Income	-9,007
Liabilities, Non-Current	24,369	Comprehensive Net Income	-9,245
Marketing and Selling Expenses	25,503	BaseVar	305,507
Other Assets	-38,734	ECR before LimitedLiability	15%
Other Compr. Net Income	-238	Economic Capital Ratio	89%
Other Expenses	13,102		
Other Liabilities	0		
Other Net Income	4,385		
Other Revenues	68,038		
Property, Plant and Equipment	1,990		