





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 56% points. The greatest weakness of Millennial Media Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 21% points.

The company's Economic Capital Ratio, given in the ranking table, is 141%, being 57% points above the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	212,856
Assets, Non-Current	206,748
Cost of Goods and Services Sold	154,774
General and Administrative Expense	61,891
Intangible Assets	193,195
Liabilities, Current	82,305
Liabilities, Non-Current	1,829
Marketing and Selling Expenses	38,682
Other Assets	-205,858
Other Compr. Net Income	-118
Other Expenses	18,919
Other Liabilities	0
Other Net Income	-18
Other Revenues	259,171
Property, Plant and Equipment	12,663

Output Variable	Value in 1000 USD
Assets	419,604
Liabilities	84,134
Expenses	274,266
Revenues	259,171
Stockholders Equity	335,470
Net Income	-15,113
Comprehensive Net Income	-15,231
BaseVar	518,656
ECR before LimitedLiability	89%
Economic Capital Ratio	141%