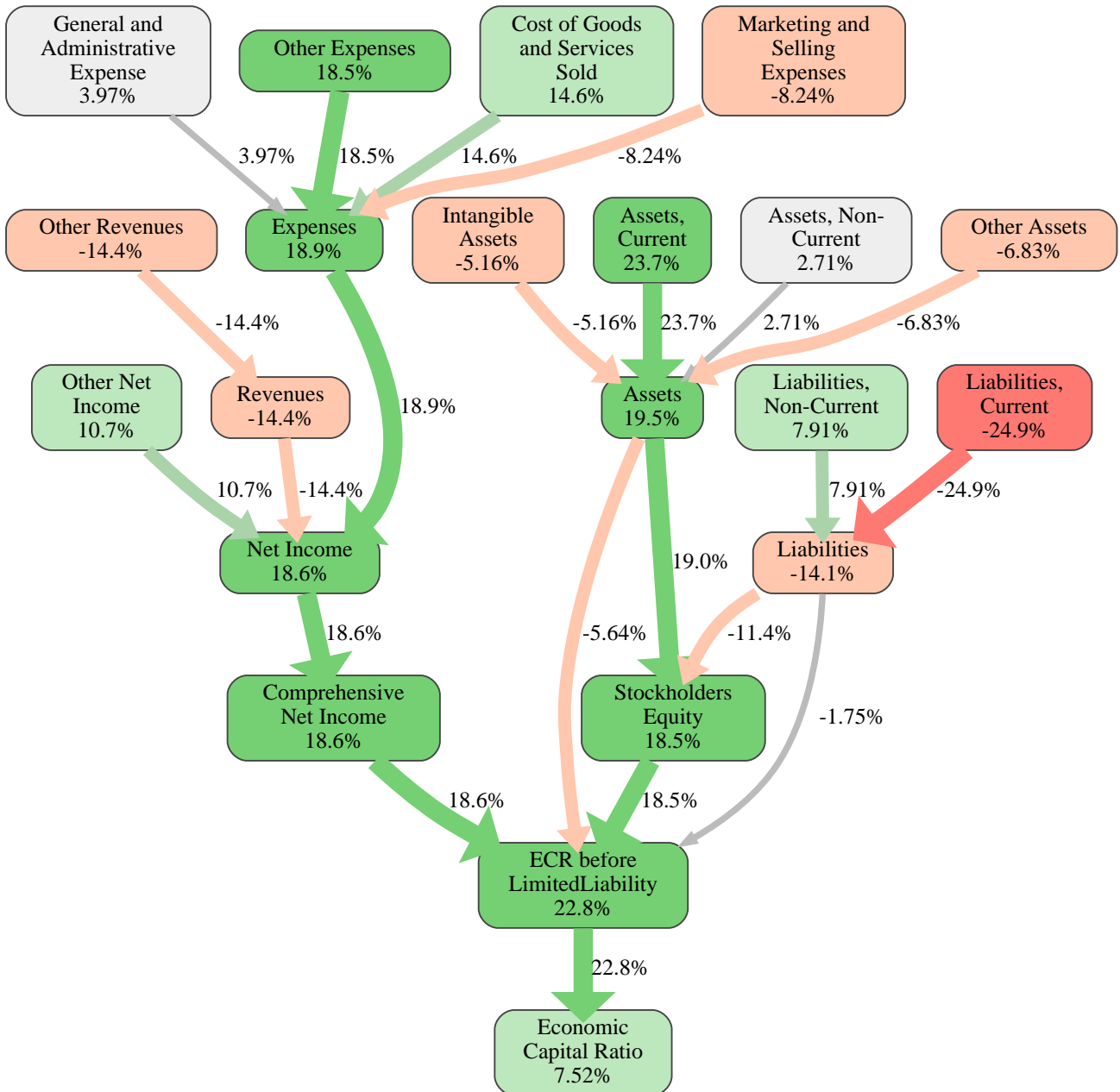




RealRate

ADVERTISING 2019

Telaria Inc
Rank 12 of 28





ADVERTISING 2019

Telaria Inc
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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 24% points. The greatest weakness of Telaria Inc is the variable Liabilities, Current, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 87%, being 7.5% points above the market average of 79%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 155,427 |
| Assets, Non-Current | 19,279 |
| Cost of Goods and Services Sold | 6,844 |
| General and Administrative Expense | 20,187 |
| Intangible Assets | 13,857 |
| Liabilities, Current | 114,327 |
| Liabilities, Non-Current | 225 |
| Marketing and Selling Expenses | 25,424 |
| Other Assets | -16,646 |
| Other Compr. Net Income | -717 |
| Other Expenses | 13,826 |
| Other Liabilities | 5,759 |
| Other Net Income | 1,750 |
| Other Revenues | 55,165 |
| Property, Plant and Equipment | 2,789 |

| Output Variable | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets | 174,706 |
| Liabilities | 120,311 |
| Expenses | 66,281 |
| Revenues | 55,165 |
| Stockholders Equity | 54,395 |
| Net Income | -9,366 |
| Comprehensive Net Income | -10,083 |
| BaseVar | 209,465 |
| ECR before LimitedLiability | 19% |
| Economic Capital Ratio | 87% |