





SERVICES-PREPACKAGED SOFTWARE 2010



Activision Blizzard Inc Rank 1 of 16

The relative strengths and weaknesses of Activision Blizzard 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 Activision Blizzard Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 150% points. The greatest weakness of Activision Blizzard Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 13% points.

The company's Economic Capital Ratio, given in the ranking table, is 528%, being 115% points above the market average of 413%.

Input Variable	Value in 1000 USD
Assets, Current	5,329,000
Assets, Noncurrent	9,000
General and Administrative Exp.	395,000
Intangible Assets	7,772,000
Liabilities, Current	2,507,000
Long-term Debt	209,000
Other Assets	494,000
Other Compr. Net Income	0
Other Expenses	2,618,000
Other Liabilities	270,000
Other Net Income	18,000
Other Revenues	4,279,000
Property, Plant and Equipment, Net	138,000
Research and Development Exp.	627,000
Selling and Marketing Exp.	544,000

Output Variable	Value in 1000 USD
Liabilities	2,986,000
Assets	13,742,000
Expenses	4,184,000
Revenues	4,279,000
Stockholders Equity	10,756,000
Net Income	113,000
Comprehensive Net Income	113,000
BaseVar	14,555,130
ECR before LimitedLiability	469%
Economic Capital Ratio	528%