





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 135% points. The greatest weakness of Activision Blizzard Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 10% points.

The company's Economic Capital Ratio, given in the ranking table, is 516%, being 103% points above the market average of 414%.

<b>Input Variable</b>	<b>Value in 1000 USD</b>	<b>Output Variable</b>	<b>Value in 1000 USD</b>
Assets, Current	5,385,000	Liabilities	3,203,000
Assets, Noncurrent	21,000	Assets	13,406,000
General and Administrative Exp.	364,000	Expenses	4,052,000
Intangible Assets	7,292,000	Revenues	4,447,000
Liabilities, Current	2,907,000	Stockholders Equity	10,203,000
Long-term Debt	184,000	Net Income	418,000
Other Assets	539,000	Comprehensive Net Income	418,000
Other Compr. Net Income	0	BaseVar	14,525,560
Other Expenses	2,526,000	ECR before LimitedLiability	453%
Other Liabilities	112,000	Economic Capital Ratio	516%
Other Net Income	23,000		
Other Revenues	4,447,000		
Property, Plant and Equipment, Net	169,000		
Research and Development Exp.	642,000		
Selling and Marketing Exp.	520,000		