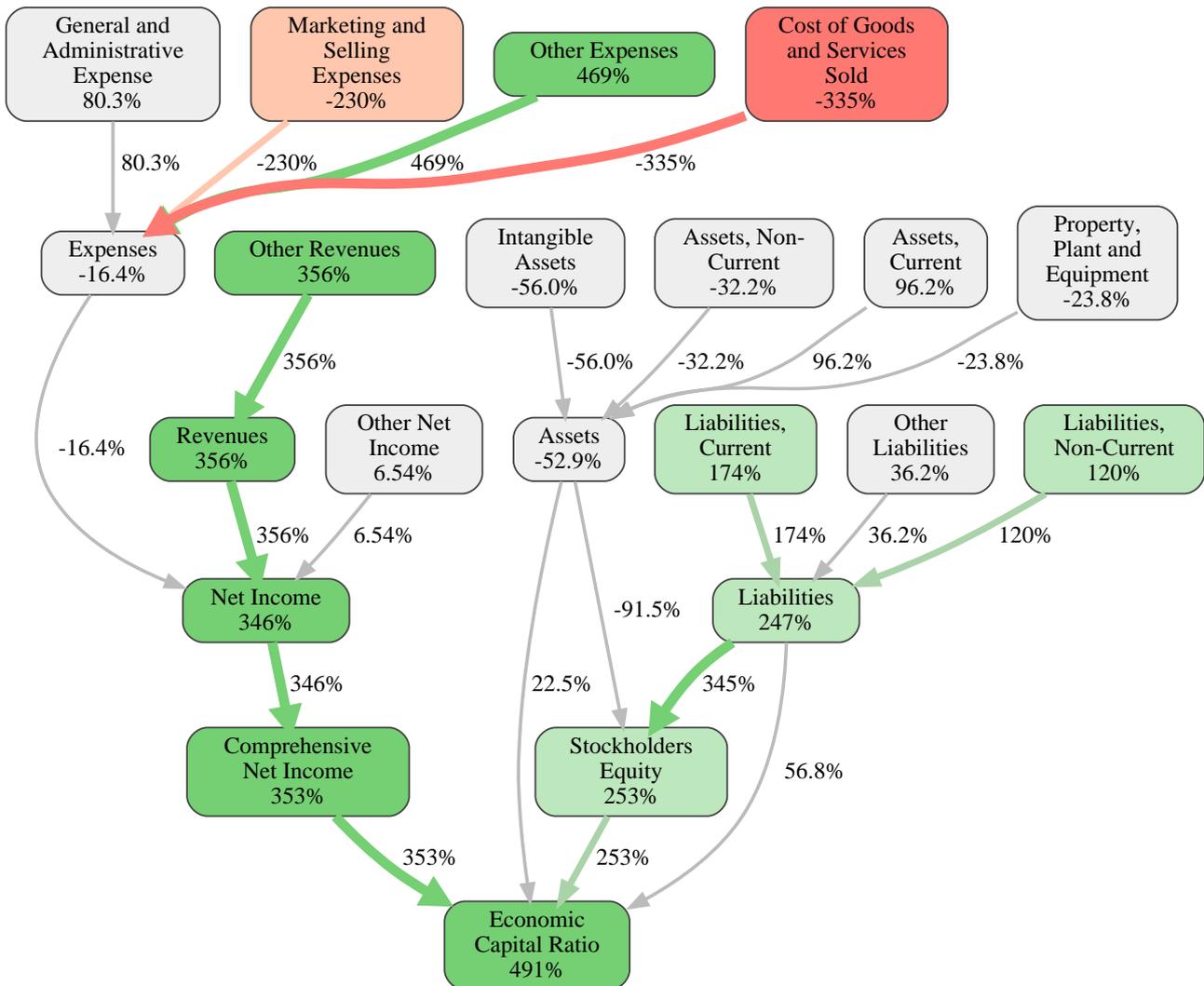




RealRate

# ADVERTISING 2016

Yume Inc  
Rank 8 of 30





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Yume Inc  
Rank 8 of 30



The relative strengths and weaknesses of Yume 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 Yume Inc compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 469% points. The greatest weakness of Yume Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 335% points.

The company's Economic Capital Ratio, given in the ranking table, is 127%, being 491% points above the market average of -364%.

Input Variable	Value in 1000 USD
Assets, Current	119,860
Assets, Non-Current	0
Cost of Goods and Services Sold	95,028
General and Administrative Expense	23,584
Intangible Assets	4,561
Liabilities, Current	46,216
Liabilities, Non-Current	77
Marketing and Selling Expenses	59,912
Other Assets	12,543
Other Compr. Net Income	-105
Other Expenses	11,475
Other Liabilities	178
Other Net Income	0
Other Revenues	173,254
Property, Plant and Equipment	12,110

Output Variable	Value in 1000 USD
Assets	149,074
Liabilities	46,471
Expenses	189,999
Revenues	173,254
Stockholders Equity	102,603
Net Income	-16,745
Comprehensive Net Income	-16,850
Economic Capital Ratio	127%