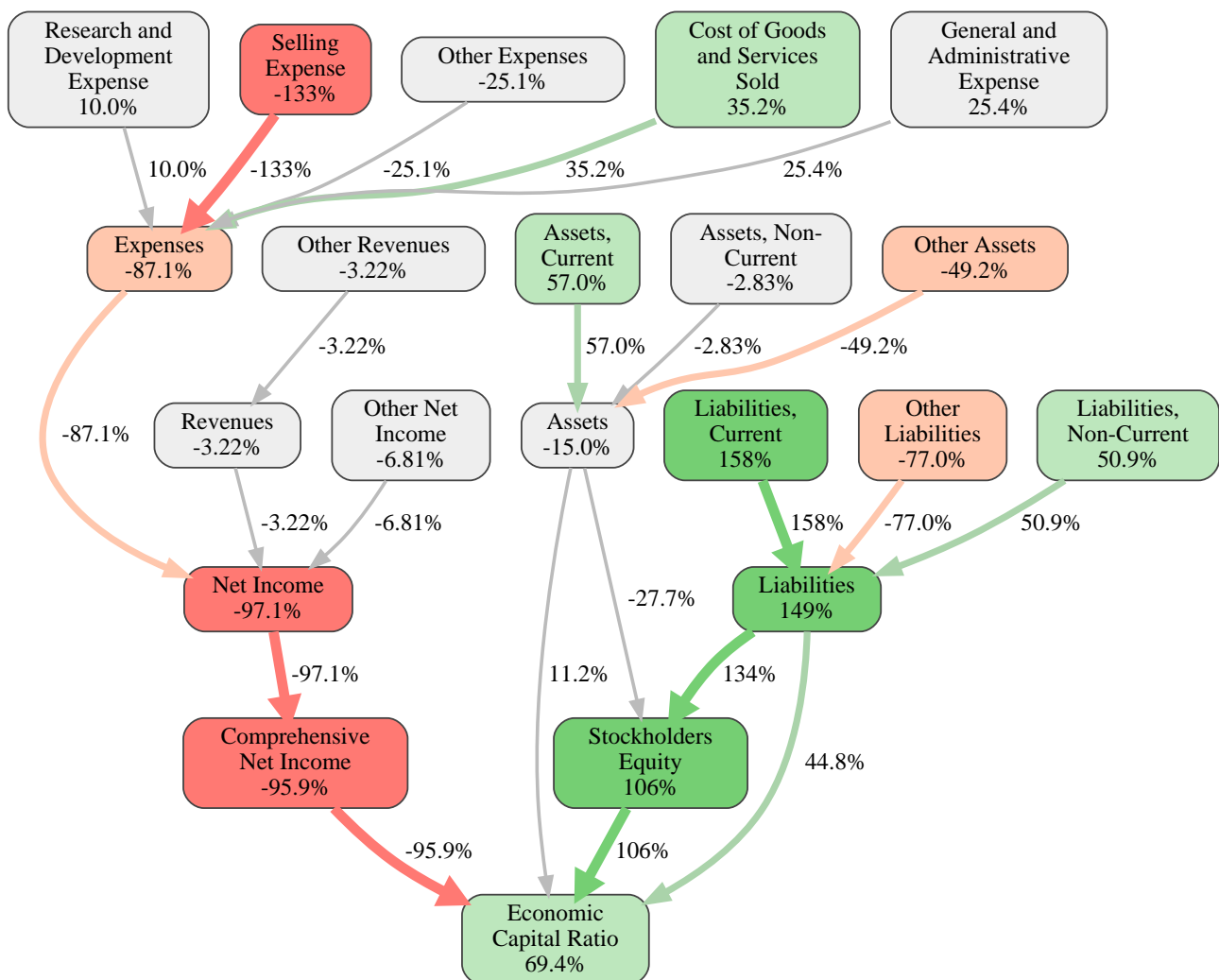




RealRate

PROGRAMMING 2015

Bright Mountain Media Inc
Rank 37 of 62



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The relative strengths and weaknesses of Bright Mountain 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 Bright Mountain Media Inc compared to the market average is the variable Liabilities, Current, increasing the Economic Capital Ratio by 158% points. The greatest weakness of Bright Mountain Media Inc is the variable Selling Expense, reducing the Economic Capital Ratio by 133% points.

The company's Economic Capital Ratio, given in the ranking table, is 204%, being 69% points above the market average of 135%.

Input Variable	Value in 1000 USD
Assets, Current	1,457
Assets, Non-Current	13
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	0
Liabilities, Non-Current	0
Other Assets	481
Other Compr. Net Income	0
Other Expenses	821
Other Liabilities	318
Other Net Income	0
Other Revenues	1,169
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	1,859

Output Variable	Value in 1000 USD
Assets	1,951
Liabilities	318
Expenses	2,680
Revenues	1,169
Stockholders Equity	1,633
Net Income	-1,511
Comprehensive Net Income	-1,511
Economic Capital Ratio	204%