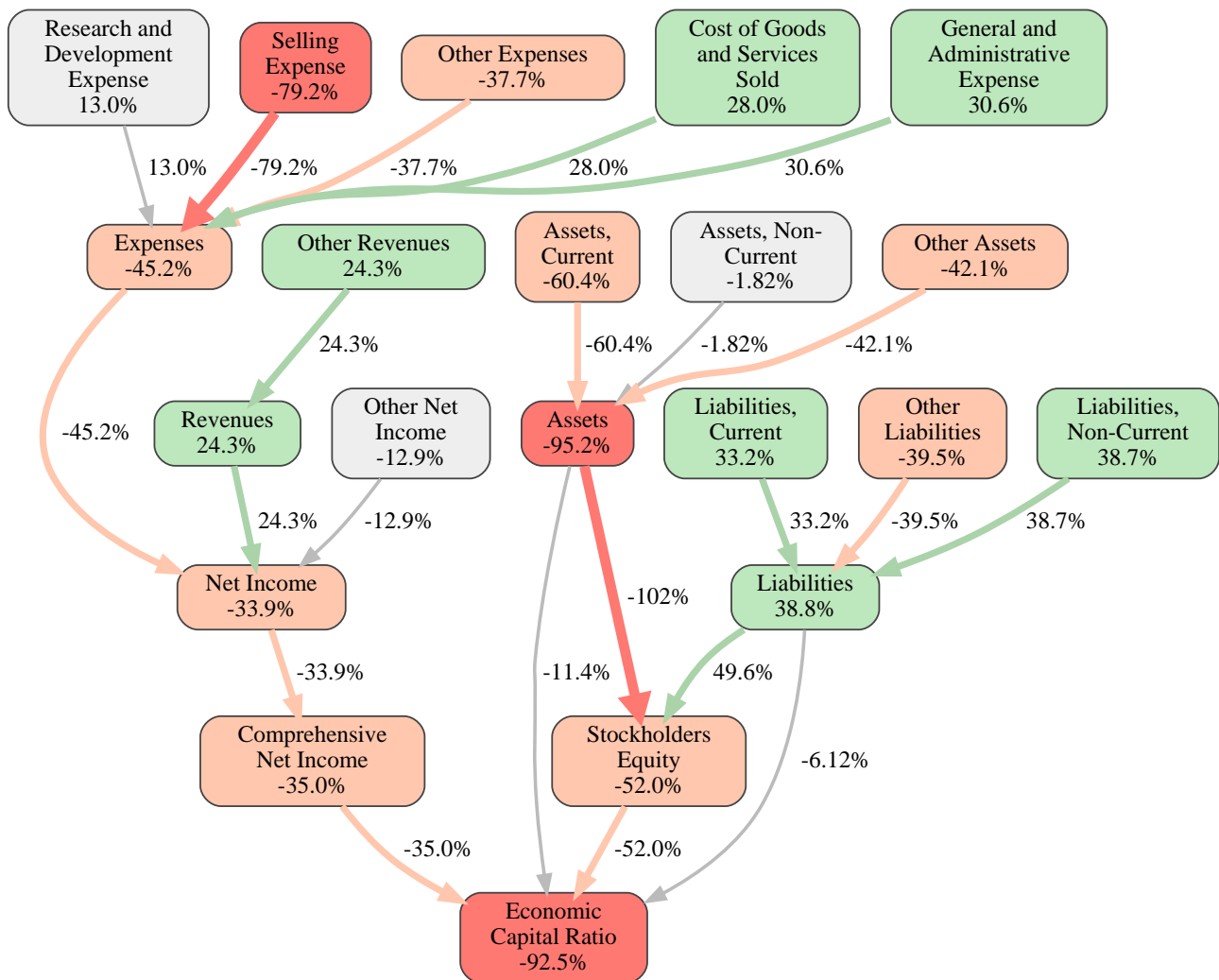




RealRate

PROGRAMMING 2018

Bright Mountain Media Inc
Rank 42 of 59



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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, Non-Current, increasing the Economic Capital Ratio by 39% points. The greatest weakness of Bright Mountain Media Inc is the variable Selling Expense, reducing the Economic Capital Ratio by 79% points.

The company's Economic Capital Ratio, given in the ranking table, is -65%, being 92% points below the market average of 28%.

Input Variable	Value in 1000 USD
Assets, Current	1,777
Assets, Non-Current	45
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	2,177
Liabilities, Non-Current	0
Other Assets	1,897
Other Compr. Net Income	0
Other Expenses	2,576
Other Liabilities	1,199
Other Net Income	-406
Other Revenues	3,681
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	3,694

Output Variable	Value in 1000 USD
Assets	3,719
Liabilities	3,375
Expenses	6,269
Revenues	3,681
Stockholders Equity	343
Net Income	-2,994
Comprehensive Net Income	-2,994
Economic Capital Ratio	-65%