



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 64% points. The greatest weakness of Bright Mountain Media Inc is the variable Net Income, reducing the Economic Capital Ratio by 114% points.

The company's Economic Capital Ratio, given in the ranking table, is 82%, being 48% points above the market average of 34%.

Input Variable	Value in 1000 USD
Assets, Current	2,474
Assets, Non-Current	0
Cost of Goods and Services Sold	1,378
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	1,592
Liabilities, Non-Current	0
Other Assets	2,552
Other Compr. Net Income	0
Other Expenses	0
Other Liabilities	12
Other Net Income	-2,086
Other Revenues	1,736
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	3,495

Output Variable	Value in 1000 USD
Assets	5,026
Liabilities	1,603
Expenses	4,873
Revenues	1,736
Stockholders Equity	3,422
Net Income	-5,224
Comprehensive Net Income	-5,224
Economic Capital Ratio	82%