



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 Other Assets, increasing the Economic Capital Ratio by 247% points. The greatest weakness of Bright Mountain Media Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 32% points.

The company's Economic Capital Ratio, given in the ranking table, is 336%, being 257% points above the market average of 79%.

Input Variable	Value in 1000 USD
Assets, Current	5,773
Assets, Non-Current	36
Cost of Goods and Services Sold	5,942
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	398
Lease Liability	198
Liabilities, Current	12,739
Liabilities, Non-Current	0
Other Assets	74,250
Other Compr. Net Income	0
Other Expenses	-3,547
Other Liabilities	26
Other Net Income	-5.0
Other Revenues	6,999
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	8,001

Output Variable	Value in 1000 USD
Assets	80,457
Liabilities	12,963
Expenses	10,396
Revenues	6,999
Stockholders Equity	67,494
Net Income	-3,402
Comprehensive Net Income	-3,402
Economic Capital Ratio	336%