



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 73% points. The greatest weakness of Bright Mountain Media Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 154% points.

The company's Economic Capital Ratio, given in the ranking table, is -115%, being 172% points below the market average of 57%.

Input Variable	Value in 1000 USD
Assets, Current	4,501
Assets, Non-Current	137
Cost of Goods and Services Sold	10,493
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	367
Lease Liability	319
Liabilities, Current	17,851
Liabilities, Non-Current	0
Other Assets	24,195
Other Compr. Net Income	100
Other Expenses	0
Other Liabilities	25,101
Other Net Income	-2,963
Other Revenues	19,580
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	14,249

Output Variable	Value in 1000 USD
Assets	29,200
Liabilities	43,271
Expenses	24,742
Revenues	19,580
Stockholders Equity	-14,071
Net Income	-8,125
Comprehensive Net Income	-8,025
Economic Capital Ratio	-115%