



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 22% points. The greatest weakness of Bright Mountain Media Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 161% points.

The company's Economic Capital Ratio, given in the ranking table, is -222%, being 251% points below the market average of 29%.

Input Variable	Value in 1000 USD
Assets, Current	19,737
Assets, Non-Current	156
Cost of Goods and Services Sold	31,766
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	306
Lease Liability	281
Liabilities, Current	30,802
Liabilities, Non-Current	0
Other Assets	23,218
Other Compr. Net Income	145
Other Expenses	17,070
Other Liabilities	58,999
Other Net Income	-8,752
Other Revenues	44,546
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	22,522

Output Variable	Value in 1000 USD
Assets	43,417
Liabilities	90,082
Expenses	71,358
Revenues	44,546
Stockholders Equity	-46,665
Net Income	-35,564
Comprehensive Net Income	-35,419
Economic Capital Ratio	-222%