

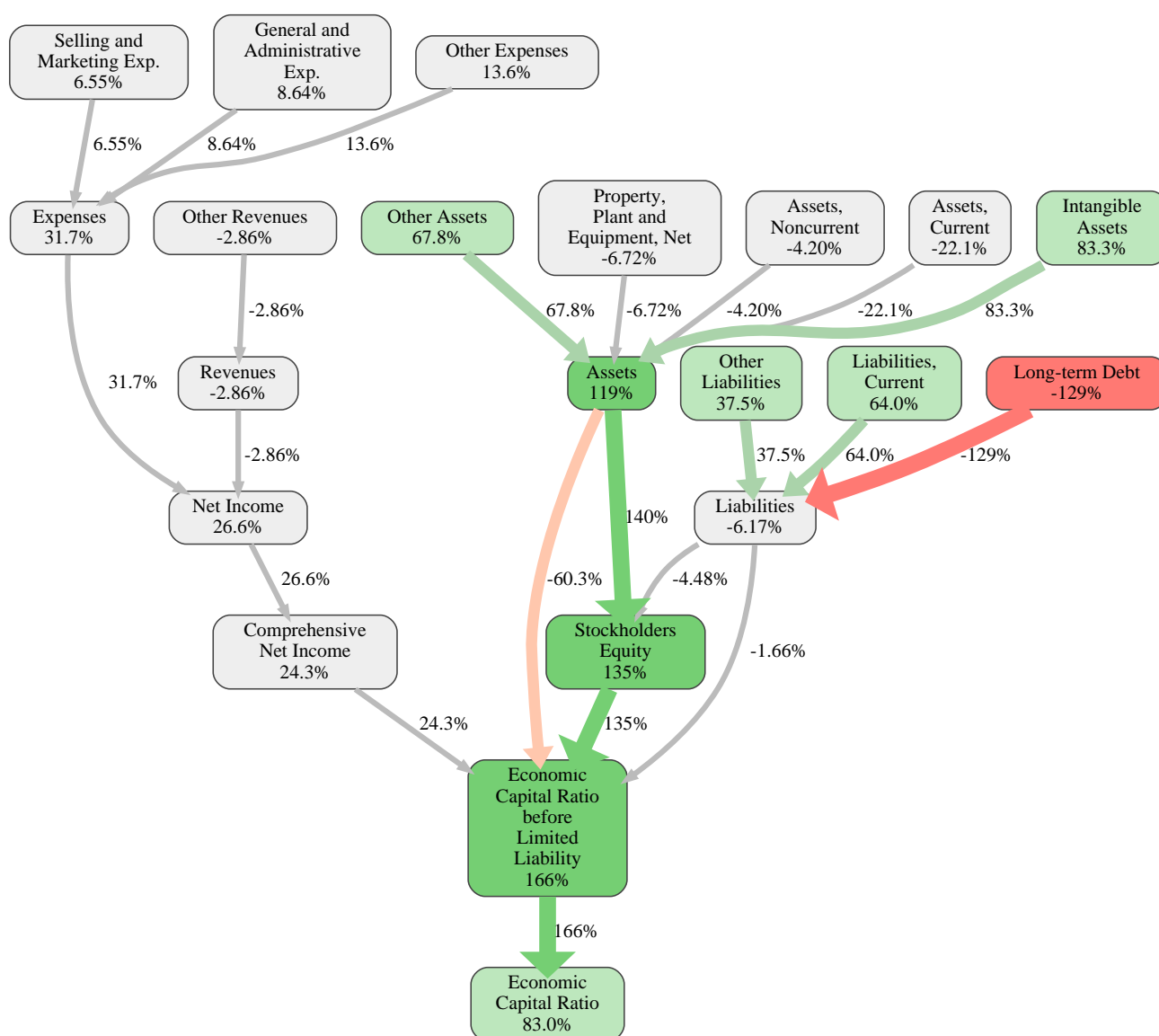


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ACTIVISION. BLIZZARD

Activision Blizzard Inc
Rank 48 of 150



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The relative strengths and weaknesses of Activision Blizzard 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 Activision Blizzard Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 135% points. The greatest weakness of Activision Blizzard Inc is the variable Long-term Debt, reducing the Economic Capital Ratio by 129% points.

The company's Economic Capital Ratio, given in the ranking table, is 415%, being 83% points above the market average of 332%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	3,387,000	Liabilities	7,183,000
Assets, Noncurrent	173,000	Assets	15,251,000
General and Administrative Exp.	380,000	Expenses	3,574,000
Intangible Assets	7,144,000	Revenues	4,664,000
Liabilities, Current	2,611,000	Stockholders Equity	8,068,000
Long-term Debt	4,562,000	Net Income	892,000
Other Assets	4,358,000	Comprehensive Net Income	562,000
Other Compr. Net Income	-330,000	Economic Capital Ratio before Limited Liability	242%
Other Expenses	1,814,000	Economic Capital Ratio	415%
Other Liabilities	10,000		
Other Net Income	-198,000		
Other Revenues	4,664,000		
Property, Plant and Equipment, Net	189,000		
Research and Development Exp.	646,000		
Selling and Marketing Exp.	734,000		