

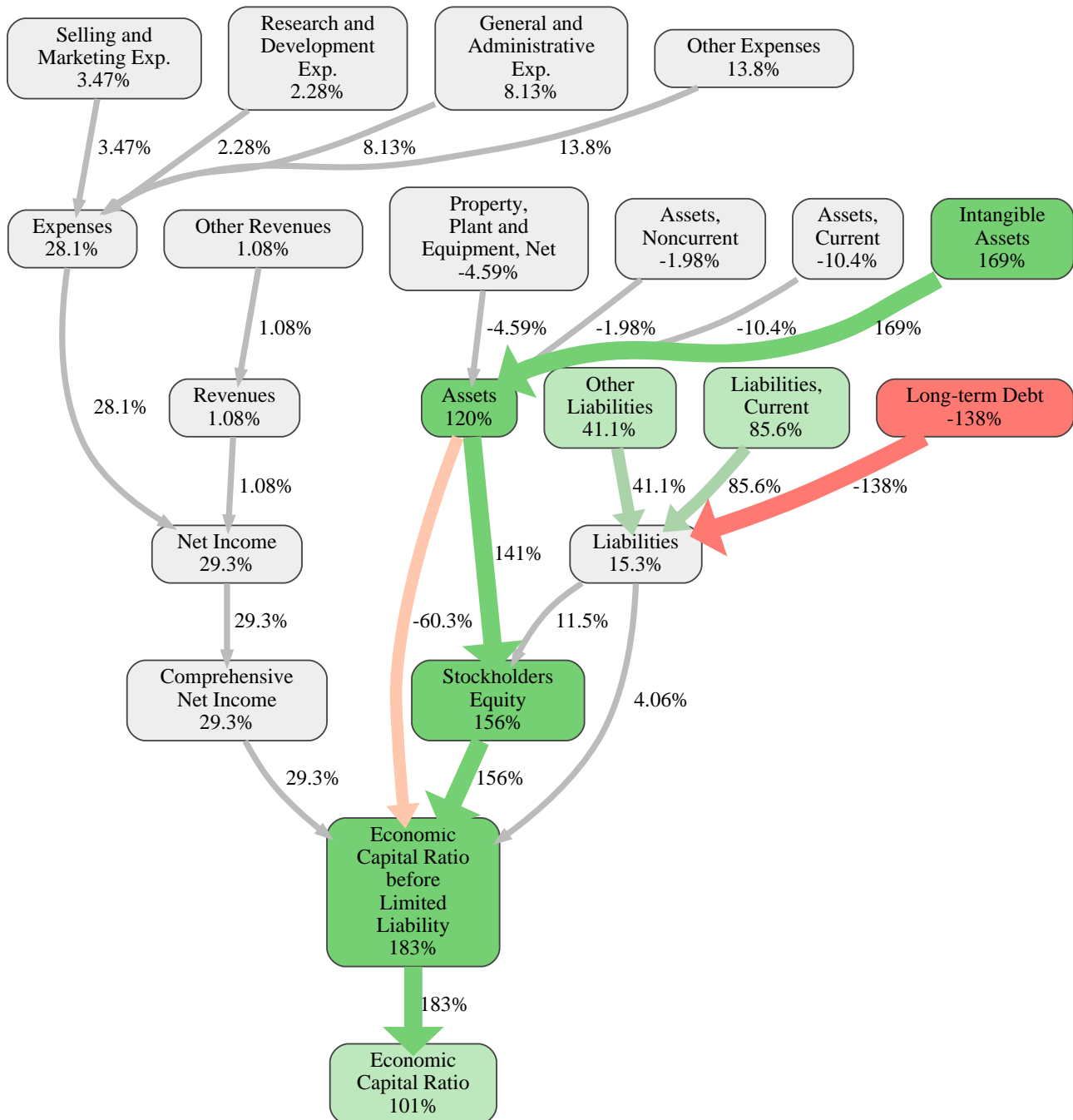


RealRate

# SERVICES-PREPACKAGED SOFTWARE 2017

ACTIVISION. BLIZZARD®

Activision Blizzard Inc  
Rank 39 of 132



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# SERVICES-PREPACKAGED SOFTWARE 2017



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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 Intangible Assets, increasing the Economic Capital Ratio by 169% points. The greatest weakness of Activision Blizzard Inc is the variable Long-term Debt, reducing the Economic Capital Ratio by 138% points.

The company's Economic Capital Ratio, given in the ranking table, is 414%, being 101% points above the market average of 313%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	4,830,000	Liabilities	8,333,000
Assets, Noncurrent	401,000	Assets	17,452,000
General and Administrative Exp.	634,000	Expenses	5,336,000
Intangible Assets	11,626,000	Revenues	6,608,000
Liabilities, Current	2,700,000	Stockholders Equity	9,119,000
Long-term Debt	5,633,000	Net Income	966,000
Other Assets	337,000	Comprehensive Net Income	970,000
Other Compr. Net Income	4,000	Economic Capital Ratio before Limited Liability	241%
Other Expenses	2,534,000	Economic Capital Ratio	414%
Other Liabilities	0		
Other Net Income	-306,000		
Other Revenues	6,608,000		
Property, Plant and Equipment, Net	258,000		
Research and Development Exp.	958,000		
Selling and Marketing Exp.	1,210,000		