



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 183% points. The greatest weakness of Activision Blizzard Inc is the variable Long-term Debt, reducing the Economic Capital Ratio by 51% points.

The company's Economic Capital Ratio, given in the ranking table, is 476%, being 143% points above the market average of 333%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	10,565,000	Liabilities	8,072,000
Assets, Noncurrent	641,000	Assets	23,109,000
General and Administrative Exp.	784,000	Expenses	5,771,000
Intangible Assets	10,216,000	Revenues	8,086,000
Liabilities, Current	3,518,000	Stockholders Equity	15,037,000
Long-term Debt	4,554,000	Net Income	2,197,000
Other Assets	1,478,000	Comprehensive Net Income	2,194,000
Other Compr. Net Income	-3,000	Economic Capital Ratio before Limited Liability	332%
Other Expenses	2,773,000	Economic Capital Ratio	476%
Other Liabilities	0		
Other Net Income	-118,000		
Other Revenues	8,086,000		
Property, Plant and Equipment, Net	209,000		
Research and Development Exp.	1,150,000		
Selling and Marketing Exp.	1,064,000		