



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 167% points. The greatest weakness of Activision Blizzard Inc is the variable Long-term Debt, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 498%, being 144% points above the market average of 354%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	14,469,000	Liabilities	8,140,000
Assets, Noncurrent	508,000	Assets	27,383,000
General and Administrative Exp.	1,001,000	Expenses	6,197,000
Intangible Assets	10,371,000	Revenues	7,528,000
Liabilities, Current	3,713,000	Stockholders Equity	19,243,000
Long-term Debt	4,427,000	Net Income	1,513,000
Other Assets	1,842,000	Comprehensive Net Income	1,466,000
Other Compr. Net Income	-47,000	Economic Capital Ratio before Limited Liability	366%
Other Expenses	2,558,000	Economic Capital Ratio	498%
Other Liabilities	0		
Other Net Income	182,000		
Other Revenues	7,528,000		
Property, Plant and Equipment, Net	193,000		
Research and Development Exp.	1,421,000		
Selling and Marketing Exp.	1,217,000		