





ADVERTISING 2012

Adaptive Medias Inc
Rank 17 of 17



The relative strengths and weaknesses of Adaptive Medias 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 Adaptive Medias Inc compared to the market average is the variable General and Administrative Expense, increasing the Economic Capital Ratio by 540% points. The greatest weakness of Adaptive Medias Inc is the variable Net Income, reducing the Economic Capital Ratio by 4,830% points.

The company's Economic Capital Ratio, given in the ranking table, is -6,367%, being 5,842% points below the market average of -525%.

Input Variable	Value in 1000 USD
Assets, Current	329
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	539
Intangible Assets	0
Liabilities, Current	1,011
Liabilities, Non-Current	0
Marketing and Selling Expenses	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	6,878
Other Liabilities	0
Other Net Income	-31
Other Revenues	89
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	329
Liabilities	1,011
Expenses	7,418
Revenues	89
Stockholders Equity	-681
Net Income	-7,359
Comprehensive Net Income	-7,359
Economic Capital Ratio	-6,367%