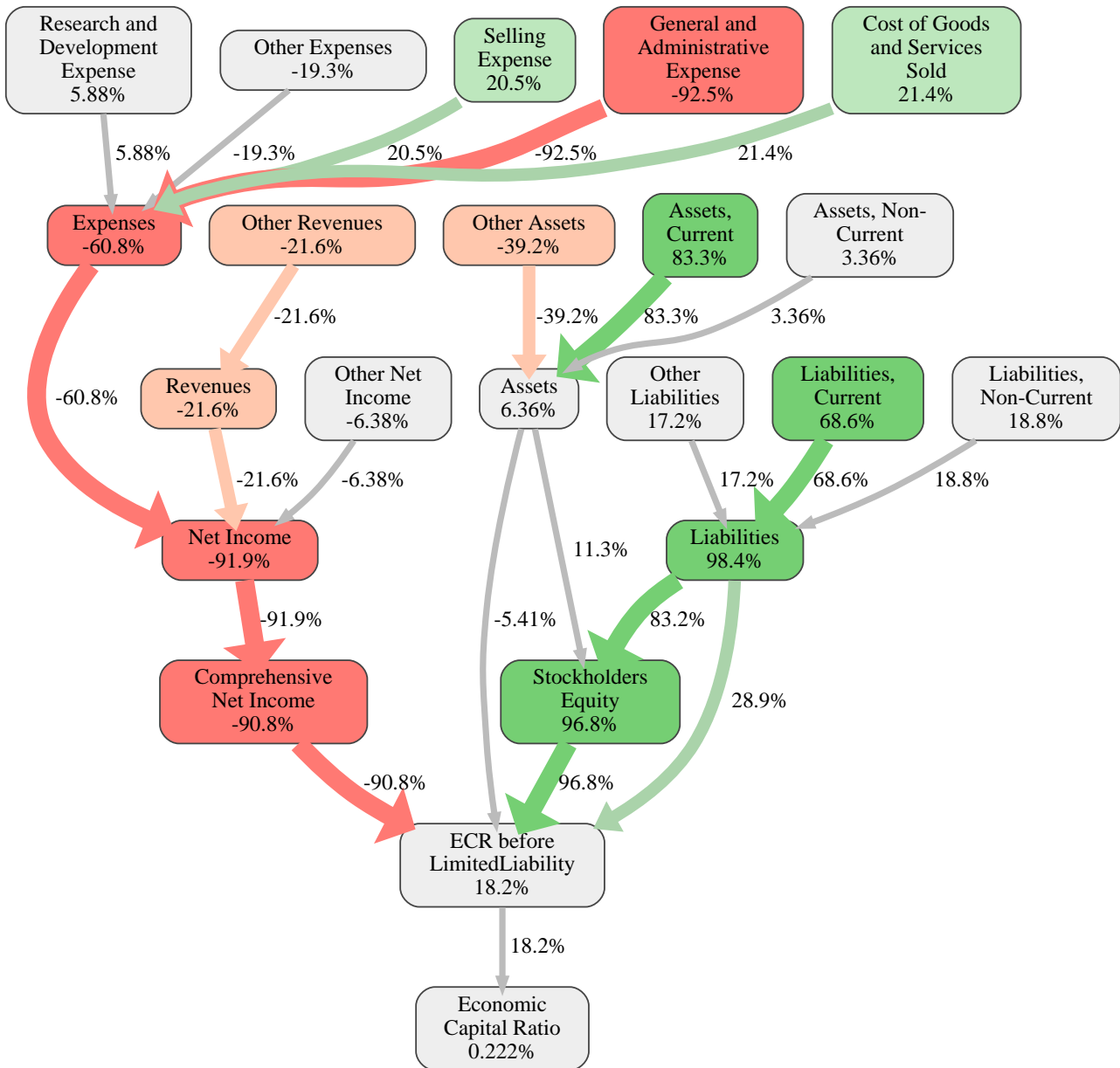




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# PROGRAMMING 2014

## Bright Mountain Media Inc Rank 36 of 56





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## Bright Mountain Media Inc Rank 36 of 56



The relative strengths and weaknesses of Bright Mountain Media 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 Bright Mountain Media Inc compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 98% points. The greatest weakness of Bright Mountain Media Inc is the variable General and Administrative Expense, reducing the Economic Capital Ratio by 92% points.

The company's Economic Capital Ratio, given in the ranking table, is 285%, being 0.22% points above the market average of 284%.

Input Variable	Value in 1000 USD
Assets, Current	1,509
Assets, Non-Current	58
Cost of Goods and Services Sold	0
General and Administrative Expense	1,409
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	210
Liabilities, Non-Current	0
Other Assets	34
Other Compr. Net Income	0
Other Expenses	523
Other Liabilities	0
Other Net Income	0
Other Revenues	636
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	0

Output Variable	Value in 1000 USD
Assets	1,601
Liabilities	210
Expenses	1,932
Revenues	636
Stockholders Equity	1,391
Net Income	-1,297
Comprehensive Net Income	-1,297
BaseVar	2,189
ECR before LimitedLiability	213%
Economic Capital Ratio	285%