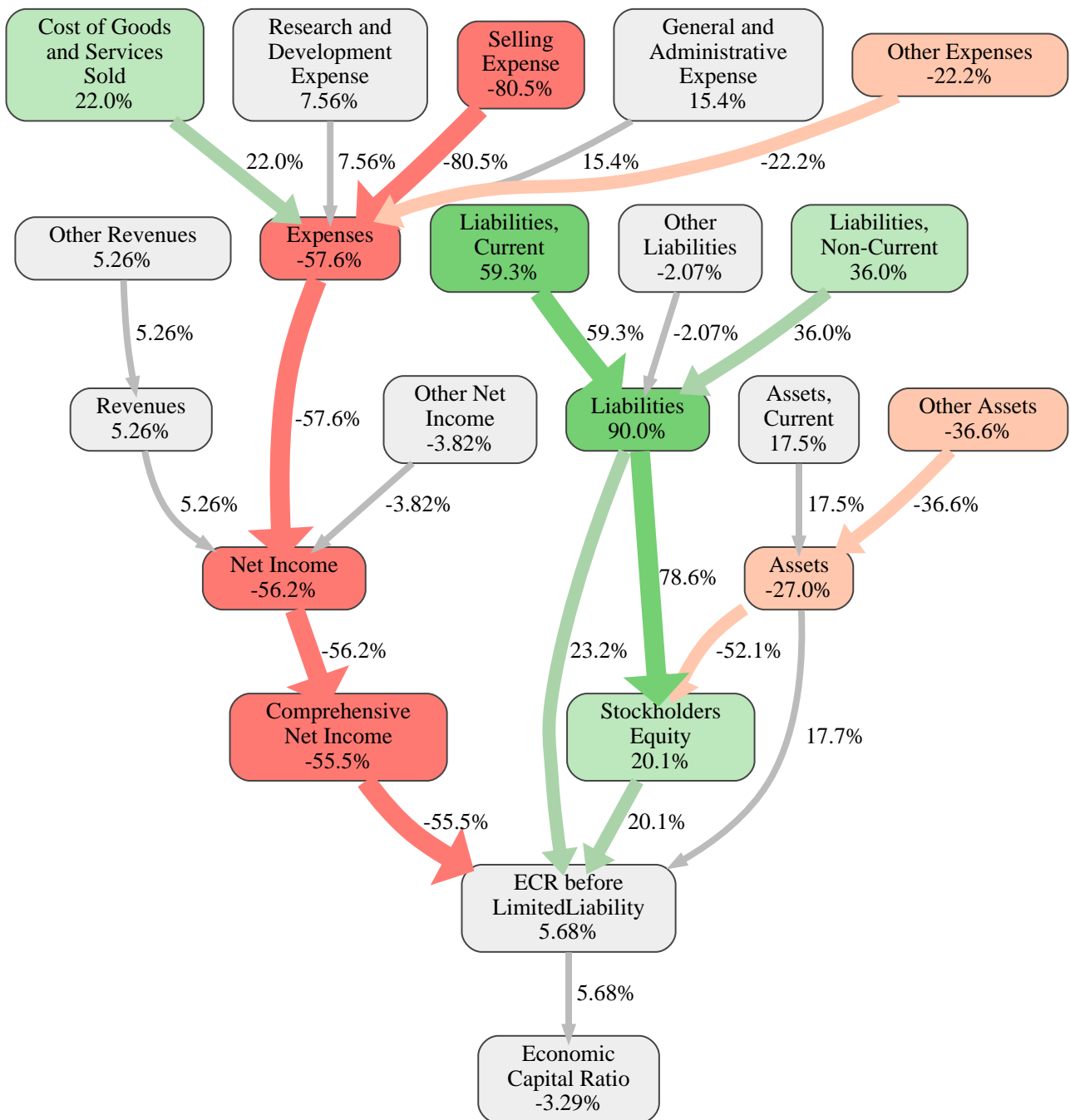




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Bright Mountain Media Inc
Rank 36 of 57





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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 90% points. The greatest weakness of Bright Mountain Media Inc is the variable Selling Expense, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 263%, being 3.3% points below the market average of 267%.

Input Variable	Value in 1000 USD
Assets, Current	1,622
Assets, Non-Current	16
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	376
Liabilities, Non-Current	0
Other Assets	682
Other Compr. Net Income	0
Other Expenses	1,148
Other Liabilities	122
Other Net Income	-2.6
Other Revenues	1,692
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	2,214

Output Variable	Value in 1000 USD
Assets	2,320
Liabilities	498
Expenses	3,363
Revenues	1,692
Stockholders Equity	1,821
Net Income	-1,673
Comprehensive Net Income	-1,673
BaseVar	3,938
ECR before LimitedLiability	181%
Economic Capital Ratio	263%