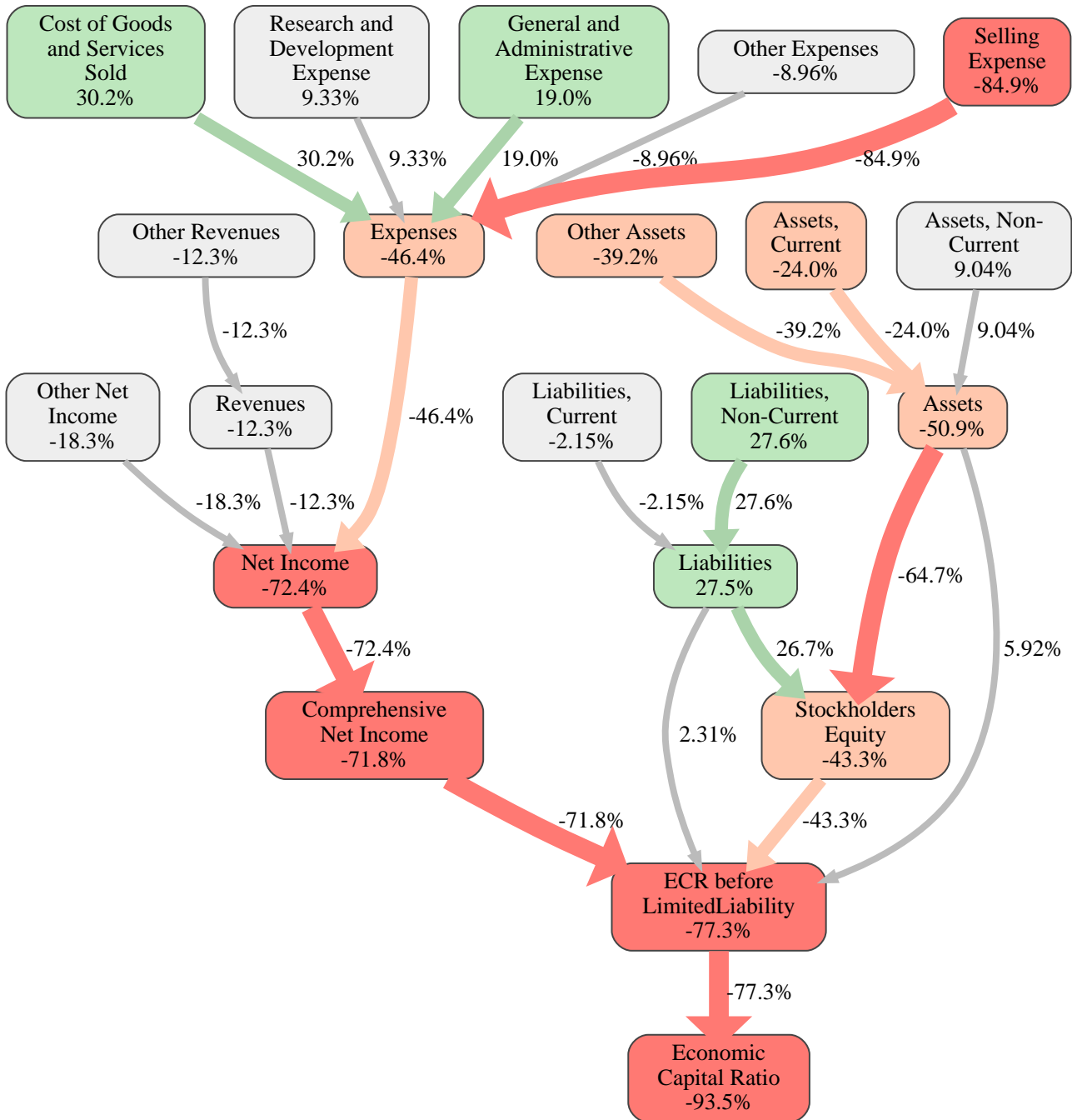




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# PROGRAMMING 2017

## Bright Mountain Media Inc Rank 37 of 49





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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 Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 30% points. The greatest weakness of Bright Mountain Media Inc is the variable Selling Expense, reducing the Economic Capital Ratio by 85% points.

The company's Economic Capital Ratio, given in the ranking table, is 161%, being 93% points below the market average of 254%.

Input Variable	Value in 1000 USD
Assets, Current	1,580
Assets, Non-Current	184
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	1,224
Liabilities, Non-Current	0
Other Assets	1,216
Other Compr. Net Income	0
Other Expenses	1,134
Other Liabilities	186
Other Net Income	-374
Other Revenues	1,934
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	3,093

Output Variable	Value in 1000 USD
Assets	2,980
Liabilities	1,410
Expenses	4,227
Revenues	1,934
Stockholders Equity	1,570
Net Income	-2,667
Comprehensive Net Income	-2,667
BaseVar	5,463
ECR before LimitedLiability	44%
Economic Capital Ratio	161%