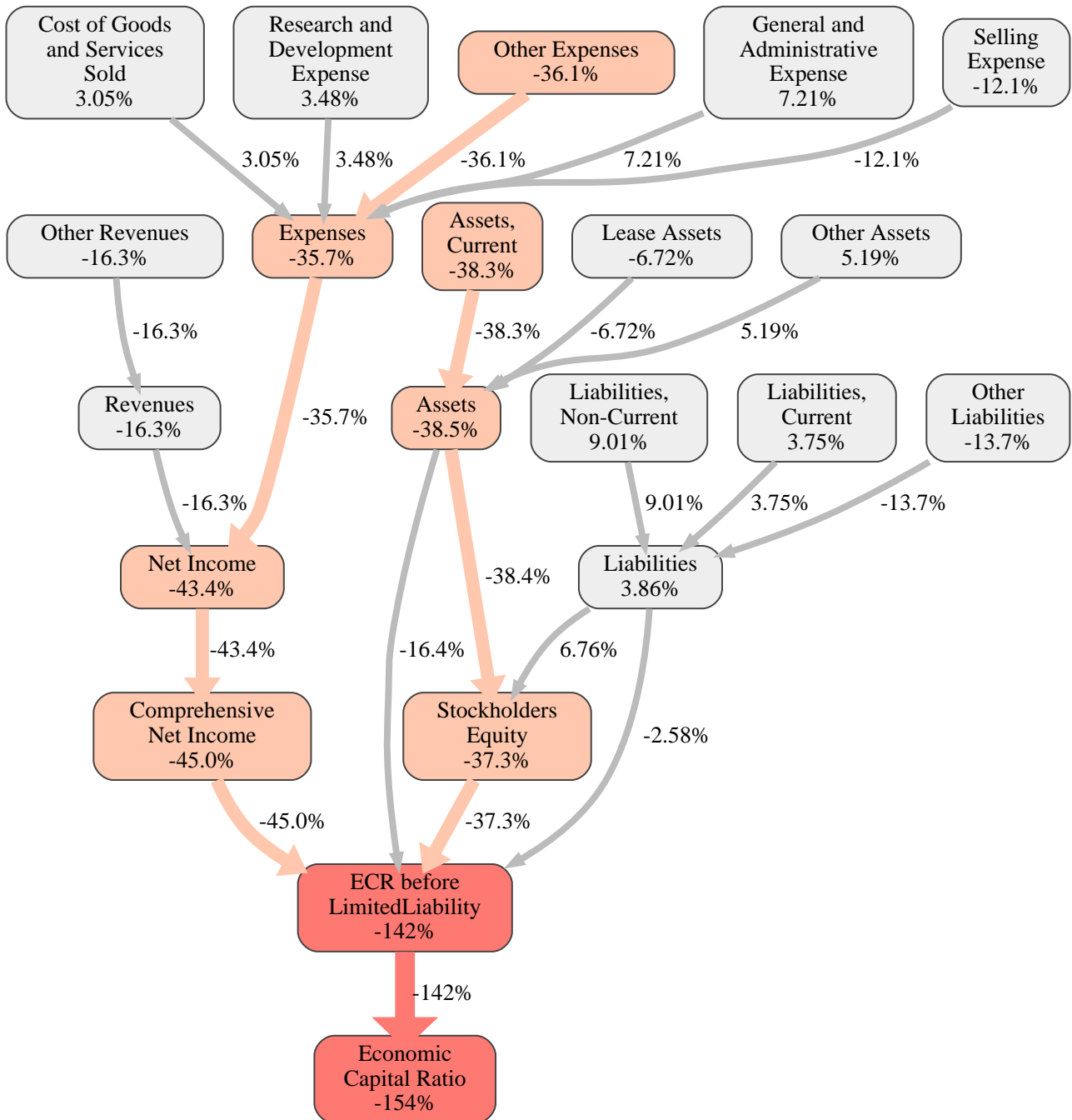




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Bright Mountain Media Inc Rank 51 of 57





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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, Non-Current, increasing the Economic Capital Ratio by 9.0% points. The greatest weakness of Bright Mountain Media Inc is the variable Comprehensive Net Income, reducing the Economic Capital Ratio by 45% points.

The company's Economic Capital Ratio, given in the ranking table, is 80%, being 154% points below the market average of 235%.

Input Variable	Value in 1000 USD
Assets, Current	8,120
Assets, Non-Current	254
Cost of Goods and Services Sold	7,906
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	73
Lease Liability	22
Liabilities, Current	16,058
Liabilities, Non-Current	0
Other Assets	28,083
Other Compr. Net Income	-386
Other Expenses	58,199
Other Liabilities	16,935
Other Net Income	-357
Other Revenues	15,839
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	22,092

Output Variable	Value in 1000 USD
Assets	36,529
Liabilities	33,015
Expenses	88,197
Revenues	15,839
Stockholders Equity	3,515
Net Income	-72,714
Comprehensive Net Income	-73,101
BaseVar	87,162
ECR before LimitedLiability	-187%
Economic Capital Ratio	80%