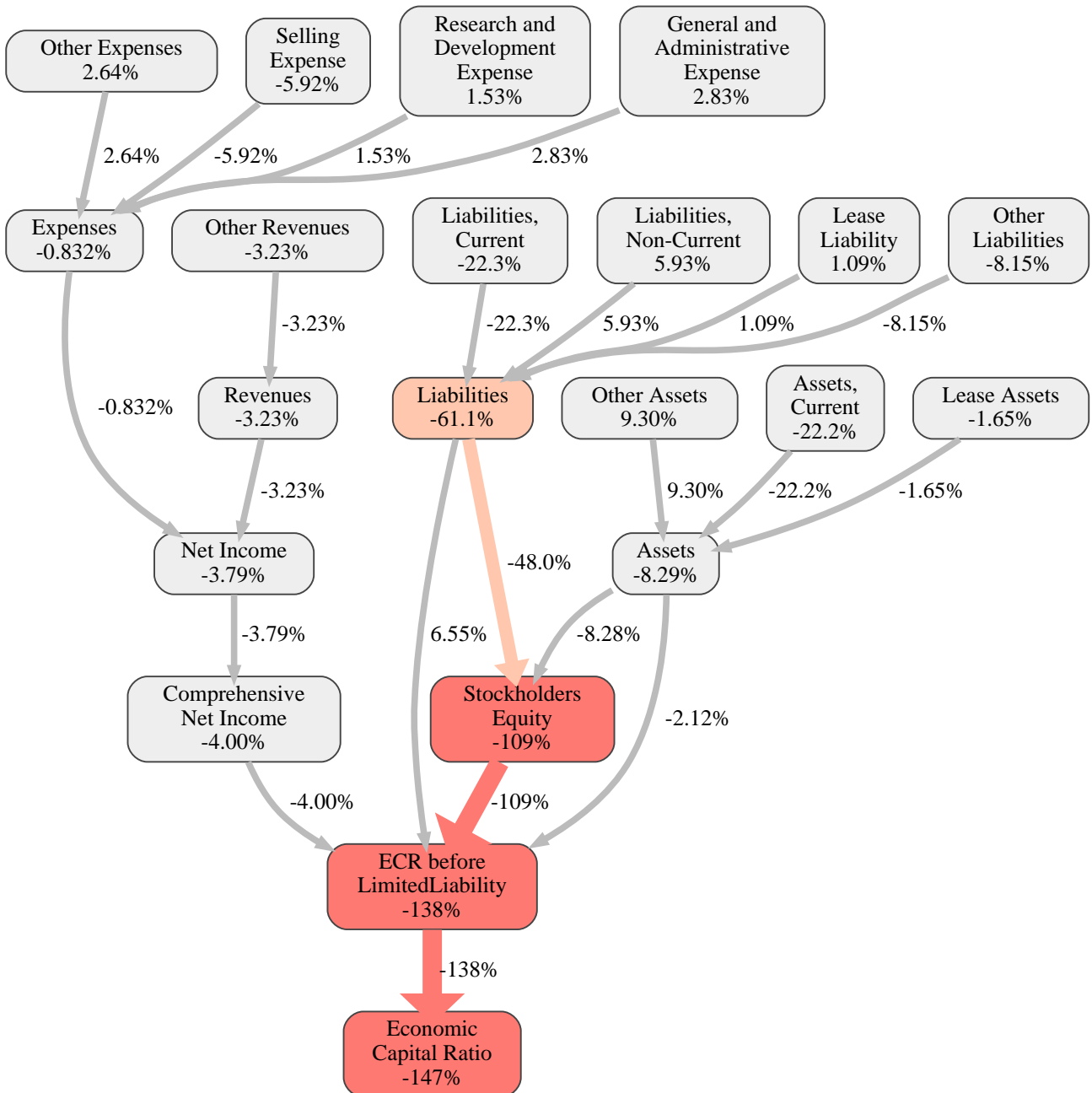




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Bright Mountain Media Inc Rank 65 of 72





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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 Other Assets, increasing the Economic Capital Ratio by 9.3% points. The greatest weakness of Bright Mountain Media Inc is the variable Stockholders Equity, reducing the Economic Capital Ratio by 109% points.

The company's Economic Capital Ratio, given in the ranking table, is 111%, being 147% points below the market average of 258%.

Input Variable	Value in 1000 USD
Assets, Current	5,258
Assets, Non-Current	243
Cost of Goods and Services Sold	6,323
General and Administrative Expense	0
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	23,070
Liabilities, Non-Current	0
Other Assets	26,064
Other Compr. Net Income	-419
Other Expenses	0
Other Liabilities	15,218
Other Net Income	-93
Other Revenues	12,925
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	18,508

Output Variable	Value in 1000 USD
Assets	31,564
Liabilities	38,287
Expenses	24,832
Revenues	12,925
Stockholders Equity	-6,723
Net Income	-12,000
Comprehensive Net Income	-12,419
BaseVar	54,060
ECR before LimitedLiability	-80%
Economic Capital Ratio	111%