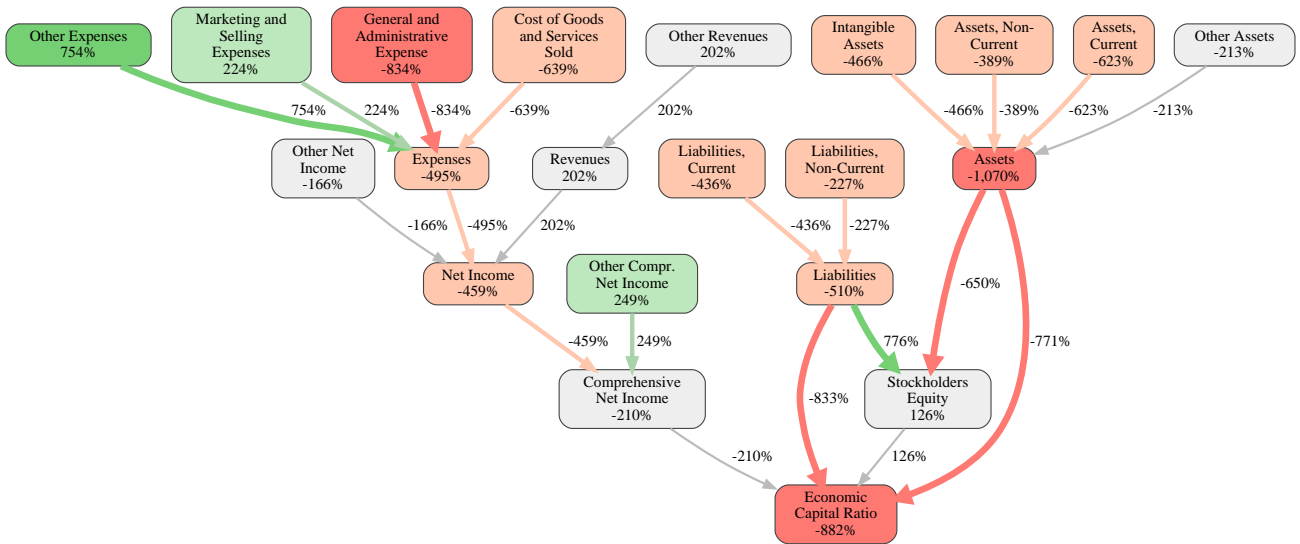




# ADVERTISING 2018

NowNews Digital Media Technology  
Co. Ltd.  
Rank 23 of 27





## ADVERTISING 2018

### NowNews Digital Media Technology Co. Ltd. Rank 23 of 27

The relative strengths and weaknesses of NowNews Digital Media Technology Co. Ltd. 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 NowNews Digital Media Technology Co. Ltd. compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 754% points. The greatest weakness of NowNews Digital Media Technology Co. Ltd. is the variable General and Administrative Expense, reducing the Economic Capital Ratio by 834% points.

The company's Economic Capital Ratio, given in the ranking table, is -1,428%, being 882% points below the market average of -546%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	992	Assets	1,357
Assets, Non-Current	0	Liabilities	2,832
Cost of Goods and Services Sold	3,116	Expenses	8,532
General and Administrative Expense	4,289	Revenues	3,751
Intangible Assets	22	Stockholders Equity	-1,475
Liabilities, Current	2,829	Net Income	-4,780
Liabilities, Non-Current	0	Comprehensive Net Income	-3,947
Marketing and Selling Expenses	0	Economic Capital Ratio	-1,428%
Other Assets	67		
Other Compr. Net Income	833		
Other Expenses	1,127		
Other Liabilities	3.4		
Other Net Income	1.3		
Other Revenues	3,751		
Property, Plant and Equipment	276		