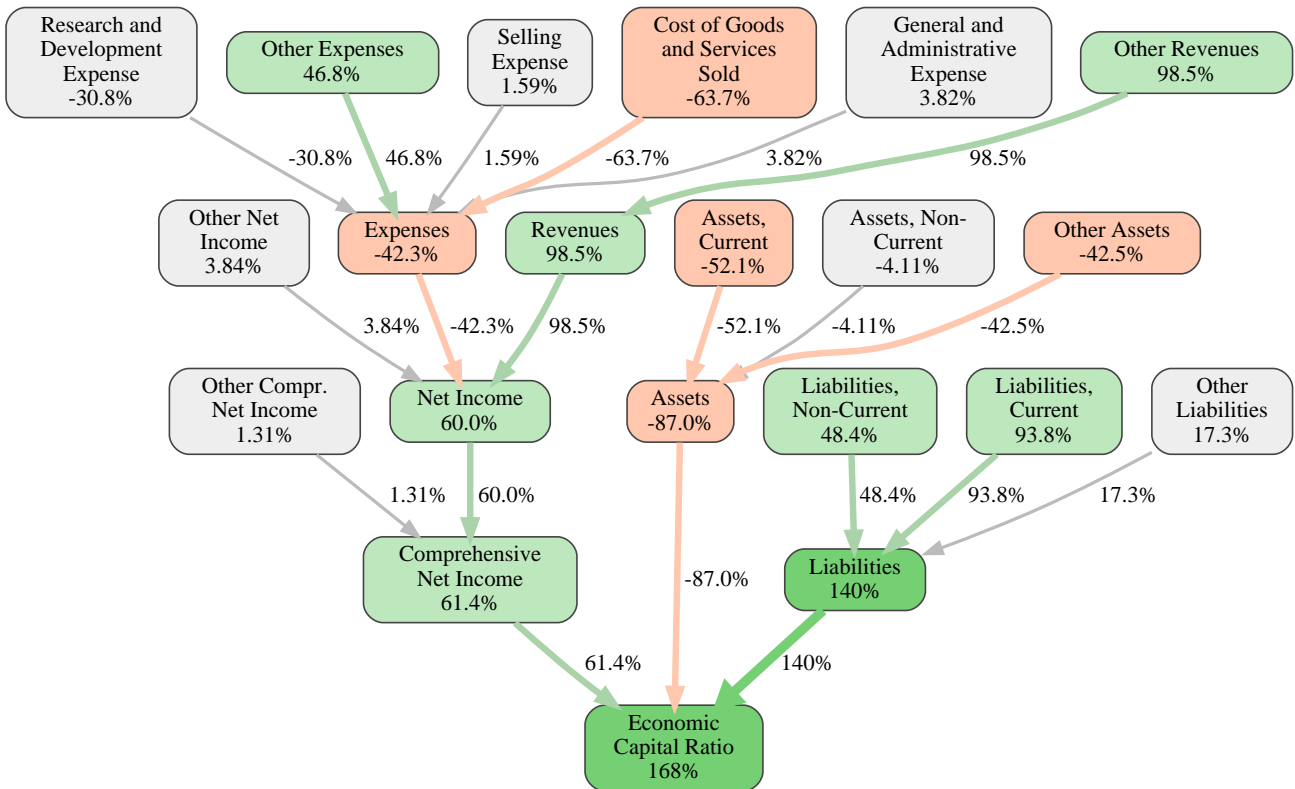




RealRate

PROGRAMMING 2017

Synacor Inc.
Rank 31 of 51





PROGRAMMING 2017

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The relative strengths and weaknesses of Synacor 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 Synacor Inc. compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 99% points. The greatest weakness of Synacor Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 64% points.

The company's Economic Capital Ratio, given in the ranking table, is 119%, being 168% points above the market average of -49%.

Input Variable	Value in 1000 USD
Assets, Current	46,563
Assets, Non-Current	1,650
Cost of Goods and Services Sold	59,146
General and Administrative Expense	19,695
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	43,584
Liabilities, Non-Current	5,235
Other Assets	45,186
Other Compr. Net Income	-19
Other Expenses	10,772
Other Liabilities	4,931
Other Net Income	-42
Other Revenues	127,373
Property Plant and Equipment	0
Research and Development Expense	25,612
Selling Expense	22,846

Output Variable	Value in 1000 USD
Assets	93,399
Liabilities	53,750
Expenses	138,071
Revenues	127,373
Stockholders Equity	39,649
Net Income	-10,740
Comprehensive Net Income	-10,759
Economic Capital Ratio	119%