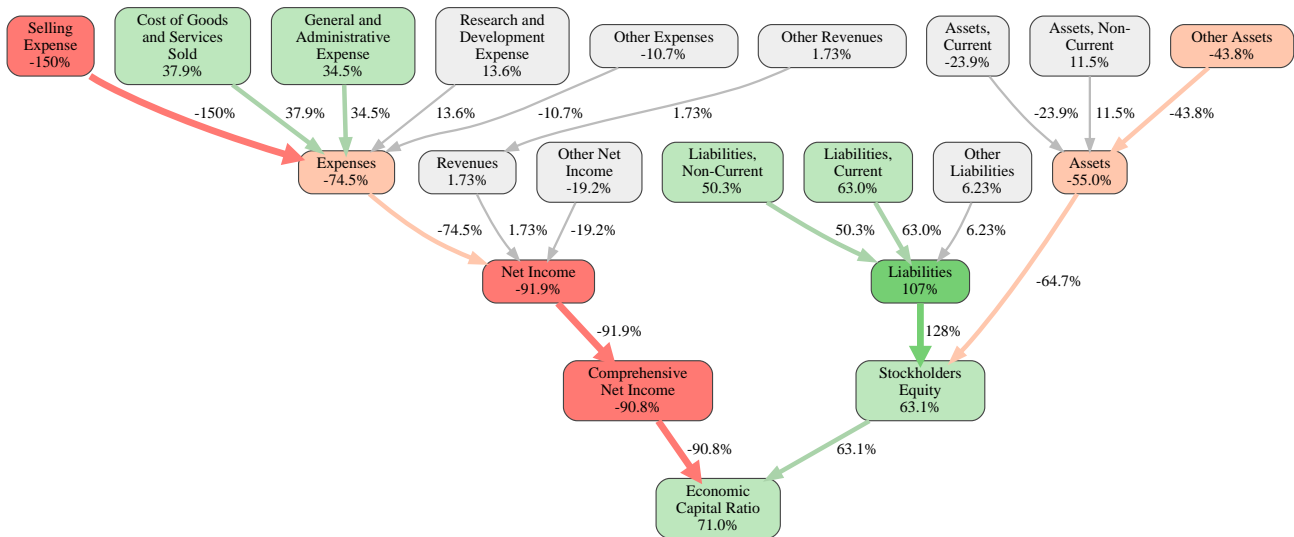




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Bright Mountain Media Inc. Rank 34 of 51





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Rank 34 of 51



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, Current, increasing the Economic Capital Ratio by 63% points. The greatest weakness of Bright Mountain Media Inc. is the variable Selling Expense, reducing the Economic Capital Ratio by 150% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 71% points above the market average of -49%.

| 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 |
| Economic Capital Ratio | 21% |