





The relative strengths and weaknesses of Activision Blizzard 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 Activision Blizzard Inc. compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 240% points. The greatest weakness of Activision Blizzard Inc. is the variable Long-term Debt, reducing the Economic Capital Ratio by 86% points.

The company's Economic Capital Ratio, given in the ranking table, is 401%, being 662% points above the market average of -261%.

<b>Input Variable</b>	<b>Value in 1000 USD</b>
Assets, Current	10,565,000
Assets, Noncurrent	641,000
General and Administrative Exp.	784,000
Intangible Assets	10,216,000
Liabilities, Current	3,518,000
Long-term Debt	4,554,000
Other Assets	1,478,000
Other Compr. Net Income	-3,000
Other Expenses	2,773,000
Other Liabilities	0
Other Net Income	-118,000
Other Revenues	8,086,000
Property, Plant and Equipment, Net	209,000
Research and Development Exp.	1,150,000
Selling and Marketing Exp.	1,064,000

<b>Output Variable</b>	<b>Value in 1000 USD</b>
Liabilities	8,072,000
Assets	23,109,000
Expenses	5,771,000
Revenues	8,086,000
Stockholders Equity	15,037,000
Net Income	2,197,000
Comprehensive Net Income	2,194,000
Economic Capital Ratio	401%