

REGISTERED NUMBER: 02725173 (England and Wales)

Report of the Directors and  
Financial Statements for the Year Ended 31 December 2009  
for  
British Market Research Bureau Limited

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British Market Research Bureau Limited

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for the Year Ended 31 December 2009

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British Market Research Bureau Limited

Company Information  
for the Year Ended 31 December 2009

**DIRECTORS.**

A J Brown  
M A Wild

**SECRETARY:**

Kantar Media UK Ltd

**REGISTERED OFFICE:**

Ealing Gateway  
26-30 Uxbridge Road  
Ealing  
London  
W5 2AU

**REGISTERED NUMBER.**

02725173 (England and Wales)

British Market Research Bureau Limited

Report of the Directors  
for the Year Ended 31 December 2009

The directors present their report with the financial statements of the company for the year ended 31 December 2009

**DIRECTORS**

A J Brown has held office during the whole of the period from 1 January 2009 to the date of this report


Other changes in directors holding office are as follows

M A Wild - appointed 12 February 2009

A R Payne - resigned 12 February 2009

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

**ON BEHALF OF THE BOARD:**



MA Wild for and on behalf of  
**Kantar Media UK Ltd - Secretary**

27 July 2010

British Market Research Bureau Limited

Balance Sheet

31 December 2009

	Notes	31 12 09 £	31 12 08 £
<b>CURRENT ASSETS</b>			
Amount due from immediate holding company		<u>2</u>	<u>2</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>2</u>	<u>2</u>
<b>CAPITAL AND RESERVES</b>			
Capital up share capital	2	<u>2</u>	<u>2</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>2</u>	<u>2</u>

The company is entitled to exemption from audit under Section 480 of the Companies Act 2006 for the year ended 31 December 2009

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2009 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved by the Board of Directors on 27 July 2010 and were signed on its behalf by



M A Wild - Director

Profit and Loss Account

for the Year Ended 31 December 2009

During the financial year and the preceding financial year the company has not traded and has received no income and incurred no expenditure. Consequently, during those periods the company has made neither a profit nor a loss

The notes form part of these financial statements

**1 ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The company trades as an agent of Kantar Media UK Ltd, which has agreed to reimburse to the company the cost of carrying on business as its agent and to indemnify the company against all claims made against the company arising out of the proper and due performance of its duties in return for receiving all the revenues of the company. Consequently, the company made neither a profit nor a loss during the year. The directors did not receive any emoluments in respect of their services to the company.

**2 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid		Nominal value	31 12 09	31 12 08
Number	Class		£	£
2	Ordinary	1	<u>2</u>	<u>2</u>

**3 ULTIMATE PARENT COMPANY**

The ultimate holding company is WPP Group Plc, a company incorporated in Great Britain. The immediate holding company is Kantar Media UK Ltd, incorporated in Great Britain.