

Advent Media Limited

Report and Financial Statements

31 December 2010

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COMPANIES HOUSE

Advent Media Limited

Registered No 03198565

DIRECTORS

B G McCarthy
A D Jeakings

SECRETARY

J O Ellison

REGISTERED OFFICE

Prospect House
Rouen Road
Norwich
Norfolk
NR1 1RE

DIRECTORS' REPORT

The directors present their report and the financial statements for the year ended 31 December 2010

PRINCIPAL ACTIVITY AND REVIEW OF BUSINESS

The company did not trade during the year

DIRECTORS

The directors who held office during the year were as follows

A D Jeakings
B G McCarthy

STATEMENT OF DIRECTORS' RESPONSIBILITIES IN RESPECT OF THE FINANCIAL STATEMENTS

The directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under the law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements,
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the company will continue in business.

The directors are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By order of the board



J O Ellison
Secretary

17 June 2011

Advent Media Limited

BALANCE SHEET AT 31 DECEMBER 2010

	Notes	2010 £	2009 £
CURRENT ASSETS			
Amounts due from fellow subsidiary undertaking		118,500	118,500
NET ASSETS		<u>118,500</u>	<u>118,500</u>
CAPITAL AND RESERVES			
Called up share capital	3	91,334	91,334
Share premium		27,166	27,166
Profit and loss account		-	-
SHAREHOLDERS' FUNDS		<u>118,500</u>	<u>118,500</u>

For the year ended 31 December 2010 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies

No members have required the company to obtain an audit of its financial statements for the period in question in accordance with section 476 of the Companies Act 2006

The directors acknowledge their responsibility for

- a) Ensuring the company keeps accounting records which comply with section 386,
- b) Preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of its financial year, and of its profit and loss for the financial year in accordance with section 393, and which otherwise comply with the requirements of the Companies Act relating to financial statements, so far as applicable to the company

These financial statements were approved by the Board of Directors on 17 June 2011 and signed on their behalf by



B G McCarthy
Director

Advent Media Limited

NOTES TO THE FINANCIAL STATEMENTS AT 31 DECEMBER 2010

1 ACCOUNTING POLICIES

Basis of preparation

The financial statements are prepared under the historical cost convention and are drawn up in accordance with United Kingdom Generally Accepted Accounting Practice

2 PROFIT AND LOSS ACCOUNT

The company has not traded during the year and accordingly it has made neither a profit nor a loss. No profit and loss account has therefore been prepared

3 SHARE CAPITAL

	2010	2009
	£	£
<i>Allotted, called up and fully paid</i>		
Ordinary shares of £1 each	91,334	91,334

4 HOLDING COMPANY

At 31 December 2010, the parent undertaking for which group financial statements are drawn up and of which the company was a member was Archant Limited, registered in England and Wales. Copies of that company's financial statements can be obtained from The Registrar, Companies House, Crown Way, Mandy, Cardiff

5 RELATED PARTY TRANSACTIONS

The company has taken advantage of the exemption in paragraph 3 of FRS 8 on the grounds that it is a wholly owned subsidiary