

**MONITORING MEDIA LIMITED**

**UNAUDITED**

**ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2010**

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## MONITORING MEDIA LIMITED

### CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR ON THE UNAUDITED ABBREVIATED ACCOUNTS OF MONITORING MEDIA LIMITED

In accordance with the engagement letter dated 28 October 2008 and in order to assist you to fulfil your duties under the Companies Act 2006 we have compiled the abbreviated accounts of the company for the year ended 31 March 2010, which comprise the abbreviated balance sheet and the related notes, from the unaudited financial statements of the company prepared for members

This report is made to the company's board of directors, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the abbreviated accounts that we have been engaged to compile, report to the company's board of directors that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company's board of directors, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

We have not carried out an audit of the abbreviated accounts or the financial statements from which they have been compiled. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the abbreviated accounts.

PKF (UK) LLP

PKF (UK) LLP  
Cardiff, UK

Dated 14 December 2010

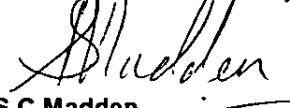
**MONITORING MEDIA LIMITED**  
**REGISTERED NUMBER: 4683775**

**ABBREVIATED BALANCE SHEET**  
**AS AT 31 MARCH 2010**

	Note	£	2010 £	£	2009 £
<b>FIXED ASSETS</b>					
Tangible fixed assets	3		10,923		13,145
<b>CURRENT ASSETS</b>					
Debtors	4	175,665		129,830	
Cash at bank		-		16,019	
		<u>175,665</u>		<u>145,849</u>	
<b>CREDITORS:</b> amounts falling due within one year	5	<u>(232,714)</u>		<u>(132,396)</u>	
<b>NET CURRENT (LIABILITIES)/ASSETS</b>			<u>(57,049)</u>		<u>13,453</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(46,126)</u>		<u>26,598</u>
<b>CREDITORS.</b> amounts falling due after more than one year			<u>(27,890)</u>		<u>(27,890)</u>
<b>PROVISIONS FOR LIABILITIES</b>					
Deferred tax			<u>(602)</u>		<u>(1,099)</u>
<b>NET LIABILITIES</b>			<u><u>(74,618)</u></u>		<u><u>(2,391)</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	6		10,000		10,000
Profit and loss account			<u>(84,618)</u>		<u>(12,391)</u>
<b>SHAREHOLDERS' DEFICIT</b>			<u><u>(74,618)</u></u>		<u><u>(2,391)</u></u>

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act. The director acknowledges his responsibility for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 March 2010 and of its loss for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company.

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 were approved and authorised for issue by the board and were signed on its behalf on *the 9<sup>th</sup> December 2010*

  
**S C Madden**  
 Director

The notes on pages 3 to 5 form part of these financial statements

## **MONITORING MEDIA LIMITED**

### **NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2010**

#### **1 ACCOUNTING POLICIES**

##### **1.1 Basis of preparation of financial statements**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

##### **1.2 Turnover**

Turnover comprises revenue recognised by the company in respect of media auditing and related services supplied, exclusive of Value Added Tax and trade discounts

Turnover is recognised at point of invoicing once the service has been provided

##### **1.3 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Office equipment	-	25%	straight line
Other fixed assets	-	25%	straight line

##### **1.4 Deferred taxation**

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

#### **2. GOING CONCERN**

The director has considered the adequacy of the company's financial position in connection with the net liability position at the balance sheet date. The director has considered the most recent management accounts, which indicate a return to solvency, and is confident that the company will continue to trade profitably in the future

Taking into account the above, the director considers it appropriate to prepare these financial statements on a going concern basis

**MONITORING MEDIA LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 MARCH 2010**

**3 TANGIBLE FIXED ASSETS**

	£
<b>Cost</b>	
At 1 April 2009	58,857
Additions	1,419
	<u>60,276</u>
At 31 March 2010	
<b>Depreciation</b>	
At 1 April 2009	45,712
Charge for the year	3,641
	<u>49,353</u>
At 31 March 2010	
<b>Net book value</b>	
At 31 March 2010	<u>10,923</u>
At 31 March 2009	<u>13,145</u>

**4 DEBTORS**

Loans to directors included in other debtors above are disclosed in the related parties note to the financial statements

**5 CREDITORS.**

**Amounts falling due within one year**

The bank loan and overdraft are secured by a debenture over the company's assets

**6. SHARE CAPITAL**

	2010 £	2009 £
<b>Allotted, called up and fully paid</b>		
10,000 Ordinary shares of £1 each	<u>10,000</u>	<u>10,000</u>

**MONITORING MEDIA LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 MARCH 2010**

**7. RELATED PARTY TRANSACTIONS**

The company had the following transactions with it's directors and major shareholders

S C Madden (director)

- Dividends received - £nil (2009 - £14,850)
- Loan due to company - £51,239 (2009 - £53,758) The maximum outstanding during the year was £85,757

S C Madden has provided personal guarantees to the bank in respect of all bank borrowings of the company

P Burton (major shareholder)

- Dividends received - £nil (2009 - £14,847)
- Loan due to company - £29,739 (2009 - £29,739)