# Freesat (UK) Limited

Directors' report and financial statements Registered number 6250097 Year ended 31 March 2015

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# Strategic report

#### Principal activity

The principal activity of the Company during the year was to provide a universally available free to air satellite platform in the UK.

#### **Business review**

#### Summary

The company, Freesat, is a joint venture between the UK's leading broadcasters ITV and the BBC, offering over 200 subscription free satellite channels to over 1.9 million homes in the UK; including On Demand and connected services ranging from BBC iPlayer to YouTube.

Freesat aims to provide UK homes with access to the best of Free To Air (FTA) content through its next generation connected TV service, Freetime, which has features such as the Backwards EPG and the editorially curated recommendation service, Showcase.

Freetime is available within smart TVs and set top boxes and more recently, its features are accessible through the Freetime Mobile companion app to help UK FTA viewers quickly find even more great things to watch.

#### 2014/15 Milestones

The Company's focus for the past year has been to develop the Freetime brand, product and features available, to enhance the Freesat offering and raise its appeal amongst the FTA UK audience.

Significantly, Freetime was made available in all new Panasonic VIERA smart TVs for the first time this year. The Panasonic agreement created the first FTA connected TV service allowing viewers to enjoy the great benefits of Freesat's Freetime service whether they take their TV channels by aerial (Freeview) or satellite (Freesat).

Within retail, Freesat had an exceptional year with set top box sales exceeding the market and growing year on year. This was driven by Freetime set top box sales, which now account for over 50% (2014: 41%) of all Freesat set top box sales, underlining its appeal to customers.

The reach of the Freetime mobile app continued to grow, it achieved in excess of 500,000 downloads, galvanised by the launch of the Android and Kindle versions in the summer of 2014.

Platform improvements continued during the year with new features making FTA TV content more accessible and convenient for viewers. Showcase 2.0 was rolled out across all Freetime devices and Mobile Apps in September 2014. This update increased engagement with the service, which continues to drive viewers to the best of linear TV. The Remote Record Button launched in January 2015 and provides customers with the ability to record their favourite shows through social media promotions on Twitter and email recommendations from Freesat's Your TV Week.

Freesat's portfolio of channels and services totals over 200 and offers a varied choice of news and entertainment, including 11 free HD channels.

Additional channels and services that have joined Freesat include the launch of new services on Freetime such as Curzon Cinema and Hopster; plus new linear TV channels such as ITVBe, ITVBe +1, 5\* +1, True Drama, Pick +1 and Tiny Pop +1.

Since the Company's launch, manufacturing partners have sold over 4.0 million receivers, which means that Freesat is now watched in over 1.9 million homes.

Freesat has the highest level of customer satisfaction in the market, as this continues to track above 85% and over eight out of ten Freesat viewers have recommended the service to others.

The results of the Company show a pre-tax loss of £5.2 million (2014: £8.2 million) based on turnover of £7.5 million (2014: £7.1 million).

#### Principal risks and uncertainties

The major risks for the Company in the short to medium term are:

1) Competition: the Company operates in a highly competitive environment with rivals that have significantly larger budgets. Despite this, Freesat is committed to grow the number of homes by using innovative and targeted marketing to promote the features and benefits of Freetime to UK consumers.

- 2) Reliance on one key revenue stream: any shift in market conditions or the economic climate could have a significant impact (positive or negative) to the Company's revenue potential. The management team are aware of this risk and considering ways to diversify and reduce the exposure.
- 3) Change in regulation: Freesat operates within a regulated environment and could be adversely impacted by any change in rules enacted by OfCom. The Company continually monitors wider regulatory issues within the industry to assess the likely impact to the business.

#### **Future outlook**

The outlook for the business in the forthcoming year is positive and Freesat's continuing growth demonstrates the strong appeal of premium TV on a subscription-free basis.

Freesat's offering is an attractive option for those who are switching away from expensive pay TV packages. Freesat occupies a unique place in the market for those that want great, free satellite television delivered through innovative, simple equipment. Sales continue to grow, attracting new customers to satellite TV, as well as those seeking to make use of their existing satellite dish.

Going forward, Freesat will continue to evolve its proposition by delivering new products, new features, new channels, new content (including Pay As You Go Video On Demand) and new services, as well as maturing it's direct relationships with customers in order to meet the ever-changing needs of viewers.

By order of the Board

P Badala Secretary 23-24 Newman Street London

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# **Directors' report**

The directors present their directors' report and audited financial statements for the year ended 31 March 2015.

#### Proposed dividend

The directors do not recommend the payment of a dividend (2014: £nil).

### Policy and practice on payment of creditors

It is the policy of the Company to pay creditors within 30 days of the invoice date. At the year end, there were 7 days (2014: 16 days) purchases in trade creditors.

#### Directors

The directors who held office during the year and to the date of this report were as follows:

BS Samra R Hoyle K Wen

(resigned 22<sup>nd</sup> April 2015)

M Brooke

C Swords (appointed 22<sup>nd</sup> April 2015)

#### Political and charitable contributions

The Company made no political or charitable donations or incurred any political expenditure during the financial year.

#### Disclosure of information to auditors

The directors who held office at the date of approval of this directors' report confirm that, so far as they are each aware, there is no relevant audit information of which the Company's auditors are unaware; and each director has taken all the steps that they ought to have taken as a director to make themselves aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

## Auditors

Pursuant to Section 487 of the Companies Act 2006, the auditors will be deemed to be reappointed and KPMG LLP will therefore continue in office.

By order of the Board

P Badala Secretary 23-24 Newman Street London

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# Statement of directors' responsibilities in respect of the Directors' Report and 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 that law they have elected to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice).

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 these financial statements, the Directors are required to:

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

The Directors are responsible for keeping adequate 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 have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Company and to prevent and detect fraud and other irregularities.

# Independent auditor's report to the members of Freesat (UK) Limited

We have audited the financial statements of Freesat (UK) Limited for the year ended 31 March 2015 set out on pages 6 to 18. The financial reporting framework that has been applied in their preparation is applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice).

This report is made solely to the Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's 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 and the Company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

### Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement as set out on page 4, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit, and express an opinion on, the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

#### Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at www.frc.org.uk/auditscopeukprivate.

#### Opinion on the financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2015 and of its loss for the year then ended:
- · have been properly prepared in accordance with UK Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

### Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- · the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- · we have not received all the information and explanations we require for our audit
- the directors were not entitled to take advantage of the small companies exemption in not preparing a strategic report.

John Edwards, (Senior Statutory Auditor)

for and on behalf of KPMG LLP, Statutory Auditor

**Chartered Accountants** 

15 Canada Square

London

E14 5GL

**United Kingdom** 

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# Profit and Loss Account for the year ended 31 March 2015

		2015	2014
	<u>Note</u>	£000	<u>0003</u>
Turnover	1,2	7,561	7,124
Cost of sales		(4,101)	(5,541)
Gross profit		3,460	1,583
Administrative expenses		(7,937)	(9,088)
Operating loss	3	(4,477)	(7,505)
Interest receivable	6	8	8
Interest payable	7	(738)	(663)
Loss on ordinary activities before taxation	3	(5,207)	(8,160)
Tax credit on loss on ordinary activities	8	`1,077 <sup>*</sup>	`1,858 <sup>´</sup>
Loss after taxation	13	(4,130)	(6,302)

The operating loss for the year arises from the Company's continuing operations.

No separate Statement of Total Recognised Gains and Losses has been presented as all such gains and losses have been presented in the profit and loss account.

Notes on pages 9 to 18 form part of the financial statements

# Balance Sheet as at 31 March 2015

Fixed assets Tangible assets	<u>Note</u> 9	2015 <u>£000</u>	2015 <u>£000</u> 221	2014 <u>£000</u>	2014 <u>£000</u> 290
Current assets Debtors (including £185,000 (2014: £185,000) due after more than one year) Cash at bank and in hand	10	15,914 4,409		14,849 4,956	·
Creditors: amounts falling due within one year	11	20,323 (63,248)		19,805 (58,669)	
Net current liabilities			(42,925)		(38,864)
Total assets less current liabilities			(42,704)		(38,574)
Net liabilities			(42,704)		(38,574)
Capital and reserves Called up share capital Profit and loss account	12 13		(42,704)		(38,574)
Shareholders' deficit			(42,704)		(38,574)

These financial statements were approved by the board of directors and authorised for issue on 12 5we 2015 and were signed on its behalf by:

Balraj Samra Director

Notes on pages 9 to 18 form part of the financial statements

# Cash Flow Statement for the year ended 31 March 2015

	<u>Note</u>	2015 £000	2015 £000	2014 £000	2014 <u>£000</u>
Net cash outflow from operating activities	14		(4,493)		(7,232)
Returns on investments and servicing of final Interest received	nce	8		8	
-Net cash inflow from returns on investment a servicing of finance	nd		8		8
Capital expenditure and financial investment			(62)		(115)
Net cash outflow before financing			(4,547)		(7,339)
Financing Shareholders' loans		4,000		7,304	
Net cash inflow from financing			4,000		7,304
Decrease in cash in the year			(547)		(35)
Reconciliation of net cash flow for the year ended 31 March 2015	to moven	nent in ne	et debt		
	<u>Note</u>		2015 £000		2014 £000
Decrease in cash in the year Cash flow from movement in debt Non cash movement in debt	15 15		(547) (4,000) (738)		(35) (7,304) (663)
Movement in net debt in the year			(5,285)		(8,002)
Net debt at beginning of the year		·	(45,307)		(37,035)
Net debt at end of the year			(50,322)		(45,037)

Notes on pages 9 to 18 form part of the financial statements

## **Notes**

## (forming part of the financial statements)

#### 1 Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements.

#### Basis of preparation

The financial statements have been prepared in accordance with applicable accounting standards and under the historical cost accounting rules.

The Company has net liabilities of £42,703,961 (2014: £38,573,569) and net current liabilities of £42,925,250 (2014: £38,863,857), of which shareholders' loans represent £54,731,361 (2014: £49,993,000) (see note 11).

Notwithstanding these facts, the financial statements have been prepared on the going concern basis, which the directors believe to be appropriate for the following reasons.

The Company is dependent for its working capital on funds provided to it by BBC Free to View (Satellite) Limited and ITV Broadcasting Limited, the Company's shareholders. BBC Free to View (Satellite) Limited and ITV Broadcasting Limited have indicated to the Company that for at least 12 months from the date of approval of these financial statements, they will continue to make available such funds as are needed by the Company and in particular will not seek repayment of the amounts currently made available. The directors consider that this should enable the Company to continue in operational existence for the foreseeable future by meeting its liabilities as they fall due for payment. As with any Company placing reliance on related entities for financial support, the directors acknowledge that there can be no certainty that this support will continue although, at the date of approval of these financial statements, they have no reason to believe that it will not do so.

Based on these indications the directors believe that it remains appropriate to prepare the financial statements on a going concern basis. However, the continued availability of shareholder support represents a material uncertainty that may cast significant doubt on the Company's ability to continue as a going concern and, therefore, to continue realising its assets and discharging its liabilities in the normal course of business. The financial statements do not include any adjustments that would result from the basis of preparation being inappropriate.

#### Fixed assets and depreciation

Depreciation is provided to write off the cost less the estimated residual value of tangible fixed assets by equal instalments over their estimated useful economic lives as follows:

Leasehold land and buildings - life of lease or useful economic life of assets, if shorter

Plant and machinery - over 3 years
Fixtures, fittings, tools and equipment - over 4 years
Motor vehicles - over 4 years

#### Stock

Stocks of Freesat approved receivers are stated at the lower of cost and net realisable value. Cost includes all direct costs in bringing the stocks to their present location and condition. Net realisable value is based on estimated selling price less any further cost expected to be incurred on disposal.

#### Leases

Operating lease rentals are charged to the profit and loss account on a straight line basis over the period of the lease.

## Post-retirement benefits

The Company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The amount charged to the profit and loss account represents the contributions payable to the scheme in respect of the accounting period.

## 1 Accounting policies (continued)

#### **Taxation**

The credit for taxation is based on the loss for the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes.

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes which have arisen but not reversed by the balance sheet date, except as otherwise required by FRS 19.

#### **Turnover**

Turnover which is stated net of value added tax, represents annual subscription fees and registration fees invoiced to broadcasters.

Annual subscription fees are paid in advance and treated as deferred income. The deferred income is recognised as revenue in the profit and loss account in equal monthly instalments over the period of the subscription contract.

#### Cash and liquid resources

Cash comprises cash in hand and deposits repayable on demand.

#### 2 Analysis of turnover

Decontribute	2015 <u>£000</u>	2014 £000
By activity Electronic Program Guide fees Registration fees	7,227 27	6,985 28
Other	307	111
	7,561	7,124 
By geographical market UK	7,561	7,124
·		. 7,124

# 3 Notes to the profit and loss account

Loss on ordinary activities before taxation is stated after charging:	2015 <u>£000</u>	2014 <u>£000</u>
Depreciation of owned tangible fixed assets Operating lease payments	131 166	104 166
Auditor's remuneration:		
	2015 £000	2014 £000
Audit of these financial statements	19	23

## 4 Remuneration of directors

No emoluments were paid to the directors during the financial year (2014: £nil).

## 5 Staff numbers and costs

The average number of persons employed by the Company (including directors) during the year, analysed by category, was as follows:

Number of employees

	,	
	Year Ended <u>2014</u>	Year ended 2014
Management and administration	10	11
Marketing	10	10
Technical	10	11
	30	32
The aggregate payroll costs of these persons were as follows:		
	2015	2014
	£000	£000
Wages and salaries	2,355	2,171
Social security costs	289	259
Pension costs	130	· 127
Other benefits	26	17
	2,800	2,574
	_,	_,

# 6 Interest receivable

	2015	2014
	<u>£000</u>	<u>£000</u>
Bank interest receivable	8	8
7 Interest payable		
	2015	2014
	£000	£000
Interest payable on shareholders' loans	738	663
		•
8 Taxation		
Analysis of credit in year		
,		
·	2015 <u>£000</u>	2014 <u>£000</u>
UK corporation tax		
Current tax credit on loss for year	(1,076)	(1,863)
Adjustments in respect of previous years	•	-
Total current tax credit	(1,076)	(1,863)
Deferred tax		
Origination/reversal of timing differences	(14)	(9)
Tax rate reduction Adjustment in respect of previous years	14 (1)	15 (1)
Aujustilient in respect of previous years	(1)	(1)
Total deferred tax	(1)	5
Total solution and		
Tax credit on loss on ordinary activities	(1,077)	(1,858)
·		

## 8 Taxation (continued)

Factors affecting the tax credit for the current year

The current tax credit for the year is lower (2014: lower) than the standard rate of corporation tax in the UK 21% (2014: 23%). The differences are explained below.

	2015 £000	2014 <u>£000</u>
Current tax reconciliation	<del></del>	<del></del> .
Loss on ordinary activities before tax	(5,207)	(8,160)
Current tax at 21% (2014: 23%)	(1,093)	(1,877)
Effects of:		
Expenses not deductible for tax purposes	3	5
Depreciation in excess of capital allowances	14 	9
Total current tax credit (see above)	(1,076)	(1,863)
The elements of deferred taxation are as follows:		
	2015	2014
	<u>0003</u>	£000
Accelerated capital allowances	25	24

A deferred tax asset of £25,000 (2014: £24,000) exists at the year end (see note 10).

Reductions in the UK corporation tax rate from 26% to 24% (effective from 1 April 2012) and to 23% (effective 1 April 2013) were substantively enacted on 26 March 2012 and 3 July 2012 respectively. Further reductions to 21% (effective from 1 April 2014) and 20% (effective from 1 April 2015) were substantively enacted on 2 July 2013. This will reduce the company's future current tax charge accordingly. The deferred tax asset at 31 March 2015 has been calculated based on the rate of 20% substantively enacted at the balance sheet date.

# 9 Tangible fixed assets

	Leasehold improvements £000	Plant and machinery £000	Fixtures, fittings, tools and equipment £000	Motor vehicles £000	Total <u>£000</u>
Cost	296	402	28	66	792
As at 1 April 2014 Additions	290	402 61	26 1	00	792 62
Disposals	-	(2)			(2)
As at 31 March 2015	296	461	29	66	852
Depreciation	(140)	(007)	(44)		
As at 1 April 2014	(118) (61)	(307)	(11)	(66)	(502) (131)
Charge for year Disposed	(01)	(63) 2	(7)	- -	2
As at 31 March 2015	(179)	. (368)	(18)	(66)	(631)
Net book value				<del></del>	
As at 31 March 2015	<u>117</u>	93		<u> </u>	
As at 31 March 2014	178	95	17	-	290
10 Debtors				·	
				2015 £000	2014 £000
Trade debtors				2,474	2,342
Rent deposit				185	185
Amounts due from related parties				13,050	12,022
Deferred tax asset (see note 8) Other debtors				25 2	24 28
Prepayments and accrued income				178	248
				15,914	14,849
•					

Debtors include a rent deposit of £185,000 (2014: £185,000) due after more than one year.

## 11 Creditors: amounts falling due within one year

	2015 <u>£000</u>	2014 £000
Trade creditors Other creditors Accruals and deferred income Shareholders' loans (note 18)	132 556 7,829 54,731	497 392 7,787 49,993
	63,248	58,669

Trade creditors include £nil (2014: £nil) payable to related parties due within one year.

Shareholders' loans are repayable on demand, but both shareholders have indicated that they will not seek repayment for the foreseeable future and in any event for a period of no less than twelve months from the date of approval of these financial statements.

## 12 Called up share capital

	2015 £	2014 £
Allotted, called up and fully paid 100 ordinary shares of £1 each	100	100
100 oraniary orial 50 of 21 oddin	, , , , , , , , , , , , , , , , , , , ,	

The Company has not issued any shares during the year.

## 13 Reserves

	Profit and loss Account	Profit and loss Account
	2015 £000	2014 <u>£000</u>
At beginning of year Loss for year	(38,574) (4,130)	(32,272) (6,302)
At end of year	(42,704)	(38,574)

14 Reconciliation of operating profit to net casl	n flow from operatin	g activities		
			2015 £000	2014 <u>£000</u>
Operating loss Depreciation charges			(4,477) 131	(7,505) 103
Profit on sale of fixed assets Decrease/(increase) in debtors (Decrease)/increase in creditors			13 (160)	(1,456) 1,625
Net cash outflow from operating activities			(4,493)	(7,233)
15 Reconciliation of movement in net debt				
13 Reconciliation of movement in her dest	At 1 April 2014 <u>£000</u>	Cash flow £000	Non-cash movements £000	At 31 March 2015 <u>£000</u>
Cash in hand Shareholders' loans (note 18)	4,956 (49,993)	(547) (4,000)	(738)	4,409 (54,731)
Total	(45,037)	(4,547)	(738)	(50,321)
16 Commitments				
Annual commitments under non-cancellable operation	ng leases are as follow	ws:	2015 <u>£000</u>	2014 <u>£000</u>
(a) Land and buildings operating leases which e	xpire:		2000	2000
Within one year In the second to fifth years inclusive Over five years			185 	- 185 -
			185	185
			2015	2014
(b) Transponder agreement which expires:			£000	£000
Within one year In the second to fifth years inclusive Over five years			2,000 -	2,000
		·	2,000	2,000

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## Notes (continued)

### 17 Defined contribution pension scheme

The Company operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the Company to the scheme which amounted to £129,663 (2014: £127,000).

As at 31 March 2015, pension contributions amounting to £16,592 (2014: £20,000) were payable by the company to the scheme and are included within other creditors.

## 18 Related party disclosures

The Company is a joint venture and is equally controlled by two shareholders, being BBC Free to View (Satellite) Limited (50%) and ITV Broadcasting Limited (50%).

The Company entered into the following related party transactions during the year.

Revenue	2015 £000	2014 £000
EPG revenue – BBC	1 <u>,</u> 608	1,608
Registration fees – BBC EPG revenue – ITV	8 914	8 914
Registration fees – ITV	5	5
	2,535 ———	2,535
Within administration expenses, Freesat incurred expenses that were recharged to	related parties as foll	ows:
	2015	2014
	<u>0003</u>	<u>£000</u>
BBC ITV	54 -	-

The Company had the following balances with the shareholders as at 31 March 2015:

	2015 <u>£000</u>	2014 <u>£000</u>
Debtors		
Trade debtors – BBC	1,210	1,210
Trade debtors - ITV Broadcasting Limited	483	531
Tax recoverable - BBC group relief	5,955	5,418
Tax recoverable - BBC Worldwide group relief	1,044	1,044
Tax recoverable - ITV group relief	4,358 <sup>5</sup>	3,819
	13,050	12,022

# 18 Related party disclosures (continued)

The Company had the following balances with the shareholders as at 31 March 2015:

	£000	£000
Creditors: amounts falling due within one year		
Shareholders' loans - BBC Free to View (Satellite) Limited	27,612	25,240
Shareholders' loans - ITV Broadcasting Limited	27,119	24,753
	<b>54</b> ,731	49,993