

REGISTERED NUMBER 02725173 (England and Wales)

Report of the Directors and
Financial Statements for the Year Ended 31 December 2010
for
British Market Research Bureau Limited

WEDNESDAY



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British Market Research Bureau Limited

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for the Year Ended 31 December 2010

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British Market Research Bureau Limited

Company Information
for the Year Ended 31 December 2010

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 2010

The directors present their report with the financial statements of the company for the year ended 31 December 2010

DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2010 to the date of this report

A J Brown
M A Wild

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:

A handwritten signature in black ink, reading "M.A. Wild". The signature is written in a cursive, slightly slanted style.

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

21 June 2011

British Market Research Bureau Limited

Balance Sheet

31 December 2010

	Notes	31 12 10 £	31 12 09 £
CURRENT ASSETS			
Amount due from immediate holding company		<u>2</u>	<u>2</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>2</u>	<u>2</u>
CAPITAL AND RESERVES			
Capital up share capital	2	<u>2</u>	<u>2</u>
SHAREHOLDERS' FUNDS		<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 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2010 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 21 June 2011 and were signed on its behalf by



M A Wild - Director

Profit and Loss Account

for the Year Ended 31 December 2010

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

Notes to the Financial Statements
for the Year Ended 31 December 2010

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 10	31 12 09
Number	Class		£	£
2	Ordinary	1	<u>2</u>	<u>2</u>

3 ULTIMATE PARENT COMPANY AND CONTROLLING PARTY

The ultimate parent company and ultimate controlling party is WPP Plc, a company incorporated in Jersey. The immediate parent company is Kantar Media UK Ltd, incorporated in Great Britain.