

**Company Registration No. 07088513 (England and Wales)**

**STEEL RIVER MEDIA LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2011**

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14/09/2012

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COMPANIES HOUSE

mercer & hole

**STEEL RIVER MEDIA LIMITED**

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**STEEL RIVER MEDIA LIMITED**

**INDEPENDENT AUDITORS' REPORT TO STEEL RIVER MEDIA LIMITED**

**UNDER SECTION 449 OF THE COMPANIES ACT 2006**

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We have examined the abbreviated accounts set out on pages 2 to 4, together with the financial statements of Steel River Media Limited for the year ended 31 December 2011 prepared under section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' 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, for our work, for this report, or for the opinions we have formed.

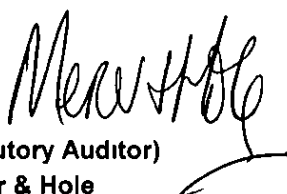
**Respective responsibilities of directors and auditors**

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

**Opinion**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.



**Paul Maberly (Senior Statutory Auditor)**  
for and on behalf of Mercer & Hole

13 June 2012

**Chartered Accountants**  
**Statutory Auditor**

International Press Centre  
76 Shoe Lane  
London  
EC4A 3JB

**STEEL RIVER MEDIA LIMITED**

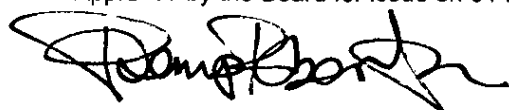
**ABBREVIATED BALANCE SHEET**

**AS AT 31 DECEMBER 2011**

	Notes	2011 £	£	2010 £	£
<b>Fixed assets</b>					
Investments	2	3,388,424		3,388,424	
<b>Current assets</b>					
Creditors' amounts falling due within one year		<u>(308,166)</u>		<u>(308,166)</u>	
<b>Net current liabilities</b>		<u>(308,166)</u>		<u>(308,166)</u>	
<b>Total assets less current liabilities</b>		<u>3,080,258</u>		<u>3,080,258</u>	
<b>Capital and reserves</b>					
Called up share capital	3	10,000		10,000	
Share premium account		<u>3,070,258</u>		<u>3,070,258</u>	
<b>Shareholders' funds</b>		<u>3,080,258</u>		<u>3,080,258</u>	

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006

Approved by the Board for issue on 31 May 2012



Mr Paul Kemp-Robertson  
Director

Company Registration No. 07088513

# STEEL RIVER MEDIA LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2011

### 1 Accounting policies

#### 1.1 Accounting convention

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

#### 1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

#### 1.3 Investments

Fixed asset investments are stated at cost less provision for diminution in value

#### 1.4 Group accounts

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The company has therefore taken advantage of the exemptions provided by section 399 of the Companies Act 2006 not to prepare group accounts.

### 2 Fixed assets

	Investments £
<b>Cost</b>	
At 1 January 2011 & at 31 December 2011	3,388,424
At 31 December 2010	3,388,424

#### Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies

Company	Country of registration or incorporation	Class	Shares held %
<b>Subsidiary undertakings</b>			
Contagious Communications Limited	England and Wales	Ordinary	100.00

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows

		Capital and reserves 2011 £	Profit/(loss) for the year 2011 £
Contagious Communications Limited	<b>Principal activity</b> Global advertising intelligence provider	407,023	(1,962)

**STEEL RIVER MEDIA LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2011**

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<b>3</b>	<b>Share capital</b>	<b>2011</b>	<b>2010</b>
		<b>£</b>	<b>£</b>
	<b>Allotted, called up and fully paid</b>		
	5,000 Ordinary Class A of £1 each	5,000	5,000
	5,000 Ordinary Class B of £1 each	5,000	5,000
		<hr/>	<hr/>
		10,000	10,000
		<hr/>	<hr/>

The holders of the ordinary shares are entitled to dividends as declared. All ordinary shares rank equally with regard to the company's residual assets.