

Annex F

**The Broadcast Committee of Advertising Practice Ltd**  
**Report and Financial Statements**

Period ended 31 December 2009

Advertising Association • British Sky Broadcasting Limited • Channel 4 Television Corporation • Channel 5 Broadcasting Limited • Direct Marketing Association • Electronic Retailing Association UK • GMTV Limited • Incorporated Society of British Advertisers • Institute of Practitioners in Advertising • ITV plc • RadioCentre • S4C • Satellite & Cable Broadcasters' Group • Teletext Limited • Virgin Media TV

The Broadcast Committee of Advertising Practice Limited, registered in England No 05126412, Mid City Place, 71 High Holborn, London WC1V 6QT.

The Broadcast Committee of Advertising Practice Limited

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Registered No. 5126412

**Directors**

Mr A W Brown

Mr A Bagnall

Mr G A Fowler

Mr H Geach

Mr B Gooch

Mr K Hayat

Mr M Hughes

Mr H Johnson

Ms E Kerr

Mr M Lawley

Mr T Lefroy

Mr A McCarthy

Ms J Miller

Ms T O'Sullivan

Mr S Poole

Mr H Pringle

Ms C Roberts

Ms H Stallard

Ms C Tillson

Mr R Wooton

**Representing**

ITV plc

Virgin Media TV

ERA UK

Teletext Ltd

ITV plc

ISBA

Channel 4 Television Corporation

RadioCentre

ITV plc

AA

ISBA

SCBG

Channel 5 Broadcasting Ltd

GMTV Ltd

IPA

DMA

BSkyB Ltd

Radio Centre

ISBA

(Chairman)

**Company Secretary**

Mr P Griffiths

**Bankers**

Lloyds Bank plc

32 Oxford Street

London WA1 2LD

**Solicitors**

**Bates Wells Braithwaite LLP**

2-6 Cannon Street

London

EC4M 6YH

**Registered Office**

Mid City Place

71 High Holborn

London WC1V 6QT

## **Directors' report**

The directors submit their report and accounts for the period ended 31 December 2009.

### **Results and dividends**

The company has not traded during the period.

The company is limited by guarantee and has no share capital. The company is precluded by its memorandum from making any distribution to its members.

### **Principal activity, review of business and future developments**

To set, review and from time to time revise codes containing standards and principles regulating broadcast marketing communications in the United Kingdom.

### **Directors**

The directors and member organisations are listed on page 1.

### **Small company exemptions**

The directors have taken advantage of the exemptions conferred by Section 480 of the Companies Act 2006.

By order of the board

P D Griffiths  
Company Secretary

Dated: 22 June 2010

## The Broadcast Committee of Advertising Practice Limited

**Balance sheet**

at 31 December 2009

	2009	2008
	£	£
<b>Assets/liabilities</b>	-	-
	_____	_____
	-	-
	_____	_____
<b>Capital and reserves</b>	-	-
	_____	_____

For the year ending 31 December 2009 the company was entitled to exemption from audit under section 480 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director's acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

Approved on behalf of the board of directors

A W Brown  
Chairman

Dated: 22 June 2010

The Broadcast Committee of Advertising Practice Limited

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## **Notes to the financial statements**

at 31 December 2009

### **1. Accounting policies**

#### **Basis of preparation**

The accounts have been prepared under the historical cost convention and in accordance with applicable accounting standards.

### **2. Profit and loss account**

The company did not trade during the period.