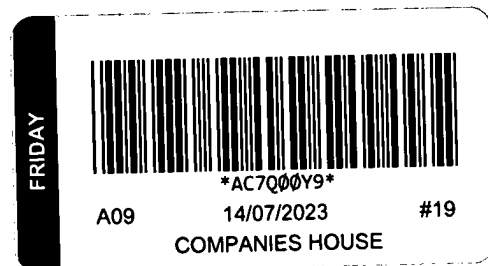


**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**



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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**COMPANY INFORMATION**

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<b>Directors</b>	A Alhassan G Allen F Freiling D Sutton G Teuma (resigned 12 April 2022) P Thompson F Unsworth (resigned 16 March 2022) H Dyer (resigned 27 May 2022) A Benko Lamborn (resigned 6 February 2023) O Campbell (retired 2 May 2023) Liliane Landor (appointed 16 March 2022) Jonathon Barzilay (appointed 11 May 2022) Claude Jean Galipeau (appointed 30 May 2022)
<b>Company secretary</b>	KN Porter
<b>Registered number</b>	03561848
<b>Registered office</b>	Room 02.101 Lawrence Stenhouse Building University Of East Anglia Norwich Norfolk NR4 7TJ
<b>Independent auditors</b>	Larking Gowen LLP Chartered Accountants & Statutory Auditors 1st Floor, Prospect House Rouen Road Norwich NR1 1RE

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**CHIEF EXECUTIVE REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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The Public Media Alliance [PMA] is a membership association, as set out in its Articles of Association. Its members, public service media (PSM) or public interest media organisations are represented by an international Board of PSM leaders. The Board is elected for a two-year term, with the exception of the BBC, which holds an Ex Officio Board position [currently represented by Liliane Landor, Senior Controller of International News and Director of World Service, BBC]. It is the PMA Board that sets the strategic direction for the organisation with input from the CEO and PMA team.

PMA was established 78-years ago by the BBC and other leading public broadcasters to promote and support public broadcasting in the Commonwealth. It was then known as the Commonwealth Broadcasting Association (CBA). Since its foundation, the core income of the association has been derived from subscription funding. There has been an acceptance that the subscriptions of the major members would support the core work of the organisation, including the provision of support to members in non-G20 countries. Subscription levels were set to reflect this. Prior to 2008/9, the Commonwealth also provided substantial annual funding to the organisation. This funding was via the Commonwealth Media Development Fund [CMDF]. Following the UK General Election in 2010 this funding from the UK to the Commonwealth ceased and the Commonwealth no longer funded media associations via the CMDF.

The current CEO was appointed in 2022, taking over from Sally-Ann Wilson who steered the CBA through a period of organisational change. In 2014 the CBA membership unanimously voted to refocus the organisation on becoming a globally, rather than solely Commonwealth, focused association. As public broadcasting transitioned worldwide to multiplatform public media, the emphasis of PMA's work also changed to a unique global focus on support and advocacy for PSM. The name of the organisation was changed to the Public Media Alliance to reflect these changes. Full Membership then became available to public broadcasters outside of the Commonwealth. New members such as PBS [USA] and ZDF [Germany] have since joined. PMA is currently working to expand its European and Latin American membership base.

These changes also distinguish the organisation from other major broadcasting associations, [the regional broadcasting unions - EBU, ABU, AUB and CBU etc. - that fall under the UN's World Broadcasting Unions], as it has a unique focus on public media.

Public media is becoming increasingly threatened worldwide, its independence eroded by a global growth in both authoritarian and populist governments. In Africa, Asia and increasingly the Pacific, the Caribbean and Europe, China has become increasingly influential and dominates the media space, with significant repercussions for media independence and media freedom. But this is just one example of the many pressures now facing public media. Media capture, where governments erode [via legislation, and/or regulation, and influence over commercial entities] the independence of public media, is a major focus of PMA's current work. Following the Trump administration in the US, we have also witnessed the spread and influence of populist state and media leaders in Eastern and Central Europe with similar effects on media freedom and trust in independent public media organisations.

Other challenges include the global decline in journalist safety (both on- and offline), pressures on funding mechanisms (broadly influenced by political and economic circumstances), audience fragmentation (with the proliferation of digital platforms and services) and the influence of global streaming platforms, and increasingly prevalent and persistent disinformation (amplified by bots and rapid advances in AI).

PMA's core work remains in advocacy and support for PSM, efforts for which gained new traction throughout the past year. The organisation's reach via social media, its reporting, and newsletter have grown significantly, while the podcast continues to gain good traction. A licence agreement has been reached with Radio New Zealand so that PMA can better report on the Asia-Pacific region, and we have received more requests to co-sign statements and initiatives from fellow civil society than ever before. Such collaboration is also reflected in PMA's membership of the Media Freedom Coalition's Consultative Network (MFC-CN), a group of 20+ civil society organisations that advise over 50 states on media freedom issues. The PMA has also become the Secretariat of

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**PUBLIC MEDIA ALLIANCE**  
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**CHIEF EXECUTIVE REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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the Global Task Force for public media and joined the Global Forum for Media Development (GFMD).

PMA has enhanced its offerings to members despite the pressures of COVID-19 with the launch of new member-only virtual roundtables that encourage knowledge exchange and partnerships between PSM colleagues around the world, while making efforts to continue its training and research projects in safe and conscientious ways. The loosening of COVID-19 restrictions has allowed PMA to travel more easily, take part in international events and facilitate projects on the ground.

Prior to the early 2000's, the public media sector was well funded. This was reflected in the financial support provided to PMA, both by its membership and external project funding for media development projects. Yet despite current pressures on funding, research continues to demonstrate that independent public media underpin democracy. At times of crisis and emergency such as the ongoing COVID-19 pandemic, public media is rated worldwide as the most trusted media and source of news.

In financial terms, PMA has no commercial hold over membership. It is a UK registered 'Not for Profit'. Under the terms of membership defined in the Articles members are required to give one year's notice in writing of any intention to withdraw. In practice, when new governments come into power, they may change the status of their public broadcaster and propose that they no longer pay for membership of PMA.

This means that PMA Membership is not always clear cut in terms of payment of subscriptions. The Board reviews memberships with non-payment of subscription dues but enables the PMA to continue supporting the journalists and media producers if there is a long relationship with those individuals and it is deemed that they need our continued support until and if, there is likely to be further regime change. There are clear redlines, however, and in 2021 PMA suspended Hong Kong's former public broadcaster, RTHK, due to the severity of restrictions imposed upon it by its government.

In 2022-2023, PMA – with the approval of its Board - developed and launched a new two-year strategy to better reflect contemporary concerns and enable the organisation to better respond to the challenges facing public media. While the central structure of the association will remain the same - whereby PMA derives core funding from members – its output will be boosted through efforts to better partner with likeminded civil society organisations and academic groups. It is hoped that a multistakeholder approach and renewed efforts to expand PMA's Members and Affiliates will ensure a more sustainable future for the organisation.

The new strategy is already having a positive impact. Within the past year, PMA has gained four new public media members (Czech Television, KBS, SRG SSR, TVO) and an affiliate (Ofcom). These new members not only improve the diversity and reach of PMA but are a much-needed additional source of revenue. All members receive personalised Membership Packs, which are sent at the beginning of each year along with their annual invoices. Terms and Conditions of membership, including a reminder of the withdrawal period are clearly stated on both membership packs and invoices.

The unique initiatives at the core of PMA's strategy have increased the global profile of PMA and underpin a proposal to seek additional external funding for major project work. The ongoing COVID-19 pandemic, climate emergency and war in Ukraine have put a spotlight on the essential role of independent public service media, and PMA is working closely with the Board and members of the Global Task Force to build broader international support for the organisation and its goals.

PMA is also continuing to pursue external philanthropic funding and hopes to expand its roundtable and global grant initiatives in response to renewed interest from potential members and affiliates.

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**PUBLIC MEDIA ALLIANCE**  
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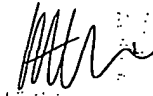
**CHIEF EXECUTIVE REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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The current PMA Board was elected in November 2021. It includes eight globally representative members and is chaired by Paul Thompson, CEO and Editor-in-Chief of Radio New Zealand. The organisation is in the process of appointing two new members of the Board ahead of this year's elections in November following the departure of Cilla Benkö, who resigned, and Odette Campbell, who sadly passed away.

Kristian Porter, CEO Public Media Alliance

Name Kristian Porter  
Chief Executive Officer



Date 11/07/2023

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**DIRECTORS' REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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The directors present their report and the financial statements for the year ended 31 December 2022.

**Directors**

The directors who served during the year were:

A Alhassan  
G Allen  
F Freiling  
D Sutton  
G Teuma (resigned 12 April 2022)  
P Thompson  
F Unsworth (resigned 16 March 2022)  
H Dyer (resigned 27 May 2022)  
A Benko Lamborn (resigned 6 February 2023)  
O Campbell (resigned 2 May 2023)  
Liliane Landor (appointed 16 March 2022)  
Jonathon Barzilay (appointed 11 May 2022)  
Claude Jean Galipeau (appointed 30 May 2022)

**Directors' responsibilities statement**

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 the directors have elected to prepare the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. 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 for the Company's financial statements and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- 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 to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**DIRECTORS' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**Disclosure of information to auditors**

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditors are unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

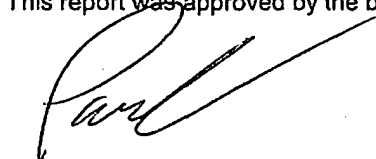
**Auditors**

The auditors, Larking Gowen LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

**Small companies note**

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved by the board and signed on its behalf.



**P Thompson**  
Director

Date: 4/7/23



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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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## **Opinion**

We have audited the financial statements of Public Media Alliance (the 'Company') for the year ended 31 December 2022, which comprise the Statement of Income and Retained Earnings, the Statement of Financial Position and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Company's affairs as at 31 December 2022 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**Other information**

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The directors are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Directors' Report.

We have nothing to report in respect of the following matters in relation to which 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; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Directors' Report and from the requirement to prepare a Strategic Report.

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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### **Responsibilities of directors**

As explained more fully in the Directors' Responsibilities Statement 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, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

### **Auditors' responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

The Extent to which the audit was considered capable of detecting irregularities including fraud:

Due to the field in which the Company operates, we identified the following areas as those most likely to have a material impact on the financial statements: health and safety; employment law; GDPR and compliance with the UK Companies Act.

### **Auditors' responsibilities for the audit of the financial statements (continued)**

Our approach to identifying and assessing the risks of material misstatements in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- Enquiries with management about any known or suspected instances of non-compliance with laws and regulations and fraud;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Challenging assumptions and judgements made by management in their significant accounting estimates; and
- Auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

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**PUBLIC MEDIA ALLIANCE**  
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A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditors' Report.

**Use of our report**

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 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 and the Company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

*Larking Gowen LLP*

John Atkins ACA FCCA (Senior Statutory Auditor)

for and on behalf of  
**Larking Gowen LLP**

Chartered Accountants &  
Statutory Auditors

1st Floor, Prospect House  
Rouen Road  
Norwich  
NR1 1RE

Date: 12 July 2023

**PUBLIC MEDIA ALLIANCE**  
(A Company Limited by Guarantee)

**STATEMENT OF INCOME AND RETAINED EARNINGS  
FOR THE YEAR ENDED 31 DECEMBER 2022**

	2022 £	2021 £
Income	312,949	304,796
Cost of sales	(28,427)	(36,029)
<b>Gross profit</b>	<b>284,522</b>	<b>268,767</b>
Administrative expenses	(286,436)	(258,387)
<b>Operating (loss)/profit</b>	<b>(1,914)</b>	<b>10,380</b>
<b>(Loss)/profit after tax</b>	<b>(1,914)</b>	<b>10,380</b>
Retained earnings at the beginning of the year	16,508	6,128
	16,508	6,128
(Loss)/profit for the year	(1,914)	10,380
<b>Retained earnings at the end of the year</b>	<b>14,594</b>	<b>16,508</b>

There were no recognised gains and losses for 2022 or 2021 other than those included in the statement of income and retained earnings.

The notes on pages 12 to 17 form part of these financial statements.

**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**  
**REGISTERED NUMBER:03561848**

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 31 DECEMBER 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	5	1,764	807
		<u>1,764</u>	<u>807</u>
<b>Current assets</b>			
Debtors	6	12,839	32,472
Cash at bank and in hand		113,440	114,956
		<u>126,279</u>	<u>147,428</u>
Creditors: amounts falling due within one year	7	(113,449)	(131,727)
<b>Net current assets</b>		<u>12,830</u>	<u>15,701</u>
<b>Total assets less current liabilities</b>		<u>14,594</u>	<u>16,508</u>
<b>Net assets</b>		<u>14,594</u>	<u>16,508</u>
<b>Capital and reserves</b>			
Profit and loss account		14,594	16,508
		<u>14,594</u>	<u>16,508</u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

  
**P Thompson**  
 Director

Date: 4 July, 2023

The notes on pages 12 to 17 form part of these financial statements.

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**1. General information**

Public Media Alliance is a private company limited by guarantee incorporated in England and Wales. The registered office is Room 02.101 Lawrence Stenhouse Building, University Of East Anglia, Norwich, Norfolk, NR4 7TJ.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The financial statements are presented in sterling which is the functional currency of the Company and rounded to the nearest £.

The following principal accounting policies have been applied:

**2.2 Going concern**

The principal activity of the Company continues to be being the largest global association of public media organisations and focuses specifically on providing advocacy and support for public media worldwide.

The directors have considered the Company's net assets at the time of signing the financial statements. As part of their assessment, they have prepared trading and cash flow forecasts for 18 months from the balance sheet date, taking into consideration trading to date and the expected future outlook.

Based on the above the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future and are confident that the Company will be able to meet its liabilities as they fall due. Accordingly they continue to adopt the going concern basis in preparing the annual report and accounts.

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**PUBLIC MEDIA ALLIANCE**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**2. Accounting policies (continued)**

**2.3 Foreign currency translation**

**Functional and presentation currency**

The Company's functional and presentational currency is GBP.

**Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss except when deferred in other comprehensive income as qualifying cash flow hedges.

**2.4 Revenue**

Revenue represents subscriptions and other amounts charged to members for services rendered during the year, excluding value added tax.

Membership periods run coterminous with the reporting period and are pro-rated if a member joins part way through the year. Revenue is recognised once the balance is received as Public Media Alliance has no legal power to force members to pay subscriptions. Once received, revenue is recognised on a straight line basis over the period of membership as this reflects the year round services provided to members

Project income is recognised in line with the specific project contract and the completion of the agreed milestones/project deliverables.

**2.5 Pensions**

**Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in profit or loss when they fall due. Amounts not paid are shown in accruals as a liability in the Statement of Financial Position. The assets of the plan are held separately from the Company in independently administered funds.



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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**2. Accounting policies (continued)**

**2.6 Taxation**

The company is limited by guarantee and derives its income from memberships and not-for-profit projects. There is no commercial activity or focus and thus this income is deemed non trading and is not subject to a corporation tax charge.

**2.7 Tangible fixed assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-	33% Straight line
Office equipment	-	33% Straight line
Computer equipment	-	33% Straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

**2.8 Debtors**

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

**2.9 Creditors**

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**2. Accounting policies (continued)**

**2.10 Financial instruments**

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Income and Retained Earnings.

**3. Auditors' remuneration**

During the year, the Company obtained the following services from the Company's auditors:

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Fees payable to the Company's auditors for the audit of the Company's financial statements	<b>5,000</b>	<b>4,650</b>

**4. Employees**

The average monthly number of employees, excluding directors, during the year was 6 (2021 - 7).

**PUBLIC MEDIA ALLIANCE**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2022**

**5. Tangible fixed assets**

	Fixtures and fittings £	Office equipment £	Computer equipment £	Total £
<b>Cost</b>				
At 1 January 2022	-	-	8,209	8,209
Additions	100	631	1,505	2,236
At 31 December 2022	<u>100</u>	<u>631</u>	<u>9,714</u>	<u>10,445</u>
<b>Depreciation</b>				
At 1 January 2022	-	-	7,402	7,402
Charge for the year on owned assets	28	191	1,060	1,279
At 31 December 2022	<u>28</u>	<u>191</u>	<u>8,462</u>	<u>8,681</u>
<b>Net book value</b>				
At 31 December 2022	<u>72</u>	<u>440</u>	<u>1,252</u>	<u>1,764</u>
At 31 December 2021	<u>-</u>	<u>-</u>	<u>807</u>	<u>807</u>

**6. Debtors**

	2022 £	2021 £
Trade debtors	3,686	20,361
Prepayments and accrued income	9,153	12,111
	<u>12,839</u>	<u>32,472</u>

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**PUBLIC MEDIA ALLIANCE**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**7. Creditors: Amounts falling due within one year**

	2022 £	2021 £
Trade creditors	1,064	-
Other taxation and social security	18,589	19,061
Accruals and deferred income	93,796	112,666
	<u>113,449</u>	<u>131,727</u>

**8. Company status**

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding £1.

**9. Pension commitments**

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 pension cost charge represents contributions payable by the company to the fund and amounted to £9,066 (2021 - £9,021).

**10. Commitments under operating leases**

At 31 December 2022 the Company had future minimum lease payments due under non-cancellable operating leases for each of the following periods:

	2022 £	2021 £
Not later than 1 year	12,000	-
Later than 1 year and not later than 5 years	3,000	-
	<u>15,000</u>	<u>-</u>

**11. Controlling party**

There is no ultimate controlling party.