

Synovate ViewsCast Limited

(Registered Number 3713126)

Report and Unaudited Financial statements for the Year Ended 31 December 2012

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Synovate ViewsCast Limited

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Synovate ViewsCast Limited

Officers

Directors

R van Hullen
D Holliss

Secretary

Rupert van Hullen

Registered office

79 -81 Borough Road
London
United Kingdom
SE1 1FY

Synovate ViewsCast Limited

Directors Report

The Directors present their annual report on the affairs of the company, together with the unaudited financial statements, for the year ended 31 December 2012

Business Review

The company has been dormant as defined in Section 1169 of the Companies Act 2006 throughout the year and preceding financial period. It is anticipated that the company will remain dormant for the foreseeable future. Key performance indicators are not considered necessary for an understanding of the development, performance or position of the business of the company. There are no risks or uncertainties facing the company including those within the context of the use of financial instruments.

Directors

The directors who served throughout the year and to the date of this report were as follows

R van Hullen

D Holliss (appointed 26 April 2012)

D Burgess (resigned 26 April 2012)

Approved by the Board and signed on its behalf by



Rupert van Hullen

Director

Date: 13/3/13

Synovate ViewsCast Limited

Balance sheet as at 31 December 2012

		31 December 2012 £	31 December 2011 £
	<i>Note</i>		
Current assets			
Debtors – amounts owed by group undertakings		3,109,350	3,109,350
		3,109,350	3,109,350
Creditors amounts falling due within one year		-	-
Net current assets		3,109,350	3,109,350
Total assets less current liabilities		3,109,350	3,109,350
Net assets		3,109,350	3,109,350
Capital and reserves			
Called up share capital	3	2,581	2,581
Share premium account		2,104,817	2,104,817
Profit and loss account (deficit)		1,001,952	1,001,952
Equity shareholders' funds		3,109,350	3,109,350

The company did not trade during the current or preceding period and has made neither a profit nor a loss, nor any other recognised gain or loss

For the year ending 31 December 2012 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies

Directors' responsibilities

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476, and

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These financial statements on pages 4 and 5 were approved by the board of directors on 12/3/12 and were signed on its behalf by


Rupert van Hullen
 Director
 Date 12/3/12

Synovate ViewsCast Limited

Notes to the Balance Sheet for the year ended 31 December 2012

1 Principal accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention, in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

2 Profit and Loss Account

No profit and loss account is presented with these financial statements because the company has not received income, incurred expenditure or recognised any gains or losses during either the year under review or the preceding financial year. There have been no movements in shareholders' funds during the year under review or the preceding financial year.

3 Share capital

	31 December 2012	31 December 2011
	£	£
Authorised		
48,558,772 Ordinary shares of 0.1p each	48,559	48,559
441,228 A Ordinary shares of 0.1p each	441	441
1,000,000 B Ordinary shares of 0.1p each	1,000	1,000
	50,000	50,000
 Allotted, called up and fully paid		
1,652,225 Ordinary shares of 0.1p each	1,652	1,652
441,228 A Ordinary shares of 0.1p each	441	441
487,901 B Ordinary shares of 0.1p each	488	488
	2,581	2,581

4 Related party transactions

The company has taken advantage of FRS 8 – Related Party Transactions, not to disclose details of transactions with other group companies.

5 Ultimate parent company

The immediate parent company is Synovate (Holdings) Limited, a company registered in England and Wales. The ultimate parent undertaking and controlling party is Ipsos SA, a company incorporated and registered in France. Ipsos SA is the parent undertaking of the smallest and largest group for which group accounts are prepared and of which the company is a member. The group financial statements are available from Ipsos SA, 35 rue du Val de Marne, 75628, Paris, France.