

Registered in England and Wales No: 4865179

COUNTER ONLINE METRICS

(A company limited by guarantee and not having a share capital)

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Directors:

C Fyfe	A Okerson
R J Gedye	P T Shepherd
D Goodman	J J Verheggen (resigned 19th July 2007)
C Morgan	

Secretary and Registered Office:

Dr P T Shepherd, c/o Blake Laphorn Linnell, Seacourt Tower, West Way, Oxford, OX2 0FB

**REPORT OF THE DIRECTORS
for the year ended 31st December 2007**

Principal Activity

The company's principal activity is the development of an internationally agreed Code of Practice governing the recording and exchange of online usage data

Directors

The above named served as directors during the year, as indicated above

Auditors

The company is exempt from a statutory audit following exemptions introduced for small companies

The directors have prepared this report in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

By Order of the Board



Secretary

Oxford

7th March 2008

WEDNESDAY



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COUNTER ONLINE METRICS

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**INCOME AND EXPENDITURE ACCOUNT
for the year ended 31st December 2007**

Notes	£	2006
		£
2 INCOMING RESOURCES		
Membership fees and sponsorship	61,017	53,876
Research grant	-	6,408
Interest received	<u>541</u>	<u>410</u>
	61,558	60,694
OUTGOING RESOURCES		
Management and administration	<u>60,572</u>	<u>61,357</u>
NET INCOMING/(OUTGOING) RESOURCES for the year	986	(663)
FUNDS BROUGHT FORWARD	<u>11,575</u>	<u>12,238</u>
FUNDS CARRIED FORWARD	<u>£12,561</u>	<u>£11,575</u>

There were no recognised gains and losses other than those included in the income and expenditure account

The notes on page 4 form part of these financial statements

COUNTER ONLINE METRICS

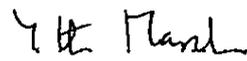
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BALANCE SHEET Notes	31st December 2007 £	2006 £
CURRENT ASSETS		
Cash at bank and in hand	51,742	49,774
CREDITORS		
5 Amounts falling due within one year	<u>39,181</u>	<u>38,199</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>£12,561</u>	<u>£11,575</u>
Represented by		
GENERAL FUND	<u>£12,561</u>	<u>£11,575</u>

In approving these financial statements as directors of the company, we hereby confirm

- a) that for the year in question, the company was entitled to the exemption conferred by section 249A(1) of the Companies Act 1985,
- b) that the members have not required the company to obtain an audit of its accounts for the year ended 31st December 2007 under Section 249B(2), and
- c) that we acknowledge our responsibilities for
 - i) ensuring that the company keeps accounting records which comply with section 221, and
 - ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its results for the financial year in accordance with the requirements of section 226 and which otherwise comply with the provisions of the Companies Act 1985 relating to accounts, so far as applicable to the company

These accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2007)

Signature  (Director) Approved  2008

The notes on page 4 form part of these financial statements

NOTES TO THE ACCOUNTS
for the year ended 31st December 2007

1 **Accounting Policies**

i) **Accounting Convention –**

The accounts of the company are prepared under the historical cost convention and the Financial Reporting Standard for Smaller Entities (effective January 2007) and incorporate the results of the principal activity which is described in the Directors' Report and which is continuing

ii) **Turnover –**

The turnover represents membership fees and sponsorship received. The company is not registered for VAT.

2 **Turnover**

The turnover and surplus/(deficit) is attributable to the principal activity of the company.

3 **Net Incoming/(Outgoing) Resources**

	2007	2006
The surplus/(deficit) is after charging		
Director's remuneration	£ -	£ -

4 **Taxation**

The company is not liable to Corporation Tax as all its activities are with its own members.

5 **Creditors**

	2007	2006
Amounts falling due within one year	£	£
Accruals	11,406	12,549
Prepaid income	<u>27,775</u>	<u>25,650</u>
	<u>£39,181</u>	<u>£38,199</u>