

**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:**

O Ernst (appointed 18th June 2009)  
R J Gedye (resigned 30th March 2009)  
C Morgan  
A Okerson

P T Shepherd (resigned 30th March 2009)  
C Tenopir  
H Woodward

**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 2009**

**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 15 of the Companies Act 2006 relating to small companies

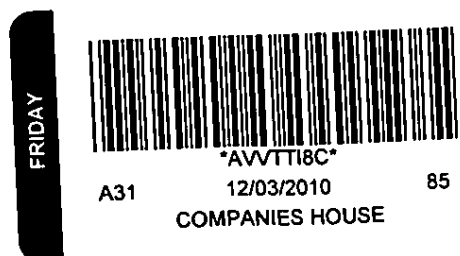
By Order of the Board



P T Shepherd - Secretary

Oxford

 2010



**COUNTER ONLINE METRICS**

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<b>INCOME AND EXPENDITURE ACCOUNT</b>		<b>2008</b>	
<b>for the year ended 31st December 2009</b>			
<b>Notes</b>	<b>£</b>	<b>£</b>	
<b>2</b>	<b>INCOMING RESOURCES</b>		
	Membership fees and sponsorship	85,700	61,089
	Research grant	6,685	6,685
	Interest received	<u>439</u>	<u>289</u>
		92,824	68,063
	<b>OUTGOING RESOURCES</b>		
	Management and administration	<u>70,815</u>	<u>60,011</u>
	NET INCOMING RESOURCES for the year	22,009	8,052
	FUNDS BROUGHT FORWARD	<u>20,613</u>	<u>12,561</u>
	FUNDS CARRIED FORWARD	<u>£42,622</u>	<u>£20,613</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

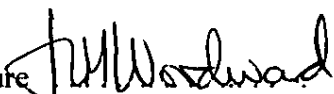
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BALANCE SHEET		31st December 2009	2008
Notes		£	£
	CURRENT ASSETS		
	Cash at bank and in hand	88,943	75,951
	CREDITORS		
5	Amounts falling due within one year	<u>46,321</u>	<u>55,338</u>
	TOTAL ASSETS LESS CURRENT LIABILITIES	<u>£42,622</u>	<u>£20,613</u>
	Represented by		
	GENERAL FUND	<u>£42,622</u>	<u>£20,613</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 477 of the Companies Act 2006,
- b) that the members have not required the company to obtain an audit of its accounts for the year ended 31st December 2009 under Section 476, and
- c) that we acknowledge our responsibilities for
  - i) ensuring that the company keeps accounting records which comply with section 386, 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 sections 394 and 395 and which otherwise comply with the provisions of the Companies Act 2006 relating to accounts, so far as applicable to the company

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Signature  (Director)  
Hazel Woodward

Approved ..  .2010

The notes on page 4 form part of these financial statements

## COUNTER ONLINE METRICS

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### NOTES TO THE ACCOUNTS for the year ended 31st December 2009

#### 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 April 2008) 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 is attributable to the principal activity of the company

#### 3 Net Incoming Resources

	2009	2008
The surplus is after charging		
Director's remuneration	£ <u>-</u>	£ <u>-</u>

#### 4 Taxation

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

#### 5 Creditors

	2009	2008
Amounts falling due within one year	£	£
Accruals	11,153	13,402
Prepaid income	<u>35,168</u>	<u>41,936</u>
	<u>£46,321</u>	<u>£55,338</u>