

Company Registration No. 6724874

DMA Media Holdings Limited

Report & financial Statements

31 December 2021

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DMA Media Holdings Limited

Report and financial statements 2021

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DMA Media Holdings Limited

Directors Report

The directors present their annual report and the financial statements for the year ended 31 December 2021.

Principal activities

The principal activities of the Group comprise media and news media consultancy.

Directors

The directors, who served during the year and to the date of signing these accounts, were as follows:

R Beynon
M Toogood
R Sambrook

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

Approved by the Board of Directors on the 19th of April 2023 and signed on its behalf by M Toogood.

Director

Registered Office
10-11 Percy Street
London
W1T 1DN

DMA Media Holdings Limited

Statement of Financial position For the year ended 31 December 2021

	Note	2021	2020
		£	£
Fixed assets			
Investments	2	1,574,375	1,574,375
Current assets			
Debtors	3	8,413	-
Cash at bank and in hand		-	1,051
		<u>8,413</u>	<u>1,051</u>
Creditors: amounts falling due within one year		<u>-</u>	<u>-</u>
Net current assets		8,413	1,051
Total assets less current liabilities		1,582,788	1,575,426
Creditors: amounts falling due after one year	4	<u>(1,581,737)</u>	<u>(1,574,375)</u>
Net assets/(liabilities)		<u>1,051</u>	<u>1,051</u>
Capital and reserves			
Called up share capital	5	1,051	1,051
Profit and loss account		-	-
		<u>1,051</u>	<u>1,051</u>

DMA Media Holdings Limited

Statement of Financial position For the year ended 31 December 2021

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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 have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on the 19th of April 2023

M Toogood
Director



The notes on pages 5 to 7 form part of these financial statements.

DMA Media Holdings Limited

Notes to the financial statements (continued)

For the year ended 31 December 2021

1. Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the current and preceding year.

General information and basis of accounting

DMA Media Holdings Limited is a company incorporated in the United Kingdom under the Companies Act.

The Company is a private company limited by shares and is registered in England and Wales. The address of the Company's registered office and principal place of business is shown on page 2. The principal activities of the Company are set out in the Directors' report.

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

Exemption from preparing consolidated financial statements

The Company, and the Group headed by it, qualify as small as set out in section 383 of the Companies Act 2006 and the parent and Group are considered eligible for the exemption to prepare consolidated accounts.

Investments

Investments in equity shares which are publicly traded or where the fair value can be measured reliably are initially measured at fair value, with changes in fair value recognised in profit or loss. Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment.

When there are indicators of impairment, an impairment review on investments is carried out and a provision booked where necessary.

Interest income on debt securities, where applicable, is recognised in income using the effective interest method. Dividends on equity securities are recognised in income when receivable.

Debtors

Short-term debtors are measured at transaction price, less any impairment.

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.

DMA Media Holdings Limited

Notes to the financial statements (continued) For the year ended 31 December 2021

2. Fixed asset investments

	Company Interest in Subsidiary Cos £
Cost or Valuation	
At 1 January 2021	1,574,375
Additions	-
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At 31 December 2021	1,574,375
	<hr/>
Net book value	
At 31 December 2021	1,574,375
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At 31 December 2020	1,574,375
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Interest in subsidiaries (unquoted)

The following were subsidiary undertakings of the company:

Undertaking	Share class	% held	Country of incorporation
DMA Media Ltd	Ordinary	100	UK
The Newsmarket Ltd	Ordinary	100	UK
Vivid White Productions Ltd	Ordinary	100	UK
DMA Media Productions Ltd	Ordinary	100	UK
Unseen Archives Ltd	Ordinary	80	UK
DMA Media Ventures Ltd	Ordinary	80	UK
The Newsmarket Inc	Ordinary	100	USA
TNM Media Private Ltd	Ordinary	100	India
Headline NFP	Ordinary	100	Belgium

The principal activity of each of the entities is the provision of media and news media consultancy services.

DMA Media Holdings Limited

Notes to the financial statements (continued) For the year ended 31 December 2021

3. Debtors

	Company	
	2021	2020
	£	£
Other debtors	8,413	-
	<u>8,413</u>	<u>-</u>

4. Creditors: amounts falling due after one year

	Company	
	2021	2020
	£	£
Other creditors	-	52,615
Amounts owed to group undertakings	1,581,737	1,521,760
	<u>1,581,737</u>	<u>1,574,375</u>

5. Share Capital

	2021		2020	
	No	£	No	£
Called up and fully paid				
Ordinary shares of £0.01 each	<u>1,051</u>	<u>1,051</u>	<u>1,051</u>	<u>1,051</u>

6. Ultimate controlling party

Mr R Beynon and Mr M Toogood control the company as a result of holding 98% of the issued share capital.