

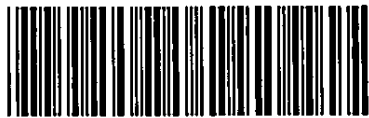
Registered number
04952980

East West Broadcast Limited

Abbreviated Accounts

31 December 2009

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30/09/2010
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**East West Broadcast Limited
Independent auditors' Report**

**Independent auditors' report to East West Broadcast Limited
under section 449 of the Companies Act 2006**

We have examined the abbreviated accounts which comprise the Abbreviated Balance Sheet and the related notes, together with the full accounts of the company for the year ended 31 December 2009 prepared under section 396 of the Companies Act 2006

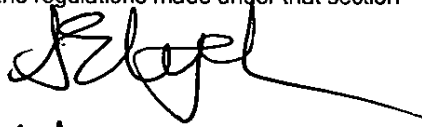
Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we considered necessary to confirm, by reference to the full accounts, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.



SAMSON EWJAN


**for and on behalf of Aaron Zimble Associates
Accountants and Statutory Auditors
27 September 2010**

49 Watford Way
London
NW4 3JH

East West Broadcast Limited
Registered number: 04952980
Abbreviated Balance Sheet
as at 31 December 2009

	Notes	2009 £	2008 £
Fixed assets			
Intangible assets	2	482,286	629,434
Tangible assets	3	<u>94,021</u>	<u>184,581</u>
		576,307	814,015
Current assets			
Stocks		607,080	669,985
Debtors		243,586	429,572
Investments held as current assets		140	-
Cash at bank and in hand		<u>28,887</u>	<u>4,069</u>
		879,693	1,103,626
Creditors amounts falling due within one year		<u>(343,219)</u>	<u>(552,400)</u>
Net current assets		536,474	551,226
Total assets less current liabilities		<u>1,112,781</u>	<u>1,365,241</u>
Creditors amounts falling due after more than one year		(4,719,644)	(3,989,069)
Net liabilities		<u>(3,606,863)</u>	<u>(2,623,828)</u>
Capital and reserves			
Called up share capital	5	100	100
Profit and loss account		(3,606,963)	(2,623,928)
Shareholders' funds		<u>(3,606,863)</u>	<u>(2,623,828)</u>

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime



Thuraisamy Pathmanabhan
 Director

Approved by the board on 27 September 2010

East West Broadcast Limited
Notes to the Abbreviated Accounts
for the year ended 31 December 2009

1 Accounting policies

Accounting convention

The financial statements are prepared under the historical cost convention

The Company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cashflow statement on the grounds that it is a small Company

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

Goodwill

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life of 20 years

Films

Films are valued at cost less accumulated depreciation. Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful lives of five years

Research and development

The management subscriber systems are valued at cost less accumulated depreciation. Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful lives

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

Studio equipment	15% per annum on a straight line basis
Computer equipment	33 33% per annum on a straight line basis
Plant and machinery	25% per annum on a straight line basis
Fixtures, fittings and equipment	25% per annum on a straight line basis
Motor vehicles	25% per annum on a straight line basis

Stocks

Stock is valued at the lower of cost and net realisable value

Deferred taxation

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse

Foreign currencies

East West Broadcast Limited
Notes to the Abbreviated Accounts
for the year ended 31 December 2009

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

Leasing and hire purchase commitments

Assets held under finance leases and hire purchase contracts, which are those where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet and depreciated over their useful lives. The corresponding lease or hire purchase obligation is treated in the balance sheet as a liability.

The interest element of the rental obligations is charged to the profit and loss account over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding.

Rentals paid under operating leases are charged to income on a straight line basis over the lease term.

Going concern

The accounts indicate a balance sheet deficit as at 31 December 2009 of £3,589,671. Since the period end the Company has increased its subscriber base and is continuing to obtain very substantial outside investment and long term loan capital.

The nature of the Company's business is such that there can be considerable unpredictable variation in the timing of the cash inflows. The director has prepared projected cash flow information for the period ending 9 months from the date of their approval of these financial statements. On the basis of this cash flow information and discussions with the Company's bankers and financiers, the director considers that the Company will continue to operate within the facility currently agreed and within that which they expect will be agreed, when the Company's bankers are due to consider renewing the facility for a further year. However, the margin of facilities over requirements is not large and, inherently there can be no certainty in relation to these matters. On this basis, the director considers it appropriate to prepare the financial statements on the going concern basis. The financial statements do not include any adjustments that would result from a withdrawal of the facilities provided by the director and financiers.

2 Intangible fixed assets	£
Cost	
At 1 January 2009	<u>1,183,914</u>
At 31 December 2009	<u>1,183,914</u>
Amortisation	
At 1 January 2009	554,480
Provided during the year	<u>147,148</u>
At 31 December 2009	<u>701,628</u>
Net book value	
At 31 December 2009	<u>482,286</u>
At 31 December 2008	<u>629,434</u>

East West Broadcast Limited
Notes to the Abbreviated Accounts
for the year ended 31 December 2009

3 Tangible fixed assets			£	
Cost				
At 1 January 2009			1,041,698	
Additions			5,403	
			<u>1,047,101</u>	
At 31 December 2009				
Depreciation				
At 1 January 2009			857,117	
Charge for the year			95,963	
			<u>953,080</u>	
At 31 December 2009				
Net book value				
At 31 December 2009			<u>94,021</u>	
At 31 December 2008			<u>184,581</u>	
4 Loans			2009	2008
			£	£
Creditors include				
Amounts falling due for payment after more than five years			<u>4,832,547</u>	<u>3,989,069</u>
5 Share capital	2009	2008	2009	2008
	No	No	£	£
Allotted, called up and fully paid				
Ordinary shares of £1 each	100	100	<u>100</u>	<u>100</u>