



STATEMENT
4th January 2012

The Wall Street Journal Europe

Following reports in the media about some aspects of the Wall Street Journal Europe's circulation, ABC has carried out a thorough review of the relevant arrangements. The copies in question relate to a contract in force from May 2010 to April 2011 and were reported as Multiple Copy Subscription Sales at below 5% of the basic annual subscription rate. Concerns were raised about whether the net price paid for these copies met the minimum requirement of 1c (Euro), as laid down in the Reporting Standards for International Publications.

The payment arrangements underlying this contract were complex and at times circuitous but ABC has found no clear evidence that these copies should be regarded as not compliant with the Reporting Standards for International Publications.

Given the questions raised ABC has initiated a review of the Reporting Standards governing circulation arrangements of this sort to ensure they fully reflect industry requirements and provide the requisite clarity for all concerned.

For more information please contact:

Mark Barber at Eulogy!
020 7927 9999 / abc@eulogy.co.uk

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About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC), of which ABC CEO Jerry Wright is President. ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

JICWEBS www.jicwebs.org is the Joint Industry Committee for Web Standards. This industry-owned organisation meets 4 times a year to provide credibility, comparability and transparency for digital measurement. ABC audits digital media to these industry-agreed standards and accredits other digital service providers across the industry. Representatives on JICWEBS encompass all areas of the industry including advertisers, agencies and media owners from the following trade bodies: IPA, IPA digital, ISBA, AOP, IAB, NS, NPA.

For further information please visit www.abc.org.uk