

WHY UK TABLOIDS BIN-DIVE, BLAG AND BUNG

What is it that drives Britain's tabloids in a race to the bottom?
And what holds back the press in other countries?



British newspapers are displayed at a newsagent's stand in central London January 22, 2011. REUTERS/LUKE MACGREGOR

BY KATE HOLTON AND
MARK HOSENBALL
LONDON, JULY 7

BENJAMIN PELL MADE a second career out of digging through the contents of people's rubbish bags and selling it to the

British press. The office cleaner, or 'Benji the Binman' as he was known to his clients on Fleet Street, regularly passed journalists the discarded papers of lawyers, celebrities and business executives. Benji's low-tech operations in the late 1990s fed stories on a high-profile libel case and even Elton John's

flower bill.

British tabloids have a long and colourful history of finding new ways to get the story. From rooting through bins to hacking into email accounts, journalists at the so-called 'redtops' have long reveled in their roguish tactics.



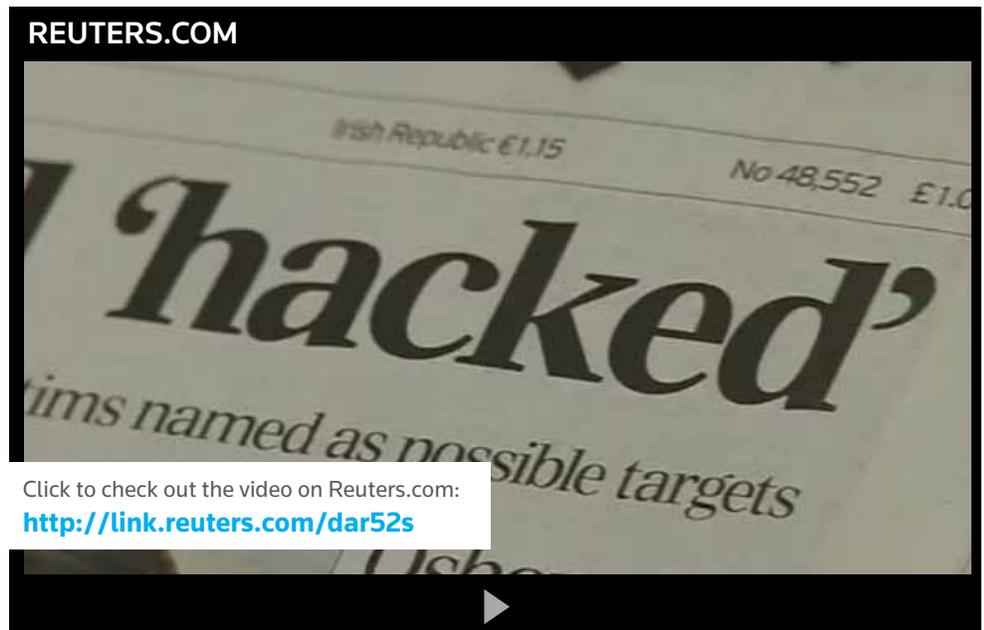
BAD RECEPTION: A woman speaks on her mobile phone outside the News International HQ building, in east London July 6, 2011. **REUTERS/OLIVIA HARRIS**

Now, though, one tabloid has gone too far. Rupert Murdoch's News Corporation said on Thursday it will close its Sunday scandal sheet *News of the World* after the next edition, as a result of an escalating phone hacking scandal.

Allegations that tabloid journalists from the paper hacked into the mobile voicemails of ordinary people -- including a schoolgirl who was later found murdered, and victims and families of the 2005 terrorist attack in London and dead British soldiers -- have outraged Britons and spurred calls for public inquiries into tabloid behaviour, tougher regulation and limits on Murdoch's ownership of media outlets.

The revelations, initially carried by the left-leaning *Guardian* newspaper, are part of a long-running hacking scandal which initially emerged when the royal family realised their phones were being hacked. Until now it has focused on the *News of the World's* pursuit of celebrities and royals.

As Britain descends into one of its regular bouts of self examination, it's worth asking whether the country's tabloids are really so much worse than those elsewhere. How do they stack up against rivals across the Atlantic, where the *New York Post*, another Murdoch property, faces a lawsuit over its claims that the maid at the centre of an attempted rape case against Dominic



Click to check out the video on Reuters.com:

<http://link.reuters.com/dar52s>

Strauss-Kahn was a prostitute. And what about the rest of Europe?

Steven Barnett, professor of communications at Westminster University, is in no doubt that Britain's tabloids go further than any others.

"Time and time again, particularly in the last three or four years when I travel for work, I'm asked 'what is it about our tabloid press?'" he told Reuters. "Why are they so outrageous and why is nothing done about it? I think the

rest of the world looks on in astonishment frankly."

So what is it that drives Britain's tabloids in a race to the bottom? And what holds back the press in other countries?

BLAGGING, BIN-DIVING AND TIP OFFS
IN BRITAIN, THE SHORT answer is that the tabloids push harder because they can. Or rather, in a ferociously competitive environment, they must -- because if they

"PRIVATE EYE HAS LONG USED THE DEROGATORY TERM 'HACKS' TO DESCRIBE BRITISH JOURNALISTS."

don't do it, somebody else will.

Nick Davies, an investigative reporter for the Guardian and author of "Flat Earth News", a book exposing Fleet Street excesses, has been a principal investigator of British tabloid scandals. Davies describes a "regime of fear" in British tabloid newsrooms in which journalists are terrified of getting fired unless they constantly produce exclusives. In that environment, ethics are often cast aside.

Tactics include Pell-style "bin-diving", "blagging" -- pretending to be someone else to gain access to private information about an individual -- paying the police for tip-offs, and hiring private investigators to do the above or tail targets.

Some of those methods have been around for decades. It has long been known to insiders that British newspapers provide police sources with "bungs" -- slang for bribes. But with the advent of computers, voicemail and mobile phones, Fleet Street has become ever more sophisticated.

Some of Britain's broadsheets are not totally averse to those methods, though Davies said that to his knowledge, the Guardian, The Financial Times and Britain's Independent newspaper shun the use of illegal or unethical tactics and the employment of private detectives. "Everybody else did it," he told Reuters. The Guardian and Financial Times are also among a handful of titles which refuse to follow a widespread tabloid practice of paying sources for a story.

Claire Enders, the head of the Enders Analysis media consultancy, said the British don't turn to tabloids for facts. There are more tabloids read in Britain than elsewhere, "and I've always put that down to the fact that news on TV is impartial so people get their opinions from the tabloids."

It doesn't help that the press watchdog is so weak. In Britain, the press is self-regulated by a body called the Press Complaints Commission, which can require a paper to publish its rulings on complaints against newspapers but little else. Even its

gentlest critics call it toothless; one British parliamentarian this week described it as a "fishnet condom".

Given British tabloids' reputation, why the outrage over this case? It's one thing to target non-celebrities, many in the UK have noted this week, and another to go after the victims of crime and terrorism.

"Private Eye has long used the derogatory term 'hacks' to describe British journalists," said Ian Hislop, editor of Private Eye, a satirical bi-weekly magazine that has made media excesses a staple of its columns and is also a vigorous critic of Murdoch's companies. "We had no idea that under Rupert Murdoch's malign influence, so many of them would take the term literally," he told Reuters in an email.

Other democracies "every bit as strong and robust as ours" thrive without the "nauseating tabloid coverage and routine intrusion into ordinary people's private lives," said Westminster University's Barnett. "In terms of the tactics that they use and the way they routinely invade people's privacy without any regard for the impact on those individuals, I think the Italians and others would still regard the British press as even below theirs. As do Americans."

THE ECONOMY, STUPID

THE UNITED STATES has its share of tabloids full of punning headlines and lurid tales. But in general their journalists say they don't go as far as their British counterparts.

One of the big differences between the two countries, according to Tom Rosenstiel, director of the Pew Research Center's Project for Excellence in Journalism in Washington D.C., boils down to economics. In the United States, newspapers generate about 75 to 80 percent of their revenue from advertisers while newspapers in the United Kingdom depend more on newsstand sales.

While British papers need to shout, "there is a tradition of the American press that is more serious," says Rosenstiel. "That tradition has been encouraged by advertisers." They are paying for space that is "credible and respectable."

Some scandals, such as President Bill Clinton's affair with intern Monica Lewinsky, are broken by serious magazines and rely not on hacking but on more traditional reporting methods. Michael Isikoff, the reporter for Newsweek Magazine who originally uncovered the story, says the concept of hacking didn't even exist at that time.



FAIR COP?: New Scotland Yard police headquarters is seen in London January 27, 2011. Police say a private detective working for the News of the World in 2002 hacked into messages left on the phone of murdered schoolgirl Milly Dowler while police were still looking for her. **REUTERS/SUZANNE PLUNKETT**

VIDEO

Porter Bibb, managing partner at Mediatech Capital Partners, on News Corp's bottom line: <http://link.reuters.com/nyk52s>

"I adhered to the standard rules of journalistic practice," Isikoff, who has since left Newsweek, told Reuters. "I never pretended to be anyone other than who I was -- a journalist for Newsweek."

FRENCH RESTRAINT

IN EUROPE, STRONGER LAWS -- and what some argue is an innate aversion to sleaze -- limit the tactics of the tabloids.

In France, strict privacy laws bar newspapers and magazines from printing intrusive photographs of public figures in private moments. Frederic Gerschel, a senior journalist at the daily Le Parisien, previously worked at the glossy, celebrity-filled weekly Paris Match and says he has never heard of papers hiring private detectives, intercepting telephone calls or sending people out undercover to frame or trap public figures.

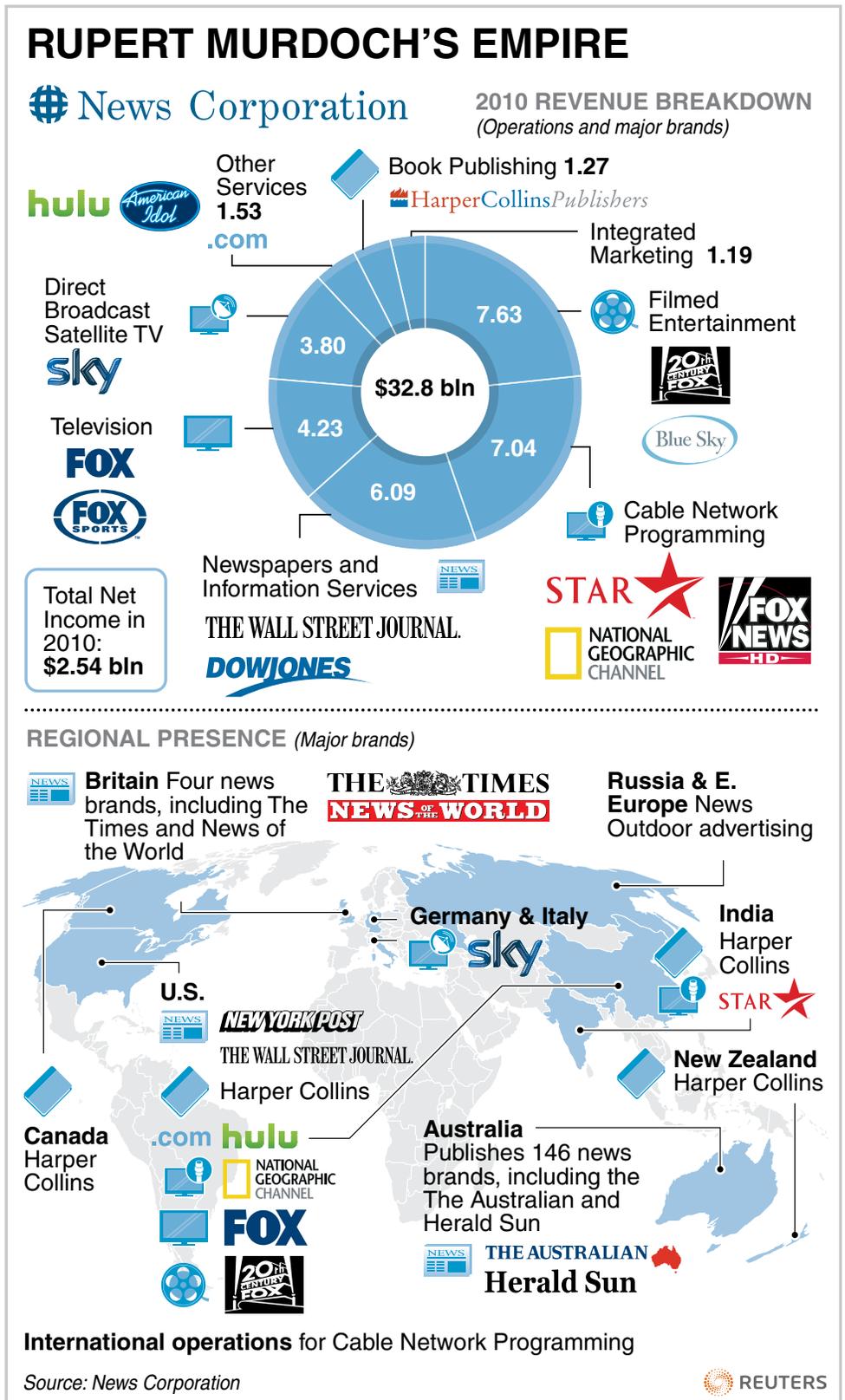
"Journalists don't use the same methods as British tabloids. We don't allow just anything -- there is a general respect," he said. "A person who hacked into a mobile phone would be frowned upon by his peers. I'm not saying everyone is whiter than white, but we respect a code. I have never come across journalists hacking into telephones or private conversations. Those are boundaries we have not yet crossed."

French media work to a rule that reporting stops at the bedroom door -- unless an issue with a public official's private life affects how they perform their duties. Politicians often sue magazines if they print images of their romantic partners and seek retractions of defamatory articles.

That tradition of restraint earned the French media criticism recently when stories emerged that Strauss-Kahn, the French head of the IMF, had faced previous allegations of harassment. Now, as doubts about the credibility of his hotel maid accuser grow, Gerschel feels the French approach has been vindicated.

"When I see how the U.S. media embellished the Strauss-Kahn story, I think that in the end we did things right in France," Gerschel said.

But there is a twist. French papers' restraint may also be due to their frequent connections to broader business interests. Le Figaro, France's top circulation daily, is owned by the Dassault Group, which owns companies like Dassault Aviation and whose CEO Serge Dassault is a Senator for the ruling UMP party. The daily Les Echos, one of France's top business newspapers, is owned by Bernard Arnault, chief executive of luxury



goods firm LVMH.

OPEN SECRETS

GERMANY'S BILD, read by about 12 million people each day and famous for its pictures

of nude women on page one, regularly pays non-journalist sources for candid celebrity pictures and "can certainly give the Sun a run for their money," according to Amanda Ball, senior lecturer in media law at Nottingham

Trent University's Centre for Broadcasting and Journalism.

But Germany also has stringent privacy laws, and even its tabloids are cautious about reporting on the private lives of political leaders and celebrities – unless they cross a loosely defined boundary and do something flagrantly public.

More than a decade ago, when the married state premier of Lower-Saxony and future Chancellor Gerhard Schroeder was having an affair with a female Bild journalist not a single word about the poorly kept secret was ever published.

"Journalists have extra-marital affairs too," a former minister told Reuters. "Why should political leaders be treated any differently than journalists or publishers? They all have private lives and they all make mistakes. Having mistresses has been a privilege of power for centuries, all the way back to the kings and Kaisers. It's no one else's business."

WIRETAPS

IN ITALY, A COUNTRY whose biggest private broadcaster Mediaset is owned by the family of Prime Minister Silvio Berlusconi, it's the serious newspapers -- Corriere della Sera, La Repubblica, La Stampa -- which have

published information gained by wire-taps.

In the past year, Italians have been treated to an almost daily diet of steamy transcripts of phone conversations among young women attending parties thrown by Berlusconi, who is on trial for paying for sex with an under-aged woman, charges he denies.

Italy's government has been trying to pass a bill curbing the use of wiretaps by investigators and the publication of leaked phone conversations by newspapers. Critics say it is an effort to muzzle the press and will help criminals. Wire-taps played a major role in an investigation which last May led to a jail sentence for former Bank of Italy chief Antonio Fazio, over a 2005 takeover battle for Italian bank Antonveneta.

"In most cases it's the lawyers who leak the wire-taps," said one Italian investigative reporter, who refused to be named. "In some rare cases it's the investigators, and in even rarer occurrences the magistrates."

Berlusconi's son, Mediaset Vice-Chairman Pier Silvio Berlusconi, said last week he was worried that the group's connection with the country's increasingly unpopular premier may hurt the broadcaster. "I'm a bit scared by the atmosphere -- that the resentment towards my father may translate into a

general attitude towards the company," he told journalists at a late-night press-conference.

Britain's phone tapping scandal has already hit Murdoch's News of the World.

Exactly how far public outrage will change the broader tabloid press, though, is hard to tell.

"I certainly think there'll be more pressure for us to have a more robust system of regulation," Nottingham Trent's Ball told Reuters.

At the newsstand outside King's Cross railway station in London on Wednesday evening, vendor Thomas Treadwell is not so sure. The phone-hacking scandal was definitely helping sell more copies of rival newspapers, but the Sun and the Times are his best sellers and haven't been noticeably affected, he said, shrugging as he loaded drinks into a fridge.

(Additional reporting by Jennifer Saba in New York, Georgina Proddhan and Mike Holden in London, Catherine Bremer and Leila Abboud in Paris, Erik Kirschbaum in Berlin, Valentina Za in Milan; Writing by Sara Ledwith; Editing by Simon Robinson/Janet McBride)

TIMELINE

SCANDAL THAT KILLED NEWS OF THE WORLD



UNDER SIEGE: Rupert Murdoch, chairman and chief executive of News Corporation, speaks to the media before the start of the second day of the Allen and Company Sun Valley Conference in Sun Valley, Idaho July 7, 2011. **REUTERS/ANTHONY BOLANTE**

THE NEWS OF THE World will print its final edition on Sunday after a scandal over phone-hacking that comes at a time when parent firm News Corp is seeking to take over UK pay-TV firm BSkyB in its biggest ever acquisition worth approximately \$14 billion.

Here is a timeline of events in the long-running scandal:

2000 - Rebekah Wade is appointed editor of Britain's best-selling Sunday tabloid News of the World. She begins a controversial campaign to name and shame alleged paedophiles, leading to some alleged offenders being terrorised by angry mobs, and also campaigns for public access to the Sex Offenders Register, which eventually comes into law as "Sarah's Law".

2002 - Teenager Milly Dowler disappears in Walton on Thames, Surrey in March. Her remains are found in September.

2003 - Wade becomes editor of daily

tabloid The Sun, sister paper to the News of the World. She tells a parliamentary committee her newspaper has paid police for information although News International later says this is not company practice.

November 2005 - News of the World publishes story on Prince William's knee injury. This prompts complaints by royal staff members about voicemail messages being intercepted. The complaints spark a police inquiry.

January 2007 - The News of the World's royal affairs editor Clive Goodman is jailed for four months.

-- Goodman listened to voicemail messages left for the press secretary of Prince Charles and also for two officials who worked for his sons, princes William and Harry.

-- His accomplice, private investigator Glenn Mulcaire, is given a six-month prison



Gwyneth Paltrow. REUTERS/MARIO ANZUONI



Jude Law. REUTERS/JEAN-PAUL PELISSIER



Elle MacPherson. REUTERS/VALENTIN FLAURAUD

term. Goodman and Mulcaire admitted in November 2006 to plotting to unlawfully intercept communications while Mulcaire also pleaded guilty to five other charges of unlawfully intercepting voicemail messages.

-- After the two were sentenced, News of the World editor Andy Coulson resigns, saying he took "ultimate responsibility".

May 2007 - Andy Coulson becomes the Conservative Party's director of communications under leader David Cameron.

June 2009 - Rebekah Wade becomes CEO of News International. Wade marries Charlie Brooks and becomes Rebekah Brooks.

July 2009 - The Guardian newspaper says News of the World reporters, with the knowledge of senior staff, had illegally accessed messages from the mobile phones of celebrities and politicians while Coulson was editor.

-- Actors Jude Law and Gwyneth Paltrow, Australian model Elle Macpherson and former British Deputy Prime Minister John Prescott were among those targeted, the Guardian says.

September 2009 - Les Hinton, chief executive of Dow Jones and previously the executive chairman of Murdoch's newspaper arm in Britain, tells a committee of legislators any problems with phone hacking was limited to one, already well-publicised case, reiterating what he told the committee in 2007. He said they had carried out a wide review and found no new evidence.

February 2010 - The House of Commons Culture, Media and Sports Committee says in a report it is "inconceivable" that

INTERACTIVE

Factbox on key players in the hacking scandal please click on:

<http://link.reuters.com/pak52s>

managers at the News of the World did not know about the practice, which the legislators said was more widespread than the Sunday newspaper had previously admitted.

September 2010 - MPs ask parliament's standards watchdog to begin a new investigation into the phone hacking allegations surrounding the News of the World and its former editor Andy Coulson, by then Prime Minister David Cameron's media chief.

-- Pressure for a new investigation grows after the New York Times had suggested News of the World reporters "routinely" sought to hack phones, often with the help of private investigators.

January 2011 - British police open a new investigation into allegations of phone hacking at the News of the World. Police had said in July 2009 there was no need for a probe into the hacking claims.

-- The News of the World announces it has sacked senior editor Ian Edmondson after an internal inquiry.

-- Andy Coulson resigns as Cameron's communications chief amid the allegations of phone hacking.

April 2011 - News of the World chief reporter Neville Thurlbeck, and Edmondson are arrested on suspicion of conspiring to intercept mobile phone messages. They are released on bail. The News of the World admits its role in the phone hacking.

June 2011 - Levi Bellfield is found guilty of murdering schoolgirl Milly Dowler.

July 2011 - A lawyer for Milly Dowler's family, says he learned from police that the schoolgirl's voicemail messages had been hacked while police were searching for her. Police later say that they have also been in touch with the parents affected by the 2002 murders in the town of Soham, where two 10-year-old girls were seized and killed by a school caretaker.

July 5 - News International says that new information has been given to police. The BBC says it related to emails appearing to show payments were made to police for information and were authorised by Coulson.

-- The list of those possibly targeted includes victims of the London suicide bombings of 2005, and the parents of Madeleine McCann, who disappeared in Portugal in 2007.

July 6 - Cameron says he is "revolted" by allegations that investigators from the paper eavesdropped on the voicemail of victims of crimes and says he will order an inquiry.

-- Murdoch appoints News Corp executive Joel Klein to oversee an investigation into the hacking allegations.

-- New claims reported by Britain's Daily Telegraph say that the Sunday tabloid hacked into the phones of relatives of British soldiers killed in Iraq and Afghanistan.

July 7 - James Murdoch says News Corp will close the News of the World.

(Writing by David Cutler,
London Editorial Reference Unit)

WHO'S WHO IN SCANDAL AT HEART OF MURDOCH EMPIRE

RUPERT MURDOCH

CHAIRMAN AND CHIEF EXECUTIVE of News Corporation, the world's largest news conglomerate, which he founded.

News Corp's operations span television, film, newspapers and advertising. Businesses include U.S. cable network Fox, and The Wall Street Journal newspaper, as well as some of Britain's best-selling papers: The Sun, News of the World and The Times.

Australian-born Murdoch was ranked by Forbes magazine as the 13th most powerful person in the world in 2010 and the 117th richest in the world, with a net worth of over \$6 billion.

He became a U.S. citizen in 1985 so that he could buy American television stations.

Murdoch's News Corp is currently seeking to buy out British satellite broadcaster BSkyB, a deal expected to cost at least \$15 billion, and final government approval for the deal is expected shortly.

A man who easily commands audiences with world leaders, Murdoch's newspapers in particular are believed to wield enormous political influence. In 1992, The Sun declared "It's the Sun Wot Won It" after it campaigned vigorously against Labour leader Neil Kinnock in an election that delivered an unexpected Conservative victory.

REBEKAH BROOKS

CHIEF EXECUTIVE of News International, the British newspaper arm of News Corp.

Born Rebekah Wade, the 43-year-old has worked for the Murdoch empire since the age of 20, joining Sunday tabloid the News of the World as a secretary before moving to The Sun daily. In 2000, she was appointed editor of the News of the World, making her, at the time, the youngest ever editor of a British national newspaper.

She moved on to edit The Sun in 2003, becoming its first female editor, and spent six years at the helm before her appointment as chief executive of News International.

Brooks rarely gives interviews. In 2003, she told a parliamentary committee her newspaper had paid police for information

although News International later said this was not company practice.

Brooks, formerly married to a star of television soap opera "Eastenders", is considered one of Rupert Murdoch's most trusted executives and is politically well-connected. She and her second husband, a former racehorse trainer, are reported to be regular guests at Prime Minister David Cameron's Oxfordshire home.

On Tuesday, she said she was "sickened" at allegations the News of the World had hacked into the voicemail messages of missing schoolgirl Milly Dowler, later found murdered, in 2002. The Guardian newspaper said an investigator for the paper had also deleted some messages to make room for more, misleading police and the girl's family into thinking she was alive.

"I hope that you all realise it is inconceivable that I knew or, worse, sanctioned these appalling allegations," she wrote in a memo to staff, adding that she would not resign.

DAVID CAMERON

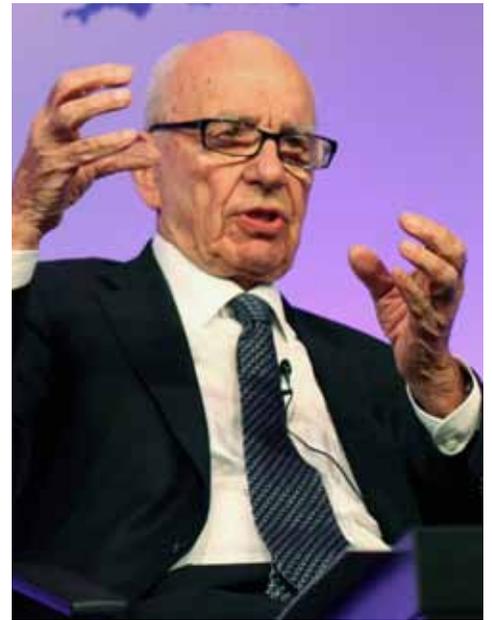
THE PRIME MINISTER became linked to the scandal after he appointed as his director of communications Andy Coulson, who had been News of the World editor during the time that most phone-hacking is alleged to have taken place at the tabloid.

Cameron said that if allegations were true that a private investigator hacked into the phone of missing teenager Milly Dowler, "this is a truly dreadful act."

ANDY COULSON

COULSON RESIGNED AS News of the World editor in 2007 after one of his reporters and a private investigator were convicted of hacking into phones of members of the royal family, although Coulson insisted he knew nothing about the phone hacking.

He then resigned as Cameron's communications director earlier this year after fresh allegations surfaced that connected journalists at the paper to a spate of other attempts to hack the voicemail of politicians and celebrities. He said media



RUPERT MURDOCH: News Corp Chief Executive Rupert Murdoch attends The Times CEO summit at the Savoy Hotel in London June 21, 2011. **REUTERS/BEN GURR/POOL**



REBEKAH BROOKS: Rebekah Brooks, chief executive of News International, is seen watching play on Centre Court at the Wimbledon tennis championships in London in this July 1, 2011. **REUTERS/STEFAN WERMUTH/FILES**



DAVID CAMERON: British Prime Minister David Cameron speaks at a news conference in Kabul July 5, 2011. **REUTERS/AHMAD MASOOD**



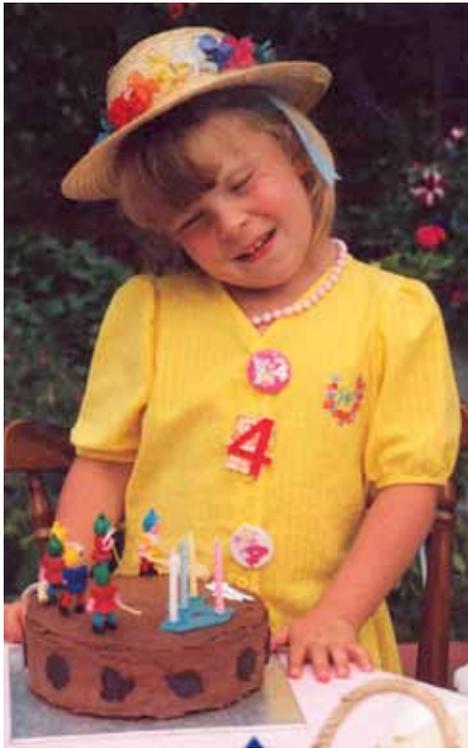
ANDY COULSON: Andy Coulson, former News of the World newspaper editor and later Prime Minister David Cameron's director of communications, leaves the High Court in Glasgow, Scotland December 9, 2010. **REUTERS/DAVID MOIR**



JEREMY HUNT: Secretary of State for Culture, Olympics, Media and Sport, Jeremy Hunt speaks during a news conference at the Foundling Museum in London April 13, 2011. **REUTERS/SUZANNE PLUNKETT**



CLIVE GOODMAN: Clive Goodman, former News of The World royal correspondent, is seen arriving at the City of Westminster Magistrates Court in central London August 16, 2006. **REUTERS/ALESSIA PIERDOMENICO**



MILLY DOWLER: Amanda Dowler (L), known as Milly, celebrating her fourth birthday, June 25, 1992. **REUTERS/HANDOUT**

coverage of the scandal made it impossible to do his job.

JEREMY HUNT

HUNT IS THE SECRETARY of State for Culture, Olympics, Media and Sport. He has final say over whether News Corp should be allowed to buy out BSkyB after Business Secretary Vince Cable was stripped of the

decision-making power late last year.

Cable lost the right to adjudicate on media deals after he was taped "declaring war" on Rupert Murdoch.

Hunt last week rejected complaints the News Corp buyout of BSkyB would give Murdoch too much power and influence, effectively clearing the way for the multi-billion-dollar deal.

However, he announced a final consultation period until July 8 to consider further undertakings designed to guarantee the editorial independence of Sky News.

CLIVE GOODMAN AND GLENN MULCAIRE

GOODMAN, who reported on the royal family for the News of the World, was jailed for four months after writing stories based on illegal phone taps carried out by private detective Glenn Mulcaire for which he paid with cash.

Mulcaire, who was jailed for six months, was also paid an annual retainer of 100,000 pounds (\$160,000) by News of the World for other investigative services.

MILLY DOWLER

AGED 13, SHE WENT missing on her way home from school in the London suburb of Walton on March 21, 2002. Despite a huge police hunt and massive publicity, her body was found only six months later. This year, convicted killer Levi Bellfield was tried for and, on June 23, found guilty of the teenager's murder.

(by Judie Ginsberg,
Editing by Alastair Macdonald)



GLENN MULCAIRE: Private investigator Glenn Mulcaire leaves the Old Bailey court in central London, November 29, 2006. **REUTERS/TOBY MELVILLE**

MURDOCH ADVERTISERS GET COLD FEET OVER HACKING CLAIMS

FACTBOX



TAKE OUT: McDonald's logo is seen on the roof of one of its restaurants in New York January 24, 2011. REUTERS/SHANNON STAPLETON

News Corp said it would close the News of the World after it drew public outrage and complaints from advertisers over a phone-hacking scandal. The following are comments from companies and campaign partners in the past week:

BOURNE LEISURE (BUTLINS, HAVEN HOLIDAYS, WARNER LEISURE) - "We review all our sources of advertising regularly and we will not be advertising in NoW (News of the World)."

COCA-COLA - "We have no advertising currently running with the News of the World and none scheduled for the future. We are shocked by the new allegations that have been made."

THE CO-OPERATIVE GROUP - "The Co-operative Group has taken the decision to suspend temporarily any further advertising and promotional activity with the News of the World until the outcome of the investigation is known. The Group is a consumer-owned business which adheres to strong ethical standards. These allegations have been met with revulsion by the vast majority of members who have contacted us."

DIXONS (CURRYS AND PC WORLD): "There are a number of factors that determine our media planning and we constantly review all the media we use. However, we do not comment on specific cases."

EASYJET - "EasyJet understands the concerns raised by the public, including many of our own staff and passengers, about these serious and shocking claims. Although we have advertised in the News of the World in the past we have no current plans to do so. We will actively monitor the

situation and await the outcome of any investigation."

FORD - "We are awaiting an outcome from the News of the World investigation and expect a speedy and decisive response. Pending this response we will be using alternative media within and outside News International Group instead of placing Ford advertising in the News of the World."

HALIFAX (LLOYDS BANKING GROUP) - "In recognising and responding to consumer reaction, Halifax has cancelled an advertisement in this Sunday's News of the World. This was a tactical decision in the short term whilst we carefully consider our longer term position and its implications."

MARKS & SPENCER - "M&S does not advertise with the NOTW. We do advertise with other News International titles, such as The Sun, The Times and The Sunday Times and will be monitoring the situation closely to see how it develops."

MCDONALD'S - Says it has not advertised in the News of the World since 2010 and has no plans to do so. It will continue to advertise in The Sun.

MITSUBISHI MOTORS CORP - "Mitsubishi Motors in the UK considers this type of activity - especially in such a distressing case - to be unbelievable, unspeakable and despicable. This is where we draw the line. It has therefore been necessary for us to pull all of our media advertising with the News of the World with immediate effect."

MORRISONS - Says it is monitoring the situation, has no plans to advertise in the



News of the World this weekend and has not made any long term decisions.

NPOWER - "We can confirm that we are

suspending current advertising with the News of the World. We will continue to review our options going forward."

O2 - "We share the concerns of customers and employees about these quite shocking claims. While the situation unfolds, we will not be purchasing advertising in News of the World. We'll continue to monitor the situation closely."

PROCTER & GAMBLE - "We are very aware of the situation and share the growing concern amongst the public. We are monitoring it closely and will be reviewing our options. We will wait for the outcome of official investigations before commenting further."

RENAULT - "Renault acknowledges the concerns raised regarding the allegations of phone hacking by the News of the World. We can confirm that we have no media advertising planned with the News of the World."

ROYAL BANK OF SCOTLAND - The lender and owner of insurer Direct Line declines to comment.

THE ROYAL BRITISH LEGION - The armed forces charity drops the News of the World as its campaigning partner and says its advertising budget with the wider News International group is under review: "We can't with any conscience campaign alongside News of the World on behalf of Armed Forces families while it stands accused of preying on these same families

in the lowest depths of their misery. The hacking allegations have shocked us to the core."

J SAINSBURY - "Due to the rising concerns of our customers we are suspending any advertising in the News of the World until the outcome of the investigation."

SHOPDIRECT - "We have no advertising planned with News International publications at the moment - we will review this once the investigation is complete."

SJM CONCERTS - SJM Concerts have suspended our advertising in News Of The World at this time pending the outcome of the investigation in to phone hacking allegations by News International.

T-MOBILE UK - "We are currently reviewing our advertising position with News of the World, following the recent

allegations, and await the outcome of the ongoing police investigation."

TESCO - "These latest allegations will cause huge distress to a family which has suffered enough. It's now a matter for the police; like everyone, we await the outcome of their investigation."

THOMAS COOK - Says it has no advertising planned with News of the World at the moment.

TUI TRAVEL - "Thomson and First Choice advertise from time to time with News of the World depending on what campaigns we have. We have no plans to advertise this week. Without wishing to prejudice any investigations in progress, we are reviewing the options, as is reasonable in such unusual circumstances.'

VAUXHALL - "Vauxhall has suspended

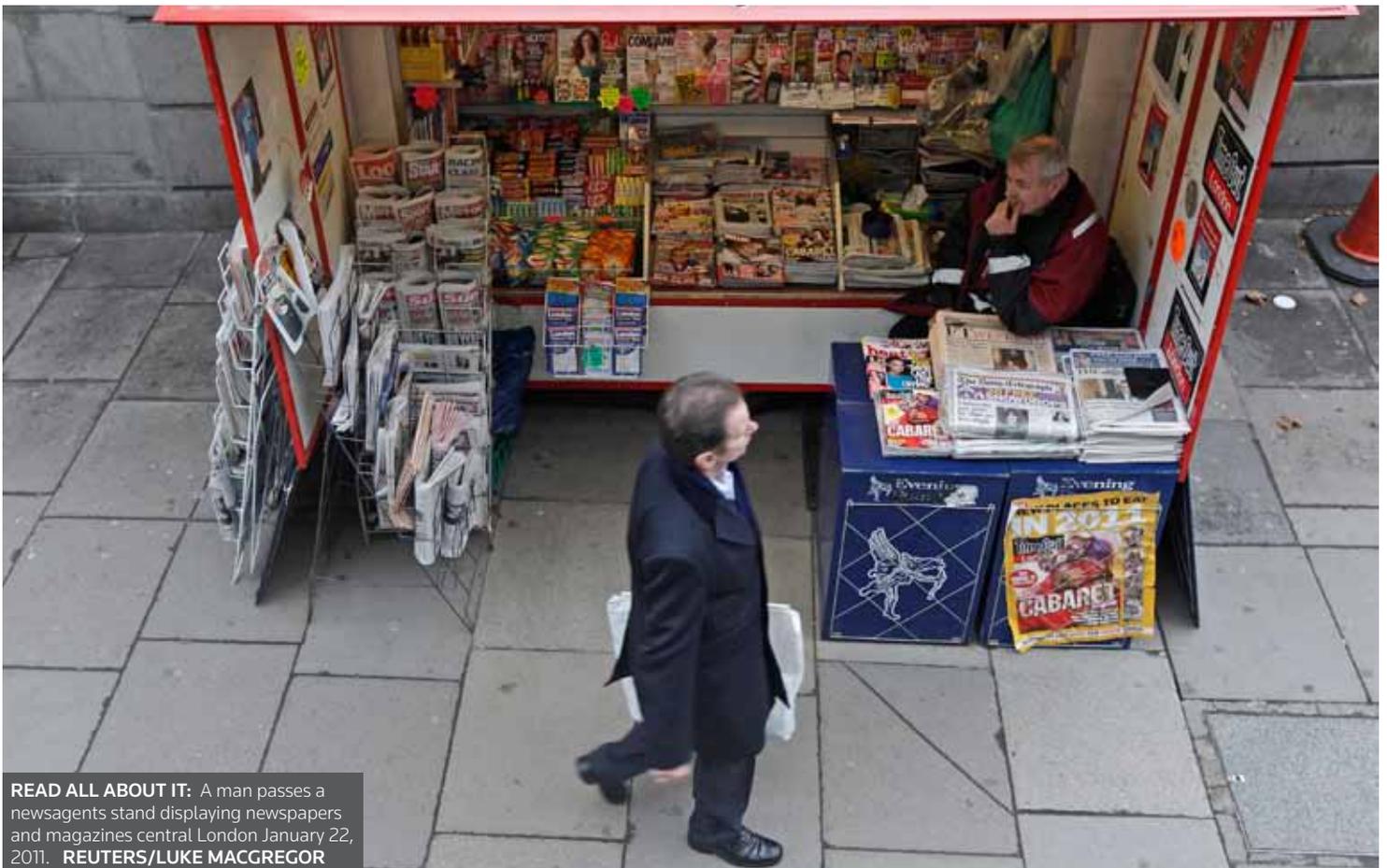
advertising in the News of the World. It will reconsider its position pending the outcome of investigations into the allegations of phone hacking."

VIRGIN HOLIDAYS - "We have reviewed what we had booked for this Sunday (advertises in the News of the World) and have decided not to go ahead with those bookings. We will review what we have booked for the future at a later date."

VODAFONE - Says it is reviewing the situation.

WILLIAM HILL - "We are currently reviewing our commercial arrangements in light of the current situation."

(Compiled by Paul Hoskins; reporting by Reuters bureaux in London, Chicago, Paris and Frankfurt; editing by Georgina Proshan)



READ ALL ABOUT IT: A man passes a newsagents stand displaying newspapers and magazines central London January 22, 2011. **REUTERS/LUKE MACGREGOR**

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