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Press Release

Accounting Standards Committee of Germany published a comprehensive survey on *Attitudes towards Fair Value and Other Measurement Concepts*.

The discussion of possible measurement bases to be used in financial accounting is considered by many to be an important issue. Fair Value Measurement is in the focus of this discussion and recent developments in the context of the IFRSs demonstrate the ever growing importance of fair value measurement. The recent subprime crisis shows that the advantages and disadvantages of fair value measurement are viewed differently across users, preparers and standard-setters.

The Accounting Standards Committee of Germany today published a comprehensive survey on *Attitudes towards Fair Value and Other Measurement Concepts*. The survey was supported by the School of business and economics of the Humboldt University Berlin and the European Federation of Financial Analysts Societies (EFFAS). The survey examines the views of European analysts and professional outside investors towards fair value, based on an online questionnaire.

The findings put earlier results about the preferences of professional investors towards different measurement concepts into perspective: While the general opinions given in this survey confirm the results from earlier studies that fair value measurement is generally preferable over cost-based measurement, the detailed views on different measurement concepts give a more diverse picture: Users seem to distinguish between marked-based fair values and fair values that are determined using valuation techniques. While fair values that are determined with a view to a market are viewed as very useful, the usefulness of model-based fair values is perceived to be much lower. According to the survey, model-based fair values are only acceptable to users for financial instruments.

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