Let W be a well ordered set;

$$j:[0,1]\to W$$

and let Q be defined as the set of pairs $(x, y) \in [0, 1] \times [0, 1]$ such that j(x) preceds j(y) in W (here preceds means with respect to the total order in W).

We need that

- (1) Q_x should contain all of [0, 1] except for a countable set in [0, 1].
- (2) Q^y should contain at most a countable set in [0,1].

Hence note in particular both sections would be Borel sets.

Then the counterexample follows by considering $f(x,y) = \chi_Q(x,y)$ and observing that the integrals over [0,1] w.r.t. Lebegue measure of f_x and f^y (which would be Borel functions themselves) were different (first one = 1; second one = 0)

The reason why Fubini doesn't work is because f itself is not measurable w.r.t the product Borel sigma algebra

Proving 2) above maybe tricky if j(x) is "too general". One needs to actually assume a few additional things:

- a) Well Ordering Principle: every nonempty set X can be "well ordered". (this relies on an equivalent form of Zorn's lemma which states that every partially ordered set has a maximally linearly ordered set i.e. given X there exists a subset E of X for which the partial order in X becomes a total or linear order in E and E is maximal in the sense that no other subset of E that is also totally ordered with respect to the same partial order strictly contains E)
- b) The Continuum Hypothesis: there is no set whose cardinality is strictly bigeer than that of the natural numbers and strictly smaller than that of the reals. (In other words if a set is uncountable then its cardinality is bigger or equal than that of the reals).

As a consequence of a) we have the existence of uncountable well order sets. We need then to assume our W above is such a set.

As a consequence of b) and the fact W has cardinality at least that of [0,1] we can choose j(x) to be one-to-one function. Now if j(x) is chosen as above in a one-to-one fashion then this guarantees that 1) and 2) above holds as desired.