

G.9 Payments for Nonproduced Knowledge-Based Capital (Marketing Assets)

Instructions

For each question, please provide the answer by clicking the relevant check box or by typing in the framed textboxes, which will automatically expand to fit the text. We recommend providing coordinated answers between the national agencies responsible for the national accounts and balance of payments compilation (for example, National Statistics Office and Central Bank). If only one agency is providing a coordinated answer concerning national accounts and balance of payments, please indicate that in your response to the questionnaire concerning which area of macroeconomic statistics. Otherwise, please choose the area of macroeconomic statistics your answer is referring to.

Please note that the survey may reach one or more contacts in your agency; however, only one response is expected. A printable version of the questionnaire and the guidance note are available at the SNA Consultations webpage of the United Nations Statistics Division, and the Globalization Task Team webpage on the IMF's *BPM6* website. If you have any questions, please contact: [**SNA-Globalization@imf.org**](mailto:SNA-Globalization@imf.org) and copy [**sna@un.org**](mailto:sna@un.org). We look forward to and highly appreciate your collaboration.

Sincerely,
Globalization Task Team

Name and Affiliation

Please provide your information below:

Country _____
Institution/Organization _____
Name _____
Position/Title _____
Email _____

1. Your response concerns which area of macroeconomic statistics?
- National Accounts
 - Balance of Payments
 - Both National Accounts and Balance of Payments

2A. Is this topic of relevance for your country?

- High relevance
- Medium relevance
- Low relevance
- Not relevant

2B. Please provide arguments in favor of your response:

(End of Page 1)

Conceptual questions

Under both the 2008 SNA and the BPM6, marketing assets (trademarks, brand names, logos, etc.) are classified as nonproduced non-financial assets. Guidance for recording transactions related to these marketing assets is currently considered incomplete and inconsistent between both manuals.

This guidance note proposes and discusses two options: Option I, to revisit the treatment of marketing assets as produced non-financial assets, a topic that was already included in the SNA research agenda (2008 SNA, Annex 4); and Option II, to maintain the status quo in the treatment but with more appropriate and consistent recordings in both the national and international accounts.

3A. Do you agree that, on a conceptual basis, marketing assets (trademarks, brand names, logos) meet the SNA and BPM definitions of produced assets [1]?

[1] Produced assets are non-financial assets that have come into existence as outputs from production processes that fall within the production boundary of the SNA (2008SNA paragraph 10.9).

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

This Question is Conditionally Shown if: (3A = Strongly disagree OR 3A = Disagree)

3B. If you strongly disagree or disagree, please specify why:

4A. If marketing assets are produced (i.e., Option 1) as the preferred recommendation in an updated SNA and BPM, do you agree with creating a new subcategory of produced assets within intellectual property products for marketing assets?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

This Question is Conditionally Shown if: (4A = Strongly disagree OR 4A = Disagree)

4B. If you strongly disagree or disagree, please specify why:

5A. If marketing assets are produced (i.e., Option 1) as the preferred recommendation in an updated SNA and BPM, do you agree with the GN proposed treatment of sublicensing marketing assets as a type of license to reproduce, thus for those licenses that satisfy the asset requirement [2], treat as a sale of part or whole of the original to the unit holding the license to reproduce?

[2] A license can be considered a fixed asset if will be used in production for a period in excess of one year. The 2008 SNA paragraph 10.100 provides further explanation.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

This Question is Conditionally Shown if: (5A = Strongly disagree OR 5A = Disagree)

5B. If you strongly disagree or disagree, please specify why:

6A. If the status quo is maintained in the next update of the SNA and BPM (i.e., marketing assets are treated as nonproduced, Option 2)—should transactions related to the rights to use marketing assets be recorded:

- by splitting them between services and income (the flexible option in BPM6, if information is available)*
- in services (the default solution in BPM6, if a split is not possible)*
- in income*

6B. Additional comments, if any, to elaborate your choice for Question 6A:

7A. If the status quo is maintained in the next update of the SNA and BPM (i.e., marketing assets are treated as nonproduced, Option 2)—should the definition of property income be expanded to include a subcategory for payments for nonproduced, non-financial assets other than natural resources?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

This Question is Conditionally Shown if: (7A = Strongly disagree OR 7A = Disagree)

7B. If you strongly disagree or disagree, please specify why:

This Question is Conditionally Shown if: (7A = Neutral OR 7A = Agree OR 7A = Strongly agree)

8. If neutral, agree or strongly agree is selected in question 7A, which option do you prefer:

- New subcategory alongside investment income and rent, which is called:

- New subcategories for rent; rent on natural resources and rent on other non-produced non-financial assets under which marketing assets would fall.

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Practical questions

9A. Based on your current experience, do you think that your statistical office/central bank could treat marketing assets as produced (i.e., implement Option 1) and adequately measure the current production and include in measures of gross fixed capital formation?

- Yes
- No

9B. Please provide an explanation for your response to Question 9, **and the challenges faced, if any:**

This Question is Conditionally Shown if: (9A = No)

10A. If you answered "No" to question 9A, based on your organization's medium-term strategic plan, would it be possible to adequately measure marketing assets as produced and adequately measure the current production and include in measures of gross fixed capital formation if you were to implement the GN's proposals after 3–5 years?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

This Question is Conditionally Shown if: (9A = No)

10B. Please provide an explanation for your response to Question 10A:

11A. Have you undertaken research and produced experimental estimates to treat marketing assets as produced?

- Yes
- No

This Question is Conditionally Shown if: (11A = Yes)

11B. If yes, please provide a brief summary of the results (more detailed responses can be sent to sna-globalization@imf.org)

12. Are international transactions in the rights to use marketing assets material in your jurisdiction?

- Yes
- No

13. Are outright sales/purchases of marketing assets across borders material in your jurisdiction?

- Yes
- No

14. Are intra-MNE flows of marketing assets material in your jurisdiction?

- Yes
- No

15. In your current practice, how do you usually record international transactions in the right to use marketing assets?

- entire amount is recorded *in services*
- entire amount is recorded *in income*
- the amount is split *between services and income*

16. A major challenge to treating marketing assets as produced is that the business accounting standards (International Accounting Standards 38 [3]) do not recognize them as assets unless they are separately acquired (i.e., after they are produced) and satisfy the general recognition and measurement conditions.

Do you have any suggestions on how to overcome such challenges (i.e., using advertising expenditures)? Please describe.

[3] <https://www.iasplus.com/en/standards/ias/ias38>

17. Do you have any other comments on the guidance note?

18. In order to maximize transparency in the SNA and BPM update process, we would like to publish responses to global consultations.

Do you give consent that your response to this questionnaire can be published?

- Yes
- No

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