



**STATISTICS**

# **Measuring Knowledge Based Capital (Marketing Assets)**

**Marketing Assets Task Team Update**

**26<sup>TH</sup> MEETING OF THE ADVISORY EXPERT GROUP ON  
NATIONAL ACCOUNTS**

**JULY 9-10, 2024 VIRTUAL MEETING**

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The views expressed are those of the presenter and should not be attributed to the IMF, its management or its Executive Directors.

# Marketing Assets Task Team: Members

- **Chair:** Jennifer Ribarsky (IMF).
- **Secretariat:** Thomas Alexander and Margarida Martins (IMF).
- **Countries:** Jason Annabel (ABS, Australia), Chris Davie (ONS, UK), David Matthewson (ONS, UK), Tatsuya Sekiguchi (ESRI, Japan), John Sheridan (CSO, Ireland), Tsholofelo Shumba (South Africa Reserve Bank), Rachel Soloveichik (BEA, USA), Klaas de Vries (CBS, the Netherlands), and Sixto Muriel De La Riva (INE, Spain).
- **International Organizations:** Andreas Doltt and Daniel Iscru (Eurostat); Eurydice Fotopoulou, Patrick Quill, and Philip Stokoe (IMF); Herman Smith (UNSD); Kathryn Young (World Bank); Pete Harper (SNA PM) and Peter van de Ven (SNA editor).  
John Mitchell and Joseph Haynes

- Treatment of Marketing Assets
- Compilation Guide
  - Outline
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  - Drafting Team Allocation
- Main Issues

# Treatment of Marketing Assets

- 2008 SNA: **Marketing assets (and goodwill) only recognized as non-produced non-financial assets**, the measurement of which is limited to explicit purchases of the relevant assets (or implicit purchases when a corporation is purchased at a price higher than its net worth)
- 2025 SNA: It was proposed to **recognize marketing assets as produced assets**, thus significantly extending the asset (and production) boundary with assets produced for own final use
- However, this **recommendation was not agreed** to by the 2024 UNSC **because of conceptual and practical concerns**, so the 2008 SNA treatment will be retained in the sequence of economic accounts
- The topic will remain on the **research agenda**; however, countries with significant marketing assets will be encouraged to compile **extended accounts** with marketing assets treated as produced assets

# Marking Assets Guidance: draft Outline Structure

- In developing a practical definition, the guidance will take account of the **experimental estimates developed by national statistical agencies** and will seek to harmonize terminology uses across countries by developing a common understanding of the asset boundaries.

## Outline Structure:

1. Introduction and overview
2. Definition and scope
3. Data sources and estimation
4. Deriving capital stock
5. Price and volume estimation

**Annex of case studies – objective to highlight country practices**

# Marketing Assets Task Team: Timeline

**May 2024 to June 2025:** drafting of chapters.

**September 2024 task team:** Discuss first set of chapters and country case studies

**January 2025 task team:** Discuss second set of chapters and country case studies

**April 2025 task team:** Review third set of chapters and country case studies

**June 2025 task team:** full draft guide for review and comments

**October 2025: Full draft to Advisory Expert Group on National Accounts (AEG)**

**End 2025:** Include AEG comments and finalize guidance

**Early 2026:** Revised guidance circulated to AEG for approval

# Drafting team allocation of chapters

## First set of chapters

Lead Author	Chapter	Reviewer	TT meeting discussion
Thomas Alexander (IMF)	1.Introduction and Overview	Jennifer	Apr-25
John Mitchell & Joseph Haynes (IMF contractors)	2.Definition and Scope	Jennifer/Thomas	Sep-24
Joseph Haynes (IMF contractor)	3.1 Data Sources and Direct Estimation	Eurydice	Sept 2024 (1st) and Jan 2025 (2nd)
Lead Eurydice Fotopoulou (IMF)	3.2 Data Sources and Own-account	Jennifer	Sept 2024 (1st) and Jan 2025 (2nd)

## Second set of chapters

Lead Author	Chapter	Reviewer	TT meeting discussion
Patrick Quill (IMF)	3.3 Measuring Cross-border Flows	Jennifer	Jan-25

## Third set of chapters

Lead Author	Chapter	Reviewer	TT meeting discussion
Thomas Alexander (IMF)	4.The Capital Stock	Jennifer	Apr-25
Andrew Baer (IMF)	5. Price and Volume Measures	Thomas	Apr-25

# Marketing Assets Task Team: Main Issues

- **Capitalized value of expenditures on advertising and promotional activities** (whether purchased or produced on own account) at current-prices
  - *Key is to establish scope and clear boundary to avoid overlap with other assets*
- **Direct purchases:** on advertising and marketing may be derived from advertising and media companies as well as purchases from other units that are not classified as advertising companies
  - *Key is to understand the proportion of expenditures considered gross fixed capital formation (GFCF) versus intermediate consumption*
- **Own-account GFCF:** based on sum of costs
  - *Key is to understand occupations engaged and average time spent on producing marketing assets*
- **Estimating volume measures and capital stock**
  - Identifying appropriate price indices and service lives, discount rates

## Cross-border flows

- Purchases of marketing assets can be large and lumpy

**Thank you!**