

IFRS AT A GLANCE

*SIC-31 Revenue: Barter Transactions
Involving Advertising Services*



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Effective Date
Periods beginning on or after 31 December 2001

ISSUE

- An entity (seller) may enter into a barter transaction to provide advertising services in exchange for receiving advertising services from its customer (customer). Advertisements may be displayed on the Internet or poster sites, broadcast on the television or radio, published in magazines or journals, or presented in another medium
- In some cases, no cash or other consideration is exchanged between the entities. In some other cases, equal or approximately equal amounts of cash or other consideration are also exchanged
- A seller that provides advertising services in the course of its ordinary activities recognises revenue under IAS 18 *Revenue* from a barter transaction involving advertising when, amongst other criteria, the services exchanged are dissimilar and the amount of revenue can be measured reliably. SIC-31 only applies to an exchange of dissimilar advertising services. An exchange of similar advertising services is not a transaction that generates revenue under IAS 18
- The issue is under what circumstances can a seller reliably measure revenue at the fair value of advertising services received or provided in a barter transaction.

CONSENSUS

- Revenue from a barter transaction involving advertising cannot be measured reliably at the fair value of advertising services received. However, a seller can reliably measure revenue at the fair value of the advertising services it provides in a barter transaction, by reference only to non-barter transactions that:
 - Involve advertising similar to the advertising in the barter transaction
 - Occur frequently
 - Represent a predominant number of transactions and amount when compared to all transactions to provide advertising that is similar to the advertising in the barter transaction
 - Involve cash and/or another form of consideration that has a reliably measurable fair value
 - Do not involve the same counterparty as in the barter transaction.

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