



Proposed Recommendations Document:

1.20 Payments for non-produced knowledge-based capital (marketing assets)

Summary Details

Links to Related Guidance/Discussion/Issue Notes and Latest Manuals: G.9 Payments for Non-produced Knowledge-Based Capital (Marketing Assets) Draft 2025 SNA and Draft BPM7 ¹	
Global Consultation(s):	SNA: January 2023 ; January 2022
Discussions at the Advisory Expert Group on National Accounts (AEG) / Balance of Payments Committee (BOPCOM) Meeting(s):	AEG: March 2023 ; March 2022
Discussions at GFSAC Meeting(s):	To be determined
Summary of Proposed Recommendations: The proposed recommendation is to maintain the existing guidance in the <i>GFSM 2014</i> and record government marketing assets as non-produced nonfinancial assets.	

Background and Issues

1. SNA Guidance Note (GN) G.9 recommends moving marketing assets from non-produced assets (current treatment) to produced assets in the update of the *2008 SNA*. This has implications on the production boundary and asset classifications of the SNA. Within GFS, government marketing assets would need to be identified and capitalized to include in the balance sheet and as transactions in net investment in nonfinancial assets. Further, any own-account capital formation of marketing assets would need to be recognized (with similar implications to the current recording of own-account government research and development (R&D)).
2. The [March 2024 meeting of the UN Statistical Committee](#) concluded that the recommendation in GN G.9 on marketing assets would not be introduced in the draft *2025 SNA*, with the topic remaining on the research agenda.

¹ Links are to the “white cover” versions of the *2025 SNA* and *BPM7*. While technically still considered draft only editorial amendments will be made between these versions and the final versions.

Proposed Recommendations

3. Maintain the existing guidance in the *GFSM 2014* (paras. 7.113-7.117) where marketing assets are considered as intangible non-produced nonfinancial assets.

Rationale for Proposed Recommendations

4. The proposed recommendations aim to harmonize the updated *GFSM* with the *2025 SNA* and *BPM7*, a key objective of the *GFSM 2014* update process.