

REVENUE — BARTER TRANSACTIONS INVOLVING ADVERTISING SERVICES: SIC 31

The 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.

Accounting for barter transactions involving advertising services

- A Seller that provides advertising services in the course of its ordinary activities recognises revenue from a barter transaction involving advertising when
 - the services exchanged are **dissimilar; and**
 - the amount of revenue can be **measured reliably**
- An exchange of similar advertising services is not a transaction that generates revenue (a debit and credit entry is made to expenses)

Comparison to ASPE

- No specific guidance provided under ASPE for the above topic