

---

Project	<b>Revenue from contracts with customers</b>
Topic	<b>Summary of outreach activities</b>

---

## Background and objective of this paper

1. The boards published their joint exposure draft (ED) *Revenue from Contracts with Customers* on 24 June 2010. The comment period on the exposure draft ended on 22 October 2010.
2. The staff and members of both boards increased their outreach activities between April 2010 and November 2010 to complement the consultation provided by the comment letters process.
3. This paper provides an update on the outreach activities of the last seven months and is for information only. We will not be asking the boards to make any decisions at this meeting.
4. This paper does not provide a summary of messages received. Feedback received from the outreach process will be incorporated into the relevant papers presented to the boards for redeliberation, to supplement the input received from comment letters.

## Objectives of outreach

5. Outreach activities were undertaken to:
  - (a) raise awareness of the ED,
  - (b) help constituents to understand the boards' proposals, and

---

This paper has been prepared by the technical staff of the IFRS Foundation and the FASB for discussion at a public meeting of the FASB or the IASB.

The views expressed in this paper are those of the staff preparing the paper. They do not purport to represent the views of any individual members of the FASB or the IASB.

Comments made in relation to the application of U.S. GAAP or IFRSs do not purport to be acceptable or unacceptable application of U.S. GAAP or IFRSs.

The tentative decisions made by the FASB or the IASB at public meetings are reported in FASB *Action Alert* or in IASB *Update*. Official pronouncements of the FASB or the IASB are published only after each board has completed its full due process, including appropriate public consultation and formal voting procedures.

IASB Staff paper

- (c) improve our understanding of issues raised by the ED.

***Raise awareness of the ED***

- 6. To raise awareness of the ED, we undertook the following activities:
  - (a) Webcasts: At publication of the ED, we held two joint webcasts to communicate the key messages to as many interested parties as possible. The staff also took part in various webcasts hosted by accounting firms and other trade associations to keep the momentum going.
  - (b) Podcast: a FASB board member recorded an interview introducing the ED.
  - (c) Press coverage: the staff took part in interviews and responded to press inquiries to improve press coverage of the ED.
  - (d) Email alerts: subscribers received email alerts about outreach events and other news on the revenue project.

***To help constituents understand the boards' proposals***

- 7. We presented a summary of the proposals at a number of events and conferences including:
  - (a) IFRS Conferences (London, Tokyo, South Africa and Toronto).
  - (b) Big 4 Conferences: general financial reporting conferences as well as conferences focused on specific industries (eg technology and construction).
  - (c) Conferences hosted by other organizations (eg local institutes such as the ICAEW in London and the AICPA in Arizona and DC).
  - (d) Discussion forums (Sao Paulo, Bangalore, Delhi, Mumbai, Seoul, Taiwan, Melbourne, Tokyo, Hong Kong, Brussels, Madrid, Paris, Frankfurt, Singapore, Kuala Lumpur, Oslo and Copenhagen).

IASB Staff paper

8. During the ED comment period we targeted other outreach activity on sectors that would be particularly affected by the proposals. Activities included:
  - (a) Transmitting industry-specific webcasts for the construction, technology and US real estate sectors.
  - (b) Participating in various industry-specific discussion forums (eg technology, pharmaceutical and biotechnology, engineering and construction, and software).
9. The staff and boards also met with regulators, such as the SEC staff and CESR, to update them on the boards' proposals. In addition, views were exchanged frequently with other standard setters.

***Improve our understanding of issues raised in the ED***

10. The outreach activities were also designed to collect information about the issues that would arise from applying the proposals across a wide range of transactions, industries and jurisdictions.
11. We had various discussions with users of financial statements. Events included:
  - (a) Meetings with user groups such as CRUF (UK, US, Japan, Germany), the CFA Institute and ITAC.
  - (b) Industry-specific meetings with analysts (eg users in the telecommunications and construction sectors).
  - (c) Conference calls with individual analysts.
  - (d) An IASB board member wrote an Investors' Perspective blog in June specifically to engage with users in the telecommunications sector.
12. Industry-specific issues were addressed principally at industry forums and in many meetings and calls with individual preparers. We also spoke with the large accounting firms to discuss any issues arising from their own consultations with clients.

IASB Staff paper

13. The following table summarises the sectors and geographic regions covered by these industry-specific activities:

	North America	Europe	Asia
Real Estate	✓	✓	✓
Construction	✓	✓	✓
Defence/ aerospace	✓	✓	✓
Telecommunications	✓	✓	✓
Software/ IT	✓	✓	✓
Media	✓	✓	
Pharma / Chemicals	✓	✓	

***FASB outreach for non-public entities***

14. The FASB outreach has also targeted private and not-for-profit entities. Extensive outreach was undertaken in the US construction industry where the majority of such entities are privately held. This included field visits to individual companies and attending conferences and discussion forums. Private entities were well-represented at the US roundtables and the construction webcast. Feedback from private entities was also received through consultation with the Small Business Advisory Committee, the Private Company Financial Reporting Committee and the AICPA Technical Issues Committee.

**Future outreach activities**

15. The project outreach plan will be extended to complement the proposed redeliberations once the project plan, presented at the December joint board meeting, is approved.