

Notes to the Financial Statements (continued)

14. Intangible assets

	Telstra Group	
	As at 30 June	
	2012 \$m	2011 \$m
Goodwill	1,289	1,415
Internally generated intangible assets		
Software assets developed for internal use (a)	8,201	7,499
Accumulated amortisation and impairment.	(3,388)	(2,843)
	4,813	4,656
Acquired intangible assets		
Mastheads	337	337
Accumulated amortisation and impairment.	(202)	(135)
	135	202
Patents and trademarks	34	36
Accumulated amortisation and impairment.	(12)	(11)
	22	25
Licences	770	810
Accumulated amortisation and impairment.	(491)	(459)
	279	351
Customer bases	157	643
Accumulated amortisation and impairment.	(142)	(485)
	15	158
Brand names	161	193
Accumulated amortisation and impairment.	(82)	(87)
	79	106
Total acquired intangible assets	530	842
Deferred expenditure		
Deferred expenditure.	1,286	1,494
Accumulated amortisation and impairment.	(497)	(780)
	789	714
Total intangible assets		
At cost	12,235	12,427
Accumulated amortisation and impairment.	(4,814)	(4,800)
	7,421	7,627