

NOTES TO THE FINANCIAL STATEMENTS

(Continued)

14. INTANGIBLE ASSETS

		Telstra Group	
		As at 30 June	
		2014	2013
		\$m	\$m
Goodwill			
At cost		489	1,650
Accumulated impairment		(94)	(268)
		395	1,382
Internally generated intangible assets			
Software assets developed for internal use		8,733	8,882
Accumulated amortisation and impairment		(4,468)	(4,142)
		4,265	4,740
Acquired intangible assets			
Mastheads		447	447
Accumulated amortisation and impairment		(447)	(380)
		-	67
Patents and trademarks		12	30
Accumulated amortisation and impairment		-	(12)
		12	18
Licences		1,168	1,426
Accumulated amortisation and impairment		(352)	(373)
		816	1,053
Customer bases		129	107
Accumulated amortisation and impairment		(87)	(96)
		42	11
Brand names		14	179
Accumulated amortisation and impairment		(5)	(103)
		9	76
Total acquired intangible assets		879	1,225
Deferred expenditure			
Deferred expenditure		1,667	1,450
Accumulated amortisation and impairment		(824)	(595)
		843	855
Total intangible assets			
At cost		12,659	14,171
Accumulated amortisation and impairment		(6,277)	(5,969)
		6,382	8,202