

Case Reference	R/E/I/003
Title	Advertisements Pasted at Singapore Telecommunications Ltd's Public Payphone Booths
Case Opened	19 February 2001
Case Closed	21 June 2001
Complainant	Singapore Telecommunications Ltd ("SingTel")
Respondent	Please see IDA's determination below.
Case Summary	<p>SingTel alleged that Blutot, MCI and Spectrum had contravened Section 7.4 "Unfair Methods of Competition" of the Telecom Competition Code ("Code") arising from their placement of posters advertising their services at SingTel's payphone booths. SingTel contended that the posters were placed there deliberately and intentionally to leverage on the amount of human traffic at SingTel's payphone booths, thereby generating enough publicity for their services at SingTel's expense. In addition, it alleged that the posters had the effect of confusing SingTel's payphone users who might be misled into thinking that SingTel's and those licensees' services were related.</p>
IDA's Determination	<p>IDA determined that there was lack of evidence that the posters had the effect of restricting or likely to restrict market competition. Specifically, IDA's findings were as follows:</p> <ul style="list-style-type: none"> a) The evidence submitted by SingTel showed that the posters advertising the services provided by Spectrum, put up at SingTel's booths, were in no way obstructing or restricting SingTel's users from accessing the payphone and/or international services. The posters also did not carry any information that suggest or mislead SingTel's users into thinking that Spectrum's and SingTel's services were related. b) The evidence submitted by SingTel only showed a picture of the posters advertising MCI's services. There was no further evidence provided by SingTel on how these posters had the effect of restricting or likely to restrict existing competition under Section 7.4 of the Code. <p>IDA concluded that there was no breach of Section 7.4 of the Code by MCI and Spectrum. As for the case against Blutot, SingTel was advised to satisfy the procedures under the Code before IDA proceeded with the enforcement request. SingTel subsequently informed IDA that they did not wish to pursue the matter.</p>