

Case Reference	R/E/I/013
Title	“Only 9¢ a Minute to Malaysia” Advertisement by MobileOne (Asia) Pte Ltd
Case Opened	1 February 2002
Case Closed	4 March 2002
Complainant	StarHub Pte Ltd (“StarHub”)
Respondent	MobileOne (Asia) Pte Ltd (“M1”)
Case Summary	<p>StarHub alleged that M1 had breached Section 7.4.1 of the Telecom Competition Code (“Code”) in the following ways:</p> <ol style="list-style-type: none"> a) M1’s headline stated that its Value Call 021 rates to Malaysia were “only 9¢ a minute” followed by claims that call “rates drop from low to lower” indicating that rates fell below 9 cents after the 5th minute of calls. M1’s headline was misleading as its Value Call 021 rates to the listed Malaysian destinations actually began at 25 cents. b) M1 had also claimed at least 3 times in its campaign proposition that the 9 cents a minute charge for its Value Call 021 service to Malaysia was “unbeatable”. M1’s claim was not supported by objective evidence and was false and misleading when StarHub’s IDD 008 service to Johore Bahru only charged customers a flat rate of \$0.00133/second, or 8 cents/minute and was clearly better than M1’s “unbeatable” Value Call 021 rates.
IDA’s Determination	<p>IDA determined that:</p> <ol style="list-style-type: none"> a) M1’s advertisement had provided a brief summary of the key message and the details of the product offerings. M1’s sub-headline stating “Dial 021 to anywhere in Malaysia for as low as 9¢ a minute” and a comparison table showing its rates were 25 cents for the first 5 minutes and 9 cents from the 6th minute onwards indicated that M1’s Value Call 021 promotional rates to Malaysia did not start at 9 cents/minute. b) While StarHub’s IDD 008 service was more competitive than M1’s Value Call 021 for calls to Johore Bahru, M1’s Value Call 021 rates to all other Malaysian destinations were more competitive than StarHub’s IDD 008 service. <p>IDA concluded that M1 did not breach Section 7.4.1 of the Code.</p>