

Case Reference	R/E/I/016
Title	StarHub Mobile's "Hear it for yourself" Challenge
Case Opened	12 July 2002
Case Closed	13 August 2002
Complainant	MobileOne (Asia) Pte Ltd ("M1")
Respondent	Please see IDA's determination below.
Case Summary	<p>M1 alleged that StarHub Mobile had breached Section 7.4.1 "False or Misleading Claims" of the Telecom Competition Code ("Code") in relation to StarHub Mobile's roadshow known as the "Hear it for yourself" Challenge ("the Challenge"). M1 requested IDA to issue an interim order directing StarHub Mobile to cease and desist from conducting the roadshows. The Challenge allowed the public to use three handsets of the same model but SIM cards from the three different mobile operators to call one number and to determine the service provider of each handset used. M1 alleged that the Challenge was a subjective comparison of the three operators' telecommunication services, since the results of the comparison could be easily distorted by basic variables such as the actual handset used or the specific location relative to each operator's base station or antenna. The Challenge was also a one-time, random test call, which could not be relied on objectively to reflect the actual coverage and service quality of an operator's network. M1 thus alleged that the Challenge was likely to mislead end users in their perception of the relative quality of the three operators' telecommunication services as the results were not supported by objective evidence.</p>
IDA's Determination	<p>IDA determined that the Challenge merely allowed the public to express an opinion or form their own conclusion of StarHub Mobile's network quality. There was no evidence to suggest that StarHub Mobile had made claims or suggestions during the Challenge that were not supported by objective evidence or that were likely to confuse or mislead end users that had the effect of restricting (or likely to restrict) existing competition in the local mobile telecommunication market.</p> <p>IDA assessed that StarHub Mobile did not breach Section 7.4.1 of the Code and rejected M1's request for IDA to issue an interim cease and desist order. IDA decided not to proceed with the enforcement proceedings under the Code against StarHub Mobile.</p>