

Case Reference	R/E/I/010
Title	Value Call 021 Promotions by MobileOne (Asia) Pte Ltd
Case Opened	7 December 2001
Case Closed	3 January 2002
Complainant(s)	Singapore Telecommunications Ltd (“SingTel”) StarHub Pte Ltd (“StarHub”)
Respondent	MobileOne (Asia) Pte Ltd (“M1”)
Case Summary	<p>IDA received feedback that M1, in its series of advertisements for its Value Call 021 promotion for the month of November 2001, had used its own rates as the denominator in computing the “percentage savings” when it should have used its competitors’ rates. M1 had used its competitors’ rates as the denominator in computing the “percentage savings” in its earlier advertisements but had subsequently changed this methodology.</p> <p>IDA initiated enforcement proceeding under Section 10.3.1 of the Telecom Competition Code (“Code”) as it had reason to believe that M1 had breached Section 7.4.1 “False or Misleading Claims” of the Code as M1’s revised methodology had the likely effect of confusing or misleading end-users.</p>
IDA’s Determination	<p>IDA determined that M1’s computation gave an inflated and misleading representation of the “percentage savings” that came with using M1’s Value Call 021 service. IDA did not agree that how much more a customer would have to pay if he had used other operators’ services was equivalent to the “percentage savings” he would obtain by using M1’s 021 service.</p> <p>IDA concluded that M1 had breached Section 7.4.1 of the Code. As M1 had stopped the advertisements, M1 was warned against repeating similar advertisements in future.</p>