

<b>Case Reference</b>	R/E/I/022
<b>Title</b>	Advertisement Flyers for Globe Roaming Card
<b>Case Opened</b>	08 November 2002
<b>Case Closed</b>	23 January 2003
<b>Complainant</b>	StarHub Pte Ltd (“StarHub”) and StarHub Mobile Pte Ltd (“StarHub Mobile”)
<b>Respondent</b>	Globe Telecom Pte Ltd (“Globe Telecom”)
<b>Case Summary</b>	<p>StarHub and StarHub Mobile submitted that Globe Telecom had infringed Section 7.4.1 of the Telecom Competition Code (“Code”) by publishing the following claim (“Claim”) in its advertisement flyers and user guides for the Globe Roaming Card service:</p> <p><i>“Only 1¢/Min for Starhub Mobile Airtime, In stead [sic] of Starhub’s Charge 15¢/Min. Free IDD Call to 20 Countries from StarHub Mobile.”</i></p> <p>StarHub and StarHub Mobile viewed that the Claim was false and misleading for the following reasons:</p> <ol style="list-style-type: none"> <li>a) The Claim suggested that StarHub Mobile airtime would cost 1¢ per minute and implied that there would be a charge of 1¢ per minute for mobile airtime when accessing the Globe Roaming Card (callback) service via StarHub Mobile, which was untrue. There was also no applicable outgoing airtime charge of 15¢ per minute, since outgoing airtime would not be charged when accessing a callback service.</li> <li>b) The Claim also incorrectly implied that StarHub Mobile would provide free IDD calls to various countries listed by Globe Telecom in its advertisement flyers.</li> </ol>
<b>IDA’s Determination</b>	<p>Based on submissions from StarHub, StarHub Mobile and Globe Telecom, IDA determined that Globe Telecom had breached Section 7.4.1 of the Code by making the above Claim regarding the price of StarHub Mobile’s services on its advertisement flyers and user guides for the Globe Roaming Card service, which was reasonably likely to confuse or mislead end-users.</p> <p>The Claim was in breach of Section 7.4.1 of the Code based on the following:</p> <ol style="list-style-type: none"> <li>a) The Claim stated that StarHub Mobile airtime would cost 1¢ per minute instead of 15¢ per minute. If Globe Telecom had meant to say that the charge of 1¢ per minute applied for accessing the Globe Roaming Card service, and not for StarHub Mobile’s airtime, it should have made this point clearer in its tagline rather than relating the 1¢ charge to StarHub Mobile’s airtime.</li> </ol>

b) Globe Telecom's statement also asserted clearly that the free IDD calls to 20 countries were "from StarHub Mobile". IDA noted that with the exception of StarHub Mobile's promotion on zero rate IDD 018 calls to Malaysia, StarHub Mobile did not offer free IDD calls to any other country listed by Globe Telecom in its advertisement flyer.

Pursuant to Section 10.3.2 of the Code, Globe Telecom was issued a warning for breaching Section 7.4.1 of the Code and directed to cease making such misleading claims concerning StarHub Mobile's services (whether in its advertisement flyers, user guides or in any other form).