

Case Reference	R/E/I/029
Title	Premium Plans Comparison On SingTel Mobile's Website
Case Opened	10 April 2003
Case Closed	4 June 2003
Complainant	StarHub Mobile Pte Ltd ("StarHub Mobile")
Respondent	Singapore Telecom Mobile Pte Ltd ("SingTel Mobile")
Case Summary	<p>StarHub Mobile submitted to IDA that SingTel Mobile had breached Section 7.4.1 of the Telecom Competition Code ("Code") with regard to SingTel Mobile's Premium Plans Comparison on its website.</p> <p>StarHub Mobile alleged that SingTel Mobile's Premium Plans Comparison was misleading as it included inaccurate information about StarHub Mobile's service plans.</p> <p>In addition, StarHub Mobile submitted that SingTel Mobile made claims and suggestions in its Premium Plans Comparison that were not supported by objective evidence and which were reasonably likely to confuse or mislead end-users.</p>
IDA's Determination	<p>Based on submissions from all parties involved, IDA determined that SingTel Mobile had breached Section 7.4.1 of the Code with regard to its Premium Plans Comparison on its website.</p> <p>IDA found that SingTel Mobile's Premium Plans Comparison contained the following inaccuracies:</p> <ul style="list-style-type: none"> (a) StarHub Mobile's "PowerTalk" service was misnamed as "PowerPlay"; and (b) the comparison attributed registration and subscription charges to StarHub Mobile's services where there were none <p>With regard to the objectivity of the comparisons, IDA also determined that SingTel Mobile's comparisons were not fully based on objective criteria and could have led to public misperceptions about StarHub Mobile's service plans.</p> <p>A warning has been issued to SingTel Mobile for its breach of Section 7.4.1 of the Code. In making this determination, IDA took into consideration SingTel Mobile's actions to remedy the situation after the inaccuracies were raised to its attention by StarHub Mobile. In this case, SingTel Mobile had acted expeditiously to take down the premium plans comparison after it became aware of the inaccuracies in its comparison. IDA notes, in particular, that the comparisons had already been taken down on the date of StarHub Mobile's request or enforcement to IDA.</p>