

Case Reference	R/E/I/027
Title	SingTel's Advertisement "129,000 Internet Savvy Singaporeans Can't Be Wrong"
Case Opened	22 January 2003
Case Closed	19 March 2003
Complainant	StarHub Cable Vision Ltd ("StarHub Cable")
Respondent	Please see IDA's determination below.
Case Summary	StarHub Cable alleged that SingTel's advertisement had breached Section 7.4.1 "False or Misleading Claims" of the Telecom Competition Code ("Code"). StarHub Cable claimed that SingTel's advertisement gave readers the impression that SingTel had 129,000 subscribers on its broadband service, when, in fact, it had included subscribers from its wholesale customers. This would mislead end-users into thinking that SingTel has a more successful broadband service than StarHub Cable's MaxOnline service.
IDA's Determination	<p>IDA has assessed that SingTel's advertisement is unlikely to give the misinterpretation that SingTel has 129,000 retail broadband service subscribers and that competition in the broadband market is not likely to be distorted as a result of SingTel's advertisement.</p> <p>IDA therefore rejected StarHub's request for enforcement. However, to avoid unnecessary misunderstanding between wholesales and retailers of SingTel's services, IDA has advised SingTel against repeating such advertisements in the future.</p>