

Case Reference	R/E/I/024
Title	“You’re on a Better Network” Advertisements by M1
Case Opened	18 November 2002
Case Closed	31 January 2003
Complainant	Singapore Telecom Mobile Pte Ltd (“SingTel Mobile”)
Respondent	MobileOne Ltd (“M1”)
Case Summary	<p>SingTel Mobile submitted that M1 had infringed Sections 7.4.1 and 7.4.4 of the Telecom Competition Code (“Code”) with its claim of offering a “better network”. SingTel Mobile asserted that M1 had not provided any objective evidence to support this claim and that this claim was misleading, as it gave readers the impression that M1’s network quality had surpassed other mobile networks in Singapore.</p> <p>SingTel Mobile also submitted that M1 had breached Section 7.4.4 of the Code, as its claim had the effect of inducing end-users into choosing M1’s services as compared to other mobile operator’s services.</p>
IDA’s Determination	<p>Based on submissions from SingTel Mobile and M1, IDA determined that M1 had not breached Section 7.4.1 of the Code with regard to its “Better Network” tagline. M1’s tagline appeared as a <i>generic</i> statement in its advertisements, based on attributes listed in its advertisements, such as “Smart Dualband”, “More Lifestyle Services”, “1st in Customer Service” etc. and/or in relation to the main focus of each advertisement. IDA was of the view that M1’s tagline did not allude to or make any <i>specific</i> claims that needed to be supported by objective evidence. IDA therefore concluded that M1’s advertisements were not reasonably likely to confuse or mislead end-users.</p> <p>IDA also rejected SingTel Mobile’s assertion that M1 had breached Section 7.4.4 of the Code, as there was no evidence to suggest that M1’s tagline had undermined an existing relationship between another licensee and its end-users or suppliers via improper means (as stated in that section).</p>