

Case Reference	R/E/I/040
Title	StarHub's Advertisement "Per Second Billing On StarHub Mobile. You Can Make More Calls"
Case Opened	6 August 2004
Case Closed	13 August 2004
Complainant	MobileOne Ltd ("M1")
Respondent	Please see IDA's determination below.
Case Summary	<p>M1 alleged that StarHub Mobile Pte Ltd ("StarHub Mobile")'s advertisements dated 31 July and 5 August 2004 had breached Section 7.4.1 of the Telecom Competition Code ("Code"). M1 alleged that:</p> <ul style="list-style-type: none"> (a) StarHub Mobile's tagline of "Per Second Billing on StarHub Mobile. You can make more calls." is inaccurate and misleading to End Users; and (b) StarHub Mobile's comparison of 100 minutes of talktime in the same advertisement, based on the assumption that the average call duration is 23 seconds, is not objective and flawed.
IDA's Determination	<p>IDA assessed M1's request and concluded that StarHub Mobile has not breached Section 7.4.1 of the Code.</p> <p>IDA concluded that StarHub Mobile was factually accurate in stating that with per second billing, one can make more calls. IDA considered that with the same amount of funds, a user would be able to make more calls from an operator with per second billing than from an operator with per minute billing.</p> <p>IDA noted that StarHub Mobile has stated its assumption clearly in the said advertisement. It is up to the discerning readers to decide whether the assumption used – that the average call duration is 23 seconds – is believable or realistic as a typical user profile. Since StarHub Mobile has stated the basis of its comparison clearly, IDA did not find the advertisement misleading or inaccurate. IDA therefore rejected M1's request for enforcement against StarHub Mobile for a breach of Section 7.4.1 of the Code.</p>