

Case Reference	R/E/I/047
Title	StarHub Mobile Pte Ltd's ("StarHub Mobile") Press Advertisement in the Straits Times dated 16 October 2004: "Introducing New Powervalue Plans with the Most Outgoing Calls" ("Advertisement").
Case Opened	4 November 2004
Case Closed	10 November 2004
Complainant	SingTel Mobile Pte Ltd ("SingTel Mobile")
Respondent	Please see IDA's determination below.
Case Summary	SingTel Mobile claimed that StarHub Mobile's advertisement is incorrect and misleading because the assumption that the average call duration of an average mobile user is 23 seconds is unrealistic and unreasonable. SingTel Mobile also claimed that the assumption was derived from StarHub Mobile's own research and not an independent research.
IDA's Determination	<p>IDA has assessed and considered the facts of the case. IDA acknowledges that StarHub Mobile's reply to SingTel Mobile indicated that the study is 'based on StarHub Mobile's own research', which is different from the 'independent study' stated in the advertisement.</p> <p>However, through a separate enquiry, StarHub Mobile has confirmed that the study is conducted by a third party, and the study is conducted based on StarHub Mobile's own customer base. StarHub Mobile has shared with IDA the information on the study and requested that the information, as well as the party commissioned to carry out the information, be kept confidential.</p> <p>Since the study is confirmed to be independent, IDA's view is that it should be left to the discerning readers to ascertain</p>

whether the assumption used – that the average call duration is 23 seconds – is believable or realistic as a typical user profile. Consequently, IDA also concluded that StarHub Mobile is 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.

In view of the above, StarHub Mobile's Advertisement is neither inaccurate nor misleading and IDA therefore rejected SingTel Mobile's request for enforcement.