

Case Reference	R/E/I/039
Title	M1 Advertisement – “Enjoy the Lowest Rate of 40 Cents to Philippines All Day” (“Advertisement”).
Case Opened	5 July 2004
Case Closed	23 July 2004
Complainant	StarHub Pte Ltd (“StarHub”)
Respondent	Please see IDA's determination below.
Case Summary	StarHub alleged that MobileOne Ltd (“M1”)’s Advertisement had breached Section 7.4.1 “False and Misleading Claims” of the Telecom Competition Code (“Code”). StarHub claimed that the comparison chart in M1’s Advertisement “Enjoy the Lowest Rate of 40 Cents to Philippines All Day” was incorrect and misleading as M1 only disclosed StarHub’s published rates instead of “Hubber” rates.
IDA’s Determination	<p>IDA assessed that it is reasonable for M1 to reflect StarHub’s published rates, especially when these rates continue to be published on StarHub’s website during the relevant period and M1 has indicated in the M1 Advertisement that the rates quoted are “published rates”.</p> <p>In view of the above, it is accurate and not misleading for M1 to compare the published rates offered in its advertisement. IDA therefore rejected StarHub’s request for enforcement.</p>