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| <b>Case Reference</b>      | R/E/I/041                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Title</b>               | M1's Advertisement – "Most Free Talktime on Free Incoming Call Plans" ("Advertisement").                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Case Opened</b>         | 6 August 2004                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Case Closed</b>         | 23 August 2004                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Complainant</b>         | SingTel Mobile Pte Ltd ("SingTel Mobile")                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Respondent</b>          | Please see IDA's determination below.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Case Summary</b>        | SingTel Mobile alleged that MobileOne Ltd ("M1")'s Advertisement had breached Section 7.4.1 "False and Misleading Claims" of the Telecom Competition Code ("Code"). SingTel Mobile claimed that the advertisement was misleading as there was no reference in the main advertisement titles to a fine print stating the basis of comparison of plans. SingTel Mobile also claimed that a comparison of mobile plans based on super off peak rates is flawed and misleading.                                                                                    |
| <b>IDA's Determination</b> | <p>IDA notes that M1 had clearly stated the basis for comparison in the advertisement and interested readers can examine the advertisement for further supporting details, including the fine print. IDA also notes that the comparison based on super off-peak rates is one method of comparison, and M1's claim of most free talktime is valid among comparable plans of all operators. IDA therefore assessed that the comparison provided by M1 is not misleading.</p> <p>In view of the above, IDA rejected SingTel Mobile's request for enforcement.</p> |