

**Annex 1**

<b>Case Reference</b>	R/E/I/038
<b>Title</b>	SingTel Advertisement “At 12.6 cents, Everybody Can Afford to Go Wireless”
<b>Case Opened</b>	25 June 2004
<b>Case Closed</b>	20 July 2004
<b>Complainant</b>	StarHub Pte Ltd (“StarHub”)
<b>Respondent</b>	Please see IDA’s determination below.
<b>Case Summary</b>	<p>StarHub alleged that Singapore Telecommunications Ltd’s (“SingTel”) advertisements of 19 and 26 May 2004 had breached Section 7.4.1 of the Telecom Competition Code (“Code”). StarHub alleged that SingTel’s claim of having “Best in Signal Strength for Wireless Surfing” in the advertisements, based on a study conducted by the Computer Times, was inappropriate and had misled End Users as the study was not conducted in a scientific manner. StarHub further claimed that SingTel had failed to substantiate and clarify its claim by highlighting the non-scientific nature of the Computer Times findings and SingTel had unfairly exploited the Computer Times report to its advantage.</p>
<b>IDA’s Determination</b>	<p>IDA has assessed StarHub’s request and concluded that SingTel has not breached Section 7.4.1 of the Code. IDA is satisfied that SingTel has sufficiently substantiated its claim by making reference to the Computer Times report. Whether the Computer Times study itself is scientifically rigorous is a separate matter. Readers, if interested, could read the Computer Times report and make conclusions for themselves. IDA is satisfied that SingTel has made sufficient qualification in the advertisement, so that the advertisement would not be misleading to End Users.</p> <p>IDA therefore rejected StarHub’s request for enforcement against SingTel for a breach of Section 7.4.1 of the Code.</p>