

Case Reference	R/E/I/037
Title	SingNet Advertisement – “The New SingNet 1500 kbps Unlimited Plan – A High Speed Dedicated Lane Just For You”
Case Opened	4 June 2004
Case Closed	17 June 2004
Complainant	StarHub Cable Vision Ltd (“SCV”)
Respondent	Please see IDA’s determination below.
Case Summary	<p>SCV alleged that SingNet Pte Ltd’s (“SingNet”) advertisement had breached Section 7.4.1 of the Telecom Competition Code (“Code”). SingNet’s advertisement claimed that it would be “able to offer you dedicated local bandwidth connectivity” so that “you’ll enjoy consistent bandwidth speeds regardless of the number of users in your local service area”. Specifically, SCV claimed that SingNet’s advertisement did not sufficiently qualify or clarify the word “local” in describing “dedicated <i>local</i> bandwidth connectivity” and the overall message would mislead customers into thinking that they would enjoy dedicated bandwidth end-to-end as long as they are surfing local websites. SCV contended that this is not possible as beyond the DSLAM to the public Internet, the bandwidth is “shared”. SCV claimed that SingNet’s advertisement would mislead readers into believing that SingNet is offering a superior service compared to that of its competitors and hence gain an unfair competitive advantage.</p>
IDA’s Determination	<p>IDA has assessed SCV’s request and concluded that SingNet has not contravened Section 7.4.1 of the Code such that it would restrict or be likely to restrict competition in the telecoms market. IDA believed that a reasonable reader would read the term “dedicated <i>local</i> bandwidth connectivity” such that it refers to the consistency of bandwidth speeds within a “local service area”. Hence, IDA is of the view that SingNet has made sufficient reference and qualification in its advertisement to project factual and objective information, so that the advertisement would not be confusing or misleading to the readers.</p> <p>IDA therefore rejected SCV’s request for enforcement against SingNet for the breach of Section 7.4.1 of the Code.</p>