

Case Reference	R/E/I/049
Title	VOLE's Advertisement: "Unlimited IDD - 007"
Case Opened	3 January 2005
Case Closed	19 January 2005
Complainant	Singapore Telecommunications Ltd ("SingTel")
Respondent	Please see IDA's determination below.
Case Summary	<p>SingTel alleged that Vole Inc (Worldwide) Pte Ltd ("VOLE")'s website advertisements had breached Section 7.4.1 of the Telecom Competition Code ("Code"), as the advertisements seemed to suggest that VOLE was offering an IDD service with the use of a 3-digit access code "007" for its IDD service.</p> <p>SingTel believed that VOLE has not been licensed to offer IDD services using 3 digit access codes in Singapore. As such, SingTel alleged that VOLE's claims to offer "Unlimited IDD – 007 service" were unsubstantiated, factually incorrect, confusing and likely to mislead End Users into believing that VOLE offered an IDD service that could be accessed via the 3 digit code "007" in Singapore.</p>
IDA's Determination	<p>IDA has not placed any restrictions on licensees in using the term "IDD" when describing the international telephone services that they provide. IDA notes that the term "IDD" is nowadays a generic term used to refer to international telephone services. VOLE is offering an international telephone service.</p> <p>To the extent that a dialled number sequence does not confuse the general public, VOLE's End Users are indeed able to make international calls using VOLE's videophone by dialling the "007" access code, and VOLE has made it clear on its website that a prerequisite for subscribers is to purchase a videophone and to subscribe to a broadband Internet account.</p> <p>Based on the above assessment, IDA concluded that VOLE's website advertisement has not restricted competition nor does it have the likely effect of restricting competition in the telecommunication market. Hence, IDA concluded that VOLE has not breached Section 7.4.1 of the Code in respect of the abovementioned advertisements and SingTel's request for enforcement actions to be taken against VOLE was rejected.</p>

	<p>Notwithstanding the above, IDA has serious concerns regarding VOLE's use of a dialling sequence that overlapped, interfered and caused confusion with the Singapore National Numbering Plan. IDA has taken this issue up separately with VOLE to ensure that VOLE's dialling sequence does not confuse the public.</p>
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