

**PROPOSED ADVISORY GUIDELINES ON ADVERTISING IN  
SINGAPORE FOR THE TELECOMMUNICATION INDUSTRY**

**A CONSULTATION DOCUMENT**

**26 April 2000**

## CONSULTATION PAPER

### PROPOSED ADVISORY GUIDELINES ON ADVERTISING IN SINGAPORE FOR THE TELECOMMUNICATION INDUSTRY

#### OBJECTIVE

1. The objective of this consultation paper is to seek the industry's views and comments on the proposed advisory guidelines for telecommunication players on advertising in Singapore.

#### BACKGROUND

2. The IDA recognises that with the progressive liberalisation of Singapore's telecommunication industry over the last few years and with the latest liberalisation initiative for full market liberalisation from 1 April 2000, the market is witnessing the provision of a wider range of new innovative products and services at competitive prices by existing and new telecommunication service providers. With this increased competition, there would naturally be an increase in the number of advertisements as well as types of advertisements by operators for these products and services.
3. Advertisements and promotions have, and will continue to play an increasingly important role in the promotion of telecommunication services in Singapore. While advertisements can help operators differentiate themselves and at the same time, inform and educate consumers of products and services available in the market, malpractices in advertising can potentially have considerable harm on the industry. If left unchecked, advertisements could be counter-productive in that they could bring disrepute to the overall image of the telecommunication industry as well as confuse and mislead consumers about products and services being offered.
4. In order to: (a) ensure that the image of Singapore's telecommunication industry and our standing as a telecommunication hub is not tarnished; (b) preserve the goodwill of operators who wish to advertise their services;

and (c) ensure that consumers are accurately informed of products and services offered and are not misinformed, IDA recognises the need to set some ground rules for advertising in the industry.

## **PROPOSED ADVISORY GUIDELINES**

5. While operators should generally have full commercial flexibility in their advertising and promotional activities, it is prudent and advisable for operators to have a yardstick to align their advertisements with. In light of these considerations, it is proposed that a set of advisory guidelines be put in place for this purpose.
6. The draft “*Advisory Guidelines for Advertising in the Telecommunication Industry*” is attached in **Annex 1**.
7. It is intended for members of the telecommunication industry observe the Guidelines on a voluntary basis.

## **REQUEST FOR COMMENTS**

8. IDA invites licensees, users and other interested parties to submit written comments regard the proposed Guidelines.
9. IDA requests that commenters use the following format in providing their comments:
  - General views and comments on the overall approach of the Guidelines;
  - Comments regarding specific provisions of the Guidelines; and
  - Suggestions for removal/additional provisions.
10. All comments should be submitted to IDA in hard copy (1 copy) and diskette (Word 97 format). Comments may also be e-mailed. Comments should be clear and succinct. All written comments should be submitted to IDA by 12 noon on Wednesday, 10 May 2000. Comments received after 12 noon will not be accepted or considered. Respondents are required to include their personal/company particulars as well as

correspondence address in their submissions. All comments should be addressed to:

Ms Ng Cher Keng  
 Director (Policy)  
 Infocomm Development Authority of Singapore  
 8 Temasek Boulevard  
 #14-00 Suntec Tower Three  
 Singapore 038955  
 E-mail: [ng\\_cher\\_keng@ida.gov.sg](mailto:ng_cher_keng@ida.gov.sg)

11. IDA will post all comments on its website.
12. Based on the written comments, IDA will make the appropriate modifications to the proposed Guidelines. IDA anticipates issuing the Guidelines by second quarter 2000.

*Info-communication Development Authority of Singapore*  
 26 April 2000