

PROPOSED ADVISORY GUIDELINES ON ADVERTISING IN SINGAPORE FOR THE TELECOMMUNICATION INDUSTRY

1. IDA issued a consultation paper on the “*Proposed Advisory Guidelines on Advertising in Singapore for the Telecommunication Industry*” on 26 April 2000. The consultation drew limited responses from the industry, with only StarHub Pte Ltd, MobileOne Asia, Singapore Telecommunication Ltd, SingTel Mobile Pte Ltd, SingTel Paging Pte Ltd and SingNet Pte Ltd providing feedback and comments to the proposed Guidelines.
2. With the exception of MobileOne Asia, all other respondents expressed that there was no need for such Guidelines, in view that the existing ASAS advertising guidelines were sufficient and adequate. MobileOne Asia on the other hand felt that the existing ASAS guidelines were not sufficiently comprehensive in that they did not contain specific provisions applicable to the telecommunication industry.
3. In light of the comments received and as this subject matter would be covered in the Code of Practice for Competition in the Provision of Telecommunication Services (“Telecom Competition Code”), IDA has decided not to issue the proposed Guidelines. Specifically, Licensees are prohibited from making false or misleading claims, pursuant to section 7.4 of the Telecom Competition Code released on 15 September 2000.