



**OFFICE of the
REGULATOR**

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Order of the Regulator No. 2012/T08

**BLUESKY SAMOATEL LIMITED AND DIGICEL (SAMOA) LIMITED CLAIMS
OF 4G NETWORKS**

BlueSky Samoa Limited and Digicel (Samoa) Limited officially launched their “4G networks” in the Samoan market on 16 December 2011 and 16 March 2012 respectively, and have since claimed over media campaigns that they operate 4G networks.

The OOTR issued a press release on 21 March 2012 clarifying 4G technology standards as determined by the International Telecommunications Union, the international agency responsible for establishing global framework for communications standards. The Regulator also requested BlueSky SamoaTel and Digicel to provide substantive evidence to support their claims.

BlueSky SamoaTel and Digicel provided submissions and documents and which were duly considered by the Regulator.

Bluesky and Digicel have removed the advertisements labeling their service as “4G”. Digicel now advertises that they are providing “*Next G*” service.

The OOTR has completed its investigations and has made a determination on the matter and issues Order No. 2012/T08 with respect to the same.

Pursuant to section 77(d) of the Act, the Regulator hereby makes the following orders –

Order instructing Bluesky and Digicel to cease claims of operating 4G networks

1. The Regulator considers that neither Bluesky nor Digicel provides 4G services.
2. Pursuant to the requirements of section 47 (5) of the Act, BlueSky and Digicel are hereby instructed to cease further claims in their marketing campaigns that they operate 4G networks or provide 4G service.

3. Further Digicel is prohibited from continuing any campaign for Next G services.

Effective date of this Order: 3rd December 2012

Dated this 26th November 2012


Donnie De Freitas
Regulator

