

vj-191_2004_tab_a.doc

Case number:	Vj-191/2004
Short title (party, conduct, type of case):	Pannon GSM Távközlési Rt. – mobile phone service – Unfair manipulation of consumers' choice
Type of case:	Unfair manipulation of consumers' choice Deception of consumers
Description:	The Gazdasági Versenyhivatal examined the advertising activity related to the DJUICE Nonstop service. The Competition Council found that the undertaking displayed a behaviour that was likely to deceive consumers when in its advertisements in October and November of 2004 it gave the false impression that DJUICE Nonstop service can be freely used. The ads stated that using the service text message sending was free, but consumers actually had to pay a monthly fee for that.
Decision:	The Competition Council of the Gazdasági Versenyhivatal came to the conclusion that Pannon GSM Távközlési Rt. had infringed the provisions of the Competition Act. The mobile phone service provider was fined HUF 5 million for its DJUICE Nonstop advertisements.
Date:	March 17, 2005