



REPUBLIC OF THE PHILIPPINES  
**NATIONAL TELECOMMUNICATIONS COMMISSION**  
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17 February 2016

**MEMORANDUM**

TO : PUBLIC TELECOMMUNICATIONS ENTITIES

SUBJECT : Public Telecommunications Services Advertising and Promotions

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In order to speed up processing of promotional rates on public telecommunications services and Value Added Services (VAS) and to protect consumers from misleading advertising and promotions, all public telecommunications entities shall strictly observe the following:

1. All Promos and Value Added Service (VAS) offerings must be covered by a DTI permit;
2. All VAS offerings that are packaged with voice must have both NTC and DTI promo Permits;
3. NTC endorsement is needed for new product offers and their pricing schemes;
4. Average broadband speed must be indicated in the ad material in addition to the minimum broadband speed to be experienced by the customer 80% of the time;
5. Speed must be at a minimum of 256 kbps to be classified as broadband service provider;
6. Telco entities will not be allowed to claim "fastest speed" for broadband service until such time that NTC has established the capability to measure such;
7. As advised by the Department of Justice (DOJ) the word "UNLIMITED" shall not be allowed in all advertising and promotions for broadband/internet service if there are conditions imposed on "UNLIMITED" services; and
8. Telco entities may indicate in their offers maximum ("up to") broadband speed.

For strict compliance.

  
**GAMALIEL A. CORDOBA**  
Commissioner