

<b>COMPLAINT NUMBER</b>	16/354
<b>COMPLAINANT</b>	J Whitham
<b>ADVERTISER</b>	Brand Developers Ltd
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	7 October 2016
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for GoGo, the Smart TV and Mini PC Stick, is a twenty-eight minute infomercial. The GoGo stick is compared to other similar products and there are interviews with different people who are endorsing the product. There is also a voice-over which provides detailed information about the GoGo stick and its uses.

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, J Whitham, said:** “The Go Go Tv and Smart Stick falsely advertises that it is better than Apple TV cause you can download apps. Saying that you can’t on Apple TV. This is false information because Apple TV has a dedicated app store. I” concerned that other information might be incorrect and misleading to consumers.”

**The relevant provisions were Basic Principle 4, Rule 2 of the Code of Ethics.**

**The Chair** noted the concerns of the complainant that the advertisement falsely claims the GoGo stick is better than Apple TV because you can’t download apps on Apple TV.

The Chair said the advertisement was not misleading and the claims made were well substantiated by the advertiser.. The GoGo Stick provides unrestricted access to apps and media on the internet whereas Apple TV users are restricted to apps available at the Apple TV App Store.

The Chair said the advertisement had been placed with a due sense of social responsibility to consumers and society and did not breach the Code of Ethics.

**Chair’s Ruling:** Complaint **No Grounds to Proceed**