

Summary

Comcast Cable Communications Management challenged T-Mobile's claim, "Don't you worry 'bout speed" in a television commercial featuring John Travolta, Zach Braff, and Donald Faison for T-Mobile's Home Internet (T-HINT). T-HINT operates on the same wireless network as T-Mobile mobile devices.

The National Advertising Division determined that the commercial communicates the unsupported message that T-HINT will allow users to perform nearly all typical activities on the internet, including intensive uses like gaming or streaming, on multiple devices at any time of day, and recommended that the challenged claim be discontinued.