



To the House of Representatives,

This submission is in response to your Inquiry into IT pricing. I'm certain that after you see some of the examples shown in this document, you will be able to easily see that there is a price disparity between products, from digital, to physical copies between the US/UK and AUS. Since I do not understand the various languages of the world, my knowledge of prices in the Asia Pacific may be incorrect.

Firstly, a product that a large portion of Australians use, Microsoft Windows. This is a product that is basically required for every PC, and so the price disparity is quite noticeable. Prices are accurate at time of writing, though some mild fluctuations may have occurred.

Windows in Australia: \$299 for the entry level, \$469 for the top of the line

[http://www.microsoftstore.com.au/shop/en-AU/Microsoft/Windows/Windows-7?WT.mc\\_id=pointitsem\\_ad\\_win7\\_generic&WT.srch=1&WT.term=microsoft+windows+7&WT.campaign=6074&WT.source=google&WT.medium=cpc&WT.content=623196099](http://www.microsoftstore.com.au/shop/en-AU/Microsoft/Windows/Windows-7?WT.mc_id=pointitsem_ad_win7_generic&WT.srch=1&WT.term=microsoft+windows+7&WT.campaign=6074&WT.source=google&WT.medium=cpc&WT.content=623196099)

Windows in US: \$119 for the entry level, \$219 (Equivalent to \$229 AUD) for the top of the line

<http://windows.microsoft.com/en-US/windows/shop>

Windows in UK: 149 GBP for the entry level, 229 GBP (Equivalent of \$369 AUD) for the top of the line

<http://www.microsoft.com/uk/windows/buy/>

Windows in China: 399 Yuan for entry level (Equivalent of \$64 AUD), 2460 Yuan for the top of the line

So that is Windows, a product that many Australians and Australian business use every day, for work, to home life. Most Australians aren't aware of the price disparity here, or that they can buy digitally from a retailer at a much lower price.

Now we move onto videogames. Online Distributor steam, the go to stop for many Australians, has a ridiculously large price disparity between Australia and the rest of the world. I will cite a few examples, but the link I will show you will do much more than my examples (as it uses up to date currency exchange data).

Remember, this is a digital distribution service. There is no postage that these companies need to pay, nor any real reason other than 'because Australians will pay it' for these prices.

The game, Shift 2, Unleashed, a popular racing game here in Australia, has the following pricing:

Australia pays, \$79.99  
US pays, \$19.99 (\$19.99 AUD)  
UK pays, 19.99 GBP (\$31.3 AUD)  
China pays 185 yuan (\$30 AUD)

Popular shooter, Call of Duty Modern Warfare 2, which was at the time of released the biggest selling entertainment release in history has the following prices.

Australia pays, \$89.99  
US pays, \$19.99

UK pays, 19.99 GBP  
(Game not available in china)

The website for viewing this data accurately and easily is <http://www.steamprices.com/au/topripoffs>

For hardware, on the inside of our computers, things don't get a break either. A good example is the recent launch of the GTX690 Graphics Card.

Australia pays, \$1500  
US pays, \$1000  
UK pays 799 GBP (\$1230 AUD equivalent)  
unable to find Chinese pricing, it's suggested that it is US equivalent.

US: <http://www.newegg.com/Product/ProductList.aspx?Submit=ENE&DEPA=0&Order=BESTMATCH&N=-1&isNodeId=1&Description=gtx690&x=0&y=0>

AU: [http://www.pccasegear.com/index.php?main\\_page=index&cPath=193\\_1385](http://www.pccasegear.com/index.php?main_page=index&cPath=193_1385)

UK: [http://www.amazon.co.uk/dp/B007ZO7T9E/ref=asc\\_df\\_B007ZO7T9E7997642?smid=A3P5ROKL5A1OLE&tag=pr-electronics-21&linkCode=asn&creative=22206&creativeASIN=B007ZO7T9E](http://www.amazon.co.uk/dp/B007ZO7T9E/ref=asc_df_B007ZO7T9E7997642?smid=A3P5ROKL5A1OLE&tag=pr-electronics-21&linkCode=asn&creative=22206&creativeASIN=B007ZO7T9E)

Finally, since I do not wish to take more of your time I will leave you with what I think is an easy comparison. EB Games is Australia's biggest games retailer. GameStop owns it, who is Americas biggest games retailer.

Pricing for the upcoming release of Black Ops 2 (Likely to once again be the largest entertainment release in history):

AU: \$108

<http://ebgames.com.au/sale-product-2077-home-Call-of-Duty-Black-Ops-II>

US: 59.99

<http://www.gamestop.com/browse?nav=16k-blackops+2>

Thankyou for your time. There are many more examples of what you seek (hundred of thousands), which I would be happy to appear before the committee to share if it is required.

Regards,  
Bane Williams