

To whom it may concern,

I am sending this letter to provide an insight into IT pricing in Australia compared with the rest of the world, especially digital download purchases.

The first term of reference is whether a price difference exists between IT hardware and software including video games and consoles, e-books and music and videos sold in Australia both online and retail in compared to other markets such as the US, UK and Asia-Pacific.

There most definitely is a price difference between all these regions especially in Australia where prices are often double as will be explained below. This is especially so when items are purchased from the software vendors website where there is no extra cost involved in delivering the software download to you as opposed to someone in another country. A good example of this is items (listed in previous paragraph) that are purchased on a software vendor's official website where they sell software in different countries at different price points. Most notably are Microsoft Windows [®] online purchases from <u>www.microsoftstore.com.au/shop/en-AU</u> where the Australian site charges USD\$458 for the Operating system. The US <u>http://windows.microsoft.com/en-US</u> sells it for USD\$220. *See Figure 1 and 2 to see an image of the websites in question.*

In theory these price differences exist to adjust for each markets currency value however as the graph shows Figure 3) the AUD was high for a lengthy period. During the last 120 days on the graph the price of the software on the Australian store did not go down to match the rise in the Australian markets currency value.

The impact of this price difference affects a majority of Australians whether they be using Microsoft Windows for business or home use or even use in government institutions. Evidence shows that Microsoft is the most used computer operating system with a worldwide usage percentage of 88.9% (see Figure 4 and read the third line). A drop in the cost of the Microsoft Windows operating system would mean a saving for many computer users in Australia and result in businesses and government institutions spending far less on purchasing the Microsoft Windows operating system.

This issue can be addressed by bringing the price for Australians in line with the price in the US because the Australian Dollar and American dollar are almost even on value and Microsoft does not need to pay more money to distribute their software from their site.

In summary Australians are paying nearly twice the price for computer software for a reason that no longer exists thanks to the improved Australian Dollar value. A price reduction would benefit the government and businesses as well as saving the public money to spend on more important items.

Yours sincerely,

Andrew Tozer

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Figure





Explore all Windows 7 editions



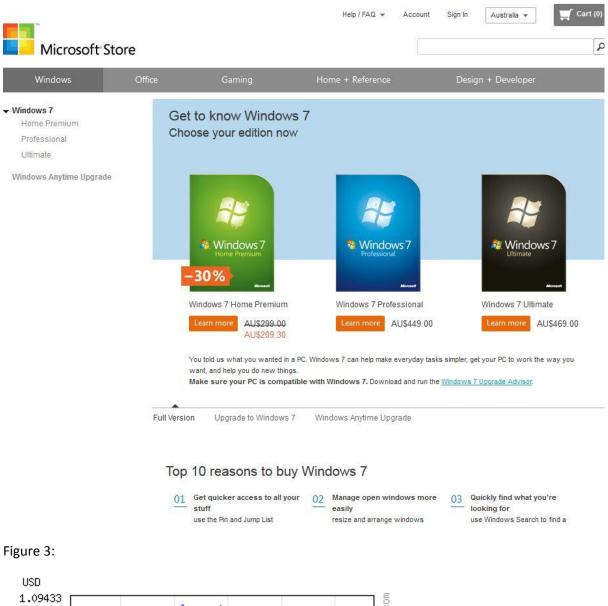
Work or play?

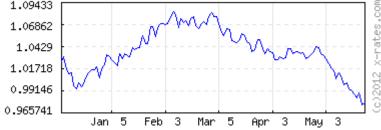
The best way to pick the right PC is to know how you'll use it.



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Figure 2:





[edit]

Figure 4:

Microsoft Windows

Main article: Microsoft Windows

Microsoft Windows is a family of proprietary operating systems designed by Microsoft Corporation and primarily targeted to Intel architecture based computers, with an estimated 88.9 percent total usage share on Web connected computers. ^{[7][11][12][13]} The newest version is Windows 7 for workstations and Windows Server 2008 R2 for servers. Windows 7 recently overtook Windows XP as most used OS.[14][15][16]

Microsoft Windows originated in 1985 as an application running on top of MS-DOS, which was the standard operating system shipped on most Intel architecture personal computers at the time. In 1995, Windows 95 was released which only used MS-DOS as a bootstrap. For backwards compatibility, Win9x could run real-mode MS-DOS^{[17][18]} and 16 bits Windows 3.x^[19] drivers. Windows Me, released in 2000, was the last version in the Win9x family. Later versions have all been based on the Windows NT kernel. Current versions of Windows run on IA-32 and x86-64 microprocessors, although Windows 8 will support ARM architecture. In the past, Windows NT supported non-Intel architectures.

Server editions of Windows are widely used. In recent years, Microsoft has expended significant capital in an effort to promote the use of Windows as a server operating environment. However, Windows' usage on servers is not as

widespread as on personal computers, as Windows competes against Linux and BSD for server market share.^{[20][21]}

the//build/ Bootable Windows To Go USB flash drive

5 Microsoft Windows 7 Desktop

Sources:

http://www.x-rates.com/d/USD/AUD/graph120.png

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

www.microsoftstore.com.au/shop/en-AU/Microsoft/Windows/Windows-7

https://en.wikipedia.org/wiki/Operating_system#Microsoft_Windows

