



From: Michael Clark
To: [Committee, IC \(REPS\);](#)
Subject: Committee Inquiry into IT Pricing.
Date: Wednesday, 27 June 2012 4:15:48 PM

To the Sir or Madam it may concern.

I understand the House of Representatives Committee inquiry is asking for public submissions regarding IT Pricing. I work as a programmer and find many of my interests out of work also fall into the IT category, on both sides it is easy to see the price gouging and poor excuses behind it. I'm certain there are many submissions to go through, so I'll list only the salient points.

- I recently purchased a 24' 3D Display, Sony brand. Priced at \$700 at Harvey Norman, the only Australian company with the rights to stock it, I found it for \$314 AUD + \$40 postage on Amazon.com, the American online retail giant. I understand the unfair comparison I'm making here, but I doubt "bricks and mortar" requires doubling the price,
- Videogame pricing here is roughly double the price in the US and many other comparable countries. This is especially apparent in the online stores (the Sony PSN, in my case). The price is the same as the physical copy despite no physical content purchased, they also more expensive than the global equivalents.
- Hardware mark up ranges across the spectrum, but if you compare virtually ANY product between an Australian and International stockist the price difference will be immediately apparent.
- The pricing of TV shows and Movies from online stores is also higher than expected, not to mention the arbitrary delays in the content making it here.
I don't think this issue will be in the scope of this inquiry, but it's worth mentioning as these factors demonstrate Hollywood's intention to make online, on demand services as painful as possible.

Thank you for taking the time to read my submission, I look forward to seeing the outcome of this inquiry.

Yours sincerely

Michael Clark