



Sent: Wednesday, 24 October 2012 12:43 PM
To: Pullen, Peter (REPS)
Cc: Dan Rosen; Fladun, Sonya (REPS); Morris, Julia (REPS)
Subject: IT Pricing Inquiry | Response in regards to Piracy

Dear Peter

IT Pricing Inquiry

Thank you for your email of 11 October 2012.

The following information is provided in response to a question taken on notice at the 5 October public hearing.

The Committee asked if there were any more recent information available in regards to piracy. In response to the update of piracy, we would like to draw the attention of the Committee to the IFPI digital report for 2012 (14 mb), which is available at: http://www.ifpi.org/content/section_resources/dmr2012.html (please see especially the section on piracy at pp 16-19).

We believe that the Committee may also find the following material helpful:

- the CCI Digital Futures 2012 report (on internet usage in Australia – copy attached); and
- the recent paper by Smith and Telang, “Assessing The Academic Literature Regarding the Impact of Media Piracy on Sales” (August 2012) (copy attached).

We trust that this further information will assist the inquiry and thank the Committee again for the opportunity to appear before it at the recent hearing.

Yours sincerely

Dan

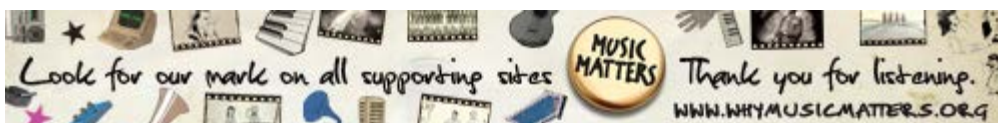
Dan Rosen || Chief Executive Officer

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