



From: Paul Bicknell
To: [Committee, IC \(REPS\);](#)
Subject: Submission into IT pricing disparity
Date: Wednesday, 27 June 2012 10:44:53 AM

I was nearly going to not make any submission however i suppose every little bit helps

Currently Australian prices for game related products are so out of touch with the rest of the world that I and i am sure many others now simply purchase these from overseas. I am sure Australian game retailers are making nice money on the products they do sell however i wonder if by dropping their prices to be comparative to other markets the increase in volume would make up for any loss of profit.

I am well aware that bricks and mortar stores in Australia have higher wage and rent costs however their marked up price is so different to what can be bought from overseas that the convenience of being able to pick up locally is not worth it

A simple comparison of some EB games titles versus ozgameshop based in England as follows

Game of Thrones	EB Games \$68. Ozgameshop free delivery to Australia \$46.00
-----------------	--

Max Payne 3	EB games \$98	Ozgameshop free delivery to Australia \$52.99
-------------	---------------	---

In terms of cloud delivered products one needs look no further than Steam to see the disparity. Software bought through steam is delivered entirely by internet and i doubt they even have an Australian office however current steam pricing disparity is evident as follows

Call of Duty Black Ops II	Steam US price \$59	Steam AU price \$89
Spec Ops the line	Steam US price 49.99	Steam AU price \$69.95

These and more are easily checked through the following website
<http://www.steamprices.com/au/topripoffs>

I suppose it is these cloud prices which are particularly galling. Why should i be paying more for an internet delivered product because of where I am based.

In professional terms we are also getting ripped off

I have recently 5 bought licences for Autocad LT. Again delivered over the net Australian price 1775.00 per licence.

Yet if i was in America I could buy these licences for \$1200.

The cost of me doing business in Australia was nearly \$3000 based on the

location of where i was clicking the buy button from.
Autocad licences are also specifically set up to only be valid in the coutry of purchase
I looked at buying these same licences from Hongkong
These would have been \$11000 HKD each or around \$1400 Australian

Regards

Paul Bicknell