



To whom it may concern,

Re: Pricing of digital goods in Australia vs. US

Please include the discrepancy in pricing by Microsoft, specifically for TechNet subscriptions. TechNet subscriptions are available worldwide and are targeted at I.T. professionals although anyone can purchase them.

They consist of access to advanced online help and support, E-Learning and software evaluation.

They are a very valuable resource for those that are involved in I.T.

Quote <http://technet.microsoft.com/en-au/subscriptions/ms772428.aspx>

"Busy IT professionals rely on TechNet Plus to get the help they need to do their jobs quickly and effectively. A subscription to TechNet Plus provides resources to evaluate and deploy Microsoft technologies, resolve technical issues and build IT skills"

I have included for your consideration a price comparison between Australia and the US. To my knowledge there is no difference between the offerings in either country and all services are delivered online.

The table below shows the relative pricing as at 6th July 2012 and can be accessed at the following URL:

<http://technet.microsoft.com/en-au/subscriptions/hh442910.aspx>

	Australia (A\$)	USA (US\$)
TechNet Standard (Retail)	New - \$337 Renew - \$260	New - \$199 Renew - \$149
TechNet Professional (Retail)	New - \$618 Renew - \$437	New - \$349 Renew - \$249

I have inquired with Microsoft Australia as to the reason for the price difference and the only explanation I was offered was that prices are set locally and they have different prices for different markets.

I feel that this practice is placing Australian I.T. workers at a disadvantage compared to their overseas counterparts.

Screen images captured from Microsoft.com (6th July 2012)

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Yours Sincerely

Concerned