



IT price discrimination

This document contains store names, company names, as well as video game names. This document is written to talk about my thoughts on why we pay more for electronic products and who should be to blame.

To whoever reads this, I would like to send an inquiry about the price discrimination for electronic products in Australia, I know about the inquires that the Australian Government is currently undergoing, but I would like for the opinion of a young Australian in the creative/gaming industry to give their opinion on this subject. Even though I am only 16 and most people would dismiss the words and opinions of someone so young as myself in any government issue, I still fell that I have a valuable opinion on our governments actions.

Now I believe that most Australian citizens will notice that we do have higher prices for the electronic entertainment industry than lets say America or India, and at one point, high Australian software prices could have been justified by the cost of getting products to, and then around, our country. I mean after all, Australia's not the most conveniently located country in the world, and we have a large desert towards the middle that has little to no population. It costs no more to "ship" a game to Australia than it does anywhere else. The Currency exchange isn't a factor anymore either ever since the weakener state of the American dollar has brought ours pretty much up to par with theirs, so with all of those factors out of the way there is really only one extremely simple, but rather ugly answer ... sellers of electronic products are relying on inertia and ingrained numbness to high prices to pad their margins. Greed, in other words, and while I have no real evidence to back up my conclusion, in the era of Steam and online downloading of a product, it's becoming harder and harder to see any other explanation.

An example of this is the store EB Games, the store is pretty much GameStop's Australian front for selling video games and other electronic media, here are some prices for games: Max Payne 3? \$100, Assassin's Creed III? \$128, or even Grand Theft Auto V? \$110. While other people in the world can spend \$30 to \$60 for these games. But this isn't just with video games, this is the same with many other electronic products that are sold in Australia compared to other countries. I believe this is ridiculous and that some action really needs to be done about this problem, the price difference can sometimes be downright ridiculous that I feel insulted whenever I can see this happen, and that is what they don't want people to notice. The companies and businesses that sell the products don't want us to see the prices, what other countries pays and what we pay, now don't blame the stores for this, because when they sell the product they have to earn money back from the product if they want to stay in business, they have to blame the companies that sell you the product and we do to. They're the ones who are selling their products to other stores and locations at ridiculous prices. Now being only a young citizen I would not know who to contact about an issue like this and who to negotiate with so I hope that whoever reads this letter will know who to talk to or find a solution.

An average citizen, Matthew