



Subject: FW: "International Uplift"
Date: Friday, 22 March 2013 11:47:38 AM

For your information.

From: Mark Edwards
Sent: Friday, 22 March 2013 11:22 AM
To: Champion, Nick (MP)
Subject: "International Uplift"

Nick,

so very glad that the Parliament of Australia is pursuing these international IT companies that have been ripping off businesses and consumers with impunity for years.

I am an ex-employee of the company "Veritas Software". VERITAS is now a brand owned by Symantec. I left just before the takeover. VERITAS is a market leader in data protection and storage management software.

For the entire time I was an employee at VERITAS it was common practise for the US parent to price everything with a commonly understood "International Uplift" of 25%. There was no particular reason that I (as a PS consultant) understood for this - it was what it was.

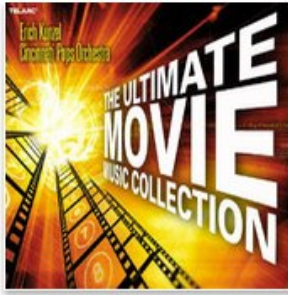
As a consumer, and in an unrelated market, I was appalled at being presented with one price on the US iTunes website and another (much higher) price when accessing via the Australian iTunes website. If it isn't Apple doing this, then someone is sure making a buck out of us Aussies. In the end I purchased this product from the UK and had it shipped by airmail at a cheaper price overall. See my attached photo

I wish you all the best with this endeavour and I hope some good can come of it for the Australian Consumer.

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regards,

Mark P. Edwards



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\$34.99

Genres: [Classical](#), [Music](#),
[Soundtrack](#), [Classical Crossover](#),
[Jazz](#), [Smooth Jazz](#)

Released: Oct 25, 2005

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Corp. US iTunes website 15/09/2012

AUD to US Exchange Rate
15th September 2012

1 AUD = 1.0562 USD

Either this album should
cost US\$63 in the US or it
should cost AU\$33 in
Australia.

Are you fed up of being
ripped off by Apple and
iTunes? I sure am.



\$59.99 Buy Album

Genre: Classical

Released: 25 October 2005

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