



To whom it may concern,

Re: Pricing of digital goods in Australia vs US

A notable inclusion to your inquiry should be into the pricing of games on Steam and Origin vs their US counterpart prices; however on Steam, the prices are not set by Valve Software (Steam's creators/owners), but are set by the developers (EA, Activision, et al). Origin is wholly owned by EA Games and are only accountable to themselves/shareholders.

An example of price discrimination on Steam can easily be found on a third party website called SteamPrices:

<http://www.steamprices.com/au/topripoffs>

The above link shows certain games that are well and truly rip-offs to Australian consumers. I've compiled a few links of high-profile recent (and upcoming) games that are available on Steam for (at times vastly) inflated prices:

[Call of Duty: Black Ops](#)

[Call of Duty: Black Ops II](#)

[Call of Duty: Modern Warfare 3](#)

[Max Payne 3](#)

[Skyrim](#)

Origin is also guilty of the "Australia-Tax", but unfortunately I'm unable to provide prices without a US VPN to check from. There's no comparison website available, and EA's site auto-detects what country you're in for the Origin store, regardless of setting the location to US.

While the whole "oh but brick and mortar stores will suffer lost sales from this" argument might hold some weight, having a look at the inside of any games store will quickly show you how much this isn't an argument: Under 10% of any games store is dedicated to PC gaming, and usually carry lesser titles that may be harder to find (also the older games, "platinum" editions etc). The fact is that with faster internet access, more PC gamers are getting their games online as it's just easier than going to a store, dealing with unknowledgeable staff, and then loading DVDs which may or may not even be able to generate the cache files needed. There's been times when I've just had to load in a CD-Key from the box, and download it anyway, rendering the physical copy useless.

Thanks for your time in considering this for addition into any inquiry,

A concerned consumer,

Owen Hoogvliet