



Subject: IT pricing
Date: Thursday, 15 November 2012 10:33:17 AM

Dear Committee Secretariat

Further to your inquiry into IT pricing. It may be of interest to the inquiry to know that overpricing occurs not only in the IT industry, but also in the media industry.

I recently went to renew my subscription to New Scientist magazine (Reed Publications) and noticed that the price for an annual subscription for both digital and print was A\$249 in Australia or in the US it is US\$99, and in Canada C\$99. This amounts to a price differential of 150 per cent for exactly the same content (the magazine is identical internationally).

Yours

Leonard Cronin