



House of Representatives Committee: Inquiry into IT Pricing

SUBMISSION FOCUS: DIGITAL DISTRIBUTION OF SOFTWARE

This submission addresses (a), (b), and (c) of the Inquiry's Terms of Reference:

(a) Whether a difference in prices exists...

- 1) Computer Game Price differences based on Publisher, plus Adobe Photoshop
- 2) Price differences between Australia & USA

(b) Establish what those differences are

- 1) Price summary on page 4

(c) Determine why those differences exist

- 1) This is argued on page 2 under the headings: "The Cause" and "The Ethical Publishers".

Submission by Duncan Wallace

Submission Focus: DIGITAL DOWNLOADS OF SOFTWARE

The Cause:

SOFTWARE PUBLISHERS are to blame for higher digital download prices. The majority charge Australians more. Historically customers accepted the low Australian dollar was the reason we paid more than customers in the USA.

As our dollar has increased in value, however, most publishers HAVE NOT LOWERED THEIR PRICES ACCORDINGLY.

Why Focus on Digital Downloads?

Many factors can confuse the issue of pricing. It could be argued that shipping and costs of operating physical retail store in Australia cause prices to be higher. However, this does not apply to digital downloads of software.

In most cases, the customer is downloading *exactly the same software, from exactly the same servers* as other customers around the world. The customer also bears the expense of any bandwidth costs for the actual download.

Yet most of the time, Australians pay far more for their software.

Why not Boycott?

Could we boycott companies which charge more? No. Unfortunately the practice of charging us more is so widespread, Australians would virtually have to boycott the digital age in order make their point.

The Ethical Publishers:

There are some publishers who do not charge us more. Not only is this ethical, but it shows that higher prices charged by the majority of software companies is unjustified.

Hiding the Price Differences: DISTRIBUTION WEBSITES

It's not often possible for Australians to see how much less people in other countries pay for the same software. Customers often need to log in to company sites to see the price of software. By doing so they are shown only the Australian prices.

Other methods can be used to detect where the customers are, directing them to a different section of the website containing higher prices for Australians.

ADOBE is a well known software company which charges Australians more. While their pricing policy is unacceptable, at least we can see how much their software costs customers in other countries.

Many other distributors are just as bad, but hide price differences using the methods above.

Exposing the Differences:

To show examples of digital downloads of the same products, by the same distributors, using the same servers, YET AT MUCH HIGHER PRICES, I have asked an American friend to provide screenshots.

The first screenshot will be what I see and pay as an Australian, the second will be what he in the USA.

Both our screenshots were taken on the morning of 27 May 2012 (Sydney time).

STEAM Game Price Summary:

Publisher	Software Title	Australia Pays	USA pays	Screenshot
Activision	Call of Duty: Modern Warfare 3	US\$99.99 (+\$40)	US\$59.99	p.6-7
Activision	Call of Duty: Modern Warfare 2	US\$89.99 (+\$70)	US\$19.99	p.8-9
Activision	Prototype 2 (pre-order)	US\$79.95 (+\$30)	US\$49.99	p.10-11
THQ	Saints Row: The Third	US\$59.99 (+\$10)	US\$49.99	p.14-15
Rockstar Games	Max Payne 3 (pre-order)	US\$89.99 (+\$30)	US\$59.99	p.16-17
Rockstar Games	L.A. Noire (basic edition)	US\$14.99 (-\$5)	US\$19.99	p.18-19
Rockstar Games	L.A. Noire (complete edition)	US\$59.99 (+\$30)	US\$29.99	p.18-19
Bethesda	The Elder Scrolls V: Skyrim	US\$89.99 (+\$30)	US\$59.99	p.22-23
Ubisoft	Ghost Recon: Future Soldier	US\$49.99 (same)	US\$49.99	p.12-13
Frictional Games	Amnesia: The Dark Descent	US\$19.99 (same)	US\$19.99	p.20-21

BATTLE.NET Game Price Summary:

Publisher	Software Title	Australia Pays	USA pays	Screenshot
Blizzard	Diablo III	AU\$79.95 (+\$30)	US\$59.99	p.24-25

ORIGIN Game Price Summary:

Publisher	Software Title	Australia Pays	USA pays	Screenshot
Electronic Arts (EA)	Mass Effect 3	AU\$59.99 (same)	US\$59.99	p.26-28
Electronic Arts (EA)	Battlefield 3	AU\$49.99 (-\$10)	US\$59.99	p.27-28

ADOBE graphic design / photo software:

Publisher	Software Title	Australia Pays	USA pays	Screenshot
Adobe	Photoshop Elements 10 (upgrade)	AU\$123.75 (+\$44)	US\$79.99	p.30-31

Good Old Games: fair pricing policy p.29

Steam is one of the largest digital distributors of games, the iTunes of games. They have games from many publishers and display all prices in US\$. They are a digital rights management system, where purchases are stored & can be downloaded from a games library. Steam is often the cheapest way to buy games, however Australians still pay more!

Below is a screenshot of a Steam games library

The screenshot shows the Steam client interface for a user named 'dardunc's Account'. The 'LIBRARY' tab is selected, displaying a list of games. The interface includes a search bar, navigation tabs (STORE, LIBRARY, NEWS, COMMUNITY), and a list of games categorized into FAVORITES, COMPLETED, GOOD, and OK. Each game entry shows its cover art, name, status (e.g., 'Not installed', 'Ready to play'), Metascore, and the date it was last played.

GAMES	STATUS	METASCORE	LAST PLAYED
Borderlands	Not installed	81	4/11/2010
The Elder Scrolls V: Skyrim	Ready to play	94	1/04/2012
Kingdoms of Amalur: Reckoning™	Ready to play	81	Yesterday
Operation Flashpoint: Red River	Ready to play	62	6/11/2011
Zen Bound® 2	Not installed		9/01/2011
COMPLETED			
Portal	Ready to play	90	7/11/2011
Portal 2	Ready to play	95	29/03/2012
GOOD			
Braid	Ready to play	90	6/06/2011
DIRT 2	Not installed	89	8/01/2011
Flight Control HD	Ready to play		7/02/2012
World of Goo	Not installed	90	21/02/2010
OK			
BioShock	Not installed	96	20/02/2010
Darwinia	Not installed	84	30/01/2010
Digital Combat Simulator: A-10C Warthog	Not installed	82	5/06/2011

At the bottom of the library, there is an 'ADD A GAME...' button and a 'VIEW FRIENDS' link showing 3 online friends. The Windows taskbar at the very bottom shows the system clock as 12:17 PM on 27/05/2012.

Their latest 2011 edition, "Modern Warfare 3", was a very popular first person shooter game.


- Australia pays: US\$99.99
- USA pays: US\$59.99

The screenshot shows the Steam store page for Call of Duty: Modern Warfare 3. The page layout includes a top navigation bar with 'STORE', 'LIBRARY', 'NEWS', and 'COMMUNITY'. Below this is a breadcrumb trail: 'All Games > Action Games > Call of Duty®: Modern Warfare® 3'. The main content area features a large image of a military helicopter in a city, with a smaller image of the game cover to the right. The cover image has the text 'CALL OF DUTY MW3'. Below the images are sections for 'Buy Call of Duty: Modern Warfare 3' (priced at \$99.99 USD) and 'Buy Call of Duty: Modern Warfare 3 Brady Guide' (priced at \$19.99 USD). There are also sections for 'Guides for this game', 'Community', and 'Wishlist (6)'. The bottom of the page shows the Windows taskbar with various application icons and the system tray displaying the time as 10:25 AM on 27/05/2012.

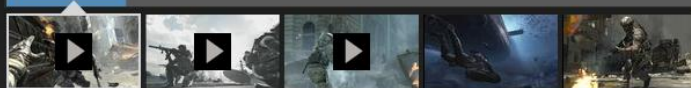
FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU WISHLIST (8)

All Games > Action Games > Call of Duty®: Modern Warfare® 3
3 Call of Duty®: Modern Warfare® 3

Call of Duty Modern Warfare 3 Reveal Trailer



Autoplay videos 0:15 / 1:28



CALL OF DUTY MW3

The best-selling first person action series of all-time returns with the epic sequel to multiple "Game of the Year" award winner, Call of Duty®: Modern Warfare® 2. In the world's darkest hour, are you willing to do what is necessary? Prepare yourself for a cinematic thrill-ride only Call of Duty can deliver.

Genre: Action
Release Date: Nov 8, 2011

View all 13 screenshots
Watch all 4 trailers

Buy Call of Duty: Modern Warfare 3

\$59.99 [ADD TO CART](#)

[ADD TO YOUR WISHLIST](#)

SHARE:

Guides for this game

Buy Call of Duty: Modern Warfare 3 Brady Guide

\$19.99 [ADD TO CART](#)

Community

Visit the forums

Activision is still selling the older versions of their, "Call of Duty", series.

Released in 2009. "Call of Duty: Modern Warfare 2", is outrageously priced in Australia when compared with the USA.
Australians pay 400% more!

- Australia pays: US\$89.99
- USA pays: US\$19.99

Steam View Friends Games Help

dardunc's Account

← → STORE LIBRARY NEWS COMMUNITY

WISHLIST (6)

FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU search the store

All Games > Action Games > Call of Duty®: Modern Warfare® 2

Call of Duty®: Modern Warfare® 2

The most-anticipated game of the year and the sequel to the best-selling first-person action game of all time, Modern Warfare 2 continues the gripping and heart-racing action as players face off against a new threat dedicated to bringing the world to the brink of collapse.

Genre: Action
Release Date: 12 Nov 2009

View all 15 screenshots
Watch all 4 trailers

Buy Call of Duty®: Modern Warfare® 2

\$89.99 USD ADD TO CART

ADD TO YOUR WISHLIST

SHARE

Community

Visit the forums

Downloadable Content For This Game

Call of Duty®: Modern Warfare® 2 Stimulus Package	\$14.99 USD
Call of Duty®: Modern Warfare® 2 Resurgence Pack	\$14.99 USD

\$29.98 USD ADD ALL DLC TO CART

+ ADD A GAME...

VIEW FRIENDS 3 Online

10:35 AM
27/05/2012

← → STORE LIBRARY NEWS COMMUNITY

FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU WISHLIST (8)

All Games > Action Games > Call of Duty®: Modern Warfare® 2
2 Call of Duty®: Modern Warfare® 2








The most-anticipated game of the year and the sequel to the best-selling first-person action game of all time, Modern Warfare 2 continues the gripping and heart-racing action as players face off against a new threat dedicated to bringing the world to the brink of collapse.

Genre: Action
Release Date: Nov 12, 2009




View all 15 screenshots
Watch all 4 trailers

Buy Call of Duty®: Modern Warfare® 2 
\$19.99

SHARE:    

Downloadable Content For This Game	
Call of Duty®: Modern Warfare® 2 Stimulus Package	\$14.99
Call of Duty®: Modern Warfare® 2 Resurgence Pack	\$14.99

Community
[Visit the forums](#) 



Australia pays: US\$79.95 (pre-order)
USA pays: US\$49.99 (pre-order)

Steam View Friends Games Help dardunc's Account

← → STORE LIBRARY NEWS COMMUNITY

All Games > Action Games > Prototype 2

Prototype 2

Welcome to New York Zero. The sequel to Radical Entertainment's best-selling open-world action game of 2009, Prototype® 2 takes the unsurpassed carnage of the original Prototype and continues the experience of becoming the ultimate shape-shifting weapon.

Genre: Action, Adventure
Release Date: 25 Jul 2012

View all 7 screenshots
Watch all 2 trailers

Available: 25 July 2012
This game will unlock in approximately 2 months, 2 days and 17 hours

Pre-Purchase Prototype 2 \$79.95 USD ADD TO CART

Pre-Purchase Offer
Pre-purchase now and receive a free copy of the original Prototype and the RADNET DLC bundle.

Game Details
Title: Prototype 2
Genre: Action, Adventure
Developer: Radical Entertainment
Publisher: Activision
Release Date: 25 Jul 2012

ADD A GAME... VIEW FRIENDS
3 Online

Windows taskbar: 10:30 AM 27/05/2012

← → STORE LIBRARY NEWS COMMUNITY

FEATURED ITEMS GENRES ▾ DEMOS VIDEOS MAC RECOMMENDED FOR YOU WISHLIST (8)

All Games > Action Games > Prototype 2

Prototype 2



Welcome to New York Zero. The sequel to Radical Entertainment's best-selling open-world action game of 2009, Prototype® 2 takes the unsurpassed carnage of the original Prototype and continues the experience of becoming the ultimate shape-shifting weapon.

Genre: Action, Adventure
Release Date: Jul 24, 2012



View all 7 screenshots
Watch all 2 trailers

Available: July 24th, 2012
This game will unlock in approximately 2 months, 2 days and 17 hours

Pre-Purchase Prototype 2
\$49.99

SHARE:

Game Details
Title: Prototype 2
Genre: Action, Adventure

Pre-Purchase Offer

Ubisoft is a major game publisher, and owns the popular series, "Tom Clancy's Ghost Recon,"

Upcoming, "Tom Clancy's Ghost Recon: Future Soldier", is being offered *for the same price* in Australia & the USA.

Australia pays: US\$49.99
USA pays: US\$49.99

Steam View Friends Games Help



← → STORE LIBRARY NEWS COMMUNITY

WISHLIST (6)

FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU search the store

All Games > Action Games > Tom Clancy's Ghost Recon: Future Soldier™

Tom Clancy's Ghost Recon: Future Soldier™

There is nothing fair, honorable, or just about combat. There is only winning and losing—the dead and the living. The Ghosts don't worry about even odds. They do everything in their power to overwhelm and obliterate the enemy. Future technology is the key to winning an asymmetric battle.

Genre: Action
Release Date: 15 Jun 2012

View all 7 screenshots

Available: 15 June 2012
This game will unlock in approximately 2 weeks, 4 days and 17 hours

Pre-Purchase Tom Clancy's Ghost Recon: Future Soldier™ - Standard Edition

\$49.99 USD ADD TO CART

ADD TO YOUR WISHLIST

SHARE

Game Details

Title: Tom Clancy's Ghost Recon: Future Soldier™
Genre: Action

VIEW FRIENDS 3 Online

← → STORE LIBRARY NEWS COMMUNITY

FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU WISHLIST (0)
search the store

All Games > Action Games > Tom Clancy's Ghost Recon: Future Soldier™
Tom Clancy's Ghost Recon: Future Soldier™



There is nothing fair, honorable, or just about combat. There is only winning and losing—the dead and the living. The Ghosts don't worry about even odds. They do everything in their power to overwhelm and obliterate the enemy. Future technology is the key to winning an asymmetric battle.

Genre: Action
Release Date: Jun 12, 2012



View all 7 screenshots

Available: June 12th, 2012
This game will unlock in approximately 2 weeks, 2 days and 17 hours

Pre-Purchase Tom Clancy's Ghost Recon: Future Soldier™ - Standard Edition
\$49.99 **ADD TO CART**

ADD TO YOUR WISHLIST
SHARE: [Facebook] [Twitter] [YouTube] [LinkedIn]

Game Details
Title: Tom Clancy's Ghost Recon: Future Soldier™

The recent title, "Saints Row: The Third", is offered at slightly higher prices in Australia.

Australia pays: US\$59.99
USA pays: US\$49.99

The screenshot shows the Steam store page for the game "Saints Row: The Third". The interface includes a top navigation bar with "STORE", "LIBRARY", "NEWS", and "COMMUNITY". The game's page features a large "volition inc." logo, a description of the game, and a price of \$59.99 USD. There are buttons for "ADD TO CART" and "ADD TO YOUR WISHLIST". The page also includes a "Community" section with a link to "Visit the forums". The Windows taskbar at the bottom shows the time as 10:46 AM on 27/05/2012.

Steam View Friends Games Help

← → STORE LIBRARY NEWS COMMUNITY

WISHLIST (6)

FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU search the store

All Games > Action Games > Saints Row: The Third

Saints Row: The Third

volition inc.

SAINTS ROW THE THIRD

Years after taking Stilwater for their own, the Third Street Saints have evolved from street gang to household brand name, with Saints sneakers, Saints energy drinks and Johnny Gat bobble head dolls all available at a store near you. The Saints are kings of Stilwater, but their celebrity status has not gone unnoticed.

Genre: Action
Release Date: 15 Nov 2011

View all 14 screenshots
Watch all 7 trailers

Buy Saints Row: The Third

\$59.99 USD ADD TO CART

ADD TO YOUR WISHLIST

SHARE: Facebook Twitter YouTube

Community

Visit the forums

Buy Saints Row The Third Prima Official Strategy Guide


Requires ownership of Saints Row: The Third on Steam to view guide

\$39.95 USD ADD TO CART

+ ADD A GAME...

VIEW FRIENDS 3 Online


10:46 AM 27/05/2012




SAINTS ROW THE THIRD

Years after faking Stilwater for their own, the Third Street Saints have evolved from street gang to household brand name, with Saints sneakers, Saints energy drinks and Johnny Gat bobble head dolls all available at a store near you. The Saints are kings of Stilwater, but their celebrity status has not gone unnoticed.


Genre: Action
Release Date: Nov 15, 2011

View all 14 screenshots 


Watch all 7 trailers 

You already own Saints Row: The Third PLAY NOW

Recommend this game to your friends



Buy this game as a gift for a friend

Buy Saints Row: The Third 

\$49.99 ADD TO CART

My Activity

33.4 hrs on record

31 of 83 Achievements Earned

 +25

View your stats 

View global gameplay stats 

Rockstar Games publishes the “Max Payne” game series.

Submission 019
Received 27/05/2012

Their upcoming game, “Max Payne 3”, is due for release in Australia, 6 June 2012:

Australia pays: US\$89.99
USA pays: US\$59.99

Steam View Friends Games Help

← → **STORE** LIBRARY NEWS COMMUNITY

WISHLIST (6)

FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU search the store

All Games > Action Games > Max Payne 3

Max Payne 3



For Max Payne, the tragedies that took his loved ones years ago are wounds that refuse to heal. No longer a cop, close to washed up and addicted to pain killers, Max takes a job in São Paulo, Brazil, protecting the family of wealthy real estate mogul Rodrigo Branco, in an effort to finally escape his troubled past.

Genre: Action
Release Date: 6 Jun 2012

View all 16 screenshots
Watch all 5 trailers

Available: 6 June 2012
This game will unlock in approximately 1 week, 2 days and 17 hours

Pre-Purchase Max Payne 3

\$89.99 USD **ADD TO CART**

ADD TO YOUR WISHLIST

SHARE [Facebook] [Twitter] [Steam] [Gift]

Game Details

Title: Max Payne 3
Genre: Action

VIEW FRIENDS
3 Online

+ ADD A GAME...

← → STORE LIBRARY NEWS COMMUNITY

FEATURED ITEMS GENRES DEMOS VIDEOS MAC RECOMMENDED FOR YOU WISHLIST (8)
search the store

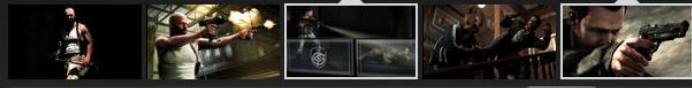
All Games > Action Games > Max Payne 3

Max Payne 3



For Max Payne, the tragedies that took his loved ones years ago are wounds that refuse to heal. No longer a cop, close to washed up and addicted to pain killers, Max takes a job in São Paulo, Brazil, protecting the family of wealthy real estate mogul Rodrigo Branco, in an effort to finally escape his troubled past.

Genre: Action
Release Date: Jun 1, 2012



View all 16 screenshots
Watch all 5 trailers

Available: June 1st, 2012
This game will unlock in approximately 5 days and 17 hours

Pre-Purchase Max Payne 3
\$59.99 ADD TO CART

ADD TO YOUR WISHLIST
SHARE: [Facebook] [Twitter] [LinkedIn] [StumbleUpon]

Game Details
Title: Max Payne 3
Genre: Action

Pre-Purchase Offer

Rockstar Games published the title "L.A. Noire", which was developed by "Team Bondi", a Australian based company which is no longer in business. The pricing here is a little confusing.

Slightly cheaper for the basic edition, considerably more expensive for the complete edition.

Australia pays: US\$14.99 (basic edition) US\$59.99 (Complete Edition)
USA pays: US\$19.99 (basic edition) US\$29.99 (Complete Edition)

The screenshot shows the Steam store page for the game "L.A. Noire". At the top, there are navigation tabs: STORE, LIBRARY, NEWS, and COMMUNITY. Below these is a search bar and a "WISHLIST (6)" button. The main content area features a large screenshot of the game's main menu, showing a character in a suit at a bar. To the right of the screenshot is a description of the game: "Amid the post-war boom of Hollywood's Golden Age, Cole Phelps is an LAPD detective thrown headfirst into a city drowning in its own success. Corruption is rampant, the drug trade is exploding, and murder rates are at an all-time high." Below the description, it lists the genre as "Strategy Adventure" and the release date as "9 Nov 2011". There are also buttons for "View all 14 screenshots" and "Watch HD video". At the bottom of the page, there are two purchase options: "Buy L.A. Noire" for \$14.99 USD and "Buy L.A. Noire: The Complete Edition" for \$59.99 USD. The complete edition includes all previously released DLC. The page also has a "Community" section with links to forums and community groups.

← → STORE LIBRARY NEWS COMMUNITY




Amid the post-war boom of Hollywood's Golden Age, Cole Phelps is an LAPD detective thrown headfirst into a city drowning in its own success. Corruption is rampant, the drug trade is exploding, and murder rates are at an all-time high.

Genre: Strategy, Adventure
Release Date: Nov 8, 2011


View all 14 screenshots 
Watch HD video 


You already own L.A. Noire PLAY NOW

Recommend this game to your friends



Buy this game as a gift for a friend

Buy L.A. Noire 
\$19.99 ADD TO CART

Buy L.A. Noire: The Complete Edition 
Includes all previously released DLC
\$29.99 ADD TO CART

My Activity





5.2 hrs on record

8 of 60 Achievements Earned

 +2

View your stats 

View global gameplay stats 

SHARE    

Community

Frictional Games

developed and published independently.

Submission 019
Received 27/05/2012

For their title, "Amnesia: The Dark Descent", **Australia pays the same as the USA.**

Australia pays: US\$19.99
USA pays: US\$19.99

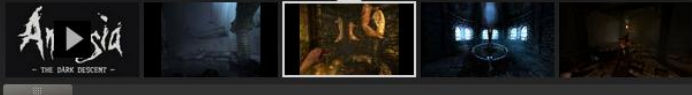
Screenshot of the Steam store page for Amnesia: The Dark Descent. The page shows the game title, a description, genre (Action, Adventure, Indie), release date (9 Sep 2010), and a price of \$19.99 USD. A green banner indicates 'You already own Amnesia: The Dark Descent' with a 'PLAY NOW' button. There are also sections for 'Recommend this game to your friends', 'Buy this game as a gift for a friend', and 'Community' links.

Amnesia: The Dark Descent



The last remaining memories fade away into darkness. Your mind is a mess and only a feeling of being hunted remains. You must escape. Awake... Amnesia: The Dark Descent, a first person survival horror. A game about immersion, discovery and living through a nightmare. An experience that will chill you to the core.

Genre: Action, Adventure, Indie
Release Date: Sep 8, 2010




View all 6 screenshots
Watch HD video

You already own Amnesia: The Dark Descent

PLAY NOW

Recommend this game to your friends



My Activity
4.4 hrs on record





Buy this game as a gift for a friend

Buy Amnesia: The Dark Descent

STEAMPLAY

\$19.99 ADD TO CART

DOWNLOAD DEMO

SHARE:    

Community

Bethesda are publishers of the highly popular, "The Elder Scrolls", series.

Submission 019
Received 27/05/2012

In their 2011 release, "The Elder Scrolls V: Skyrim", Australia, "took an arrow to the knee", on pricing.

Australia pays: US\$89.99
USA pays: US\$59.99

The screenshot shows the Steam store page for "The Elder Scrolls V: Skyrim". At the top, the navigation bar includes "STORE LIBRARY NEWS COMMUNITY". The game title "The Elder Scrolls V: Skyrim" is prominently displayed. Below the title is a large image of a dragon and a video player. To the right of the video, there is a description: "EPIC FANTASY REBORN The next chapter in the highly anticipated Elder Scrolls saga arrives from the makers of the 2006 and 2008 Games of the Year, Bethesda Game Studios. Skyrim reimagines and revolutionizes the open-world fantasy epic, bringing to life a complete virtual world open for you to explore any way you choose." Below the description, it lists the genre as "RPG" and the release date as "11 Nov 2011". There are buttons for "View all 14 screenshots" and "Watch all 2 trailers". A green banner indicates "You already own The Elder Scrolls V: Skyrim" with a "PLAY NOW" button. Below this, there is a "Recommend this game to your friends" section with a "Click here to write a recommendation" button. At the bottom, there is a "Buy The Elder Scrolls V: Skyrim" button for "\$89.99 USD" and an "ADD TO CART" button. On the right side, there is a "My Activity" section showing "114.0 hrs on record" and "30 of 50 Achievements Earned". The bottom of the screenshot shows the Windows taskbar with various application icons and the system tray with the time "1:12 PM" and date "27/05/2012".

← → STORE LIBRARY NEWS COMMUNITY

The Elder Scrolls V: Skyrim



EPIC FANTASY REBORN The next chapter in the highly anticipated Elder Scrolls saga arrives from the makers of the 2006 and 2008 Games of the Year, Bethesda Game Studios. Skyrim reimagines and revolutionizes the open-world fantasy epic, bringing to life a complete virtual world open for you to explore any way you choose.

Genre: RPG
Release Date: Nov 10, 2011




[View all 14 screenshots](#)
[Watch all 2 trailers](#)


You already own The Elder Scrolls V: Skyrim

PLAY NOW

Recommend this game to your friends



Buy this game as a gift for a friend

Buy The Elder Scrolls V: Skyrim 

\$59.99 [ADD TO CART](#)

My Activity

35.1 hrs on record

16 of 50 Achievements Earned



 +10

[View your stats](#) 

[View global gameplay stats](#) 

Blizzard

uses Battle.net as their digital download system. Titles include, "World of Warcraft" (WoW), the world's most popular massively multiplayer online game (MMOG).

Submission 019
Received 27/05/2012

24

Diablo III was a highly anticipated Blizzard game in 2012.

Australia pays: AU\$79.95
USA pays: US\$59.99

BUY DIGITAL GAMES

Diablo® III Digital Purchase

Diablo® III
DIGITAL VERSION - REGION: GLOBAL ?
Region: Global ?

Available Languages :
English (US), English (EU), English (SG), Español (EU), Deutsch, Français, Italiano, Polski, 繁體中文, 한국어, Español (AL), Português (BR)
[Additional Languages](#)

[System Specifications](#) ?
Internet connection required. Additional fees may apply.
Please note that your game client version does not hinder your ability to select which regional game servers - the Americas, Europe, or Asia - that you play on.
Real Money Auction House coming soon.

\$79.95 AUD

To purchase this game, please verify your birth date.

Month Day Year

USA SCREENSHOT

Unfortunately my American friend was unable to view the purchase price for Diablo III on battle.net as he had already purchased the title. He did confirm that the price listed on the Blizzard Store (US\$59.99, second row of games on screenshot), was the same as what he paid on battle.net.

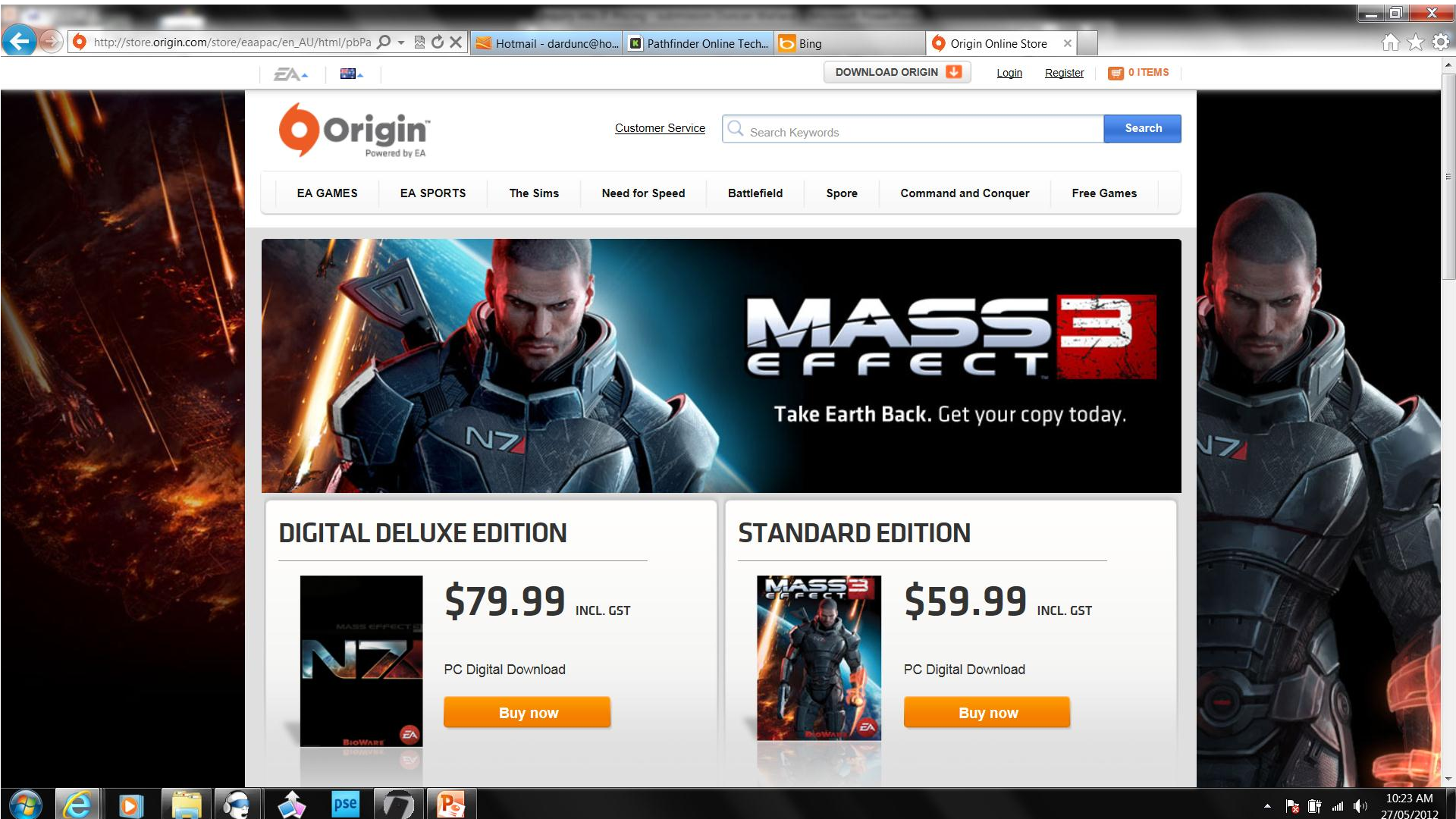
The screenshot shows the Blizzard Store interface for North America. At the top, there is a navigation bar with 'BLIZZARD STORE' and 'NORTH AMERICA' (with a 'Change Region' link). A search bar is located on the right. Below the navigation bar are tabs for 'Home', 'PC Games', 'Tabletop Games', 'Apparel', 'Books', 'Collectibles', and 'More Products'. The 'PC Games' tab is selected, leading to a page titled 'Blizzard Store » PC Games'. On the left, there are filters for 'PC Games' (Digital Download (5), Box Games (12), Game Time (1)) and 'Blizzard Universes' (Warcraft (7), Diablo (4), Starcraft (3)). The main content area features a large banner for 'World of Warcraft: Cataclysm' with the text 'A NEW AGE HAS BEGUN' and a price of '\$39.99'. Below the banner, it says '14 product(s) found.' and shows a grid of products. The first row of products includes: 'Diablo III' (Digital Available, \$59.99), 'World of Warcraft Game Time' (Digital Only, \$14.99), and 'WoW: Battle Chest' (Digital Available, \$19.99). On the right side, there is a 'Shopping Cart' section that is empty, and three 'Universe' sections: 'Warcraft Universe All Warcraft', 'StarCraft Universe All StarCraft', and 'Diablo Universe All Diablo', each with a 'View All' button.

Electronic Arts

(EA) is a major game company. Origin is their 'Steam' equivalent for digital downloads.

Mass Effect 3 was a much anticipated EA game in 2012; priced the same.

Australia pays: AU\$59.99
USA pays: US\$59.99



Electronic Arts

game "Battlefield 3" is in direct competition with Activision's "Modern Warfare" series.

Incredibly, the un-discounted price is cheaper for Australia!

Australia pays: AU\$49.99
USA pays: US\$59.99

The screenshot shows the Origin Online Store interface. At the top, there's a navigation bar with 'EA GAMES', 'EA SPORTS', 'The Sims', 'Need for Speed', 'Battlefield', 'Spore', 'Command and Conquer', and 'Free Games'. The main content area features a large banner for Battlefield 3 with the text: 'ORDER BATTLEFIELD 3 FROM ORIGIN AND GET BOTH THE SPECAC&T & DOG TAG BUNDLE + PROMOTIONAL ITEMS BUNDLE AS A BONUS*'. Below this is a 'SPECIAL PROMOTIONS' section with a blue ribbon and the text: 'ORDER BATTLEFIELD 3 FROM ORIGIN AND GET BOTH THE SPECAC&T & DOG TAG BUNDLE + PROMOTIONAL ITEMS BUNDLE AS A BONUS*'. To the right, the 'DOWNLOAD NOW' section displays the game for \$49.99 (incl. GST) on PC. The 'MORE DETAILS' section lists: Platform: PC Download; Multiplayer: 64 player online; Genre: Shooter; Publisher: Electronic Arts; Release Date: Out Now; Brand: Battlefield; Developer: DICE and Frostbite 2. A 'WINNER OF OVER 60 GAME INDUSTRY AWARDS' badge is also visible.

USA SCREENSHOT

At the time the screenshot was taken, there was a special in EA Origin store for the USA "Memorial Day" long weekend. The regular price for, "Mass Effect 3" is (US\$59.99), the same as Australian price. The regular price for, "Battlefield 3" is (US\$59.99), **more expensive than the as Australian price.**

[DOWNLOAD ORIGIN](#)
[LOGIN](#)
[REGISTER](#)
 0 ITEMS

MEMORIAL DAY WEEKEND
SALE STOREWIDE **50% off**
MAY 25-29

**WE'VE GOT INCREDIBLE GAMES AT HALF OFF.
 YOU'VE GOT A LONG WEEKEND. GO GET 'EM.**

OTHER RECOMMENDATIONS

SALE
50% off

Origin Pre-Order Exclusives

CRYSIS™ LIMITED EDITION

Includes Overkill Pack and Upgrade to Crysis® 3: Hunter Edition.

[Offer Details](#) ▶

SIMCITY™ DIGITAL DELUXE EDITION ▼

New Releases & Coming Soon

Available Now

Tera: Collector's Edition

Battlefield 3 - The Ultimate Shortcut Bundle

The Sims™ 3 Showtime - Katy Perry Collector's Edition

STAR WARS™: The Old Republic™

Coming Soon

The Sims™ 3 Diesel Stuff Pack

SimCity™ Digital Deluxe

Battlefield 3™

Available as Direct Download

Regular Price: \$59.99
Promo Price: \$29.99

Platform: PC

[MORE INFO](#) [ADD TO CART >>](#)

ESRB: Mature - Blood, Intense Violence, Strong Language
 Online Interactions Not Rated by the ESRB

The Ultimate Shortcut Bundle

Available as Direct Download

Regular Price: \$39.99
Promo Price: \$19.99

Platform: None

[MORE INFO](#) [ADD TO CART >>](#)

Mass Effect™ 3

Available as Direct Download

Regular Price: \$59.99
Promo Price: \$29.99

Platform: PC

[MORE INFO](#) [ADD TO CART >>](#)

ESRB: Mature - Blood, Partial Nudity, Sexual Content, Strong Language, Violence

The Sims™ 3 Showtime

Available as Direct Download

Regular Price: \$39.99
Promo Price: \$19.99

Platform: PC

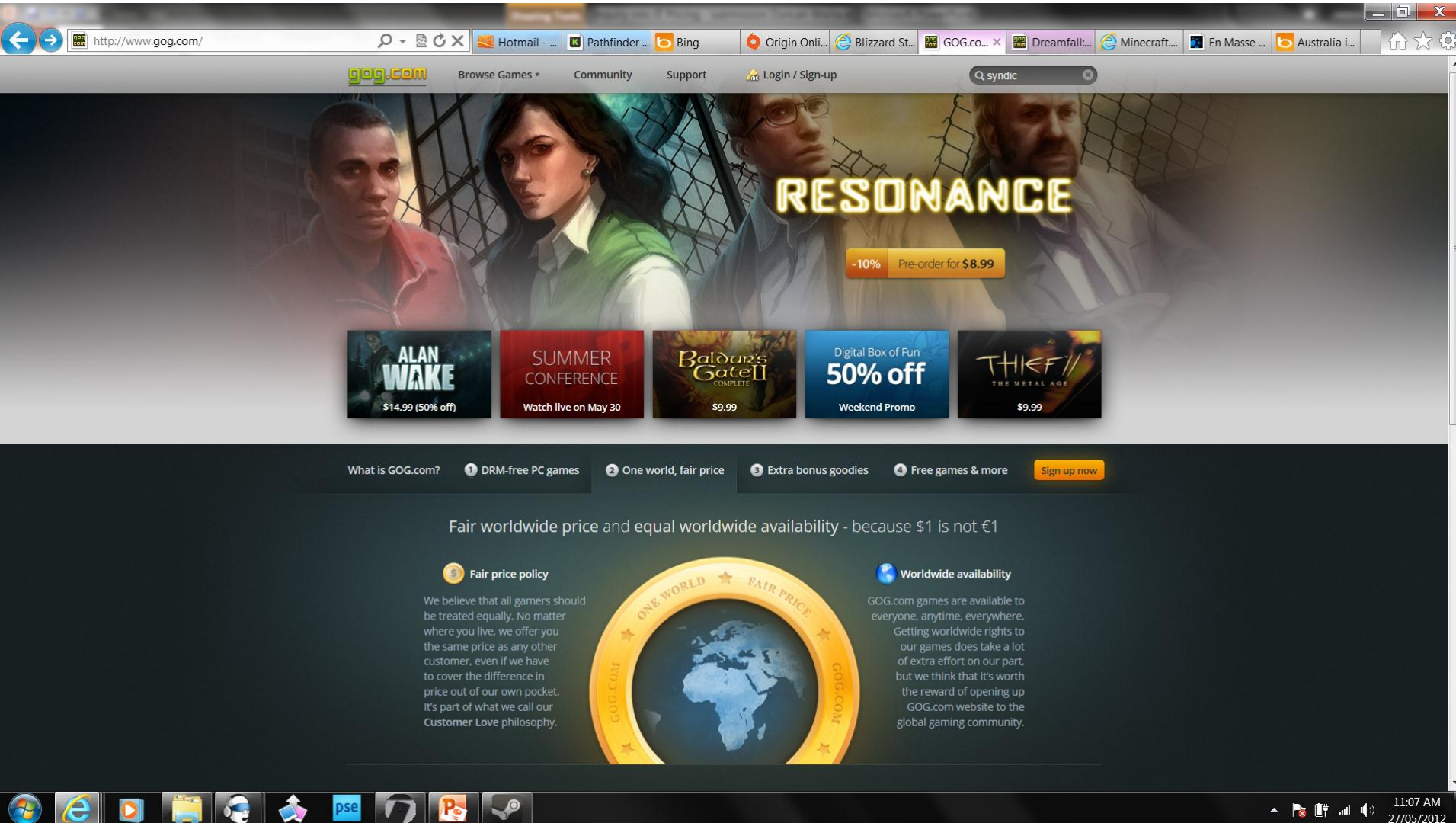
[MORE INFO](#) [ADD TO CART >>](#)

ESRB: Teen - Crude Humor, Sexual Themes, Violence
 Online Interactions Not Rated by the ESRB

Good Old Games (www.gog.com) distributes older game titles. Their fair price policy sets an example of how it should be:

“Fair worldwide price and equal worldwide availability - because \$1 is not €1

We believe that all gamers should be treated equally. No matter where you live, we offer you the same price as any other customer, even if we have to cover the difference in price out of our own pocket. It’s part of what we call our Customer Love philosophy.”



Photoshop Elements 10 is the 'cut down' version of the much more expensive suite.

Australia pays: AU\$123.75 (upgrade)
USA pays: US\$79.99 (upgrade)

The screenshot displays the Adobe Photoshop Elements 10 product page. At the top, a navigation bar includes links for Products, Solutions, Learning, Help, Downloads, Company, and Buy, along with a search bar. The main heading reads 'Elements product family / Adobe Photoshop Elements 10'. Below this, a large image shows children playing with bubbles, with the text 'Photoshop Elements & sensational photos' overlaid. A sidebar on the right promotes the product with an upgrade offer for AU\$123.75 and a 'Buy' button. Below this, another offer for Adobe Premiere Elements 10 is shown for AU\$185.00. The page also includes a 'What is Photoshop Elements 10?' section and a 'Highlights' section. The bottom of the image shows a Windows taskbar with icons for various applications and a system tray with the time 9:59 AM on 26/05/2012.

It is possible for customers to view the USA price by logging into the USA website.

