



Unfair Software pricing in Australia

To whom it may concern

I have been purchasing software for just over 30 years now and have known for a long time that it is actually cheaper to buy from the USA and have it imported than to buy from a local retailer.

With the introduction of Digital Distribution the importing of software has become very simple as we are now acquiring the software through the phone line via internet service providers, so we are able to buy products direct from a company in the USA or anywhere in the world.

The most popular of these companies is Steam, you can browse through a catalogue of games and purchase online using a credit card or PayPal, the software is then downloaded to your computer for use.

The big issue many Australian gamers have is the variation in price that we pay compared to other gamers in other parts of the world, no transport costs are necessary, every time a purchase is made you are only copying a file from a server, no additional production of disk or packaging is required, no additional cost to steam is incurred because we are across the Pacific, transport of the product is covered by the Australian consumer by our download allowance in the contract we have with our Internet service provider, we also have a free trade agreement with the US.

We are buying a product from this company in exactly the same manner as a US citizen, yet we Australian customers can pay up to double the price, this price does not vary according to the strength of the Australian dollar compared to the US dollar, it is just a set price.

An example of this, a new game currently on sale at Steam.com called Max Payne 3 will cost an Australian consumer \$89.99 while in the US a consumer will pay \$59.99 and in the UK a consumer will pay 29.99 pounds which is currently \$47.10.

In the second link I provide it shows the most outrageous price variations, Call of Duty modern warfare 2 can be purchased by an Australian consumer for \$89.99, while a consumer in the US can purchase it for \$19.99.

This information is available for anyone to see at:

<http://www.steamprices.com/au/app/204100/max-payne-3>

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

We are at a loss to why we are made to pay more for the same product, if the company cannot prove that selling to the Australian people has an increased cost to them then I can only see this as discrimination, If I were to sell a product from a shop at different prices based on nationality it would be all over the news.

Kind regards

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