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**To:** [Committee, IC \(REPS\);](#)  
**Subject:** Inquiry into the price of IT-related products and software  
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Hi, Government

As I'm a gamer I'll be focusing on the games side of this inquiry. There is a clear difference between the price of games in Australia compared to other first world countries (most notably America and the UK) in both physical retail and digital retail. For proof of this you only need to spend several minutes on the internet. Two of the biggest digital distribution services for PC games are Steam and Origin. If you look at the prices of games on the American version of these sites and then on the Australian version you will notice a huge difference, especially with games published by EA. Where a game would cost \$60USD on the American site it will cost \$80AUD on the Australian site. What makes this all the more annoying is there can't possibly be any reason for this price increase other than greed. There was an incident last year where The Witcher 2 went on sale digitally on the online store Good Old Game. Initially, Australians payed the same price for the game as Americans. Then, with no explanation as to why, the publisher decided to charge Australians extra.

In the physical retail sector it's even worse. Games that sell for \$60USD in America are going for \$100AUD over here. The worst offender in this is EB games, who often charge \$100 - \$120AUD for new releases. It should also be noted that even when a games price drops around the rest of the world retailers here will not drop their prices and the difference between what Australians are paying for a game and what people in other countries are paying becomes even greater. If Australians want to get a fair price on video games they must go to online sites like Amazon and ozgameshop and purchase games from overseas. I don't need to tell you how this is far from an ideal situation as not only does the customer have to wait several weeks for their games to arrive in the mail but they're also sending money overseas instead of keeping it in Australia.

The obvious answer to all this is to force Australian retailers and digital services to offer fair prices. Make EB games sell its games at the same price as American stores sell their games, make stores like Steam and Origin offer the same prices for digital games as they offer Americans, make EA stop making Australians pay extra for no reason. And don't say you don't have the power to do it because EA's an American company or something. If you publically call them out on this bullshit they will listen.