



Digital content campaign –
Access to content
Madison Cartwright

The IT Price inquiry

- CHOICE compared over 200 products and found price difference of approximately 50%
- We identified price discrimination as the main reason for this

Windows 8 Pro upgrade
\$399.99 ERP



Windows 8 Pro upgrade
\$199.99 USD ERP



CARDS

-75%
~~\$29.99~~
\$7.49 USD

USA IP

CARDS

-75%
~~\$29.99~~
\$17.49 USD

AUS IP

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SMALL	MEDIUM	LARGE
19 USD PER MONTH	29 USD PER MONTH	39 USD PER MONTH
Ideal for freelancers and small business owners	Great for most small businesses	Essential for businesses that bank or transact in foreign currencies
• 5 bank invoices + receive 5 invoices per month • Reconcile 20 bank statements per month	• 100% of invoices per month • 100% of bank transactions per week	• Multi-currency • 100% of invoices per month • 100% of bank transactions per week

USD

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United States

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- Unlimited customer support
- Access anywhere online
- Automatic backups
- Pay by credit card
- Cancel online at any time

SMALL	MEDIUM	LARGE
29 AUD PER MONTH	49 AUD PER MONTH	64 AUD PER MONTH
Ideal for freelancers and small business owners	Great for most small businesses	Essential for businesses that bank or transact in foreign currencies
• 5 bank invoices + receive 5 invoices per month • Reconcile 20 bank statements per month • 1 payroll employee	• 100% of invoices per month • 100% of bank transactions per week	• Multi-currency • 100% of invoices per month • 100% of bank transactions per week • 100% of payroll employees • Automated super payments

AUD

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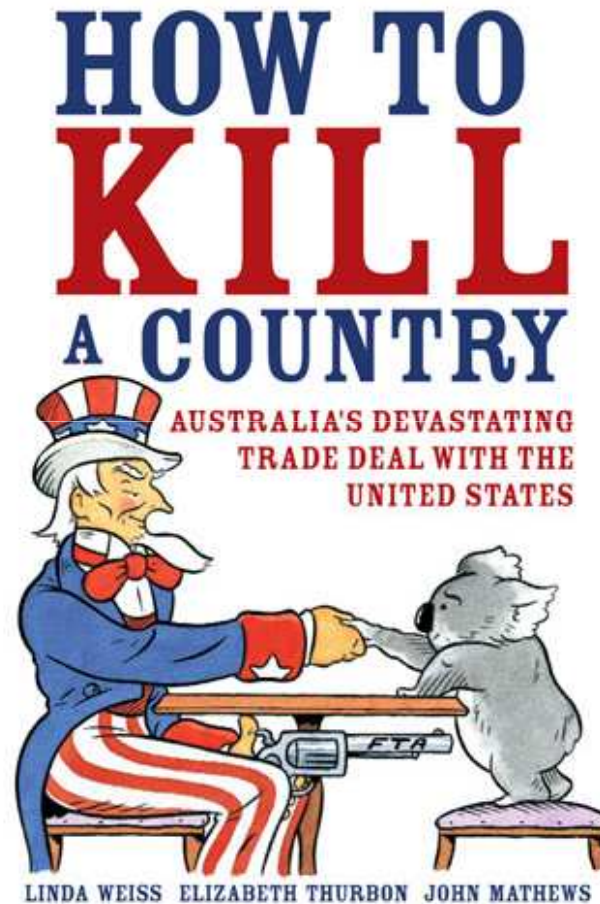
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Australia

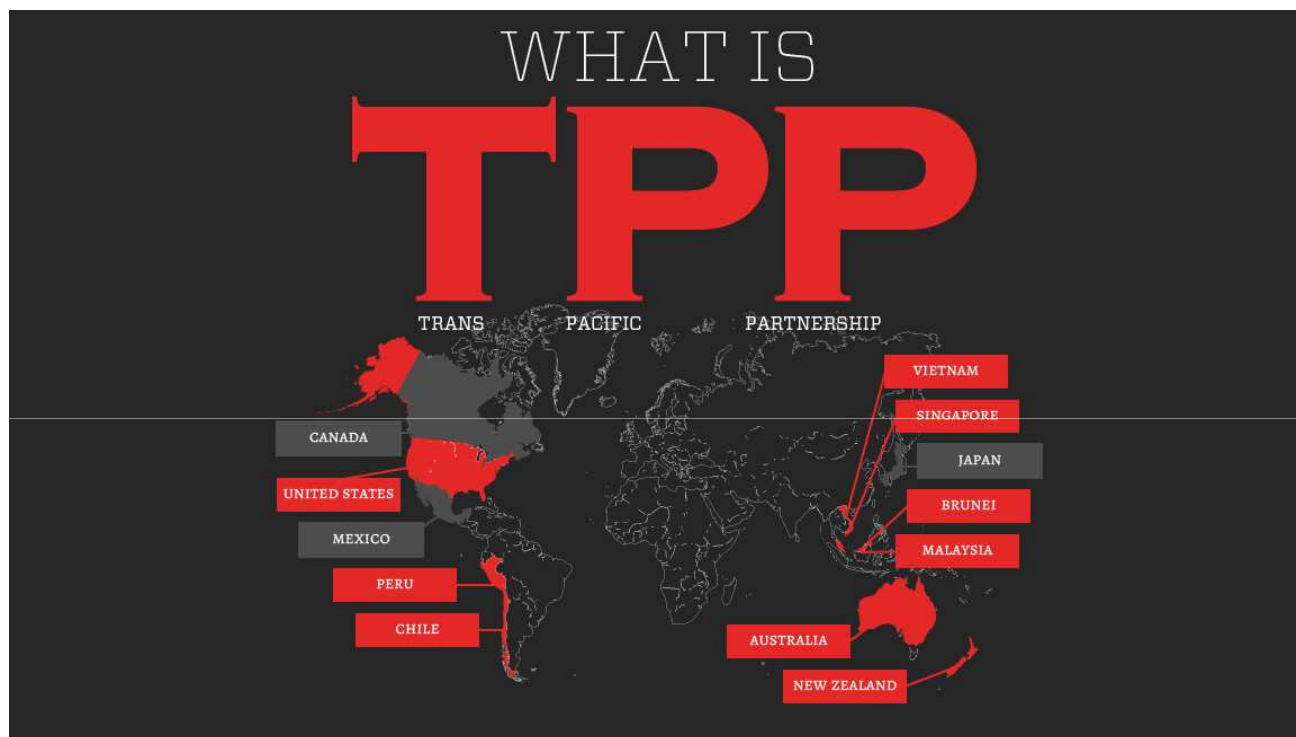
Geo-blocking = protectionism



Technological Protection Measures




TPMs – coming to a trade agreement near you!




Access to content

This video contains content from SME, who has blocked it in your country on copyright grounds.

Sorry about that.



AC/DC - Dirty deeds done dirt cheap with lyrics

 PfcObrieski · 17 videos

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NETFLIX

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For one low monthly price.**

Sorry, Netflix is not available in your country yet.
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Enter email address 

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Still not getting it

Screw you, Australia: Game of Thrones goes Foxtel-only - ...

delimitter.com.au/2014/02/03/screw-australia-game-thrones-goes-foxtel/ ▼

Feb 3, 2014 - However, at the same time, it has seen record levels of piracy in Australia due to the ... "Series 4 of Game of Thrones will be exclusive to Foxtel.

Foxtel Game Of Thrones decision encourages piracy



www.smh.com.au/.../goodbye-foxtel-your-game-of-thrones-sta... ▼

by John Birmingham - in 260 Google+ circles

Feb 4, 2014 - Does Foxtel's Game of Thrones strategy make piracy more likely? ... "I think having it exclusively in Australia on the Foxtel platform is indicative ...

HBO screws Australia over Game of Thrones - Sydney Morn...



www.smh.com.au/.../hbo-screws-australia-over-game-of-thrones... ▼

by Adam Turner - in 228 Google+ circles

Feb 3, 2014 - Don't blame Foxtel for signing an exclusive GoT deal, blame HBO for offering it ... Season 4 of Game of Thrones is an exclusive Australian deal with ... HBO forfeits any right to complain about piracy when it refuses to take our ...

HBO and Foxtel pretty much ask Australians to pirate Game...

www.pcauthority.com.au › Gadgets › Home Theatre › News ▼

Feb 4, 2014 - Foxtel gets impressive new rights to the fourth season of Game of Thrones. ... numbers and exclusively acquiring Game of Thrones is important.

Why The LEGO Movie Is Piracy-Bait For Australians



LUKE HOPEWELL 12 FEBRUARY 2014 2:00 PM

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1. Policy

- Removing all parallel import restrictions under Copyright law, giving Australians access to cheaper, genuine goods (Rec. 4);
- Reforming copyright law to give greater protection to consumers getting around 'geo-blocks' (Rec. 5);
- Educating consumers on their rights to get around geo-blocks, and the tools available to them (Rec. 6);
- The Government consider creating a 'right of resale' for digital goods, as well as restrictions on digital locks that tether consumers to particular products (Rec. 7)
- The repeal of section 51(3) of the Competition and Consumer Act 2010. (Rec. 8)
- Considering an outright ban on geo-blocking if other changes don't work (Rec. 9).
- Considering amending the law to make terms of service which seek to enforce geo-blocking void (Rec. 10);

2. Education

Navigating online geo-blocking

Not all retailers have embraced the web as a "borderless world", with geo-blocking forcing Australians to pay more.

Article | Your say - 18 comments

Updated: 5 Mar 2014 | Author: Elise Dalley

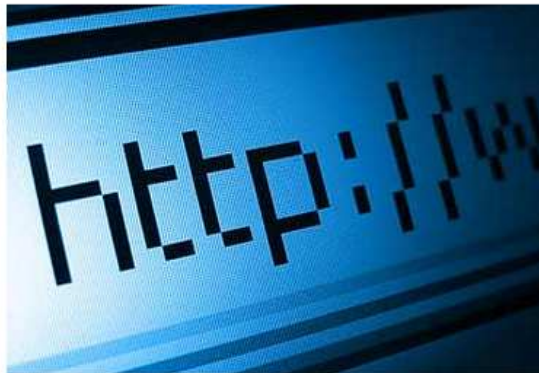
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01. Shopping without walls

Geo-blocking prevents shoppers in some countries from accessing cheaper prices overseas through internet service provider (ISP) restrictions.

In this report you'll find information about:

- How international companies such as Amazon, Apple and Microsoft conduct geo-blocking
- Whether it is legal
- Tips on how to circumvent the price discrimination



What is geo-blocking?

Inside this report:

- 01 Shopping without walls
- 02 A how-to guide to navigating geo-blocking

- View as one page
- Add to favourites





Related articles

CHOICE targets online geoblocking

29 AUG 2012 | Geoblocks prevent consumers from getting a better deal, and help companies discriminate on price.

3. Awareness

How can you watch 30 Rock, Mad Men, Breaking Bad, Arrested Development season 4, Hemlock Grove and House of Cards?

NETFLIX	FOXTEL	Quickflix Smart Movies
US\$7.99 per month	\$72 per month	\$14.99 per month
Netflix offers all of these shows via internet streaming, available when you are.	Some of these shows are available on a Foxtel subscription with the 'Movies and Premium Drama' package.	None of these shows are available on Quickflix's internet streaming service, however some are available via their post service (i.e. DVDs/Blu-rays are mailed out to you).
 <p>Andy from Miami</p> <ul style="list-style-type: none"> • 30 Rock • Mad Men • Breaking Bad • Hemlock Grove • Arrested Development season 4 • House of Cards 	 <p>Cameron from Sydney</p> <ul style="list-style-type: none"> • 30 Rock • Mad Men • Breaking Bad • Not available • Arrested Development season 4 • House of Cards 	 <p>Sarah from Adelaide</p> <ul style="list-style-type: none"> • 30 Rock • Mad Men • Breaking Bad • Not available • Arrested Development season 4 • House of Cards
DON'T PLAY THIS GAME		
VISIT WWW.CHOICE.COM.AU/YAYINTERNET FOR TIPS ON HOW TO LIVE LIKE AN ANDY		
		

3. Awareness

Netflix too 'busy expanding' to respond to Australia

May 31, 2013

Comments 34 ☆ Read later



Gadgets on the go

Adam Turner is an award-winning Australian freelance technology journalist with a passion for gadgets and the "digital lounge room".

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CHOICE Australia's call to bring Netflix to Australia has fallen on deaf ears.

CHOICE's letter to Netflix

We sent this letter to Netflix, asking whether Australians would be able to legally access the new season on *Arrested Development* using its media-streaming service.

That was seven weeks ago. We haven't received a reply, and season 4 of *Arrested Development* is available to US consumers.

Share this to let Netflix know that this is a service that you want, and that you would use.

08 April 2013

Mr Ted Sarandos
Chief Content Officer
200 Winchester Circle, Los Gatos
CA 95032, United States of America

Dear Mr Sarandos,

CHOICE is Australia's leading consumer advocacy organisation with over 160,000 members. We are writing to you on behalf of Australian consumers with some questions in relation to the availability of your services in Australia.

Currently Australians are prohibited from accessing the Netflix website. Despite the fact that there is demand for the service you provide, it is not made available in Australia. This is frustrating for a number of consumers, however more so for consumers who may be fans of your original series, to which you have exclusive broadcasting rights.

The last Netflix original series *House of Cards* was released on Netflix in February however will not be available to Australian consumers until May 7th. It was not until early April that FoxTel secured the rights to broadcast the show.

On May 26th another Netflix original series will be released, *Arrested Development*. Unlike other Netflix original series, *Arrested Development* already has an established fan base in Australia because three seasons of the show have already been broadcast here. We would like to ask the following questions on behalf of Australian consumers:

- Will Australian consumers be able to legally access season four of *Arrested Development* at the same time it is made available to US consumers?
- Will Australian consumers be able to legally access season four of *Arrested Development* in the same format as US consumers? For example, will they be able to access all 13 episodes at once, and watch them when they choose?
- Will Australian consumers be able to access season four of *Arrested Development* from the Netflix site, from an Australian IP address with an Australian credit card?

We look forward to your reply.

Yours sincerely,
Matt Levey, Head of Campaigns

Unlocking the power of consumers
17 Carrington Road Manville NSW 2204

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STILL not getting it!

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*CONDITIONS APPLY

More Netflix pirates on board

MICHAEL BODEY | THE AUSTRALIAN | MARCH 03, 2014 12:00AM  [SAVE](#) 

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To get going, simply connect with your favourite social network: [f LOGIN](#) 

US streaming giant Netflix, which produces and distributes shows including House of Cards and the last series of Arrested Development, has upset Australian TV networks with mounting speculation the company now has between 50,000 and 200,000 subscribers in this market.