

## Bateman, Melinda

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**From:** Lear, Tim  
**Sent:** Thursday, 9 May 2013 9:36 AM  
**To:** Mcgeachy, Hilary  
**Cc:** Shreeya.Muthusamy@dbcde.gov.au; International ACCC; Farrell, Tanya  
**Subject:** RE: E-commerce - geoblocking paper [DLM=For-Official-Use-Only]

**Security Classification:** UNCLASSIFIED For Official Use Only

Hi Hilary,

We certainly do care but in terms of a policy response, Treasury is taking the lead on this issue. The ACCC is developing a regulatory response to online competition and consumer issues, which extends beyond electronically delivered items to all goods Australian consumers may purchase online.

As previously discussed, from a technical perspective different contractual relationships and cost structures will determine whether conduct is problematic from a competition point of view. However, it remains unclear why as a general proposition geo-blocking preventing an Australian consumer from buying an electronic item should be prioritised above geo-blocking preventing an Australian consumer from buying a physical item if you consider this as either a competition, consumer or free trade issue.

Regards

Tim

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