

Dear interested party,

As you may be aware, Turnitin proposes to acquire Ouriginal. We are writing to you to seek your views on this proposal because we understand that you have a commercial interest in markets that may be affected.

The Australian Competition and Consumer Commission (**ACCC**) is an independent statutory authority responsible for investigating whether mergers are likely to substantially lessen competition.

Turnitin and Ouriginal both supply (through subsidiaries) anti-plagiarism software and Turnitin also supplies other non-instructional educational software in Australia. Ouriginal was formed when Urkund (Prio Infocenter AB) acquired PlagScan GmbH in 2019. You can view the public register page for our review [here](#).

Below is a series of questions on which we would be grateful for your views. We would be happy to receive your response by email, or have a discussion with you over the phone or via Microsoft Teams.

[Questions for customers]

1. The ACCC is interested in the supply of anti-plagiarism software (**APS**) and how it interacts with related software such as learning management systems (**LMS**). Which non-instructional educational software products do you currently buy, and from whom? Please state the specific products you use, what you use them for, and their supplier, if possible.
2. Who else could your organisation buy APS from? If you have previously used a different supplier of APS, or considered doing so, please comment on the differences from your current supplier and why you chose your current supplier.
3. How easy or difficult do you think it would be for your organisation to switch to a different supplier of APS?
4. What are the most important features of APS, from your organisation's perspective? Which suppliers of APS are capable of providing those features?

[Questions for competitors]

5. The ACCC is interested in the supply of anti-plagiarism software (**APS**) and how it interacts with related software such as learning management systems (**LMS**). Please describe the non-instructional educational software products that your organisation supplies. Are there any of these products that you supply overseas but not in Australia?
6. How many customers do you have in Australia, and what type of institutions are they (eg universities, TAFEs, high schools, other)?
7. Who are your closest competitors in Australia and why?
8. What are the main differences and similarities between your APS product(s) and those of Turnitin and Ouriginal?

[Questions for all market participants]

9. How closely do Turnitin and Ouriginal compete? (e.g. on price, quality, delivery time and range of products)?

10. How easy or difficult is it for companies to begin supplying APS? What are the potential barriers to entry or expansion?
11. If the acquisition goes ahead, what do you think would be the likely impact on prices, quality or service levels? If you think it will change, why?

Please also provide a brief description of your business, and the reasons for your interest in the proposed merger, including any commercial relationship/s with either of Turnitin or Ouriginal. This will help us to better understand your views.

This matter is public and you can forward this email to anybody who may be interested.

If you would like to make a comment, please do so by **19 July** by return email. Alternatively, email or call me on (02) 9102 4011, or call Steven Lee on (02) 6243 1347, if you prefer to set up a phone call to discuss.

The ACCC will treat any comments confidentially, and will not publish submissions regarding the proposed transaction. We will not disclose submissions to third parties (except our advisors/consultants) unless compelled by law (for example, under freedom of information legislation or during court proceedings) or in accordance with s155AAA of the Competition and Consumer Act 2010. Where the ACCC is required to disclose confidential information, the ACCC will notify you in advance where possible so that you may have an opportunity to be heard. Therefore, if the information provided to the ACCC is of a confidential nature, please indicate as such. Our [Informal Merger Review Process Guidelines](#) contain more information on confidentiality.

If you have any questions, please let me know.

Kind regards

Sidd Sharma

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