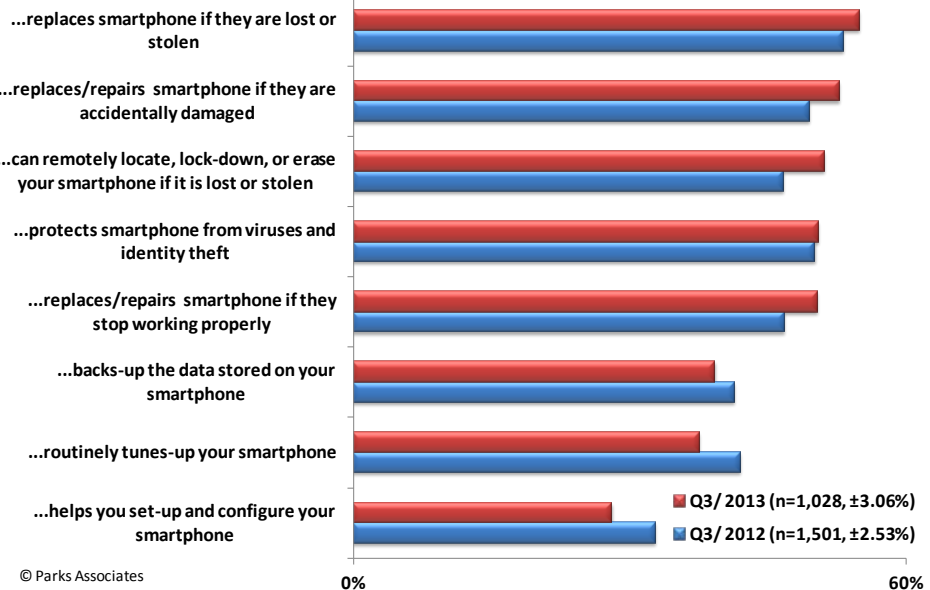


Synopsis **Interest in New Smartphone Tech Support Features**

The Evolution of Tech Support: Trends and Outlook examines changes in the digital landscape of broadband households and the subsequent changing technical support needs of consumers. The report analyzes changing business strategies among providers and explores the major drivers of these changes. It also assesses the market size and forecasts the revenue opportunity of premium technical support services.

Interest in New Smartphone Technical Support Features

(U.S. Smartphone Owners)



Publish Date: 4Q 13

“As new generations of devices emerge in broadband households, the need for some traditional support services declines, but new support opportunities emerge,” said Patrice Samuels, Research Analyst, Parks Associates. “To remain relevant and profitable, providers must adjust their business models and strategies to address these changing needs.”

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Annual Revenue - Consumer Technical Support Services



The Evolution of Tech Support: Trends and Outlook

By Patrice Samuels, Research Analyst

4Q 2013

Smartphone: Interest in Features by Number of App Types (Q3/13)
Tablet: Interest in Features by Number of App Types (Q3/13)

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