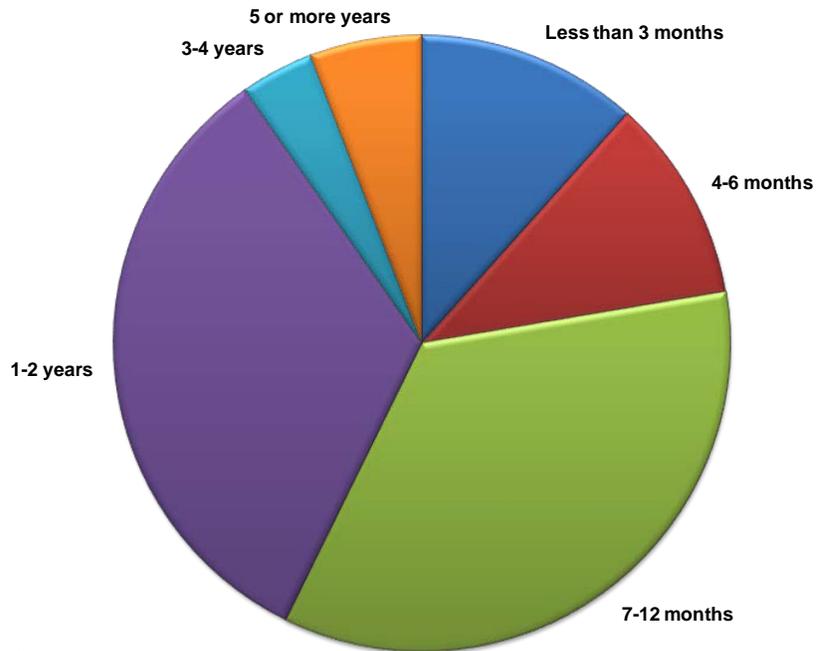


By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

The Market for Subscription Technical Support Services analyzes households that currently have or previously had a subscription support service for a CE device. It also analyzes households that considered subscribing to such a service but ultimately decided not to subscribe. Key market drivers are also assessed, including the problems consumers experience with CE devices and how they currently resolve those problems.

Length of Previous Subscription Technical Support Plans
(U.S. Broadband Households That Previously Had Subscription Technical Support Plans)



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ANALYST INSIGHT

"The value proposition for subscription technical support services needs to change from 'pain relief' to 'peace-of-mind.' Consumers find ways of resolving their technical problems, but protection from data theft and loss is something that's harder to do on your own."

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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- In a few words, tell us why you decided to get a subscription technical support service?
- In a few words, tell us why you decided against getting a subscription technical support service?
- In a few words, tell us why you decided to subscribe but then cancel a subscription technical support service?

Additional Research from Parks Associates

ATTRIBUTES

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