

The Evolution of Tech Support: Global Trends and Outlook

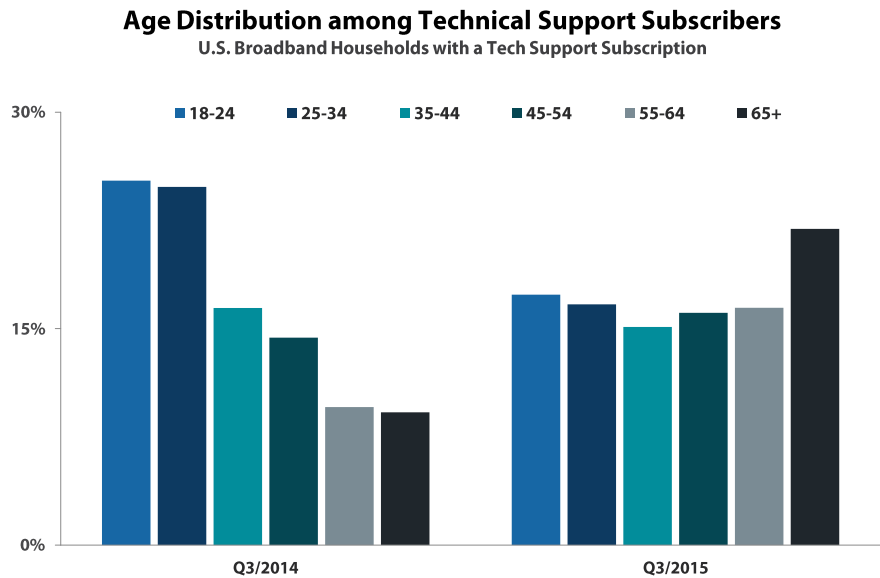
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By Patrice Samuels, Research Analyst

Synopsis

This report provides an overview of the technical landscape of broadband households throughout the world, including North America, Western Europe, and Asia/Pacific. It examines the demand for premium support services and evaluates industry trends in each region. This report provides a global revenue forecast for premium technical support services.

Age of Tech Support Subscribers



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“The demographic profile of the technical support buyers is changing. Consumers 65 years and older are now the highest adopters and users of technical support services. Older consumers are now embracing technology. They are the fastest-growing group on some social media sites including Facebook. While digital natives now know their way around their technologies, the older demographic presents a strong opportunity for support providers to create programs that help them to get comfortable and confident when using technology,” said Patrice Samuels, Research Analyst.

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Acer	McAfee
Adobe	Michaels
AOL	Microsoft
AT&T	Norton
AVG	NTT Docomo
Best Buy	Office Depot
British Gas	Optus
BT	Orange
Carphone Warehouse	PC World
Comodo	Rogers Communications
Cox	Sam's Club
CSS Corp	Security Coverage
Dell	Sony Pictures
Deutsche Telekom	Staples
eBay	Sweden
Elisa	Swisscom
Facebook	Talk Talk
Frontier	Target
Geek Squad	Telefónica
Home Depot	Telenor
HP	Telia Sonera
Korea Credit Bureau	Telstra
KPN	Verizon
KT Corporation	Vodafone
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Attributes

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Patrice Samuels
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