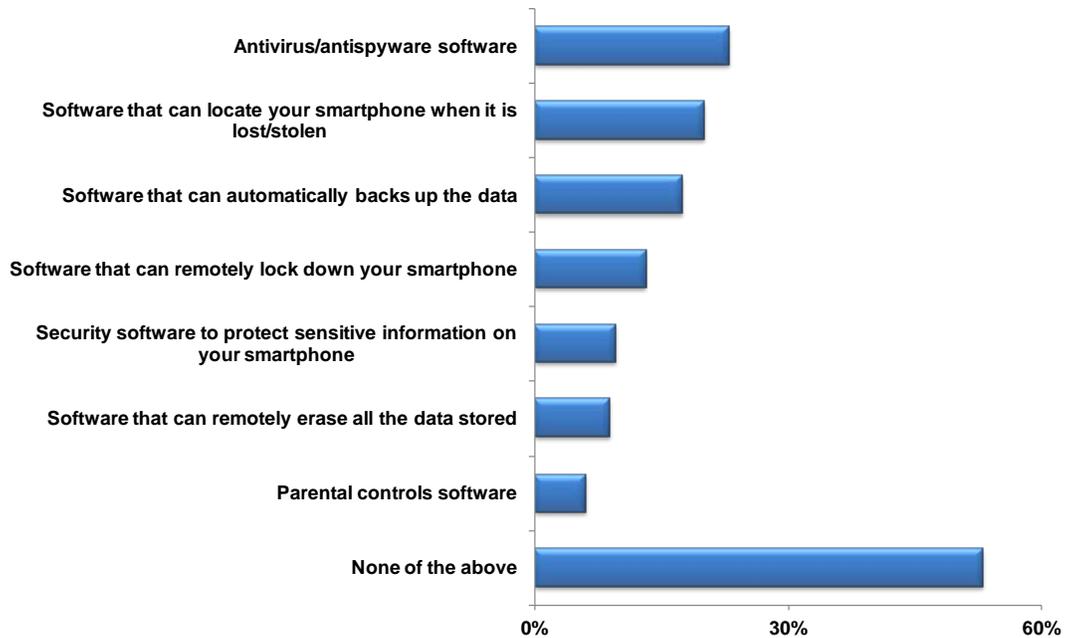


By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Support Services for Mobile Devices analyzes the market for technical support services for smartphones and tablets. It begins by exploring and number and types of problems consumers experience and how they resolve these problems. Next it analyzes subscription support services including current and previous adopters as well as the demand for such services. Finally, it gauges the use of support apps and their role in support services.

Use of Smartphone Apps
(U.S. Smartphone Owners)



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ANALYST INSIGHT

“Tablet and smartphone owners are interested in support services, but the value proposition they seek is more about device insurance rather than pain relief for technical problems.”

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

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- Q8009. In a few words, tell us why you decided to get a subscription to a technical support service?
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Additional Research from Parks Associates

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