

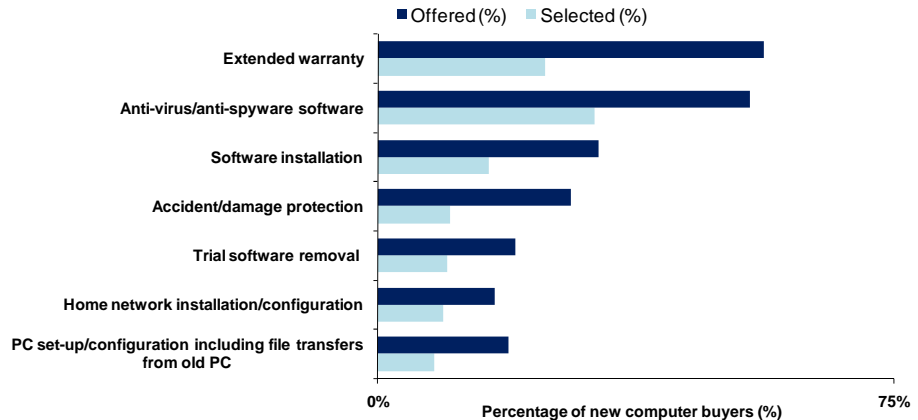
**Synopsis**

This report analyzes how consumer electronics retailers and PC OEMs are building support capabilities. It provides an overview of the key services being offered and discusses the role of support businesses in the context of revenue and new service category creation. It also provides primary consumer data and includes forecasts for different categories of premium technical support services through 2014.

**What Support Features do Consumers Purchase for PCs?**

**Computer Support Features: Offered and Selected**

"Q305. Which of the following additional features did you purchase with your new home computer?"  
(Among BB HHs who purchased a computer, n=633, ±4%)



Source: *Customer Support in the Digital Home*  
Sample: 2,063 U.S. broadband households, ± 2%  
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"A significant percentage of consumers want to have professional technical support services offered to them at the time of a new PC or CE purchase, so retailers are well positioned to create new revenue streams," said Kurt Scherf, vice president, principal analyst, Parks Associates. "They can also be well positioned to provide after-purchase and break/fix support services via truck rolls, in-store services, or remote support services."

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<p>Parks Associates            5310 Harvest Hill Road            Suite 235            Lock Box 162            Dallas TX 75230-5805</p> <p>800.727.5711 toll free            972.490.1113 phone            972.490.1133 fax</p> <p>parksassociates.com            sales@            parksassociates.com</p>	<p>Authored by Kurt Scherf            Executive Editor: Tricia Parks            Published by Parks Associates</p> <p>© April 2010 Parks Associates            Dallas, Texas 75230</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer            Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>