

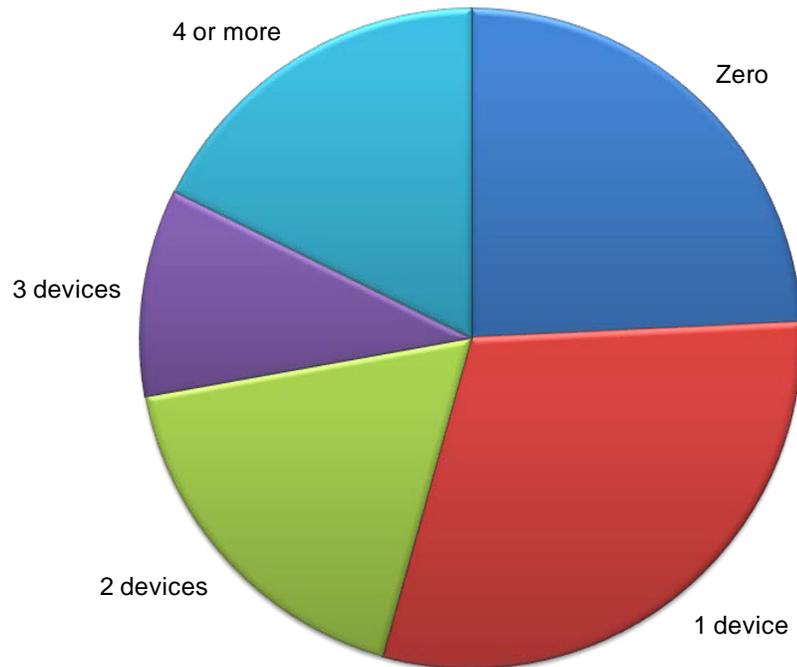
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Technical Support for Emerging Devices analyzes the demand for support services that cover product categories that have thus far received marginal attention from support providers.

Devices categorized as “emerging” in this sense include smart TVs, connected Blu-ray players and DVRs, game consoles, streaming media players, smart thermostats, electronic door locks, IP security cameras, automatic lighting controls, networked audio systems, and wireless speakers.

Total Number of Emerging Devices in U.S. Broadband Households



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ANALYST INSIGHT

“The adoption of innovative connected CE devices presents new opportunities for technical support. The adoption of connected CE devices is growing across three fronts - home video equipment, home audio equipment, and home management equipment - and all three categories of products are poised for continued growth.”

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

CONTENTS

- Technical Support for Emerging Devices**
- Notes on Methodology**
- Previous Research**
- Key Findings**
- Recommendations**

CONTENTS

Trending Data on Emerging Device Adoption

- Consumer Electronics Adoption (2009 - 2012)
- Percentage of Broadband Households Connecting CE Devices to the Internet (2010 - 2013)
- Adoption of Network Audio System and Wireless Speakers (Q1/13)
- Adoption of Energy/Home Security Devices (Q1/13)
- Adoption of Emerging Devices (Q1/13)
- Total Number of Emerging Devices in HH (Q1/13)
- Total Number of Emerging Devices in HH Excluding Game Consoles (Q1/13)

Purchase Intentions for Emerging Devices

- Consumer Electronics Spending Plan Comparison (2008 - 2012)
- Computing/Home Networking Device Holiday Purchase Intention (2010 - 2012)
- Home Entertainment Device Holiday Purchase Intention (2010 - 2012)
- % of BB HHs Intending to Purchase Featured TVs (2010 - 2012)
- Accessory Holiday Purchase Intention (2010 - 2012)
- Mobile Device Holiday Purchase Intention (2010 - 2012)
- Respondents were presented with a hypothetical list of connected home management equipment and price points.
- Intention to Purchase Home Monitoring Products (Q4/12)
- Number of Home Monitoring Products Intended to Purchase (Q4/12)
- Total Number of Equipment Types Willing to be Purchased (Q4/12)

Demand for Emerging Device Support

- Frequency of Device Problems - Top 5 (Q4/12)
- Frequency of Device Problems - Cont'd (Q4/12)
- Consumers report a variety of problems with connected devices.
- % of Broadband HHs Experiencing Problems with Emerging Devices (Q4/12)
- Respondents were asked the value of having technical support for a range of devices.
- Perceived Value of Professional Technical Support - Top 5 (Q4/12)
- Perceived Value of Professional Technical Support - Cont'd (Q4/12)
- % Valuing Technical Support (Q1/13)
- Total Number of Emerging Devices for which Technical Support would be Valuable (Q1/13)
- Respondents were asked their willingness to pay \$29.99/ month for a support service for their devices.

CONTENTS

- Likelihood of Paying \$29.99/month for Emerging Device Technical Support (Q1/13)
- % Valuing Support for Base Devices Among those Valuing Support for Emerging Devices (Q1/13)
- Total Number of Base Devices for which Technical Support would be Valuable Among those Valuing Support for Emerging Devices (Q1/13)
- Total Number of Base Devices for which Technical Support would be Valuable Among those Likely to Subscribe to Support Service for Emerging Devices (Q1/13)

Tech Support Bundles

- Preferred Bundled Service (Q4/12)
- Demographic Profile of Those Interested in Technical Support Bundle

ATTRIBUTES

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

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

parksassociates.com

sales@parksassociates.com

Authored by John Barrett and Yilan Jiang
Executive Editor: Tricia Parks

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