

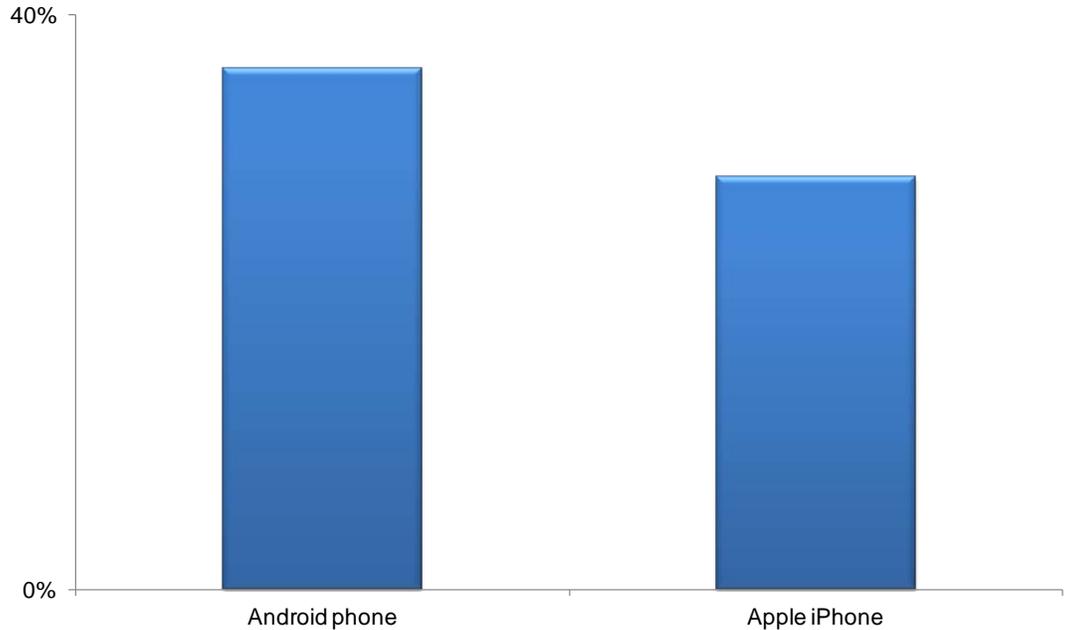
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

**SYNOPSIS**

*Warranties and Support Services for Smartphones, TVs, and MP3 Players* analyzes the market for support services for these devices, including adoption trends, consumer satisfaction, and revenue impact on point-of-sale purchases.

Parks Associates' **Digital Home Support Services** research service analyzes consumer experiences, preferences, and expectations for premium home technical support services.

**Insurance/Protection Plan Bought at Time of Purchase**  
(U.S. Mobile Phone Buyers)



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**ANALYST INSIGHT**

“Consumers are generally satisfied with the support services they receive, but the market is fundamentally changing: the price of TV sets is declining, and MP3 players are giving way to smartphones. Both changes have implications for the support service market.”

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

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**Warranties and Support Services for Smartphones, TVs, and MP3 Players**

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