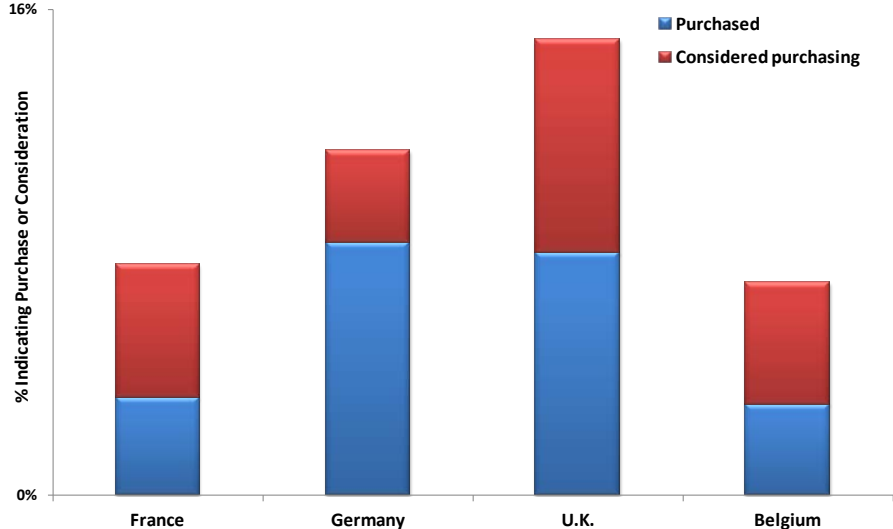


Synopsis	Technical Support Service at the Point of Sale															
<p>This report analyzes the state of the technical support services industry across major global markets, including Europe and Asia/Pacific. The report assesses consumer demand for and interest in technical support services and examines trends in channel distribution and business models. The report also forecasts the five-year global revenue opportunity for premium technical support services.</p>	<p style="text-align: center;">Technical Support Service Purchased/Considered at the Point of Sale (Problem Solvers within Broadband Households)</p>  <table border="1"> <caption>Estimated Data from Chart</caption> <thead> <tr> <th>Country</th> <th>Purchased (%)</th> <th>Considered purchasing (%)</th> </tr> </thead> <tbody> <tr> <td>France</td> <td>~5</td> <td>~5</td> </tr> <tr> <td>Germany</td> <td>~8</td> <td>~5</td> </tr> <tr> <td>U.K.</td> <td>~8</td> <td>~8</td> </tr> <tr> <td>Belgium</td> <td>~4</td> <td>~5</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Country	Purchased (%)	Considered purchasing (%)	France	~5	~5	Germany	~8	~5	U.K.	~8	~8	Belgium	~4	~5
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“As the rate of ownership of mobile and other connected devices continues to grow, the need for technical support services among consumers in various regions will likely increase, said Patrice Samuels, Research Analyst, Parks Associates. “Capturing the premium support opportunities in each region will require close attention to the economic and social influences on technology adoption and the unique support needs of consumers.”

Contents	
	<p>The Bottom Line</p> <p>1.0 Report Summary</p> <ul style="list-style-type: none"> 1.1 Purpose and Scope of Report 1.2 Data Sources 1.3 Definition of Global Regions <p>2.0 State of the Market</p> <ul style="list-style-type: none"> 2.1 North America 2.2 Western Europe 2.3 European Nations 2.4 Asia / Pacific 2.5 Emerging Markets <p>3.0 Business Model Trends</p> <p>4.0 Global Forecasts</p> <ul style="list-style-type: none"> 4.1 One-time support 4.2 Subscription support

5.0 Glossary and Index

5.1 Glossary

5.2 Index

Attributes

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