

## [BSA Study: European Consumers Trust Themselves — and the Subscription Model](#) [1]

[BSA TechPost](#) [2] - vr, 10/24/2025 - 12:02

European consumers view existing subscription-based models as providing flexible and convenient ongoing access to content and services, according to new survey research released by the Business Software Alliance (BSA). [Read More >>](#) [3]

The post [BSA Study: European Consumers Trust Themselves — and the Subscription Model](#) [1] first appeared on [BSA TechPost](#) [4].

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## [BSA Member CEOs Speak Out on Resilience Through Recovery](#) [6]

[BSA TechPost](#) [2] - wo, 10/22/2025 - 16:16

In new CEO Perspectives videos shared with BSA, Cohesity CEO Sanjay Poonen and Veeam CEO Eswaran, both leaders in this space, offer their thoughts on cyber resilience. [Read More >>](#) [7]

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