

Efficiency Programs In Pursuit of Energy Savings

The Opportunity Posed by Televisions

Margie Lynch
Consortium for Energy Efficiency
ENERGY STAR Television Stakeholder Meeting
October 18, 2007



Working Together, Advancing Efficiency

An Overview of the Efficiency Industry

- North American EE Programs invest over \$3 billion US annually in just energy efficiency
- CEE's 90 members in 30 states and 4 provinces represent more than 90% of ratepayer efficiency program funds available in the US and Canada
- CEE members' programs reach at least 50% of the US and Canadian populations



The Answer to the \$3 Billion Question

- Utilities are regulated monopolies and must provide EE funding in exchange for the privilege of doing business
- Legislative/regulatory mandates
- Avoided cost of building new generation facilities

CEE's Consumer Electronics Initiative

- Framework for addressing existing and increasing electrical consumption by consumer electronics products
- Work with ENERGY STAR
- Consumer education
- Program guidelines
- Industry outreach



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Televisions

- Biggest CE energy consumer (analog TVs 36 percent according to TIAX/CEA report)
- Upward trend in energy use (increasing screen size and more energy-intensive attributes)
- High visibility product
- Potential linchpin in bundled entertainment system approach

ENERGY STAR TV Specification

- CEE supports the specification's technology-neutral approach
 - Appropriate focus on function: delivery of a picture on a screen
 - Technology-specific approaches can stifle new, innovative solutions that may offer additional energy savings
 - Places solution in hands of the experts
 - Consistency across ENERGY STAR program

ENERGY STAR TV Specification

- CEE supports the specification's amenity/attribute-based approach
 - Recognizes additional energy use of attributes supporting core function (e.g., screen resolution in support of delivery of picture on a screen)
 - Attribute valued by consumer
 - Consistency across ENERGY STAR program

It's All About Energy Savings

- Specification appears to generate real energy savings
 - Relatively small savings per unit add up to big savings in aggregate
 - Illustration: Pacific Gas & Electric (4.5 million residential accounts)

Estimates 870,000 LCD units will be shipped in 2009

If 25 percent of those units are E* qualified, energy savings over lifetime of products are 36.9 million kWh

Other Issues

CEE also supports:

- Hard off
 - Consistency with STB spec
 - Additional savings opportunity
- Power down for TVs connected to computers
- Earliest possible effective date for specification
- Tier 2 specification

Contact Information

Margie Lynch

Program Manager

Consortium for Energy Efficiency

98 North Washington St., Suite 101

Boston, MA 02114

(617) 589-3949 x231

MLynch@cee1.org



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