



Assumptions Behind TV Savings Numbers Presented at October 18, 2007, ENERGY STAR TV Stakeholder Meeting

Average baseline energy usage per year:

361 kWh in On Mode and 15 kWh in Standby: Total = 376 kWh

Average energy usage per year based on levels proposed in Draft 2 specification:

308 kWh in On Mode and 4 kWh in Standby: Total = 313 kWh

(Power consumption numbers estimated based on test data gathered for Draft 2 specification.)

Average weighted annual savings under Draft 2 specification:

63 kWh or \$6

(2008 residential electricity price from: US DOE, United States Department of Energy. Annual Energy Outlook 2007 with Projections to 2030. DOE/EIA-0383(2007). Energy Information Administration. Washington, DC.)

Average weighted lifetime savings under Draft 2 specification:

392 kWh or \$36

(Lifetime estimates from: Appliance Magazine. 2006. 29th Annual Portrait of the US Appliance Industry. Dana Chase. September.)

Weighted lifetime estimate under Draft 2 specification:

about 6 years

Estimated sales-weighted Market Penetration for ENERGY STAR qualified models first year of specification:

25% across technologies

(2008 total US TV Shipment numbers from iSuppli TV market tracker (2006) and 2008 technology market share estimates from CEA)