



CEE January Program Meeting

Consumer Electronics Breakout Session: Set-top Box Program Strategies

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powersmart

- Exploring Early Replacement Program design
- Customer Surveys
- 2011 ENERGY STAR specification



- Opportunity to ‘reward’ customers for replacing their old set-top box



VS



Barrier: users want increased functionality

Early Replacement

- Less than 10% of customers knew that a STB uses as much energy as a refrigerator
- If another provider offered STBs that used about 30% less energy, 21% of customers would definitely change providers.
- Barriers to switching service providers
 - Good service
 - Too much trouble



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