

Inserting Efficiency into the Digital Television Transition

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Program Manager



Working Together, Advancing Efficiency

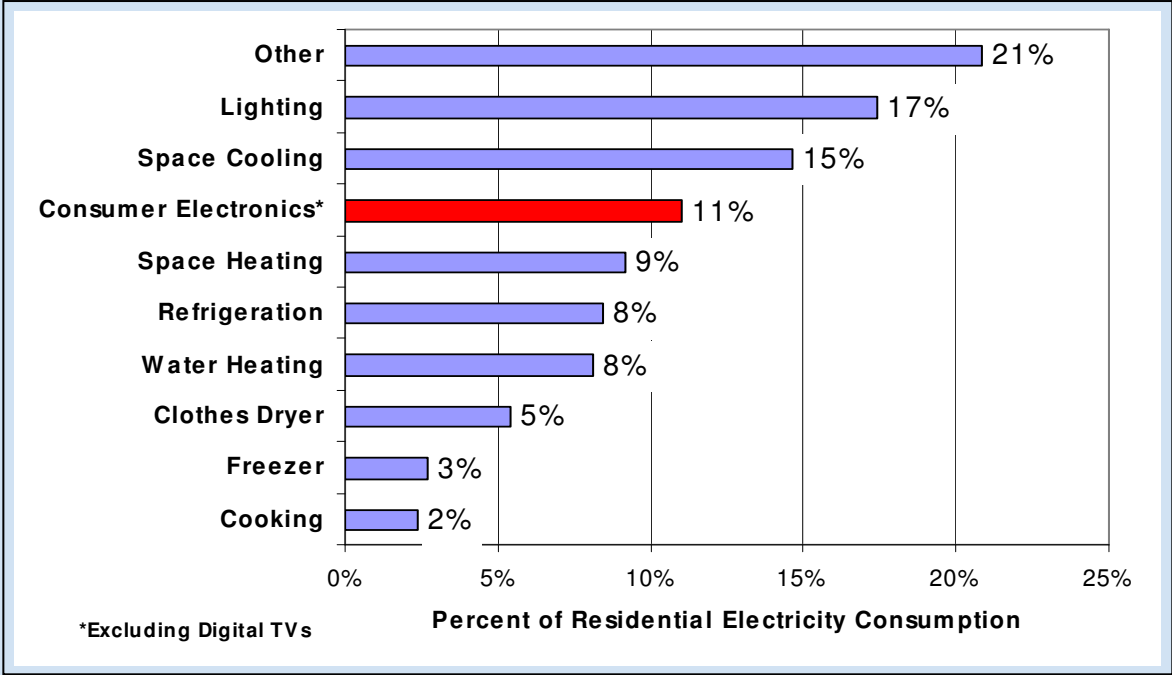
The Digital Transition



Aug. 31, 2011 in Canada

Setting the Scene

Residential Electricity Consumption



TIAX LLC for the Consumer Electronics Association



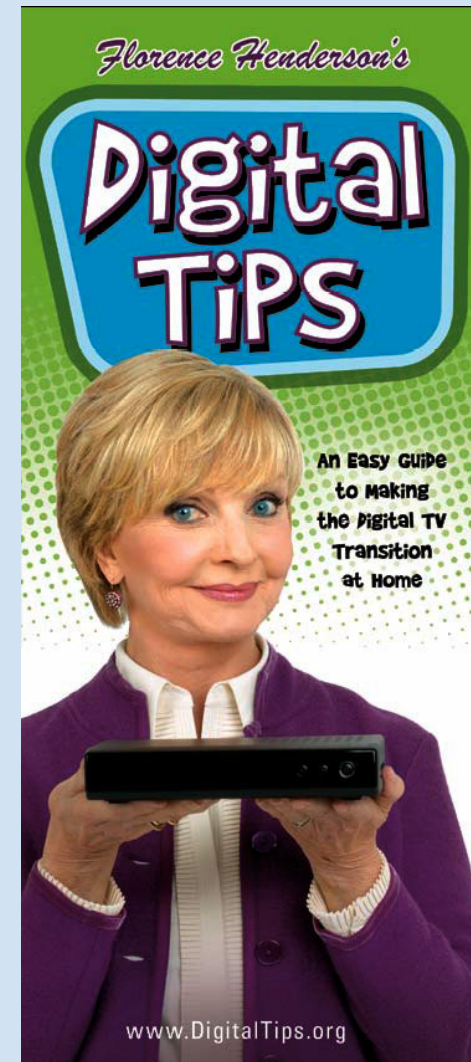
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Today's Messaging

Options for the transition include:

1. Keep existing analog TV and purchase converter box, or
2. Connect to cable, satellite or other pay service, or
3. Purchase a new TV with a digital tuner

No mention of efficiency considerations



Savings Opportunity

- Televisions represent almost 50% of U.S. electricity use of electronics products
 - 70 TWh of 147 TWh total
- If consumers choose ENERGY STAR TVs:

Potential TV Purchases	Annual kWh Savings	Lifetime kWh Savings
25 million	1.3 billion	8.025 billion
10 million	520 million	3.21 billion
2.5 million	130 million	802.5 million
1 million	52 million	321 million

- Additional savings for DTAs and STBs

Inserting Efficiency— Tools for Programs

- Consumer messaging resources
 - FAQs
 - Product savings estimates
 - Other marketing materials
- ENERGY STAR specs:
 - DTA: effective 1/2007
 - Televisions: effective 11/1/08
 - Set-top boxes: effective 1/1/09
- CEE television spec

Beyond the Transition

- CEE Consumer Electronics Program Guide
 - Support member programs for 2009
- Work with ENERGY STAR
 - Forthcoming specs on computers, displays
 - Consumer messaging
- Examine CEE specs for other products
- Continue to build relationship with industry
 - Industry Partners Meeting



To discuss further...

Consumer Electronics Breakout Session

3:30 – 5:00 pm

Aquitania



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