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UHD TV Market Transformation Program Perspective

ENERGY STAR Partners Meeting

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neea





An alliance of utilities and energy efficiency organizations



NEEA and TVs

HD Content becoming available

TV Market circa early '00's

- Plasma TVs consuming 2x energy CRTs
- 98% TV penetration in US Households
- # sets per household climbing
- DTV Transition 6/12/2009
- More efficient technology existed



- First Super Bowl broadcast in HD
- CBS Sports broadcasts PGA Golf in HD
- Game Consoles display HD-level resolution

TV Initiative Timeline



TV Initiative Market Transformation



Leverage mid-stream incentives to influence retailer buying practices, ultimately driving the manufacturing, product specifications and standards of energy-efficient televisions.

MARKET BARRIERS

- Consumers weren't aware or concerned
- So, manufacturers and retailers didn't care
- Resistance to standards

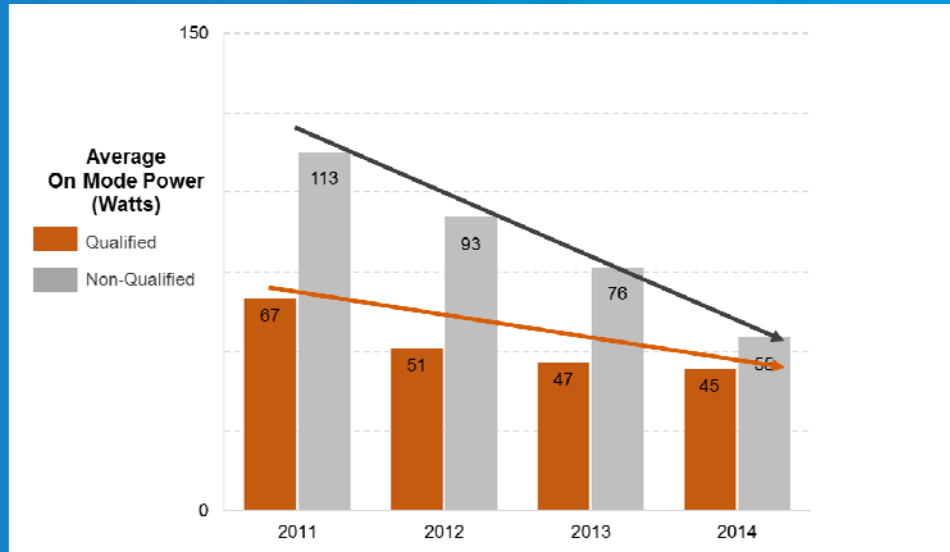
INTERVENTIONS

- Marketing links EE and Advanced Technology
- Super Regional market power to influence retailers
- Drive ENERGY STAR specification

OUTCOMES

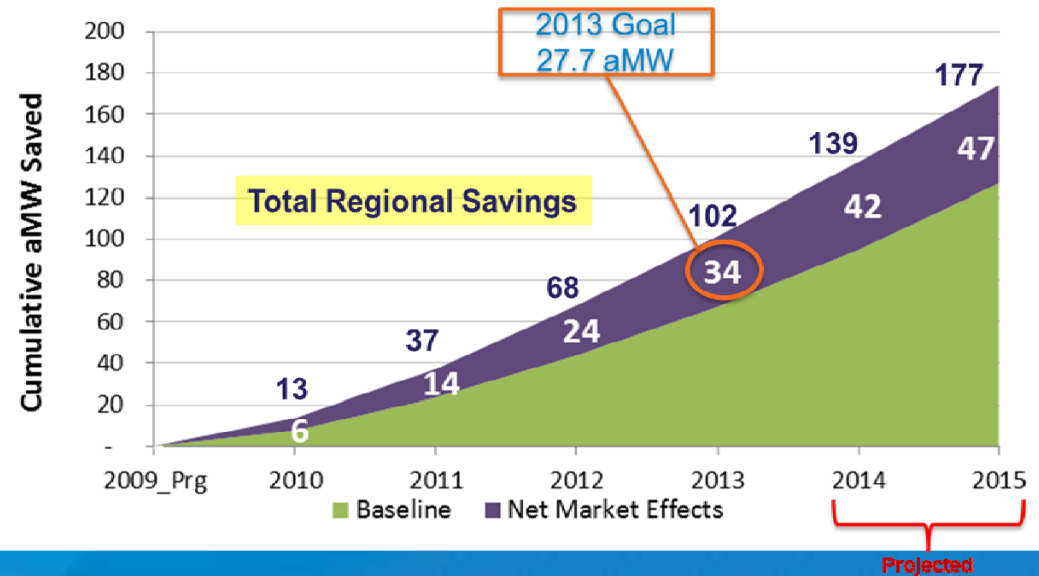
- Consumers pay attention
- Dominant market share for TVs that meet program specifications
- ENERGY STAR assists standards implementation

Initiative Results



Data includes ENERGY STAR rated T10 only. This includes about 33% of all T10 oak.

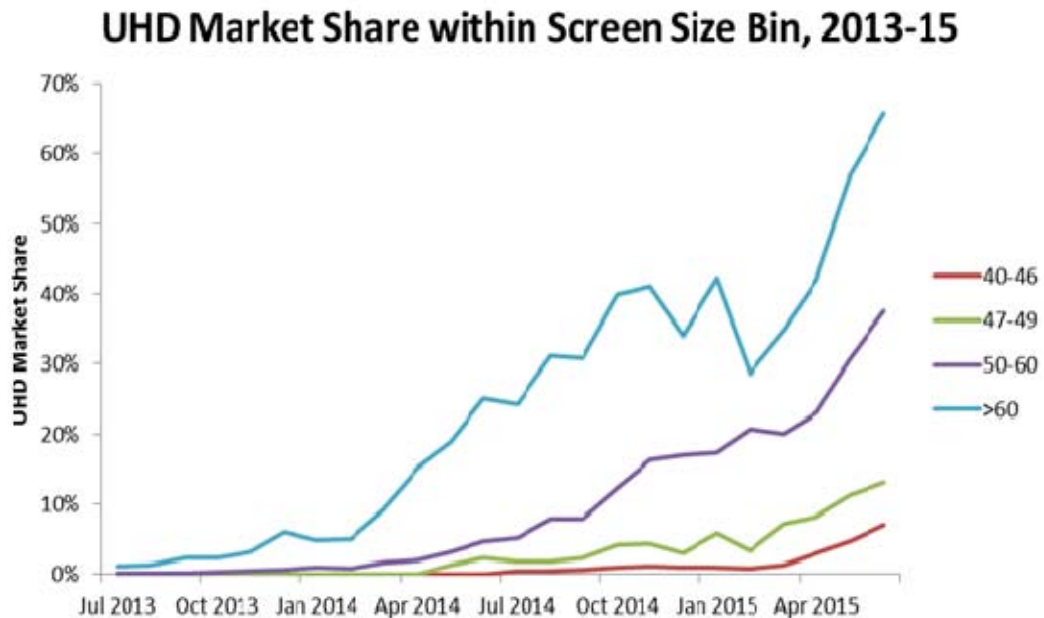
\$0.007/kWh



Projected

...Up to the Present

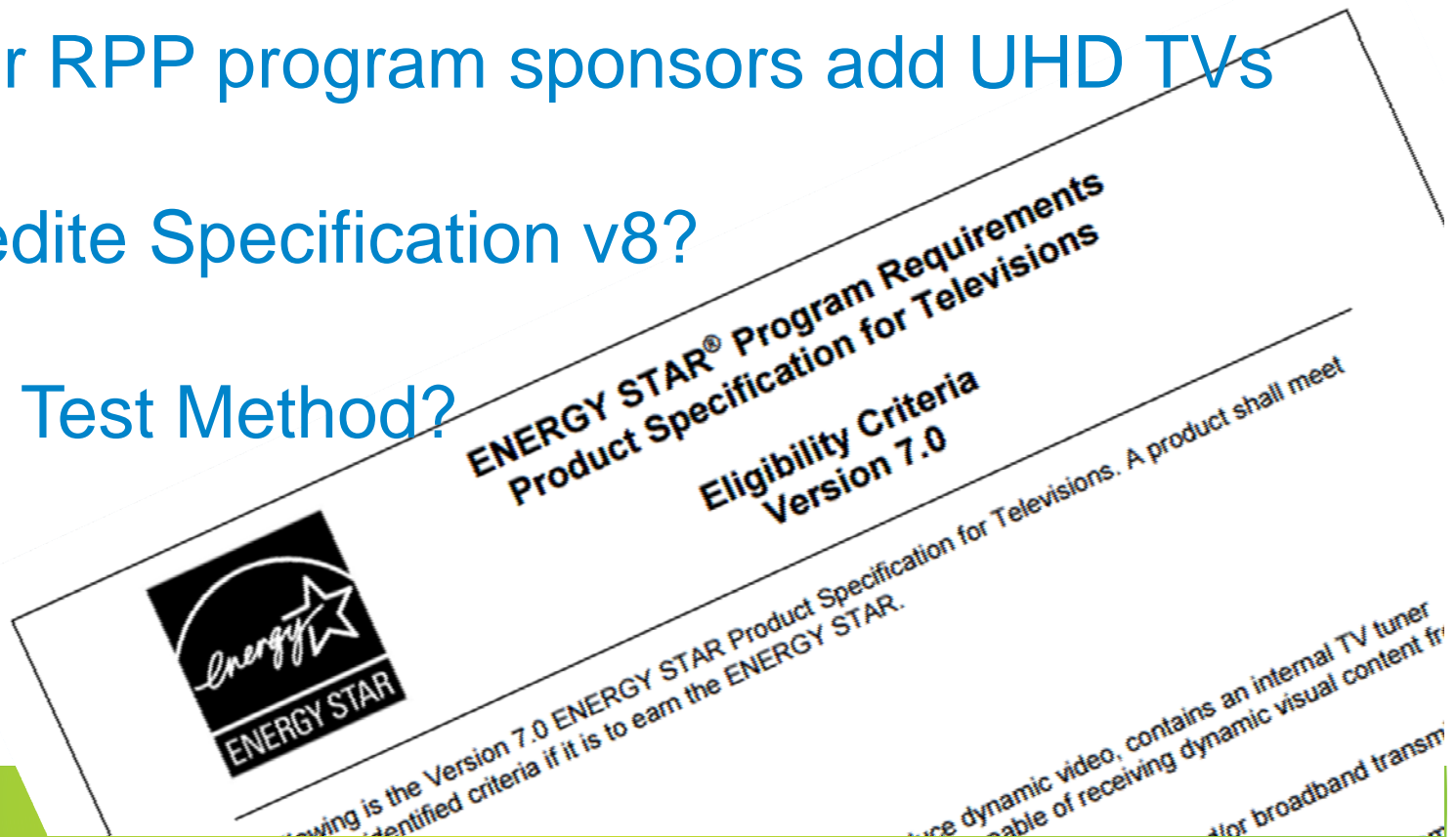
- Gathering Market intelligence
- Engaged and supporting the NRDC work
- Additional testing needs
- Opportunities with specifications and test methods



Developed by Energy Solutions on behalf of NEEA using NPD's Market Tracking Service

What's Next?

- UHD TVs in NEEA's 2016 Retail Product Portfolio Program
- Other RPP program sponsors add UHD TVs
- Expedite Specification v8?
- DOE Test Method?



Thank You

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