“HELLO, I’D LIKE A SOUNDBAR”: UNDERSTANDING THE ELECTRONICS CONSUMER

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EXECUTIVE DIRECTOR, NEEP
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ABOUT NEEP

MISSION
Accelerate energy efficiency in homes, buildings and industry in the Northeast - Mid-Atlantic region.

VISION
The region wholly embraces energy efficiency policies and solutions as a cornerstone of a sustainable energy policy, a vibrant economy, and a healthy environment for people to live and work in.

APPROACH
NEEP brings key stakeholders together with expertise and leveraged resources to innovate and apply best practices across the region.

Serving the Northeast & Mid-Atlantic states since 1996
CONSUMER ELECTRONICS: A MAJOR AND GROWING AREA OF HOME ELECTRIC USE

2013 US Residential CE Electricity Consumption by Category
169 TWh - 3.8 Billion Devices

- Televisions: 50 TWh
- Set-Top Boxes - All: 31 TWh
- Video Game Consoles: 11 TWh
- Home Audio: 6.7 TWh
- Personal Computers - All: 21 TWh
- Network Equipment: 12 TWh
- Computer Monitors: 5.6 TWh
- Computer Speakers: 2.6 TWh
- Mobile Computing Devices: 1.4 TWh
- Other CE Devices: 28 TWh

THREE KEY CHALLENGES TO DRIVE INCREASED ENERGY EFFICIENCY

1. Many Devices with Small Incremental Savings
2. Rapid Product Introduction
3. Sophisticated Consumer Shopping Habits
CONSUMERS USE MULTIPLE CHANNELS TO IDENTIFY, SELECT AND PURCHASE CONSUMER ELECTRONICS

- **Consideration**: Digital is the most influential touch point for having a brand in their initial consideration set. For 30% of electronics customers, digital is the most influential touch point for having a brand in their initial consideration set.

- **Evaluation**: 49% of customers check online to see if the store has an item available.

- **Purchase**: 31% of customers buy online, but pick up the items in the store.

- **Loyalty**: Amazon Prime members use Amazon for more than 50% of their online purchases.

- **Experience**: 23% of consumers post a comment or review on the retailer’s Facebook page.

*Source: McKinsey iConsumer 2012*
CONSUMER ELECTRONICS SHOPPERS LOOK FOR:

#1 Quality
#2 Features
#3 Size
#4 Price
#5 Efficiency
NEXT GENERATION PROGRAM FEATURES TO MEET THE CONSUMER ELECTRONICS CHALLENGE

• **SHOPPING:** Provide a dynamic, real time marketplace of efficiency options available through multiple channels

• **EXPLORING:** Give consumers the information they need to compare and find efficient product options that meet their needs

• **SELECTING:** Use closed loop marketing and targeted incentives to drive and reward energy efficiency

• **PURCHASING:** Make it easy for shoppers to locate and purchase products with instant rewards

• **SUPPORTING:** Follow-up to assess satisfaction and suggest other efficient products

• **DOCUMENTING:** Use data analytics to document real time market baselines
Mass Save and the experts at TopTen USA have partnered to help you choose energy-saving products.

Find top efficient products
Search, filter & compare the most energy efficient models.

Find energy efficiency rebates
Lower your energy bill and save even more with rebates.

Know what's popular
We analyze sales and user reviews from leading retailers.

Choose a product category and start saving now.

- Refrigerators
- Gas Water Heaters
- Electric Water Heaters
- Clothes Washers
- Televisions
### Top Ranked Energy Efficient Televisions

TopTen USA analyzes all ENERGY STAR qualified televisions to find the top ten energy-savers among the hundreds of available models. Each television is compared to every other model the same size to find the energy efficiency winners. Using the controls you can narrow down the ranking to find the right TV for you. The TrueCost of the model, which includes the energy you will use, is shown for 5 years. **Click for personal settings**

#### 204 Televisions

<table>
<thead>
<tr>
<th>Model/Popularity</th>
<th>Screen Size</th>
<th>Energy Efficiency</th>
<th>Energy Cost</th>
<th>Purchase Price</th>
<th>TrueCost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sony KDL55W800B</strong></td>
<td>55</td>
<td><img src="https://example.com" alt="Most Efficient 2014" /></td>
<td>$42</td>
<td>$1,098</td>
<td>$1,140</td>
</tr>
<tr>
<td><strong>SONY</strong></td>
<td>INCHES (DIAGONAL)</td>
<td>OVER 5 YEARS</td>
<td>4 Offers</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sony KDL55W700B</strong></td>
<td>55</td>
<td><img src="https://example.com" alt="Most Efficient 2014" /></td>
<td>$42</td>
<td>$1,000</td>
<td>$1,042</td>
</tr>
<tr>
<td><strong>SONY</strong></td>
<td>INCHES (DIAGONAL)</td>
<td>OVER 5 YEARS</td>
<td>1 Offer</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LG 47LB6800</strong></td>
<td>46</td>
<td><img src="https://example.com" alt="Most Efficient 2014" /></td>
<td>$36</td>
<td>$576</td>
<td>$612</td>
</tr>
<tr>
<td></td>
<td>INCHES (DIAGONAL)</td>
<td>OVER 5 YEARS</td>
<td>2 Offers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EXPLORING: PROVIDE THE INFO SHOPPERS WANT

Sony KDL55W800B Television
The Sony KDL55W800B is an energy efficient 16:9 LED television with a screen size of 55 inches and a resolution of 1080.0 p.

Highly efficient and very popular.

Most Efficient 2014

Price of $1,098 is trending down

TrueCost

$1,140 is your TrueCost (purchase + energy) over 5 years using US Average rates.

31 user reviews. It's a best-selling product.
**Features.** The Sony KDL55W800B is an energy efficient 16:9 LED television with a screen size of 55 inches and a resolution of 1080.0 p.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Panel Type</td>
<td>LED</td>
</tr>
<tr>
<td>Screen Size</td>
<td>55&quot;</td>
</tr>
<tr>
<td>Vertical Resolution</td>
<td>1080.0 p</td>
</tr>
<tr>
<td>Screen Refresh Rate</td>
<td>120Hz</td>
</tr>
<tr>
<td>Smart Capable</td>
<td>Yes</td>
</tr>
<tr>
<td>Instant Content</td>
<td>Skype, Twitter, PlayStation Now</td>
</tr>
<tr>
<td>Product Height (with stand)</td>
<td>30&quot;</td>
</tr>
<tr>
<td>Product Height (without stand)</td>
<td>28.2/5&quot;</td>
</tr>
<tr>
<td>Product Depth (with stand)</td>
<td>7-9/7&quot;</td>
</tr>
<tr>
<td>Product Depth (without stand)</td>
<td>2-4/2&quot;</td>
</tr>
<tr>
<td>DLNA</td>
<td>Yes</td>
</tr>
<tr>
<td>HDMI Inputs</td>
<td>4</td>
</tr>
<tr>
<td>USB Port</td>
<td>Yes</td>
</tr>
<tr>
<td>USB Input</td>
<td>Yes</td>
</tr>
<tr>
<td>Component Video Inputs</td>
<td>1</td>
</tr>
<tr>
<td>Composite Inputs</td>
<td>2</td>
</tr>
<tr>
<td>Media Card Slot</td>
<td>No</td>
</tr>
<tr>
<td>Watts/Channel</td>
<td>10</td>
</tr>
<tr>
<td>Speakers</td>
<td>2</td>
</tr>
<tr>
<td>Speaker Output Power</td>
<td>20W</td>
</tr>
<tr>
<td>V-Chip</td>
<td>Yes</td>
</tr>
<tr>
<td>Mount Bracket/VEGA Pattern</td>
<td>300mm x 300mm</td>
</tr>
<tr>
<td>Aspect Ratio</td>
<td>16:9</td>
</tr>
<tr>
<td>PC Inputs</td>
<td>4</td>
</tr>
<tr>
<td>RF Antenna Input</td>
<td>1</td>
</tr>
<tr>
<td>Audio Outputs</td>
<td>2</td>
</tr>
<tr>
<td>Speaker Location</td>
<td>Down-firing</td>
</tr>
<tr>
<td>Language Options</td>
<td>English, French, Spanish</td>
</tr>
<tr>
<td>Sleep Timer</td>
<td>Yes</td>
</tr>
<tr>
<td>Headphone Jacks</td>
<td>Yes</td>
</tr>
<tr>
<td>Simulated Surround</td>
<td>Yes</td>
</tr>
<tr>
<td>Ethernet Port</td>
<td>Yes</td>
</tr>
<tr>
<td>3D-Ready</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Exploring: Estimate the total cost to purchase & operate

TrueCost. How much do you spend on the Sony KDL55W800B.

Your electricity rate: $1.80/kWh

$59 + $1,098 = $1,157

Energy Cost  Purchase Price  TrueCost

The TrueCost for the Sony KDL55W800B is the total amount of money you are committing when buying this television. By adding the lifetime energy cost to its purchase price you can see what you really will be spending.

Energy Efficiency. This Sony is a highly efficient television.

The Sony KDL55W800B is one of the most energy-saving televisions in its class. TopTen USA ranks televisions by comparing the energy consumption of each model to that of all other models in its class and grouping the efficiency winners into popular categories.
EXPLORING: LET THEM KNOW WHAT OTHERS ARE SAYING

Popularity. The Sony KDL55W800B is a Top80 best selling television and has a combined user rating of 4.7 stars out of 5 from 33 reviews.
EXPLORING: EDUCATE SHOPPERS TO MAKE GREEN CHOICES

EcoView. The Sony KDL55W800B produces 648 lbs of CO₂ over 5 years.

Based on the electricity consumption of 370 kWh provided by New Hampshire Average with a carbon intensity of 1,753 pounds of CO₂ per megawatt hour of electricity generated. You can personalize this EcoView by selecting your power company and usage in the TrueCost section.

If all 35.0 million Televisions sold in the US this year were the Sony KDL55W800B, we would save (versus the current average TV over 5 years):

- 20.4 Billion Tons of CO₂
- $1.9 Billion Electricity Cost
- 947,650 Homes’ Electricity Use
SELECTING: OFFER AN INSTANT REWARD: CASH OR POINTS
SELECTING: USE CLOSED-LOOP MARKETING TO KEEP EFFICIENT PRODUCT OPTIONS ON TOP
**PURCHASING: HELP SHOPPERS FIND A DEAL**

**Price.** Today's lowest purchase price of $1,098 is 7% lower than last week's lowest price for the Sony KDL55W800B.

The Sony KDL55W800B currently has 4 offers at online retailers. Today's lowest price for a new Sony KDL55W800B is $1,098.

<table>
<thead>
<tr>
<th>Store</th>
<th>Price</th>
<th>Free Shipping</th>
<th>Visit Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Buy</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BuyDig</td>
<td>$1,298</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dell</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rakuten.com</td>
<td>$1,098</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

as of Oct. 9, 2014, 3:42 a.m. - Offers from BestBuy, eBay Commerce Network

**EcoView.** The Sony KDL55W800B produces 541 lbs of CO₂ over 5 years.
PURCHASING: MAKE IT EASY TO FIND

Local Stores. Find retail stores at your location that carry Televisions.
SUPPORTING:
GET YOUR CUSTOMERS’ FEEDBACK AND OFFER THEM MORE EFFICIENCY OPTIONS
DOCUMENTING: GET THE INFORMATION YOU NEED FOR PROGRAM EVALUATION
DOCUMENTING: GET THE REAL-TIME BASELINE

AUTOMATED CALCULATION OF BASELINE AND SAVINGS PER REBATE

- Top Efficient
- Sales Weighted Baseline
- Least Efficient

Baseline 587 kWh/yr

LIFETIME SAVINGS 2,142 kWh

Electrolux EI27BS16JS 422 kWh/yr

Sales weighted average lifetime energy use per size vs. top and least efficient energy use in August 2014
THANK YOU

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