UHD TV Market Transformation Program Perspective

ENERGY STAR Partners Meeting

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An alliance of utilities and energy efficiency organizations
NEEA and TVs

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

HD Content becoming available

• Frist Super Bowl broadcast in HD

• CBS Sports broadcasts PGA Golf in HD

• Game Consoles display HD-level resolution
TV Initiative Timeline

- **2008**: Regional Plug Load Platform Discussion
  - ENERGY STAR 3.0

- **2009**: 5 National + Regional Retailers
  - ENERGY STAR 4.0

- **2010**: Target Joins Program

- **2011**: TVs Transfer to RPP Pilot

- **2012**: Pilot TVs with CA
  - 2010-14 Business Plan

- **2013**: ENERGY STAR 5.3
  - 9 months early
  - 108 watt cap

- **2014**: Initiative winds down
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
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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