

A Service Provider Perspective - Promoting ENERGY STAR® Set-Top Deployment

Some considerations on working with Energy Providers to
facilitate the deployment of ENERGY STAR® qualified devices

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Richard Kirsche
Director, Video Set-Top Box Design & Development
National Engineering & Technical Operations



Comcast Background

- Comcast is the largest residential broadband provider in the United States and the third largest Telephone Company.
- Comcast serves customers in 39 states and the District of Columbia.
- Comcast's 2Q earnings report shows 30.7 million set-top boxes, of various types, in customer's homes.
- Comcast's proposed ENERGY STAR® Partnership addresses improving the energy consumption of those set-top boxes.



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Comcast Announces It Expects to become An Energy Star® Partner

- ENERGY STAR® Partnerships address improving the energy consumption of set-top boxes.
- Comcast has been implementing the set-top purchasing requirements throughout 2009.
- We are in the final stages of internal review and working towards signing the partnership agreement in the near future.



Comcast's shift to ENERGY STAR® set-top boxes will significantly decrease the carbon footprint of our network

- An ENERGY STAR set-top box will decrease energy consumption by approximately 30%.
- The typical reduction in power consumption per box is in the 5 to 10 watt range.
- This figure represents a small per home reduction but that figure combined over the number of devices in service represents a large reduction in the total energy consumed by the Comcast network.

The primary benefit of Comcast's participation in the ENERGY STAR® accrues to the environment and power producers

- Upgrading ten thousand set-tops in a community can effect a 36 megawatt-hours reduction in monthly power consumption in that community.
- Rapid replacement of older set-tops represents an economic challenge to a Cable Operator.
- A set-top box is an investment that is not frequently replaced. The population of legacy set-top boxes reduces the opportunity to deploy more efficient devices.
- Boxes removed from service are typically refurbished and returned to productive service.

The Challenge for Comcast is to find a business case to accelerate the deployment of ENERGY STAR® compliant products

- None of the savings previously discussed directly accrue to Comcast.
- After the June 2009, ENERGY STAR® Electronics Partner meeting, in Toronto, a number of consulting firms representing power providers expressed interest in developing a workable way to assist Comcast in accelerating set-top box upgrades.
- Alternately, there may be a way for Comcast to support an Energy Provider's Smart Grid initiatives.

Conclusion...

- Comcast would welcome the opportunity to explore mutually beneficial options with Energy Providers in our service areas.
- It is likely that solutions will follow the aggregated benefit in energy savings

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The Environmental benefits make the program a responsible community effort. Those benefits may be accelerated by cooperative efforts between Comcast and Energy Providers.

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Thank You!

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Richard_kirsche@cable.comcast.com

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