



Syndication of Energy Saving Content

Phil Canavan Strategic Sales Director

Nov 2011

Agenda

- Brief Introduction
- Syndicating PG&E Content on retailer sites
- Effect of High Energy Products on CNET.com

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Premise & Goal of Program



➤ Premise

- U.S. Utilities have a unique opportunity to transform the business and consumer electronics energy efficiency market through thought-leadership, social and financial incentives.

➤ Goals

- Install national Business and Consumer Electronics Energy Efficiency Program
- **Increase Stocking, Promotion and Sales of Energy Efficient Electronics**
- Capture energy savings
- Meet EM&V requirements
- Push standards (Energy Star, CEE) higher for greater efficiency

Program Concept



About PG&E DESKTOPS MONITORS TVs

Save More with PG&E

Energy Efficient Products

PG&E's Business and Consumer Electronics Program is leading the way by addressing the needs of our customers at home and at work. We are working with retailers and manufacturers to bring the highest-efficiency TVs, desktop computers and monitors to market and make them readily available to consumers at key retailer locations. To easily identify these products, just look for the PG&E stickers.

- Dynamically display the PG&E SAVE MORE logo to users from the specified zip codes for qualified products across a targeted list of retail sites
- Logo unit expands on hover to provide benefits of energy efficient electronics and influence purchasing behavior
- Custom 'single snippet of code' allows for easy integration by retailers and seamless content updates on behalf of PG&E
- Automatic backend updates to support new products as they are available in the retailers' online catalog

Success Story: Costco

The screenshot shows the Costco website product page for a Vizio 37-inch 1080p LCD HDTV. The page features the Costco logo at the top left, followed by the product name and specifications: "VIZIO 37\" 1080p LCD HDTV", "Full HD 1080p", "Ambient Light Sensor", and "2-year Warranty". The price is listed as "\$499.99". Below the product image, there are key features highlighted: "120 HZ", "1080P", and "4x HDMI". A "SAVE" badge with the PGE logo is also present. The page includes a "TELEVISIONS" section with a "Watch and save." message and a paragraph about ENERGY STAR qualified TVs. At the bottom, there are promotional banners for "BONUS \$180 IN COSTCO CASH CARD", "90 DAY return Policy", and "2nd YEAR warranty".

Success Story : Costco



- Over 300,000 logos server – **21% interaction with hover.**
- Quote from Scott Brand @ Costco *“Having the PG&E Energy Savings logo on Coscto.com has enabled our valued customers to educate themselves on energy efficient products at the buying decision moment has truly been a great addition to our site”*
- **Customer Experience:** Create a consistent experience for your users
 - Greater than 50% of shoppers will research on retailers web site prior to going into retail stores
- **Sustainability:**
 - Manufacturers (Creating energy efficient products) **AND**
 - Consumers (Buying the right products) **AND**
 - Retailers (Providing the right products to the marketplace)

Success Story: Costco



- Expanding to new utilities required no work from Costco

The screenshot displays the Costco website's product page for a Vizio 32" Class LED Edge Lit LCD HDTV. The page includes the Costco logo, navigation links for various departments, and a search bar. The product details section shows the TV's features, including Full HD 1080p resolution and a 2-year warranty, with a price of \$399.99. An Energy Star 'Most efficient' badge is prominently displayed over the product image and description. The badge contains the text: 'Most efficient. Engineered to be the best of ENERGY STAR.' Below this, a section titled 'WELCOME TO THE AGE OF ENERGY EFFICIENCY' and 'FIND THE MOST EFFICIENT TVs' provides information about the Energy Forward button and its benefits. The page also features a 'Top Sellers in LED TV' section and a 'Most efficient' badge with a 'Learn More' link. At the bottom, there are tabs for 'Product Details', 'Shipping & Terms', and 'Product Reviews', and a note about local warehouse stock availability.



Unreal Tournament 3 and World of Warcraft both looked decent running at 1,366x768 pixels and showed no signs of ghosting or input lag. When displaying text in the games, however, it looked noticeably blurry.

The optimal viewing angle for a monitor is usually directly in front, about a quarter of the screen's distance down from the top. At this angle, you're viewing the colors and gamma correction as they were intended. Most monitors are made to be viewed only at that angle. Depending on its panel type, picture quality at nonoptimal angles varies. The Dell IN1910N was made with a TN panel, which usually shows dramatic color shifts with angle changes. Not surprisingly, the IN1910N's screen got noticeably dark when viewed from below and too light when viewed from above. Viewing images from any angle other than the aforementioned optimal one is not recommended.



We looked at "Kill Bill: Vol. 1" on DVD and a number of 1080p movie files from Microsoft's WMV HD Showcase. Movies on the HP looked great, thanks to the display's deep blacks, but its contrast wasn't quite as good as the best we've seen.

Unreal Tournament 3 looked good running at 2,560x1,600 and showed no signs of ghosting or input lag. Vibrant and deep color, along with a high brightness, gave the game an eye-poppingly pleasant look. There's really nothing like gaming at 2,560x1,600.

We also looked at some high-resolution photos and found the colors were accurate and vibrant, proving that the two aren't mutually exclusive.

The optimal viewing angle for a monitor is usually directly in front, about a quarter of the

Juice box	
Dell IN1910N	Average watts per hour
On (default luminance)	16.1
On (max luminance)	17.9
On (min luminance)	8.6
Sleep	0.3
Calibrated (200 cd/m2)	17.9
Annual power consumption cost	\$5.01
Score	Good

Juice box	
HP LP3065	Average watts per hour
On (default luminance)	133.62
On (max luminance)	133.62
On (min luminance)	62.75
Sleep	1
Calibrated (200 cd/m2)	95.12
Annual power consumption cost	\$40.55
Score	Poor

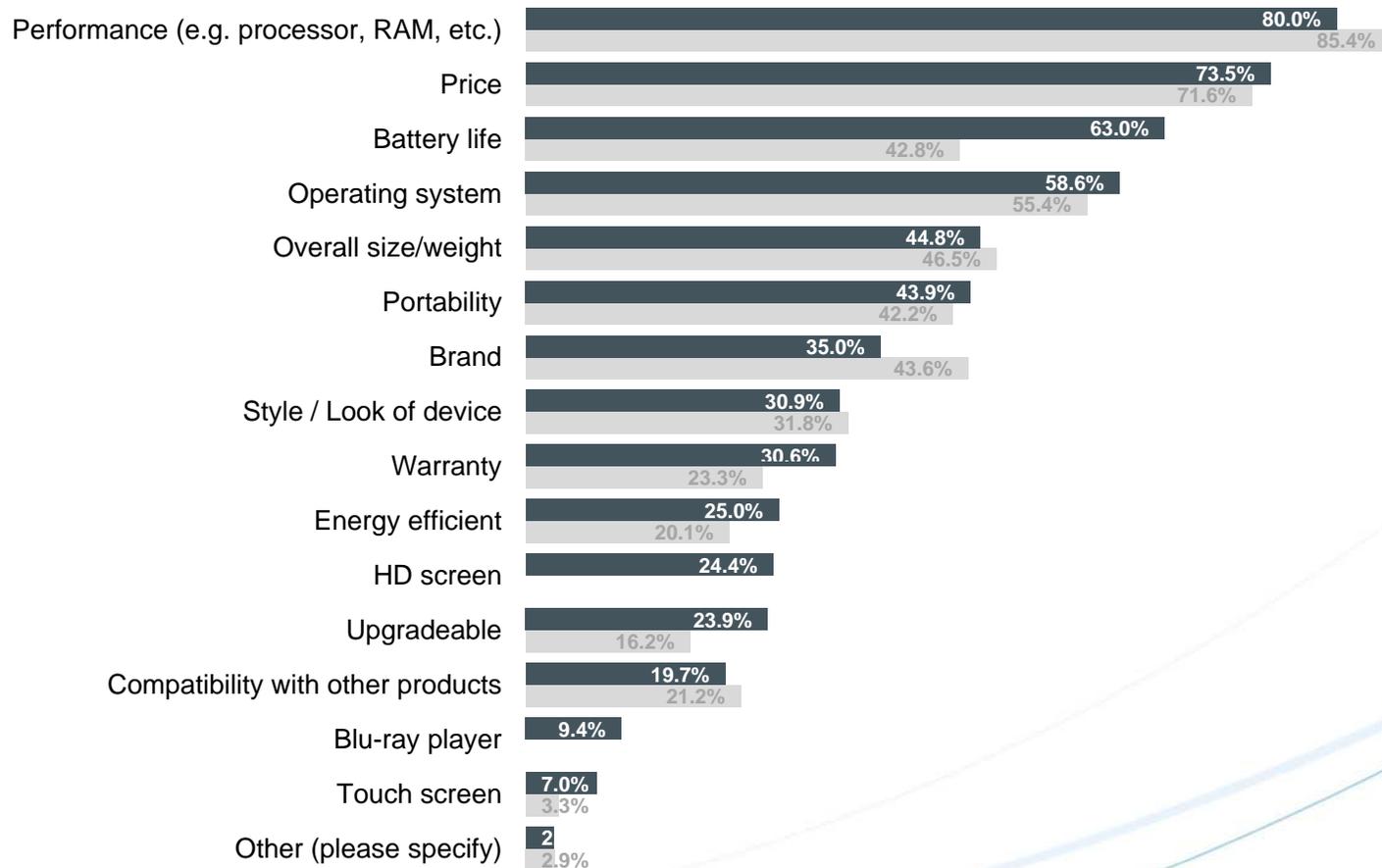
What Drives Consumers to buy Notebooks



Top Most Important Notebook Features

■ 2010 ■ 2009

Base: Those planning to purchase a Notebook in the next 6 months



Q: Which product features are important to you when considering purchasing a new notebook? Please select all that apply.

Source: CNET Shopping Study (November 2010); Data includes the following sites – CNET Front Door, Reviews, TV, and Shopper users

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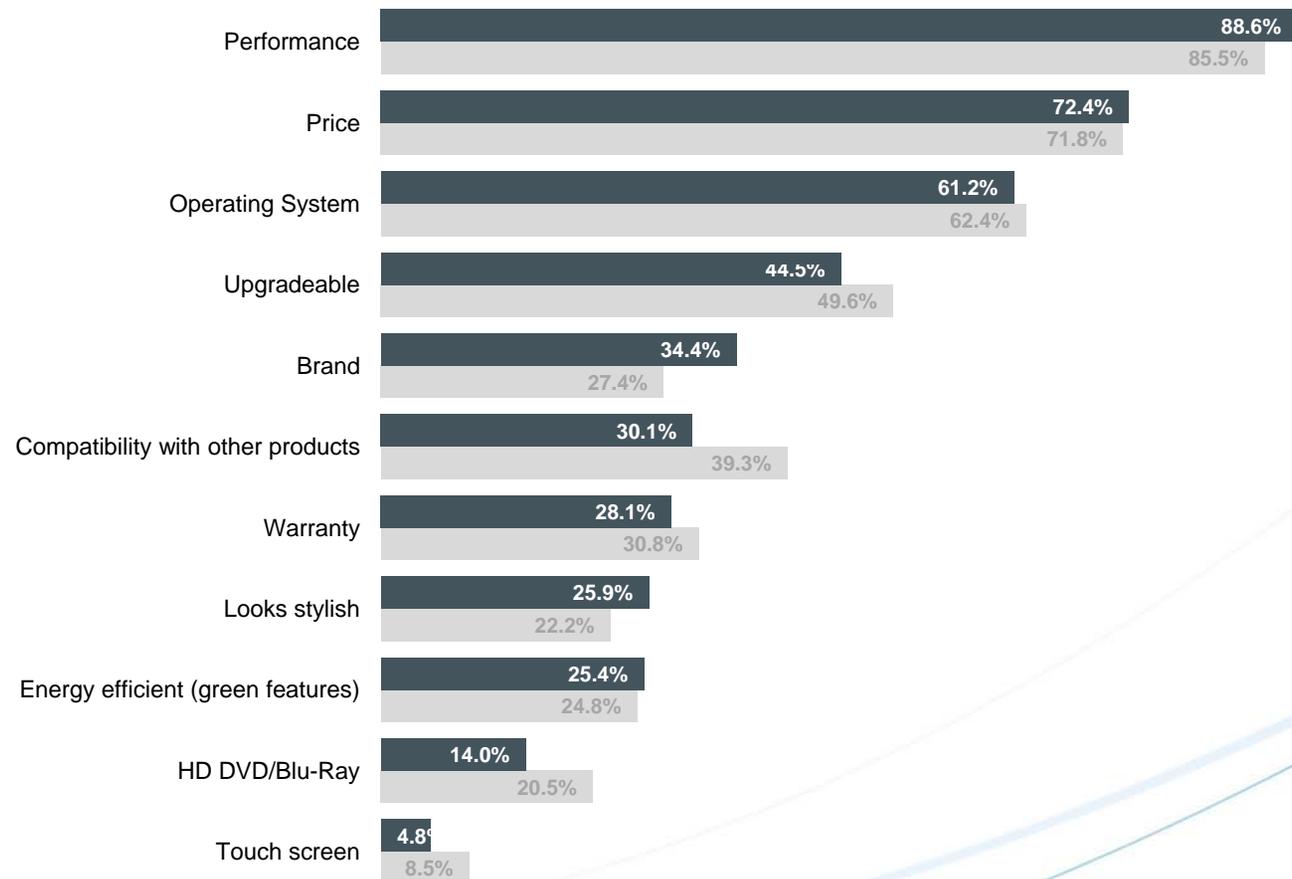
What Drives Consumers to buy Desktops



Top Most Important Desktop Features

■ 2010 ■ 2009

Base: Those planning to purchase a Desktop in the next 6 months



Q: Which product features are important to you when considering purchasing a new notebook? Please select all that apply.

Source: CNET Shopping Study (November 2010); Data includes the following sites – CNET Front Door, Reviews, TV, and Shopper users

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Thank You

Phil Canavan
CBS Interactive