

Energy-efficient Televisions

In 1999, the transition to digital broadcasting made most televisions obsolete. At the same time, flat panel display technology was rapidly advancing and prices were dropping, but most of these televisions were not energy efficient. Sensing these trends could have a serious impact on the power system, the region sought to develop a program to influence the efficiency of products in the market.

Our Role in Market Transformation

Innovation: Working with ENERGY STAR®, we launched an initiative to drive higher ENERGY STAR specifications, encourage state and federal standards for energy-efficient televisions and increase the availability of energy-efficient TVs on retail shelves.

THE AVERAGE TELEVISION IN TODAY'S MARKET
IS 55 PERCENT MORE EFFICIENT THAN WHEN THE
PROGRAM BEGAN IN 2009.

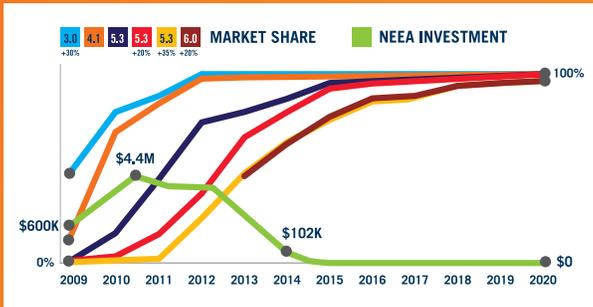
Action: The development and release of a series of increasingly stringent ENERGY STAR specifications influenced manufacturers to produce more efficient TVs. We developed a consumer messaging platform highlighting the benefits of advanced technology to encourage consumers to purchase the most efficient televisions. Retailers received incentives to promote and sell the most-efficient TVs as well as point-of-purchase displays.

Outcome: Our work resulted in aggressive growth in market share of most energy-efficient TVs. In fact, from 2010-2014, we achieved 42.7 aMW in energy savings beyond what would have occurred naturally in the market without intervention. This is enough energy to power more than 31,000 households each year. Funding of the initiative ceased in 2014, but both standards and market share continue to rise steadily.



Innovation to Action

DELIVERING LONG-TERM SAVINGS ON REGIONAL INVESTMENTS



Today, nearly 90 percent of televisions sold meet the ENERGY STAR 5.3 specification. NEEA continues to influence the ENERGY STAR specification for TVs and is involved in the proposed 7.0 version. These updated standards will continue to improve the efficiency of televisions and significantly impact energy savings in the Northwest and across the nation for many years to come.



A lack of consumer awareness and value around energy-efficient TVs led to low consumer demand and a resistance to manufacture energy-efficient TVs.



Northwest utilities, NEEA and ENERGY STAR worked to remove barriers through new standards and incentive programs for retailers.



Manufacturers readily adopted the new ENERGY STAR specifications and now 90 percent of televisions sold meet the ENERGY STAR specifications.



The transformed market will continue to deliver regional savings.

- 2010 TO 2014 -
\$15.9M
 INVESTED

138.7
 aMW IN TOTAL
 REGIONAL SAVINGS

42.7
 aMW OF
 CO-CREATED SAVINGS

TOGETHER We Are Transforming the Northwest



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