



ENERGY STAR® Consumer Electronics

2016 Program Highlights and 2017 Initiatives

Rosemarie Stephens-Booker, U.S. EPA
2016 ENERGY STAR Partner Meeting
New Orleans, LA
October 26, 2016

Consumer Electronics Sessions Today

- 10:45am – 11:15am: Consumer Electronics Update
- 11:15am – 12:15pm: Increasing the Volume on Sound Bars



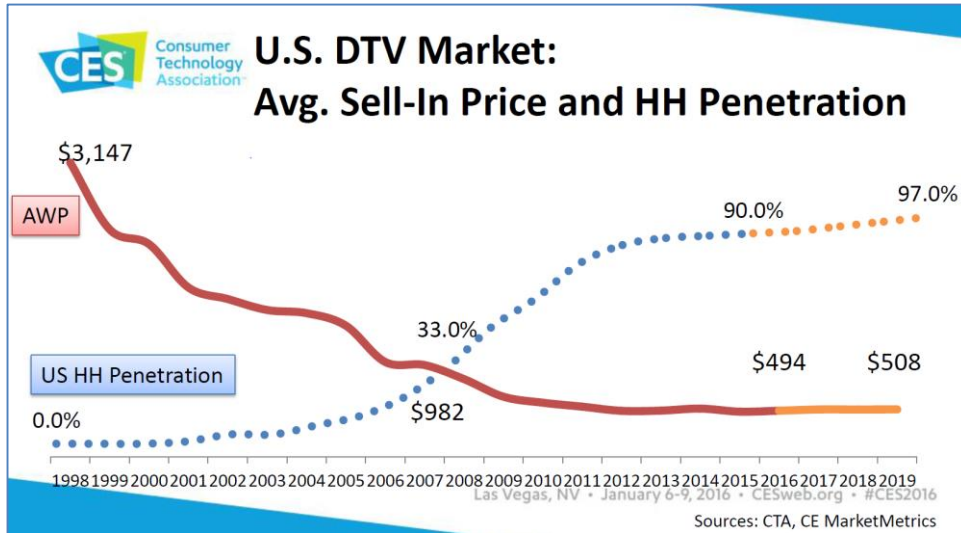


**2016 was a great year for
ENERGY STAR Consumer Electronics.**

Thank you to all of our Partners!

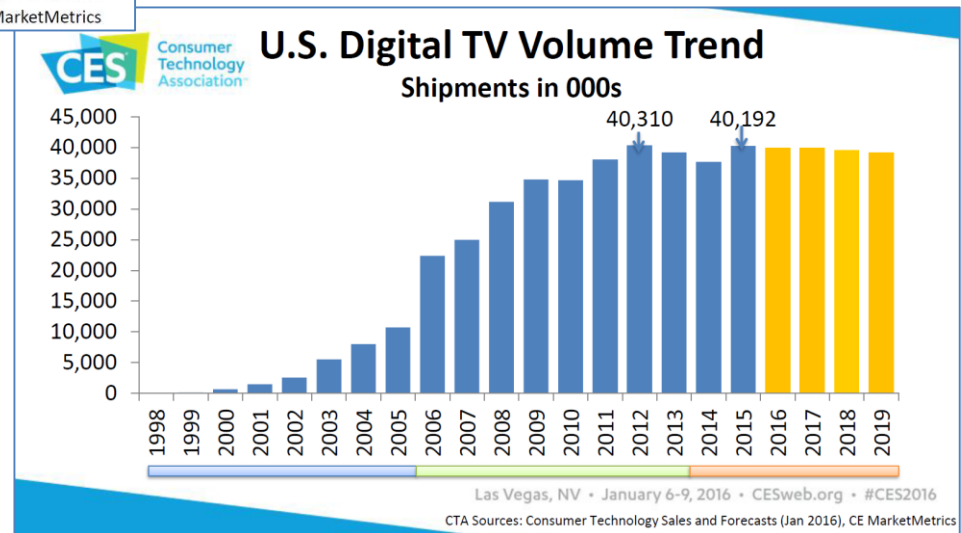


State of Consumer Electronics Market - TVs



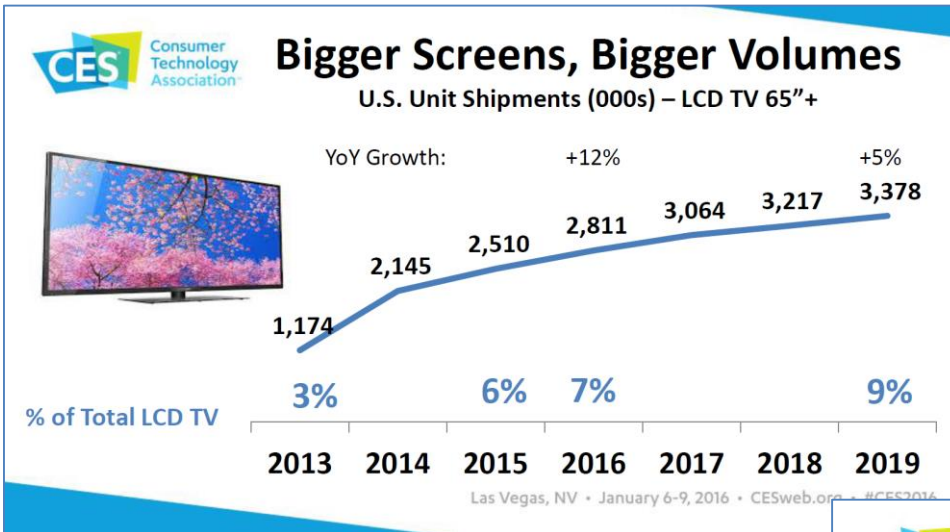
- Average price remains around \$500 past years

- Annual shipments at 40 million past five years



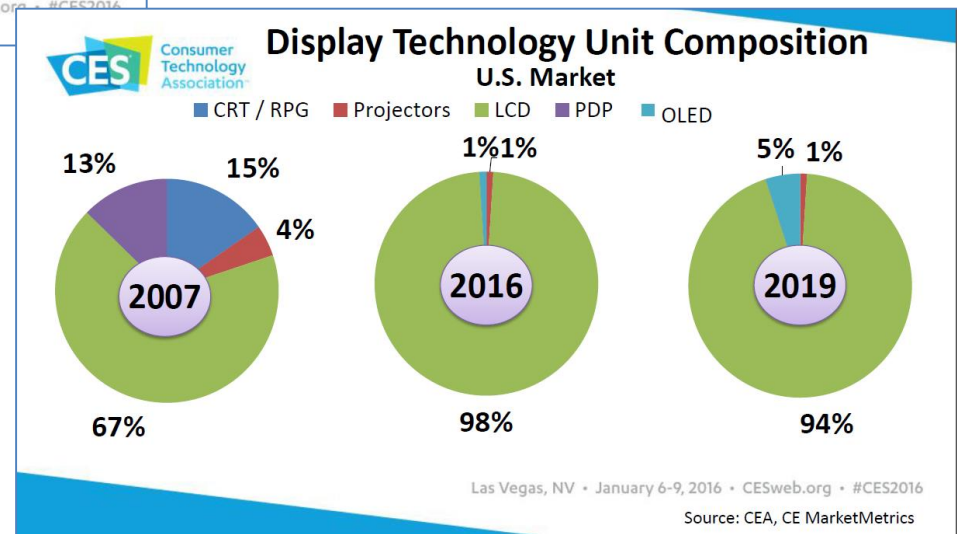


State of Consumer Electronics Market - TVs



- 65” + TVs market growing

- Technology always evolving: is OLED the future?





ENERGY STAR Certified Consumer Electronics Specifications

Consumer Electronics Product	ENERGY STAR Product Category	Version	Effective Date	Planned Revision in Development	Energy Use Requirements	Effective Date of Revision
Televisions	Televisions	7.0	30-Oct-15	8.0	✓	TBD
Sound Bars, Wireless Speakers	Audio/Video	3.0	1-May-13	4.0		Nov/Dec-16
Set-top Boxes, Cable Boxes, Digital Media Players	Set-top Boxes & Cable Boxes	4.1	19-Dec-14	5.0	✓	1-Jan-17
Routers, Modems	Small Network Equipment	1.0	3-Sept-13	2.0	✓	Q4-2016

State of Consumer Electronics Market - New TV Tech Saves Energy

- Latest tech will save energy:
 - Quantum Dots
 - Organic Light Emitting Diodes (OLEDs)
 - Smart TVs (no need for extra devices for streaming)



State of Consumer Electronics Market - Sound Bars Growth

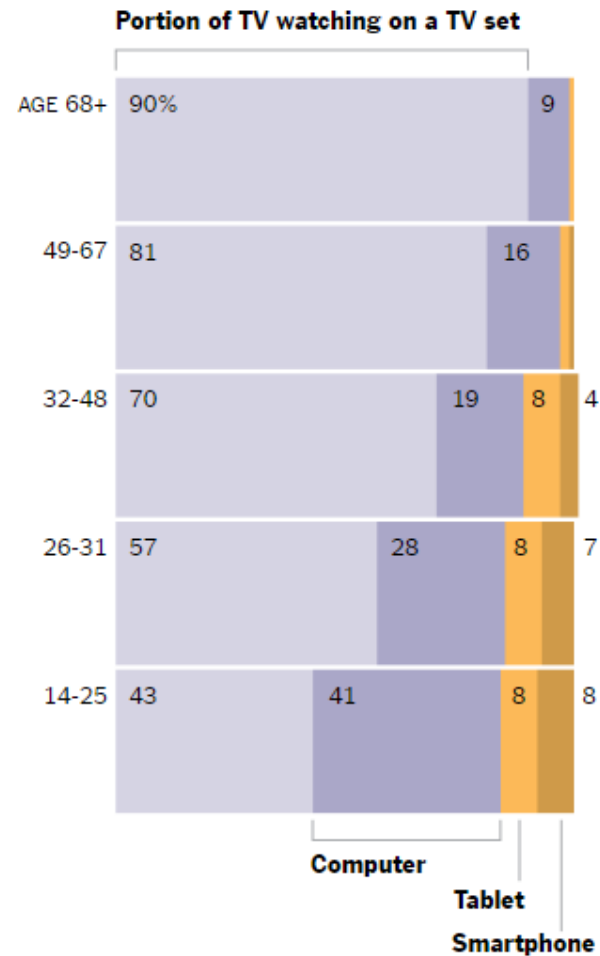
- Worldwide unit sales of sound bars increased 10X between 2010 and 2015
- CTA predicts U.S. unit sales increase by 61 percent between 2015 and 2016
- Replacing home-theater-in-a-box as the go-to audio companion for televisions
- Over 80 ENERGY STAR certified sound bars





Emerging Trend in the Consumer Electronics Market: Streaming

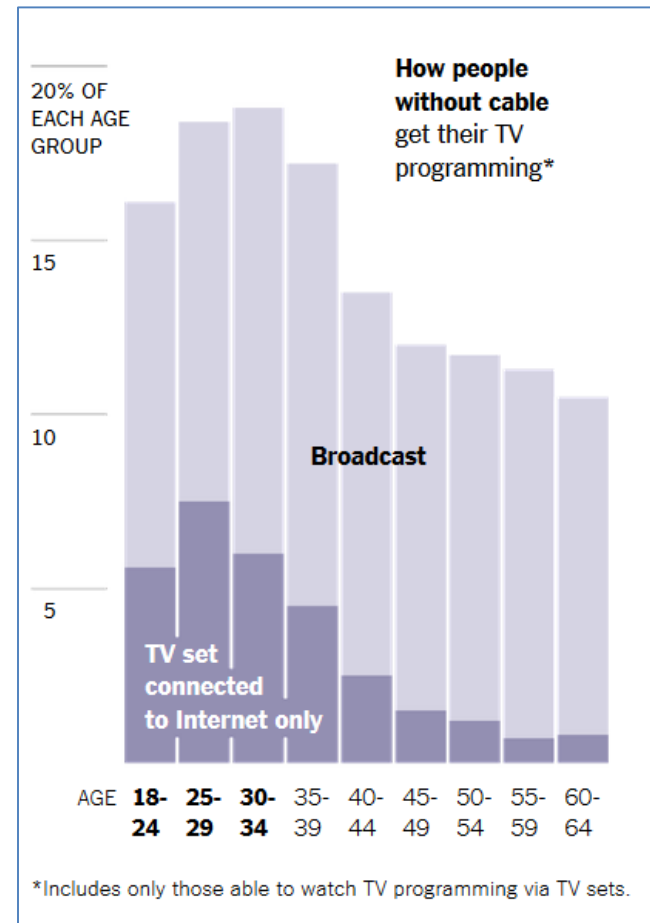
- TV watching is moving beyond the TV set
- Trend of not using TV sets to watch TV increases dramatically with youth





Emerging Trend in the Consumer Electronics Market: Streaming

- Some consumers do not pay for cable or satellite TV service and are referred to as “cord cutters”
- 15% Americans are “cord cutters” and 9% are “cord-nevers”
- Cord cutters can use a digital media player to access TV programming





2016 ENERGY STAR Highlights in Consumer Electronics

Partner Outreach - 2016 ENERGY STAR Partner of the Year



Partner Spotlight: Best Buy and Samsung





Partner Spotlight: DTE Energy

The screenshot shows the DTE Energy website with a navigation menu at the top: Billing & Payment, Service & Rates, Outage & Safety, Save Energy, Community, and About Us. The main content area features a blue banner with the headline "Power up your electronics, power down your bill." and the sub-headline "Energy saving tips for gadgets, gizmos and all your favorite electronics." Below the banner is a left-hand navigation menu with categories: Lighting Tips, Lighting Selection Guide, Appliance Tips, Heating Tips, Cooling Tips, Electronics Tips (highlighted), and Water Heating Tips. The main content area contains a text block about the DTE Insight app, a "Rebates" section with a dollar sign icon and a "Learn More" button, and a list of categories: Computers, Outlets and Power Strips, and Television and Cable (highlighted). Under "Television and Cable", there are sections for "Purchasing ENERGY STAR® televisions", "Purchasing audio/video equipment", and "ENERGY STAR® cable, Internet and satellite devices".

Power up your electronics, power down your bill.
Energy saving tips for gadgets, gizmos and all your favorite electronics.

Lighting Tips
Lighting Selection Guide
Appliance Tips
Heating Tips
Cooling Tips
Electronics Tips
Water Heating Tips

Every piece of electronics can be a smart device if you know how to optimize its energy usage. The DTE Insight app can help you see just how much energy your electronics are consuming. Plus, something as simple as unplugging unused electronics can make a big difference on your energy bill.

Source of tips: EnergyStar.gov.

Rebates
[Learn More](#)

Computers
Outlets and Power Strips
Television and Cable

Purchasing ENERGY STAR® televisions
ENERGY STAR®-certified televisions are on average, over 25% more energy efficient than conventional models, saving energy in all usage modes: sleep, idle, and on. The label can be found on everything from standard televisions to large screen televisions with the latest features like 3D and Internet connectivity.

Purchasing audio/video equipment
ENERGY STAR®-certified audio/video equipment is up to 50% more efficient than conventional models.

ENERGY STAR® cable, Internet and satellite devices
A set-top box is a cable, satellite, Internet protocol or other device whose primary function is to receive television signals from a specific source and deliver them to a consumer display and/or recording device, such as a television or DVR. ENERGY STAR®-certified set-top boxes



New Landing Page on ENERGESTAR.gov

Electronics

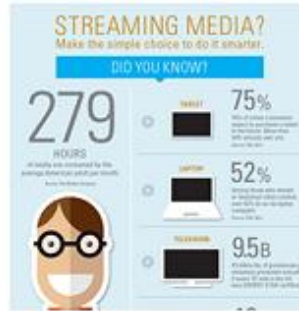


The average household owns 24 consumer electronics products, which are responsible for 12 percent of household electricity use. ENERGY STAR certified products provide all the functionality as standard products but use less energy, reducing their impact on the environment.

ASK THE EXPERT MOST EFFICIENT STREAMING INFOGRAPHIC

Make the simple choice to stream smarter

Do you stream media? See how to make the right choices and stream smarter.



REBATE FINDER

ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

PRODUCT FINDER

Looking for a specific ENERGY STAR certified product model?

ELECTRONICS RESOURCES



Ask the Expert: ENERGY STAR Electronics for the Holidays



Save Energy @Home View ENERGY STAR's interactive



Consumer Electronics Product Brochure (PDF) View the latest ENERGY STAR

ELECTRONICS FAQs

- I'm shopping for a big screen TV. Which ones are the most energy efficient?
- Are there ENERGY STAR Set-top boxes (DVRs)?
- Are there ENERGY STAR qualified televisions?



ENERGY STAR Product Finder

- Simple and easy to use tool that connects consumers with certified products
- Customers now overwhelmingly research products online before purchasing either in-store or online
- Product Finder helps them identify what products are ENERGY STAR certified before they make a purchase

Find and Compare Products

Languages: English | Français

Access to ENERGY STAR
Data Sets and API ▶



Find product models that have earned the ENERGY STAR and compare features, savings and more to optimize your purchase.

- 1 Select a product category of interest to you.
- 2 Get details on specific qualifying models.
- 3 Make informed purchasing decisions.

Select a product category to begin. [Looking for more information about how to save with ENERGY STAR products? Learn More About Products](#)



ENERGY STAR Rebate/Deal Finder

- Retailers and manufacturers can now have their ENERGY STAR product offers included in the ENERGY STAR Rebate Finder
- Partners can submit ENERGY STAR product offers to their Account Manager to list on the ENERGY STAR Rebate Finder

Find Product Rebates & Other Special Offers



Enter your zip code in the box below to find rebates and other special offers available in your area.

- 1 Enter your zip code to see a list of rebates and offers in your area.
- 2 Narrow the results to the product categories of interest to you.
- 3 Connect to utility websites for details on how to cash in.

Enter your zip code to begin.

[FIND REBATES](#)



ENERGY STAR Rebate/Deal Finder – TV Example

Rebates offered by **Lansing Board of Water & Light**

Televisions

\$25-\$50

01/01/2015 - ongoing

Mail-in Rebate [?]

Lansing Board of Water & Light | 800-573-3503

Lansing Board of Water & Light offers a mail-in rebate on the purchase and installation of televisions. Offer valid 01/01/2015 through no current end date. Other restrictions may apply; please visit the website for additional details.

[Visit website to learn more](#)

Rebates offered by **Riverside Public Utilities**

Televisions

\$150

01/01/2015 - ongoing

Mail-in Rebate [?]

Riverside Public Utilities | 800-685-2722

Riverside Public Utilities offers a mail-in rebate on the purchase and installation of select televisions. Offer valid 01/01/2015 through no current end date. Other restrictions may apply; please visit the website for additional details.

[Visit website to learn more](#)

Rebates offered by **The City of Crystal Falls**

Televisions

\$25

01/01/2016 - 12/31/2016

Mail-in Rebate [?]

The City of Crystal Falls | 866-367-3191

The City of Crystal Falls offers a mail-in rebate on the purchase and installation of televisions. Offer valid 01/01/2016 through 12/31/2016. Other restrictions may apply; please visit the website for additional details.

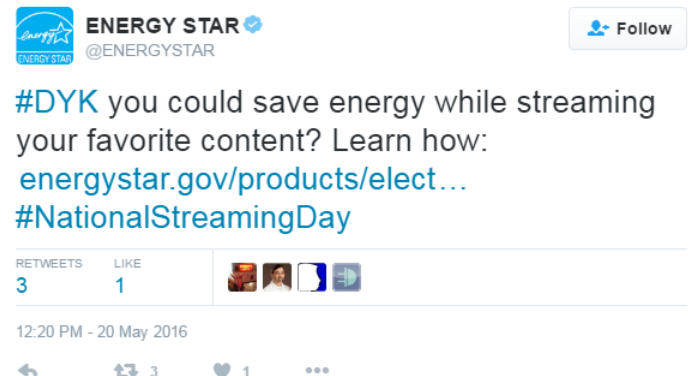
[Visit website to learn more](#)

Key Sales and Marketing Initiatives

- Newly launched quarterly CE newsletter
 - Get the latest from the ENERGY STAR CE team
 - Gain insights into emerging technology and access new resources
- Social Media Outreach
 - ENERGY STAR has over 60,000 Twitter followers
 - 2015 Black Friday
 - 2016 National Streaming Day
 - 4 Tweets received a total of 10 retweets and 4 likes
- Developing a new Consumer Electronics Messaging Guide
 - Access tailored CE marketing content



The ENERGY STAR® Consumer Electronics Newsletter



ENERGY STAR Promotes CE Incentives Through Retail Products Platform (RPP)

- Historically, consumer electronics has not been a target of utility incentives
- EPA ENERGY STAR is changing that!
- CE products will be part of the ENERGY STAR Retail Products Platform
- Retailers will receive midstream incentives for ENERGY STAR CE products from utilities
- Launched March 2016
 - Sound bars
 - TVs – NEEA service area only (NW states)



Product Category	Tier
Sound Bar	ENERGY STAR v3 +15%
Sound Bar	ENERGY STAR v3 +50%
UHD TV	< 50"
UHD TV	> or = 50"



Retail Products Platform Has 6 Major Utility Participants

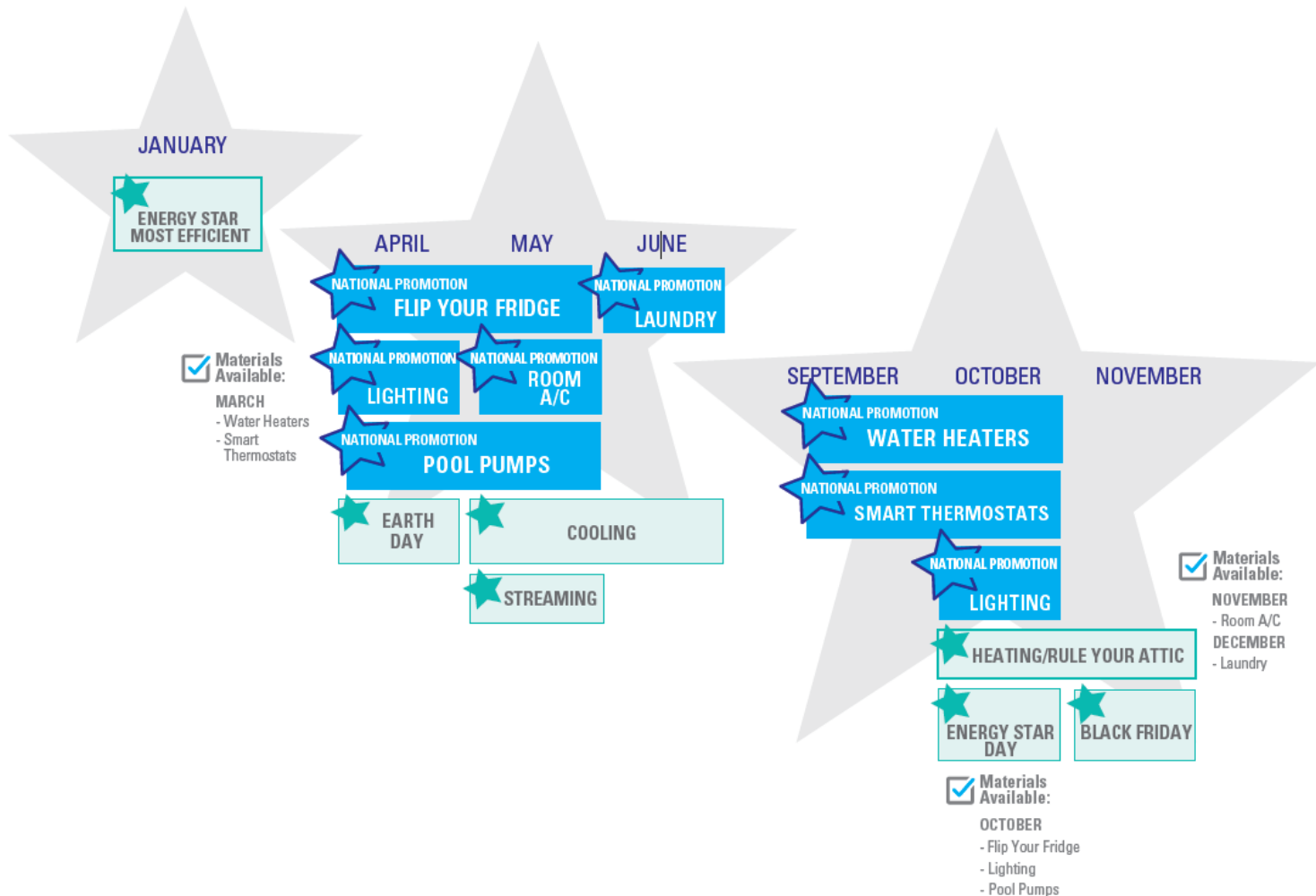
- Opportunity to 15% of the residential U.S. market, approximately 17.7 million residential households
- Utility participants include NEEA, PG&E, SMUD, Efficiency Vermont, Hawaii Energy, New Jersey's Clean Energy Program, ConEd, Xcel Colorado and Minnesota, and Focus on Energy
- Covers 12 states – HI, CA, WA, OR, ID, MO, NY, NJ, VT, WI, MN, and CO





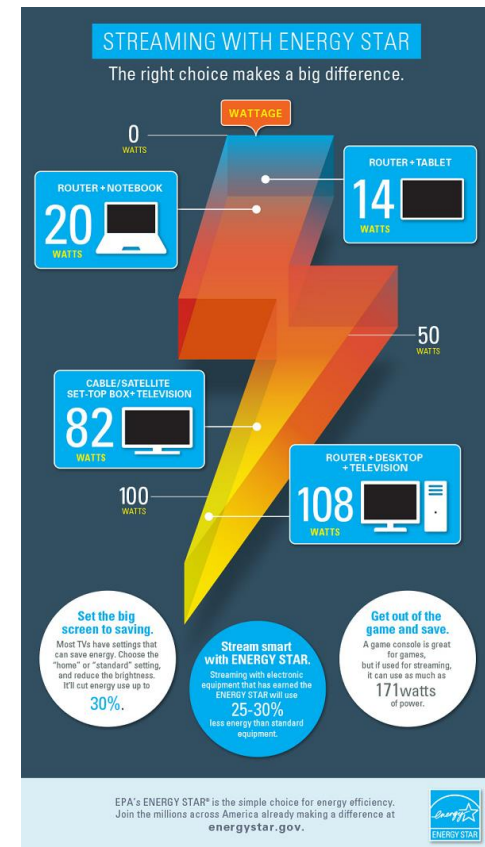
Looking Ahead to 2017: Marketing & Promotional Plans

Annual Outreach Plan: ENERGY STAR® PRODUCTS



ENERGY STAR and Streaming

- More consumers are accessing entertainment content by streaming
 - ENERGY STAR has the products they use to stream:
 - Certified Smart TVs
 - Certified slates and tablets
 - Certified digital media players
 - Resources on how to make streaming more energy-efficient
 - Outreach to potential DMP partners



Coming Up...Participate in ENERGY STAR's Holiday Messaging!

- Join ENERGY STAR's holiday promotion, "The Best Gifts Do Great Things" this season:
 - Promote your deals for certified products on Rebate Finder
 - Incorporate ENERGY STAR promotional materials and messaging into your marketing
 - Show off your best gifts by engaging with @ENERGYSTAR on social media




The best gifts do great things. LEARN MORE AT ENERGYSTAR.GOV





Home > Products > Join Our Campaign > Holiday

The Best Gifts Do Great Things

The hottest gifts this season are in electronics and home entertainment. But the *best* gifts are also good for the environment. ENERGY STAR certified home electronics go beyond the latest features and functions to deliver great energy efficiency. Plus ENERGY STAR offers even more gift ideas for those who want to give more. Check out these ideas and learn why ENERGY STAR is the feel-good gift of the season.




HOT GIFT IDEAS


-  **TVS**
-  **AUDIO/VIDEO**
-  **SLATES/TABLETS**
-  **LED BULBS**

find rebates

MY ENERGY STAR
Your personalized tool for saving energy.

START SAVING NOW HOLIDAYS



Choose an ENERGY STAR certified TV 



Key Contacts – Consumer Electronics

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Coming Up Next: Increasing the Volume on Sound Bars