



ENERGY STAR® Program Requirements for Set-top Box Service Providers

Partner Commitments

Following are the terms of the ENERGY STAR Partnership Agreement as it pertains to the distribution and labeling of ENERGY STAR qualified products by cable, satellite, and telecom set-top box (STB) service providers. The ENERGY STAR Partner must adhere to the following partner commitments:

Deploying Qualified Products

1. Ensure that qualified set-top boxes continue to meet the requirements in the ENERGY STAR product specification for the duration of their deployment. This includes deploying and configuring hardware such that power management features and notifications provided by the original equipment manufacturer function as intended, including the user-accessible menu option to disable speculative recording. EPA reserves the right to ask for evidence that this requirement has been met.
2. At every opportunity, install ENERGY STAR-qualified thin-client set-top boxes in Multi-room configurations, to minimize the number of DVRs deployed to subscribers.
3. Meet or exceed one of the following fleet/purchase requirements for each year of partnership:
 - 3.1. **Purchase Requirement:** Ensure that 50% of all new set-top box purchases in a calendar year are ENERGY STAR qualified.
 - 3.1.1. Purchases are counted in the calendar year in which the Service Provider takes delivery of the set-top box.
 - 3.1.2. For Service Providers that join ENERGY STAR in the middle of a calendar year, purchases are pro-rated on a monthly basis through December of the first calendar year of the Partnership (e.g., if a Service Provider joins as a Partner in April, the 50% purchase requirement is evaluated against three quarters of the total number of purchases for the year). Subsequent years of Partnership will be evaluated on a full-year basis.
 - 3.1.3. Refurbishments cannot be counted towards the purchase requirement.
 - 3.1.4. Purchases of qualified set-top boxes with advanced energy saving features or capabilities are counted towards the purchase requirement at a premium, as follows. The following premiums cannot be combined for a single set-top box:
 - 1) Purchases of Thin-client set-top boxes receive a 50% premium towards the purchase requirement. Each qualified Thin-client counts as 1.5 ENERGY STAR purchases.
 - 2) Purchases of STBs with Deep Sleep capability receive a 50% premium towards the purchase requirement. Each qualified set-top box with Deep Sleep capability counts as 1.5 ENERGY STAR purchases.
 - 3.2. **Fleet Requirement:** Ensure that at least 25% of all set-top boxes deployed to subscribers at the end of a calendar year are ENERGY STAR qualified.
 - 3.2.1. Both new purchases and refurbishments may be counted towards the fleet requirement.
 - 3.2.2. Refurbishment includes set-top boxes taken from a customer premises and re-configured/re-deployed, and set-top boxes updated in the field via software upgrade.

Using the ENERGY STAR Name and Marks

4. Comply with current ENERGY STAR Identity Guidelines, which define how the ENERGY STAR name and marks may be used. Partner is responsible for adhering to these guidelines and ensuring that its authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance. The ENERGY STAR Identity Guidelines are available at www.energystar.gov/logouse.
5. Use the ENERGY STAR name and marks only in association with products that have been certified by an EPA-recognized Certification Body.
6. Provide clear and consistent labeling of ENERGY STAR qualified set-top boxes, per the following:
 - 6.1. Partner shall adhere to the following product-specific commitments regarding use of the ENERGY STAR certification mark on qualified products:
 - 6.1.1. Partner must use the ENERGY STAR mark in one of the following ways:
 - 1) Via permanent or temporary label on the top or front of the product. All temporary labeling must be affixed to the product with an adhesive or cling-type application; or
 - 2) Via electronic labeling. Electronic labeling must meet the following requirements:
 - a. The ENERGY STAR mark in cyan, black, or white must appear at least once per day when the product is in use, and must display for a minimum of 5 seconds;
 - b. The ENERGY STAR mark must be at least 10% of the screen by area, must not be smaller than 76 pixels x 78 pixels, and must be legible.
 - 6.1.2. Partner must also use the ENERGY STAR mark on the Partner's website where information about ENERGY STAR qualified products is displayed. Partner must comply with the ENERGY STAR Web Linking Policy, which can be found at www.energystar.gov/partners;

Providing Information to EPA

7. Provide qualified product purchase or fleet data or other market indicators to EPA annually to assist with creation of ENERGY STAR market penetration estimates, as follows:
 - 7.1. If Partner meets the ENERGY STAR purchase requirement, Partner must submit the total number of new ENERGY STAR qualified set-top boxes purchased in the calendar year, or an equivalent measurement as agreed to in advance by EPA and Partner.
 - 7.2. If Partner meets the ENERGY STAR fleet requirement, Partner must submit the total number of boxes deployed, refurbished, or field-upgraded, as well as the total fleet count.
 - 7.3. Partner must provide purchase or fleet data segmented by meaningful product characteristics (e.g., type, capacity, presence of additional functions) as prescribed by EPA. This data must include the following, at a minimum:
 - 7.3.1. A detailed summary of multi-room installation statistics, including the number and type of server/remote set-top box combinations deployed across the Partner's service territory;
 - 7.3.2. A detailed summary of home network protocols that are in use across the Partner's service territory.
 - 7.4. Partner must submit purchase or fleet data for each calendar year to EPA or an EPA-authorized third party, preferably in electronic format, no later than March 1 of the following year.

Submitted purchase or fleet data will be used by EPA only for program evaluation purposes and will be closely controlled. Any information used will be masked by EPA so as to protect the confidentiality of the Partner;
8. Report to EPA any attempts by laboratories or Certification Bodies (CBs) to influence testing or certification results or to engage in discriminatory practices.

9. Notify EPA of a change in the designated responsible party or contacts within 30 days using the My ENERGY STAR Account tool (MESA) available at www.energystar.gov/mesa.

Training and Consumer Education

10. Partner shall comply with the following, product-specific requirements concerning training and education:
 - 10.1. At the time of installation:
 - 10.1.1. Inform subscribers receiving an ENERGY STAR qualified set-top box of expected energy savings and environmental benefits through leave-behind materials that include the ENERGY STAR mark.
 - 10.1.2. Inform subscribers of the implications of altering the energy-related product settings of qualified set-top boxes, including features such as speculative recording and frequent electronic program guide downloads.
 - 10.2. Perform outreach to educate subscribers and potential subscribers about ENERGY STAR and Partner's commitment to the program. Outreach methods must include, but are not limited to:
 - 10.2.1. Providing information to subscribers about energy-saving features and operating characteristics of ENERGY STAR qualified set-top boxes; and
 - 10.2.2. Labeling and promoting ENERGY STAR qualified set-top boxes via the Partner's website.
 - 10.3. Train sales staff, customer service representatives, and installation contractors on topics related to the ENERGY STAR program. This training shall include, at a minimum:
 - 10.3.1. Identification of ENERGY STAR qualified products within the Service Provider's offerings and on the Partner's Web site,
 - 10.3.2. Tips for answering questions about the ENERGY STAR program, and
 - 10.3.3. Instruction regarding how to maintain ENERGY STAR qualification at installation.

Performance for Special Distinction

In order to receive additional recognition and/or support from EPA for its efforts within the Partnership, the ENERGY STAR Partner may consider the following voluntary measures, and should keep EPA informed on the progress of these efforts:

- Provide quarterly, written updates to EPA as to the efforts undertaken by Partner to increase availability of ENERGY STAR qualified products, and to promote awareness of ENERGY STAR and its message.
- Consider energy efficiency improvements in company facilities and pursue benchmarking buildings through the ENERGY STAR Buildings program.
- Purchase ENERGY STAR qualified products. Revise the company purchasing or procurement specifications to include ENERGY STAR. Provide procurement officials' contact information to EPA for periodic updates and coordination. Circulate general ENERGY STAR qualified product information to employees for use when purchasing products for their homes.
- Feature the ENERGY STAR mark(s) on Partner website and other promotional materials. If information concerning ENERGY STAR is provided on the Partner website as specified by the ENERGY STAR Web Linking Policy (available in the Partner Resources section of the ENERGY STAR website), EPA may provide links where appropriate to the Partner website.
- Ensure the power management feature is enabled on all ENERGY STAR qualified displays and computers in use in company facilities, particularly upon installation and after service is performed.

- Provide general information about the ENERGY STAR program to employees whose jobs are relevant to the development, marketing, sales, and service of current ENERGY STAR qualified products.
- Provide a simple plan to EPA outlining specific measures Partner plans to undertake beyond the program requirements listed above. By doing so, EPA may be able to coordinate, communicate, and/or promote Partner's activities, provide an EPA representative, or include news about the event in the ENERGY STAR newsletter, on the ENERGY STAR website, etc. The plan may be as simple as providing a list of planned activities or milestones of which Partner would like EPA to be aware. For example, activities may include: (1) increasing the availability of ENERGY STAR qualified products by converting the entire product line within two years to meet ENERGY STAR guidelines; (2) demonstrating the economic and environmental benefits of energy efficiency through special in-store displays twice a year; (3) providing information to users (via the website and user's manual) about energy-saving features and operating characteristics of ENERGY STAR qualified products; and (4) building awareness of the ENERGY STAR Partnership and brand identity by collaborating with EPA on one print advertorial and one live press event.
- Join EPA's SmartWay Transport Partnership to improve the environmental performance of the company's shipping operations. The SmartWay Transport Partnership works with freight carriers, shippers, and other stakeholders in the goods movement industry to reduce fuel consumption, greenhouse gases, and air pollution. For more information on SmartWay, visit www.epa.gov/smartway.
- Join EPA's Green Power Partnership. EPA's Green Power Partnership encourages organizations to buy green power as a way to reduce the environmental impacts associated with traditional fossil fuel-based electricity use. The partnership includes a diverse set of organizations including Fortune 500 companies, small and medium businesses, government institutions as well as a growing number of colleges and universities. For more information on Green Power, visit www.epa.gov/greenpower.