

**The Industry Voluntary Agreement
to Improve the Energy Consumption
of Complex Set Top Boxes within the European
Community**

A Quick Guide

Agenda



- Ecodesign Directive on Complex STB
- The Industry Voluntary Agreement
 - Objectives
 - Companies Supporting It
 - Equipment Covered
 - Energy Targets/Allowances
 - Total Energy Consumption Comparison (VA vs. BioIS Study)
 - Tiers 1 and 2 Timelines Comparison (VA vs. Legislation)
- What Next?
- Conclusions



Ecodesign Directive

Implementing Measure for Complex STBs

- For the EU, some form of Implementing Measure for Complex STBs (CSTBs) under the Ecodesign Directive will be either
 - Voluntary (self-regulated)
 - Mandatory (legislated)
- Mandatory regulation, as introduced for Simple STBs, has the risk of being too inflexible and hence risks stifling innovation for Complex STBs and compromising customer experience.
- Hence, organisations and companies involved with CSTBs got together to promote the development of an industry-led voluntary agreement.



The Industry Voluntary Agreement Objectives



- The industry agreement aims to contribute to the EU Action Plan on Energy Efficiency and the Ecodesign Directive by reducing the potential environmental impact of CSTBs.
 - Ecodesign requirements and energy consumption targets should be set bearing in mind the *intended use* of CSTBs and should not have a negative impact on their functionality.
- It seeks to define practical values for power consumption that can be met by the *majority of market* (90%).
- It goes beyond a “business as usual” scenario and provides for quick progress by means of rapid and cost-effective implementation, while allowing for flexible and appropriate adaptation to technological options and market sensitivities.



The Industry Voluntary Agreement

Companies Supporting It

- The agreement development was open to all interested parties, followed a transparent process and timetable that was agreed with all members
 - Throughout the process, feedback was provided by the European Commission (DG TREN)
- Service Providers, Equipment Manufacturers, Software Providers, Conditional Access Providers and Component Manufacturers representing a large majority of the CSTB industry have been kept informed and were invited to sign this agreement. There are currently 15 signatories and this number is growing.



The Industry Voluntary Agreement

Equipment Covered



- Complex Set Top Box
 - A standalone device equipped to allow *conditional access* that is capable of receiving, decoding and processing data from digital broadcasting streams and related services, and providing output audio and video signals. It may have either an internal or else a dedicated external power supply.

Simple STB is outside the scope of this Agreement. Also excluded from the scope of the Voluntary Agreement are devices whose primary function is something other than the reception of television signals.



The Industry Voluntary Agreement Effective Date



- Timing

- If adopted the agreement will come into force on the 1st July 2010, and will be applicable to boxes placed on the Internal Market* for the first time on or after this date.

**Refer to the Blue Guide for the detailed definition of “placing in the Internal Market”.*



The Industry Voluntary Agreement Energy Targets



- Calculations based on TEC (Total Energy Consumption) principle
 - A single energy value representing the energy usage of the device *over the course of an entire year*
 - The energy consumed in the On and Standby modes will be multiplied by the number of hours a defined typical device spends in On and Standby



The Industry Voluntary Agreement Energy Allowances

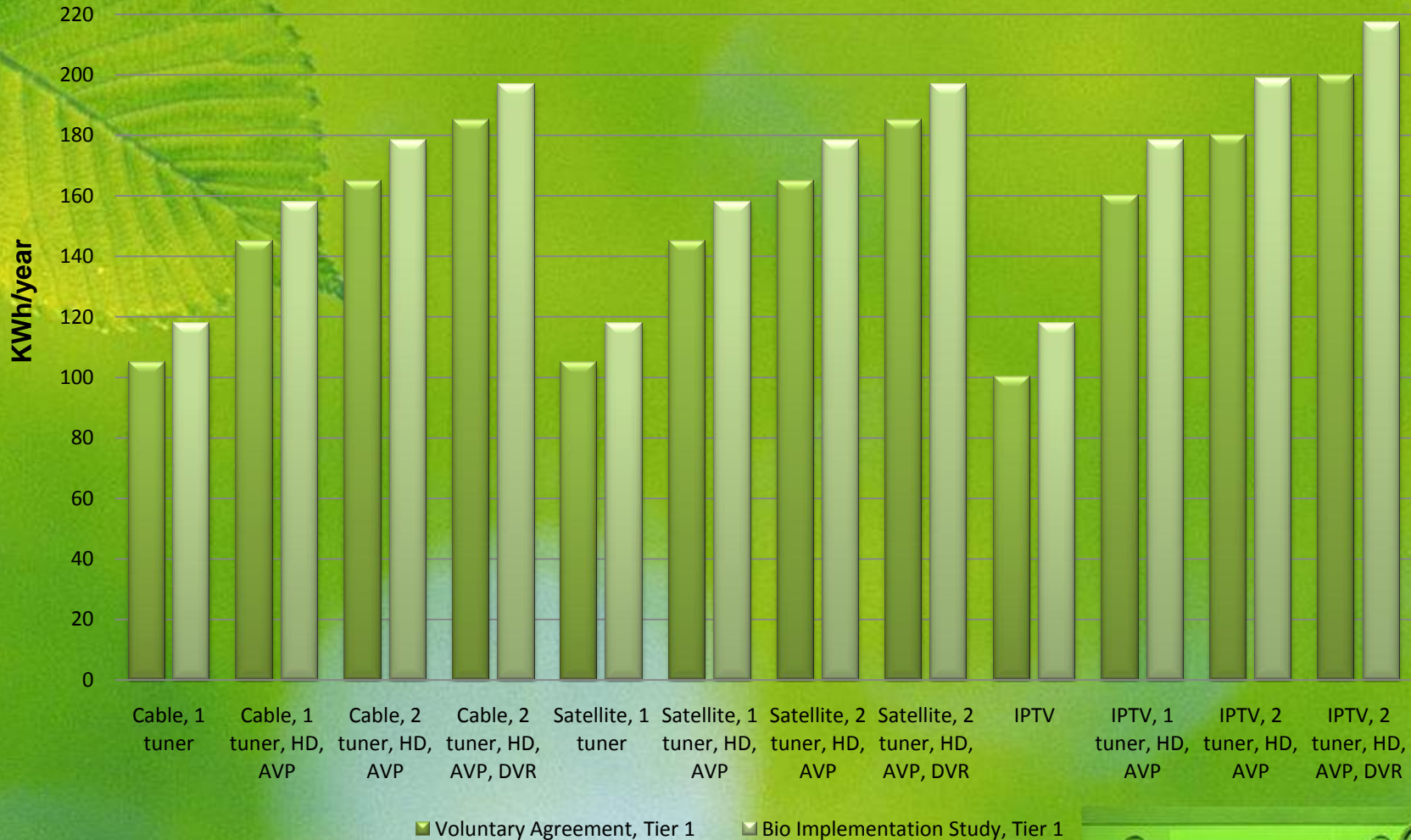


Base Functionality	Annual Energy Allowance (kWh/year) Tier 1 – 1 st July 2010	Annual Energy Allowance (kWh/year) Tier 2 – 1 st July 2013
Cable	45	40
Satellite	45	40
IP	40	TBC
Terrestrial	40	35
Thin-Client/Remote	40	35
Additional Functionality		
Advanced Video Processing	20	14
High Definition	20	14
Additional Tuners	20	TBC
Digital Video Recorder	20	18
Return Path	60	35
Multi-Decode and Display	38	12



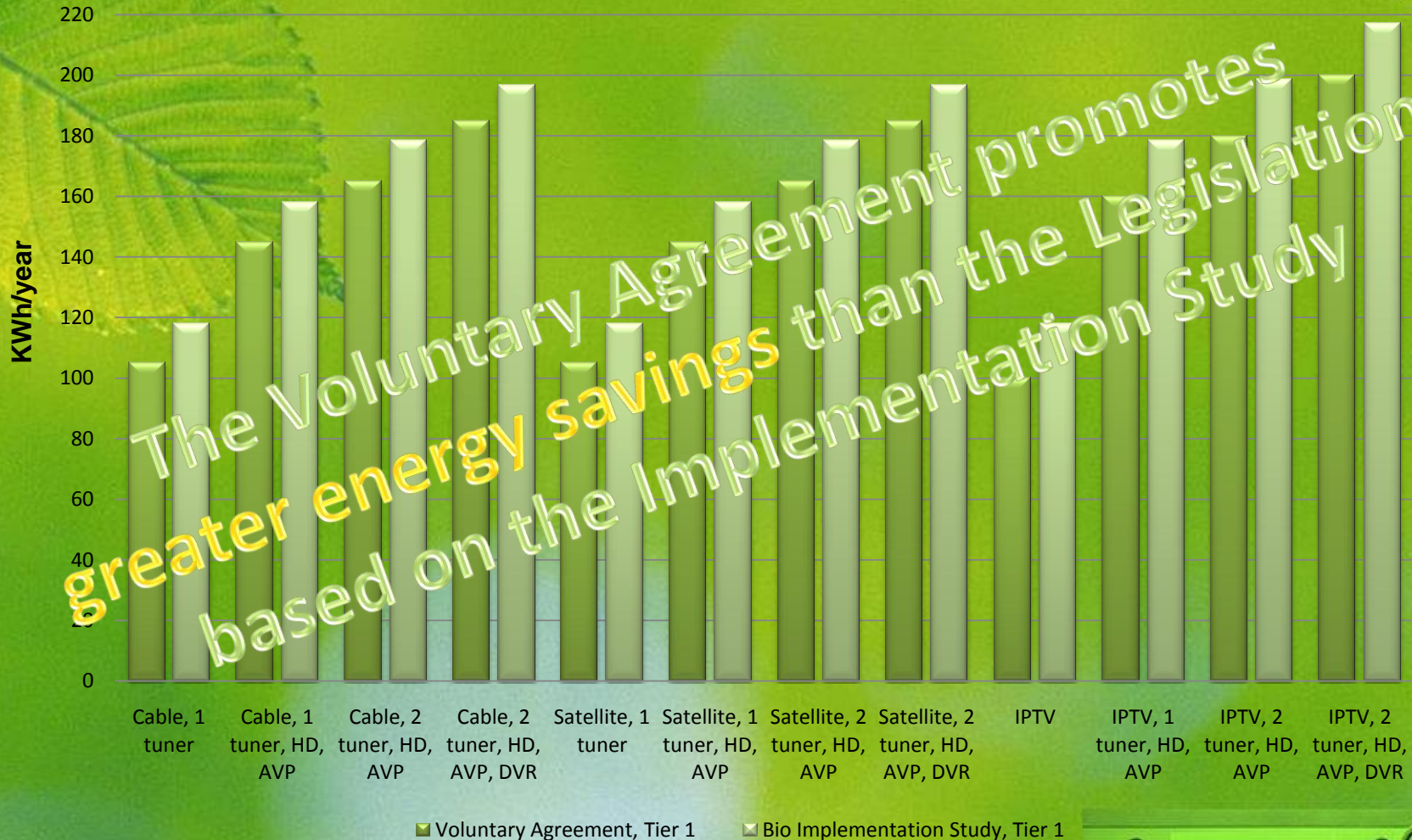
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Total Energy Consumption Comparison – VA / BioIS



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Total Energy Consumption Comparison – VA / BioIS



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Timelines for Tiers 1 and 2 – VA vs. Legislation



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Timelines for Tiers 1 and 2 – VA vs. Legislation



Voluntary Agreement



Legislation



The Voluntary Agreement promotes greater energy savings **earlier** than the Legislation based on the Implementation Study



The Industry Voluntary Agreement

What Next?



- Obtain written indicative support from the industry
- The Voluntary Agreement document version 2.0 will be sent to the Member States by end of August
- The Consultation Forum will take place by the end of September
 - Decision will be taken on next steps on Complex STB regulation



Conclusions



- The Industry Voluntary Agreement for Complex STB provides a better alternative as the Implementing Measure under the Ecodesign Directive
 - It allows for flexible and fast adaptation to technological developments and market sensitivities
 - It allows the Industry to develop products that minimise energy consumption whilst at the same time maintaining a good customer experience
- A Voluntary self-regulated initiative allows for a *Global* approach to environmental care – not only Europe.
- It already counts with the support from some of the largest players in the Industry
 - More support would increase the chances of success

