

Consumer
Technology
Association®



CalPlug Fall 2023 Workshop

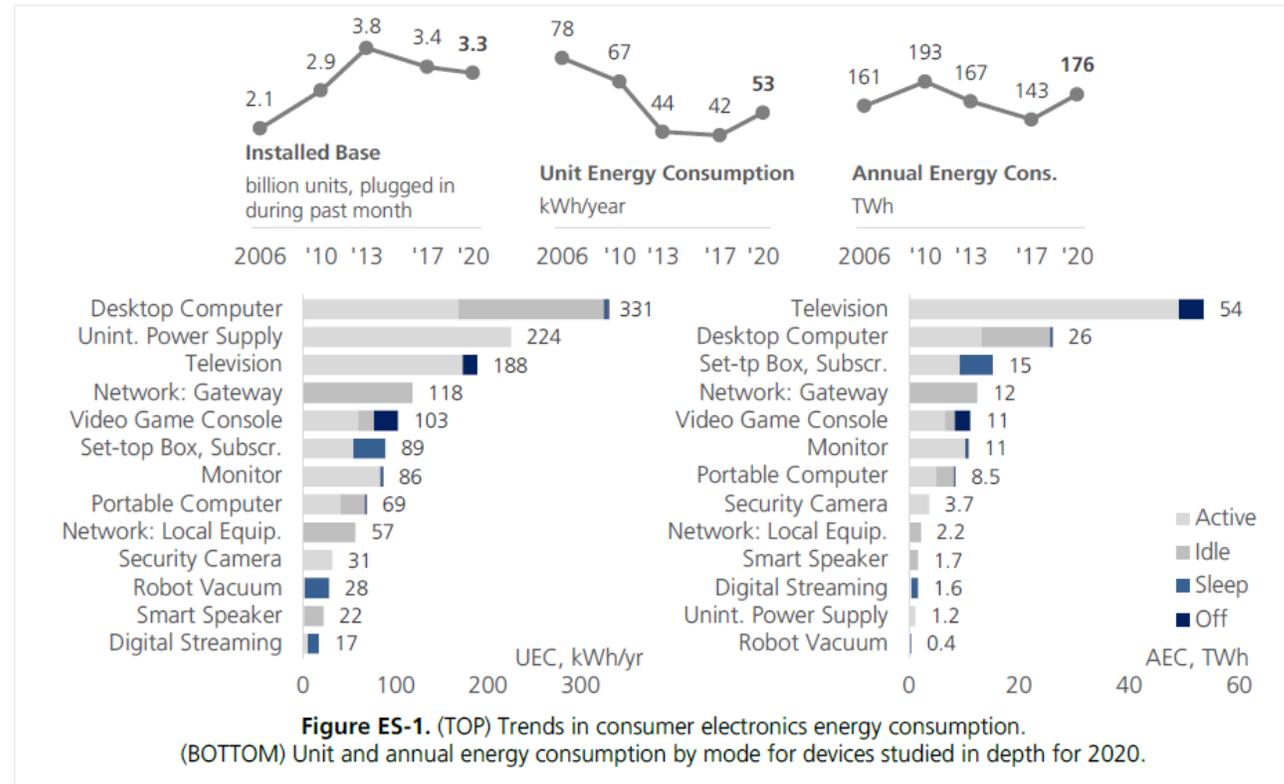
Plug and Process Loads

Doug Johnson
VP, Emerging Technology Policy
Consumer Technology Association

A few numbers and thoughts

- 5
- 10
- 31 & 16
- 286,000,000
- \$9, \$24, \$3

5 editions of CTA's energy use study



10 years of the STB VA

- Aggregate energy use of set-top boxes cut by 63%
- Saved consumers more than \$3 billion in energy costs in 2022
- Saved consumers almost \$15 billion since 2012

31 & 16: Years of labeling

- Opportunities for improvement?



286 million TVs in U.S. & Canada

- Voluntary Agreement for Ongoing Improvement to the Energy Efficiency of Televisions
 - Rigor
 - Flexibility
 - Verification
 - Transparency
 - Enforcement



U.S. Secretary of Energy Jennifer Granholm highlights the new energy efficiency voluntary agreement for TVs at CES 2023.

\$9, \$24, \$3

Average annual cost in electricity to operate consumer tech is a relative bargain. About...

- \$9 a year for a laptop computer
- \$24 a year for a TV
- \$3 a year for a smart speaker

Add it all up

$$\begin{array}{r} 5 \\ 10 \\ + 31 \text{ \& } 16 \\ 286,000,000 \\ \$9, \$24, \$3 \\ \hline < 1 \text{ watt!} \end{array}$$

Thank you

Doug Johnson
djohnson@cta.tech