



## Press Release

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### Energy efficient TVs save money

#### Considerable differences between savings potentials

**Nuremberg, July 21, 2010 – Consumer electronics are increasingly focusing on the issue of energy efficiency. On a European level, the EU Commission is intending to introduce energy labels for televisions by 2011 at the latest. Depending on their size, the manufacturer and the technology, televisions in particular offer considerable savings potentials for consumers.**

The size of the TV screen is the most important criterion for TV power consumption. In Germany from January to May 2010, the average power consumption specified by manufacturers of LCD flat screen televisions was 123 watts for a 32 inch screen. For a screen size of 42 inches this figure increases to 187 watts, and 47 inch televisions consume 235 watts.

In the longer term, a considerable difference is evident if a TV is switched on for an average of four hours per day and left in standby mode for the rest of the time. A 32 inch TV consumes 179 kilowatt hours (kWh) per year compared to 342 kWh by a 47 inch model. This equates to CO2 emissions of 100kg per year for the smaller model and 200kg for the larger screen size. In addition to ecological aspects, consumers will also be interested in the economic advantages. Over the course of a year, a 32 inch TV generates a saving of around half the electricity cost of a 47 inch model.

#### Energy consumption varies according to manufacturer

There are also major differences according to the model and manufacturer among televisions in the same screen size category. The average power consumption of a 32 inch flat screen TV varies considerably between the top 10 manufacturers. The most energy efficient televisions only consume around 75 watts, which is half the electricity of those with the highest consumption of 151 watts. Over a seven-year service life, electricity costs therefore differ by almost EUR 200, which can certainly compensate the higher cost of acquisition.

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### **Saving electricity with LED technology**

Technical innovations have contributed to the significantly lower electricity requirements of televisions today. LED technology, in which light diodes provide a uniform backlight source, has also played a major part in this change. This technology reduces the energy consumption of a 32 inch TV by around 30%. But here, too, energy efficiency can vary by as much as 50% depending on the manufacturer. The average price of a TV with LED technology is currently around EUR 720, which is approximately EUR 190 more than the cost of other devices. However, if the total average service life is taken into account, the difference between the flat screen technologies falls to just under EUR 80.

### **The survey**

Energy Efficiency Tracking is a market analysis conducted by GfK Retail and Technology. As part of the retail panel, the published power consumption data of products in the consumer electronics, IT and major household appliance segments is continually compiled and monthly reports configured. The evaluation identifies the differences in energy efficiency between different products, models and manufacturers. The latest analysis is based on data from January to May 2010.

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