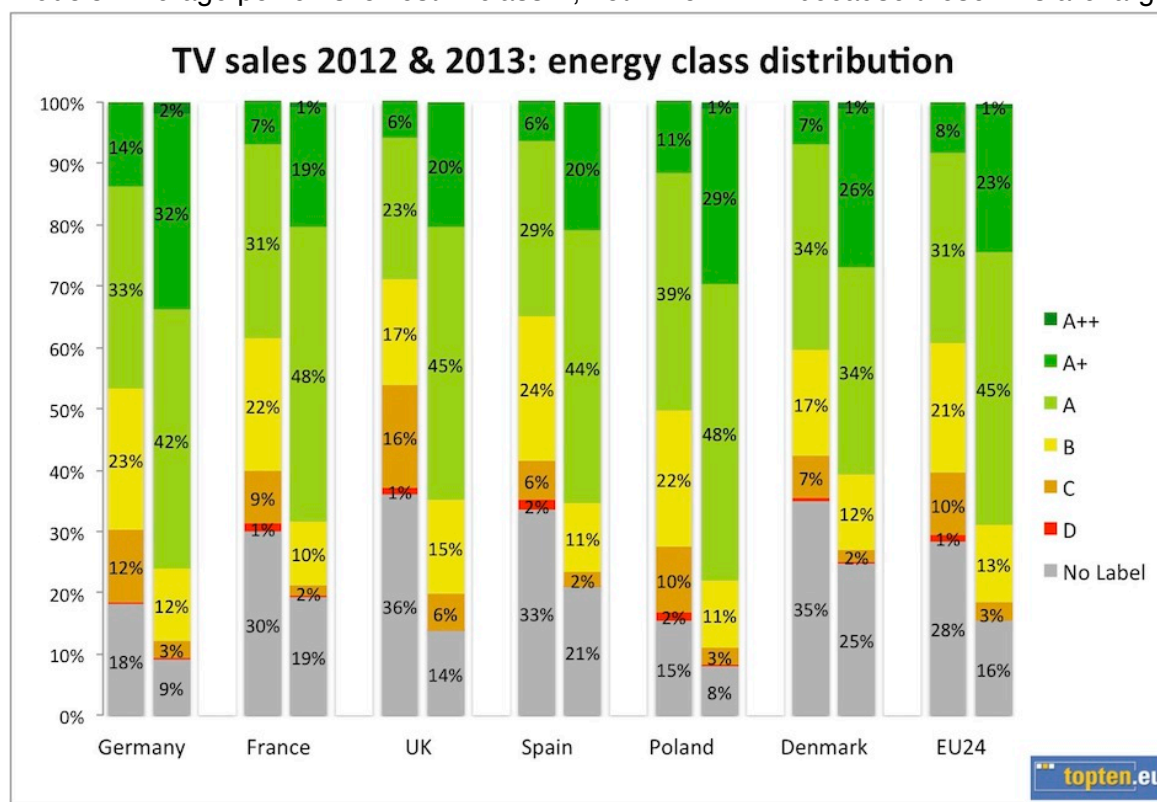


Report on TVs shows the benefits of a systematic market monitoring

Energy Label pulls the market to higher efficiency

Topten has updated its TV market monitoring report with 2013 sales data from six European national markets plus the EU-24. The data was obtained from GfK, a professional market analysis company.

In 2013, the second year of the Label being compulsory, nearly 70% of the sales in the EU were in classes A and better. The Energy Label continues to provide an incentive for further efficiency development, but soon only classes A and better will be left on the market. The report reveals that the average On mode power kept decreasing (2013: 55W), even though TVs are still becoming larger. But the most efficient TV are not the most energy-saving models: Average power is lowest in class A, not A+ or A++ - because these TVs are larger.



Data source: GfK

Conclusions: ambitious, progressive efficiency measures can realise energy savings

- The current revision of the Ecodesign and Energy Label regulations is a chance to implement measures that are ready for the next TV technology, probably OLED: ambitious Ecodesign requirements, and a Label where class A is reserved for the future BAT. A progressive efficiency approach for both measures can prevent missed energy savings by ever-larger TVs.
- A systematic market monitoring in Europe for all products with an Energy Label would bring a lot: it'd allow evaluating implementing measures, revising regulations on time and basing decisions about Ecodesign requirements and Labels on quality data. It could be based on sales data like our report, or on a product registration database.

More information

- TV market monitoring report: www.topten.eu/uploads/File/European_TV_market_2007-2013_July14.pdf
- Most efficient TVs on the European market: www.topten.eu
- Coolproducts: www.coolproducts.eu/product/tvs
- Anette.Michel@topten.eu