

****UPDATED: 11/05/09****

The California Energy Commission's Television Regulation: **MYTH vs. FACT**

MYTH: The California Energy Commission (CEC) claims this regulation will “*get rid of energy-guzzling televisions.*”

FACT: This regulation is unnecessary because the industry has already taken aggressive and proactive steps to improve energy efficiency (in response to consumer demand, technological developments and product convergence) without regulation.

- 20 percent of flat panel TVs in 2008 had green features, and this number is expected to rise to 70 percent by 2012 and 100 percent by 2014.¹
- In less than two years, the energy efficiency of Energy Star digital TVs has improved by more than 41 percent.²

FACT: The federal government already encourages energy efficiency through its current ENERGY STAR program, which is largely supported by the industry.

- In fact, ENERGY STAR produced energy savings from all electronics, including TVs, to the tune of 23 billion kilowatt hours of electricity in 2007 alone – enough to power San Francisco and San Diego counties for one year.

MYTH: “*TVs now use 10 percent of a home’s electricity.*”

FACT: Not true – TVs use 5 percent, or less, of a home’s electricity. Heating and air conditioning actually consume most of a home’s electricity.³

MYTH: “*The California Energy Commission says a 42-inch plasma television uses more energy than a large refrigerator.*” (*San Francisco Chronicle: State wants to pull plug on energy-guzzling TVs. 4/14/09*)

FACT: Energy consumption of any product is dependent on size and features. For example, an LG 42 inch plasma TV (model 42PQ30) uses less than half the energy of a Frigidaire 26 cubic foot Refrigerator/Freezer (model FRS6R3J).⁴

Comparison of annual energy use of some Refrigerator-Freezers and Plasma TVs*

Refrigerator model	Est. Annual Energy (kWh/yr)	TV Model	Est. Annual Energy (kWh/yr)
WP SxS w/ice 21.7 ft ³	670	LG 42PQ30 42"	357
GE SxS w/ice 22.0 ft ³	668		
Frigidaire SxS 22.6 ft ³	686		
GE SxS w/ice 25.0 ft ³	715		
WP SxS w/ice 25.1 ft ³	721		
Frigidaire SxS 26.0 ft ³	728		

¹ Source: DisplaySearch study: http://www.cepro.com/article/study_70_of_flat_panel_tvs_to_be_eco_friendly_by_2012/

² LECG, LLC/CEA public comments to the CEC: <http://ce.org/PDF/CEAcommentstoCEC.pdf>

³ Tiax, LLC: http://www.ce.org/PDF/Energy_Consumption_by_CE_in_U.S._Residences_-_Revised_December_2007.pdf

⁴ All energy consumption values taken from published Energy Guides or ENERGY STAR web pages.

MYTH: *This regulation will save consumers money.*

FACT: The household energy cost savings – estimated by the CEC at \$18-30 a year for the home’s primary TV – pale in comparison to the cost of this regulation to California: \$47 million a year in lost tax revenues and 4,000 jobs destroyed.⁵

FACT: According to the *California Public Resources Code*, the CEC must not create regulations “that result in any added costs to the consumer over the designated life of the appliances concerned.”

MYTH: *These regulations will prevent the state from having to build another power plant.*

FACT: Voluntary efforts, in concert with industry-supported regulations requiring forced mode menus and automatic shut-off, will result in savings at least as great as those anticipated by the CEC - without harming California’s economy, consumers, small businesses or industry innovation.⁶

MYTH: *California “is not banning any type of TV. Consumers have the freedom to choose any type and size of TV that meets the efficiency standard.”*

FACT: This regulation **bans** the sale of HUNDREDS of big-screen TVs currently on the market.⁷

- Removing high-performance TVs from the market decreases competition among brands, reducing innovation. New products which themselves may help save energy and improve lives – such as Internet-enabled TVs and eventually 3D-HDTV – could be delayed to market and banned from sale in California if they can’t comply with the arbitrary ‘power caps’ set by a government agency.

FACT: Removing high performance TVs from the market threatens the lifeblood of local retailers, distributors, and custom installers whose business is concentrated in these products.

- Many have testified to the CEC that if this regulation is adopted, they will likely be forced to terminate employees, cut services and/or close their business – many of which have been in business for over 50 years. For more testimonials, please visit: <http://casmartenergy.com/small-business-speaks-out.php>).

MYTH: *“The Energy Commission is working with major online retailers to ensure that televisions sold in California comply with the new energy efficiency regulations.”*

FACT: The CEC can’t control the Internet. Savvy consumers will always find online alternatives to get the products they want at the prices they want.

FACT: TVs noncompliant with the CEC’s regulation will also still be available out-of-state – sending tax revenue and jobs out-of-state, too.

⁵ LECG, LLC/CEA public comments to the CEC: <http://ce.org/PDF/CEAcommentstoCEC.pdf>

⁶ LECG, LLC/CEA public comments to the CEC: <http://ce.org/PDF/CEAcommentstoCEC.pdf>

⁷ Resolution Economics, LLC study: <http://casmartenergy.com/whats-at-stake.php>