



SEAD TELEVISION AWARDS

The *SEAD Global Efficiency Medal competition* is a global awards program that encourages the production and sale of super-efficient equipment, appliances, and electronics by identifying the most efficient products in different categories and regions, as well as an overall global winner. This winner-takes-all competition spurs innovation among manufacturers seeking to be the very best and guides early adopter consumers who want to buy top-performing products. By recognizing commercially available as well as emerging technologies, the competition will accelerate efficiency gains in existing technologies in the market and introduce new technologies into the market.

The SEAD Global Efficiency Medals complement existing national and multinational labeling programs, such as ENERGY STAR, that set performance thresholds for energy-efficient products. An important benefit of the awards competition is advancing the establishment of comparable and transparent international test procedures, which is encouraged by multinational cooperation on the development of the award criteria.

Television Competition

The SEAD Global Efficiency Medal *competition for televisions* recognized the most energy-efficient flat-panel televisions in the market today, as well as emerging technologies that have the potential to greatly reduce television energy use in the near future. In October 2012, four products received awards in the international competition. Twelve awards were also given in regional competitions for Australia, Europe, India, and North America. Information about regional winners is available on the [SEAD website](#).

Regional Awards	Commercially Available		
	Small	Medium	Large
Australia	•	•	•
Europe	•	•	•
India	•	•	•
North America	•	•	•

International Awards	Emerging Technologies	Commercially Available		
		Small	Medium	Large
International	•	•	•	•

The SEAD Global Efficiency Medal competition for televisions gave 12 awards to the top-performing commercially available televisions in three size categories across four regions. The competition also gave international awards to the top model in each size category and to an emerging technology with the greatest potential to reduce television energy consumption.

International Winners

Small (less than 29 in.)	Commercially Available
	Samsung UN26EH4000F 26-inch diagonal screen size
Efficiency Improvement	
<ul style="list-style-type: none"> • 39% more efficient than TVs with comparable technology • 50% more efficient than conventional TVs 	
Regional Awards Won	
<ul style="list-style-type: none"> • North America 	

Medium (29 in. to less than 42 in.)	Commercially Available
	Samsung UE40EH5000W UN40EH5000F 40-inch diagonal screen size
Efficiency Improvement	
<ul style="list-style-type: none"> • 33% more efficient than TVs with comparable technology • 50% more efficient than conventional TVs 	
Regional Awards Won	
<ul style="list-style-type: none"> • Europe • North America 	

Large (42 in. and above)	Commercially Available
	LG 47LM670S 47-inch diagonal screen size
Efficiency Improvement	
<ul style="list-style-type: none"> • 44% more efficient than TVs with comparable technology • 60% more efficient than conventional TVs 	
Regional Awards Won	
<ul style="list-style-type: none"> • Europe 	

Emerging Technology

	LG LED-backlit LCD prototype TV 47-inch diagonal screen size	Efficiency Improvement	Availability
		<ul style="list-style-type: none"> • 59% more efficient than TVs with comparable technology • 71% more efficient than conventional TVs 	<ul style="list-style-type: none"> • Will be commercially available worldwide within the next two years

Potential Savings

Televisions account for more than 3%–4% of global residential electricity consumption. Various technologies are rapidly emerging, such as more efficient light-emitting diode (LED) backlighting, that can yield significant reductions in television electricity consumption. Increased sales of award-winning televisions can result in significant energy savings. If all televisions sold were as efficient as the SEAD award-winning models, more than 84 billion kilowatt-hours of energy would be saved worldwide each year by 2020.

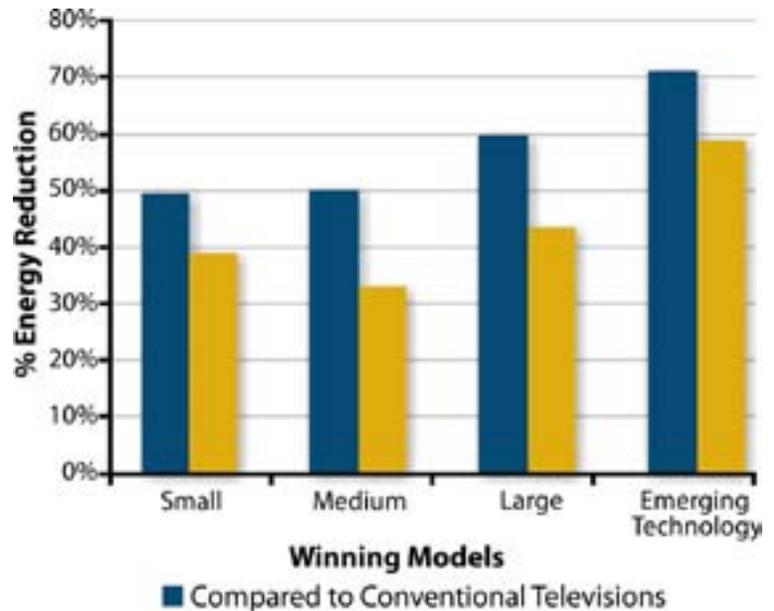
Timeline and Selection Process

On 6 January 2012, SEAD launched the 2012 television awards competition at the Consumer Electronics Show in Las Vegas, Nevada.

Interested manufacturers were invited to nominate products in one or more categories. Entrants provided samples of each nominated product so that energy efficiency claims could be verified. During a formal judging period, sponsoring governments validated the energy efficiency of each product based on the television's energy consumption per unit of screen area.

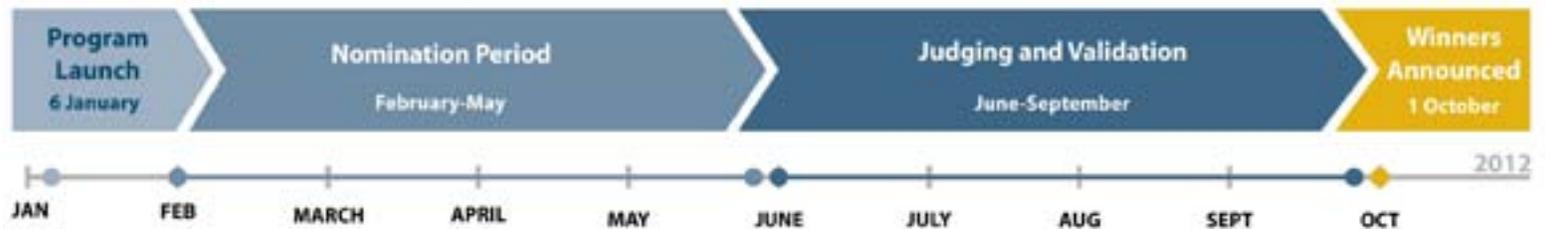
SEAD performed extensive outreach to build interest in the competition. Winners were announced in September and October in order to spur increased sales during the important holiday season. Consumers will be able to easily identify and purchase award-winning products that bear the SEAD Global Efficiency Medal logo.

Percentage Energy Reduction with Winning Models



Winning products are light-emitting diode (LED) backlit liquid crystal display (LCD) televisions that use 33% to 59% less energy per unit of screen area than comparable LED backlit televisions. These award-winning televisions also use 50% to 71% less energy than conventional non-LED backlit televisions, such as cold cathode fluorescent lamp (CCFL) televisions.

Source: Values shown in the chart are the average energy performance values of televisions registered in 2012 to three databases (Energy Star, Australia, and Europe) for each size category corresponding to the competition rules.



Future Competitions

The SEAD Global Efficiency Medal competitions target products with large global energy consumption, such as televisions, computer displays, electric motors, refrigerators, and lighting. In 2013, SEAD will hold competitions to recognize the most energy efficient *computer monitors* and electric motors.

The governments of Australia, Canada, India, Japan, Sweden, the United Kingdom, and the United States lead SEAD's awards activities. The SEAD Global Efficiency Medal competition is administered by CLASP, the operating agent for SEAD. SEAD is an initiative of the Clean Energy Ministerial and a task within the International Partnership for Energy Efficiency Cooperation.