



January 2015 | SEAD

Television Awards

Televisions account for 3 to 4 percent of global residential electricity consumption. Because consumers tend to replace their TVs every 10 years, most of the electricity that will be consumed by TVs in the year 2030 will be from units that have yet to be purchased. This presents a great opportunity to cost-effectively save electricity by encouraging consumers to consider more energy-efficient models when purchasing their next television.

On 7 January 2015, the Super-efficient Equipment and Appliance Deployment (SEAD) Initiative of the Clean Energy Ministerial launched its fifth Global Efficiency Medal competition to **recognize and award** highly energy-efficient flat-panel televisions. The competition is **free and simple to enter**, and all TV manufacturers and re-sellers are encouraged to nominate their products for consideration.

The winner-takes-all **SEAD Global Efficiency Medal competition** will advance efficiency improvements by:

- Recognizing products with the best energy efficiency
- Guiding buyers who want to purchase the most energy-efficient lighting products
- Demonstrating the levels of efficiency that are achievable with existing *and* new technology

The benefits of winning this award include:

- Exposure and global recognition for products, and external validation of energy efficiency credentials
- Strengthened reputation as an award winning manufacturer of the most efficient televisions on the market
- Assistance in marketing the victory, and use of the Global Efficiency Medal logo on packaging and marketing materials
- Attendance at awards ceremony to showcase victory and network with other winners.

Award Categories and Regions

The competition will recognize up to 16 super-efficient televisions in three size categories and one emerging technology category across four regions: Australia, Europe, India, and North America.

To ensure that the winning products are both energy efficient and of high quality, the competition will evaluate products for a number of minimum quality criteria in addition to the primary metric of **power consumption per unit screen area (W/cm² or W/in²)**.

<i>Regional Awards</i>	Commercially Available			Emerging Technology
	Small	Medium	Large	
	Less than 29 inches	29 inches to less than 42 inches	42 inches and above	Commercially available in 2 years
AUSTRALIA	•	•	•	•
EUROPE	•	•	•	•
INDIA	•	•	•	•
NORTH AMERICA	•	•	•	•
INTERNATIONAL AWARDS	•	•	•	•



Product categories eligible for entry:

Commercially Available Televisions

Global Efficiency Medals will be awarded in each region to the most energy-efficient small, medium, and large commercially available TVs. Nominated products must meet regional sales thresholds and minimum quality criteria for passive standby power, active (low) standby power, measured peak luminance, and measured minimum luminance.

Emerging Technology Televisions

In each of the four award regions, awards will be given to the most energy-efficient televisions using emerging technology that are planned for mass production and will be offered for sale in each nominated region within two years.

International Awards

International awards will be given to the top regional award-winning product in each commercially available and emerging technology category.

By recognizing both commercially available and emerging technology televisions, the competition will accelerate efficiency gains through existing technologies and introduce new technologies into the market.

Competition Timeline

All television manufacturers and resellers are eligible to nominate their products. The deadline for entry is 31 March 2015. **A representative of SEAD is available to answer queries and assist in the completion of competition entry forms.**



Nominating a product is free for applicants. SEAD oversees product testing to verify energy efficiency claims. Manufacturers of potential winning products will be responsible for providing samples to the competition.

Applicants may nominate products for consideration in any region, regardless of the location of the manufacturer, provided that the nominated product is sold in that region. For example, a product manufactured in Japan and sold globally may be nominated in any of the four regions.

Winning products will be announced and honored at a global awards ceremony in May 2016. Manufacturers of winning televisions will be encouraged and supported to promote their products with the SEAD Global Efficiency Medal logo.

For more information (including detailed category definitions and criteria for nominated products) and to download the nomination form, visit:

www.superefficient.org/TV Awards2015

Please direct all questions to awards@superefficient.org.



The Super-efficient Equipment and Appliance Deployment (SEAD) Initiative of the Clean Energy Ministerial (CEM) and the International Partnership for Energy Efficiency Cooperation (IPEEC) helps turn knowledge into action to accelerate the transition to a clean energy future through effective appliance and equipment energy efficiency programs. SEAD is a multilateral, voluntary effort among Australia, Brazil, Canada, the European Commission, Germany, India, Indonesia, Japan, South Korea, Mexico, Russia, South Africa, Sweden, the United Arab Emirates, the United Kingdom, and the United States.