

## **Industry Program Drives 44% Decline in Energy Used by New Set-Top Boxes**

**August 17, 2020 (Ottawa)** – The average energy consumption of new set-top boxes has declined by 44 per cent in only three years under the successful implementation of the Canadian Energy Efficiency Voluntary Agreement for Set-Top Boxes (CEEVA), according to an independent annual audit [report](#) released today.

CEEVA was launched in 2017 by Canadian TV service providers and set-top box manufacturers, in close collaboration with Natural Resources Canada (NRCan), to improve energy efficiency while still fostering innovation and quality customer experience. The service providers committed that at least 90% of their new set-top boxes each year would meet specified energy efficiency levels. The independent report found that 98% of all new set-top boxes purchased in Canada in 2019 by the signatories met the agreement's efficiency levels, marking the third consecutive year that the industry met and surpassed its commitment.

“Reducing the energy consumption of new set-top boxes by nearly half in only three years is a tremendous achievement,” said Cynthia Rathwell of Shaw Communications, Chair of the CEEVA STB Steering Committee. “It demonstrates the effectiveness of our collaboration with NRCan to voluntarily improve energy efficiency while still preserving design flexibility for new innovations that benefit of our customers.”

The third CEEVA annual report was published by D+R International, Ltd. (“D+R”), an independent energy firm that aggregated and analyzed confidential procurement data submitted by the signatories to determine compliance with CEEVA commitments. D+R verified lab test results of each set-top box conducted by accredited third-party test organizations and conducted an audit of select procurement data.

CEEVA signatories include service providers Bell Canada, Cogeco, Rogers Communications, Shaw Communications, and Videotron and manufacturers CommScope, DISH Technologies, and Technicolor. The same service providers again partnered with NRCan and manufacturers to establish [a second CEEVA agreement](#) at the end of 2019 to improve the energy efficiency of modems, routers and other “small network equipment” (SNE) used for residential Internet services. The Minister of Natural Resources, the Honourable Seamus O’Regan, praised the SNE agreement in a [prior statement](#) when the agreement was announced.

The parties also provide customers with information on the energy consumption characteristics of every new model of set-top box received under CEEVA, available at [www.energyefficiency-va.ca](http://www.energyefficiency-va.ca).

## **About the supporting organizations**

### **CableLabs®**

CableLabs® is a non-profit innovation and R&D lab founded in 1988 by members of the cable television industry. The company develops technologies and specifications for the secure delivery of high-speed data, video, voice and next generation services, and provides testing, certification facilities and technical leadership for the industry. Dating back to the launch of HFC in 1992 to the start of DOCSIS® in 1994, facilitating the MPEG standard and its work in coherent optics and wireless, CableLabs continues to build secure networks and technologies that have become the bedrock for the entire industry. CableLabs' membership is comprised of the major cable operators worldwide including the eight largest cable operators in Canada.

### **Consumer Technology Association**

The Consumer Technology Association (CTA)<sup>TM</sup> is the trade association representing the consumer technology industry. CTA's more than 2,200 members, ranging from startups to the world's best-known brands, include more than 160 companies in Canada. CTA engages in policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES® – the world's gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA's industry services.

#### **Contacts:**

Elliot Grimm  
703-907-5240  
[egrimm@CTA.tech](mailto:egrimm@CTA.tech)  
[www.CTA.tech](http://www.CTA.tech)

Julien Lavoie  
416-643-6122  
[Julien.lavoie@navltd.com](mailto:Julien.lavoie@navltd.com)

Ann Finnie  
408-203-1559  
[A.Finnie@cablelabs.com](mailto:A.Finnie@cablelabs.com)  
[www.cablelabs.com](http://www.cablelabs.com)