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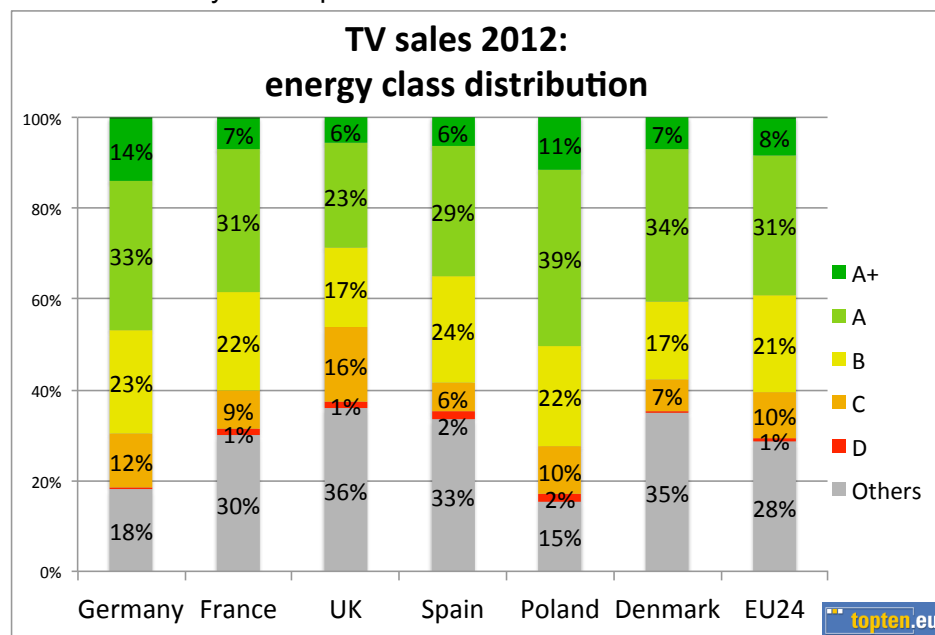
Pilot on TVs shows the potential of a systematic Market Monitoring

European TV market 2007 - 2012

Based on GfK sales data Topten has analysed the TV market developments regarding sales, prices, technologies and power for entire Europe plus six countries, covering the period 2007 – 2012. The full report is available online on www.topten.eu.

The figure below illustrates that across the EU in 2012 – the first year of mandatory display for the TV Energy Label – 39% of the sold TVs were in class A or better. A high percentage of TVs is sold without Label, even though it is obligatory. The best TV models today reach class A++, the top class A+++ is still empty. The label continues to provide an incentive for further efficiency development.

Data source: GfK

Conclusions: a systematic market monitoring is key

- The report shows that the **Ecodesign regulation for TVs has been of nearly no impact** on the market. Because sound market data was missing and the market was in a phase of fast technological development, the minimum efficiency requirements were designed too cautiously to have an effect.

- The **revision of the Ecodesign and Energy Labelling regulations** expected for late 2013 should introduce new, ambitious efficiency requirements (class A level) and an efficiency approach no longer favouring large TVs - especially for the Label, which is driving innovation.

- Europe should introduce a **systematic market monitoring** (regular, based on complete, recent and comparable sales data) for all products with an Energy Label. This allows evaluating implementing measures, revising regulations on time and basing decisions about Ecodesign requirements and Labels on quality data. Implementing measures without effect could be avoided.

More information

- TV market monitoring report:
  www.topten.eu/uploads/File/TV_market_2007–2012_Topten.pdf
- Most efficient TVs on the European market: www.topten.eu
- Coolproducts: www.coolproducts.eu/product/tvs
- Anette.Michel@topten.eu, eric.bush@topten.eu, sophie.attali@topten.info