

# COMPLIANTV



Compliance of TVs

with Energy Label and Ecodesign Requirements

## Results of the monitoring of shops



Co-funded by the Intelligent Energy Europe  
Programme of the European Union

Alban Burgholzer

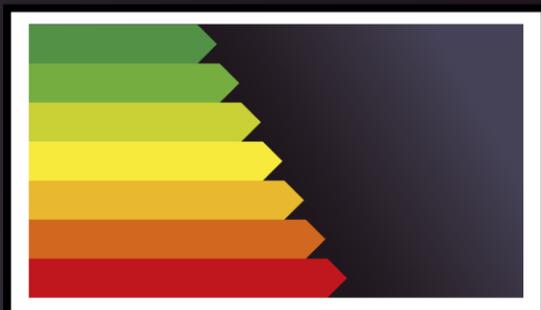
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## Introduction and Methodology



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# Introduction to Shop Inspections

- Project partners inspected 20 'physical' stores and 20 online retailers over 2 rounds for Energy Label display
- This covered around 10,000 TVs in-store and 4,000 online
- Where possible, the same stores were checked in both rounds. After communicating with the shops following round 1, the second round results assessed the level of change
- The two phases were carried out in Dec/Jan 2013-4 and Dec/Jan 2014-15
- The inspections were carried out in the following Member States by the associated project partners:

Check	Partners				
In-store	EST/UK	BIO IS/FR	TUB/DE	AEA/AT	SEVEn/CZ
Online	ECOS/BE				



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# Store Classification and Sampling

- In-store, 4 types were covered: supermarkets, department stores, electronic specialists & electronic superstores
- Shops had to sell a minimum of 6 TVs for inclusion
- Unboxed and boxed TVs, and a range of brands and sizes were checked
- The total shop types inspected overall were:

Total	Department Store	Electronic Specialist	Electronic Superstore	Supermarket
100	10	45	26	19

- Online, partners covered a mix of large and independent retailers, and a range of sizes and brands



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# Non-compliance categories

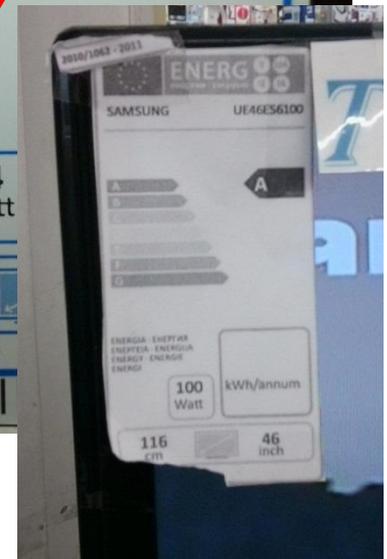
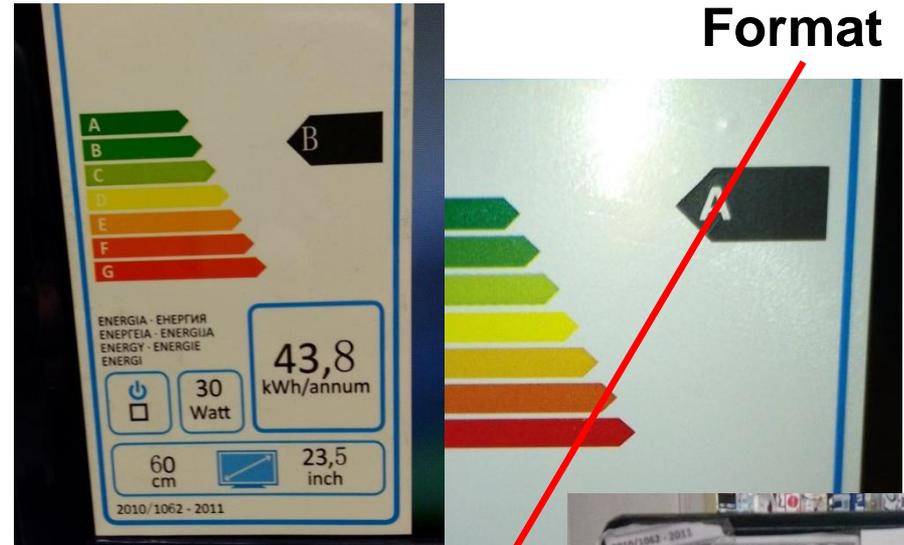
- All partners wrote up their results from the inspections following a standardised formatted spreadsheet
- Both in-store and online, TVs which were not correctly labelled were classified according to the following:
  - Missing: no label found/online information was incomplete
  - Format: label/online information does not fit the colour, size or format required
  - Not visible: label/online information was found but not clearly visible as per regulation
  - Apply: label does not relate to the TV or model



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# Examples of failure categories, in-store

## Label missing



## Not visible

# Change in regulations for online retailers

- Prior to 1<sup>st</sup> January 2015, TVs were required to the following information in online product listings
  1. Energy efficiency class
  2. On-mode power consumption
  3. Annual power consumption
  4. Visible display size
- For products on the market from 1<sup>st</sup> January 2015, online retailers must now display the energy label (or arrow linking to label) and product fiche in listings
- TVs were assessed against the appropriate version of the regulation in round 2, but in some cases it was not possible to determine compliance as the date TVs entered the market was not known

The screenshot shows a product listing for a 'Smart Ultra HD 4k 48\" LED TV'. The product code is 131053. A purple badge says 'Our experts love'. The main image shows a landscape with a lake. The 'Product features' section lists: 'As advertised on TV', '4k Ultra HD picture is 4 times the resolution of HD', '1000 PQI', 'Smart: Catch up TV & App Store', 'Tuner: Freeview HD', and 'Connectivity: HDMI 2.0 x 4'. A green arrow points to an 'A+' energy label, and a red circle highlights the 'Product fiche' link. Below the energy label are 5 stars and 'Read 2 customer reviews'. The price is £699.00, with a 'Save £400.00' badge. The original price was £1,099.00 from 30/03/15 to 29/04/15. There is an 'Add to basket' button and delivery options: 'Available for Home Delivery' and 'Available to Order Online & Collect in Store from 1 hour'.



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Example of a post-2015 compliant listing

# Examples of failure categories, online

Wiedergabe 4xHDMI, 1xUSB

OVC Preis: € 489,00

Versandkosten: € 5,95 (Details)

Menge: 1 Sofort lieferbar

[Schnellkauf](#) [In den Warenkorb](#)

[Auf die Wunschliste](#)

☆☆☆☆ Kundenbewertungen  
Noch keine Bewertung [Jetzt bewerten](#)

[Kunden fragen Kunden](#)  
Noch keine Fragen & Antworten [Frage stellen](#)

[Weiterempfehlen](#) [Facebook](#) [Twitter](#)

[Vergrößern/Zoom](#)

**Beschreibung** [Mehr über die Marke](#)

ORION TV42LB2000

**Brillanter Filmgenuss mit LED-TV**

Der ORION TV42LB2000 LCD-TV mit LED-Hintergrundbeleuchtung kommt mit einer Bilddiagonale von 106 cm und bietet Full HD sowie einen HD DVB-T-C Tuner für besten Fernsehspaß. Praktisch: Der Fernseher ist mit einer automatischen Abschaltung bei Nichtbenutzung ausgestattet.

**Display**

- Bilddiagonale: 107 cm (42 Zoll)
- LCD-TV mit LED-Hintergrundbeleuchtung
- Full HD

Label not present (post-2015 regs)

€ 338,95\*  
oder ab € 10,71\* €/Monat  
36 Mon./8,90% eff. Jz.\*\*  
inkl. 19% USt zzgl. Versandkosten

[1 x In den Warenkorb](#)

[Empfehlen](#) [Tweet](#) [1](#)

**Bildergalerie:** **Herstellerinfos:** **Shopping-Optionen:**

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[Artikelinfos drucken](#)

**BESCHREIBUNG** **TECHN. DATEN** **BEWERTUNGEN**

**Selt dem 04.02.2013 im Sortiment**

Die neuen Xoro LED-TV HTC 2242 HD und HTC 2442 HD sind dank HD Triple-Tuner für den Empfang von digitalem Satelliten-, Kabel- und Antennenfernsehen (DVB-T, DVB-C, DVB-S2) in HD ausgerüstet. Durch den CI+ Schacht können Sie die Fernseher mit einem CI+ Modul für HD+, Pay-TV oder erweiterte Angebote Ihres Kabelfernsehansbieters ausstatten. Der integrierte DVD-Player weiß durch umfangreiche Formatunterstützung zu überzeugen.

Highlight ist natürlich die PVR Ready & Time Shift Funktion. Damit können Sie Sendungen des digitalen Satelliten-, Kabel- oder Antennenfernsehens auf USB Speichergeräte aufnehmen. Mit dem integrierten HD Media Player können Sie nicht nur Ihre aufgenommenen Sendungen, sondern auch Video-, Audio- und Musikdateien von USB-Speichern abspielen – seien es nun MKV, AVI, MPG, MP3, JPEG oder ähnliche Formate. Moderne Video Codices wie MPEG4 AVC (H.264) werden unterstützt. Der Mediaplayer liest die Dateisysteme NTFS und FAT32.

**\*\*INFORMATIONEN ZUR FINANZIERUNG:**

Barzahlungspreis entspricht dem Nettodarlehensbetrag; Gesamtbetrag von € 385,56\*. Effektiver Jahreszins von 8,90% bei einer Laufzeit von 36 Monaten entspricht einem gebundenen Sollzins von 8,96% p.a., Bonität vorausgesetzt. Partner ist die Santander Consumer Bank AG. Die Angaben stellen zugleich das 2/3 Beispiel gemäß §6a Abs. 3 PangV dar.

**ENERGY LABEL:**

XORO HTC 2242

Class: B

29 Watt

43 kWh/annum

215 cm

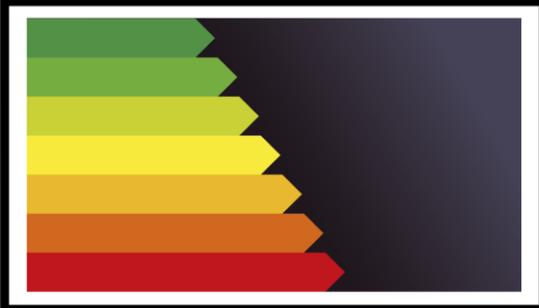
2010/1062 - 2011

Label has formatting error (hard-off switch)



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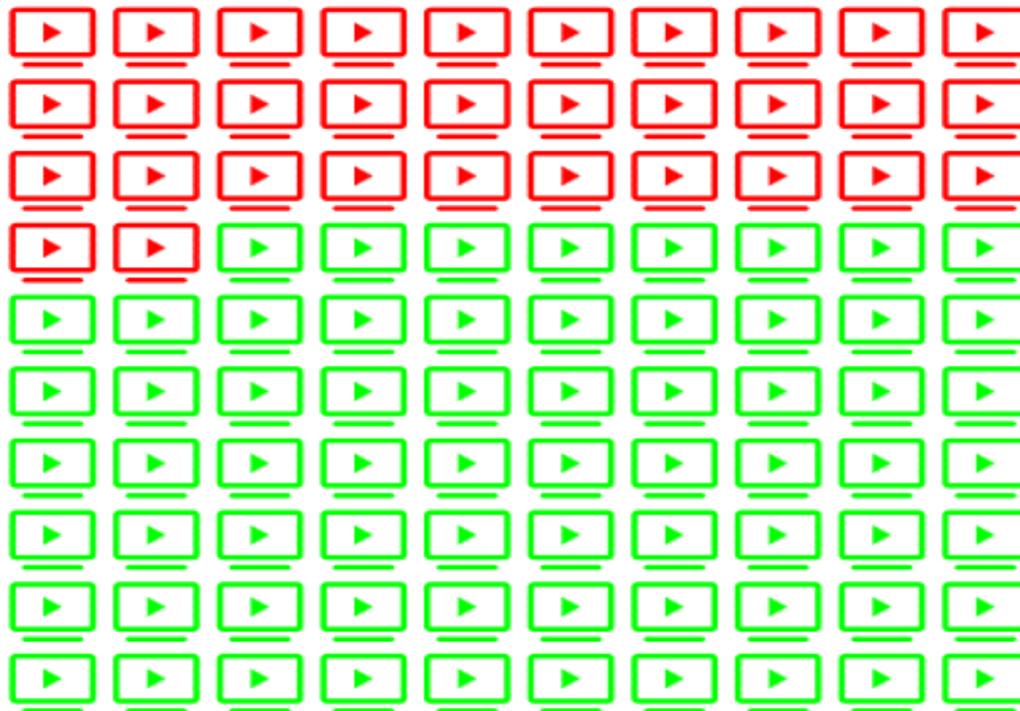
In-store:  
Results,  
Commentary and  
Analysis



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# Round 1 - all TVs

TV models checked	Compliant	Non-compliant
5128	3503	1625



 Non-compliant  Compliant

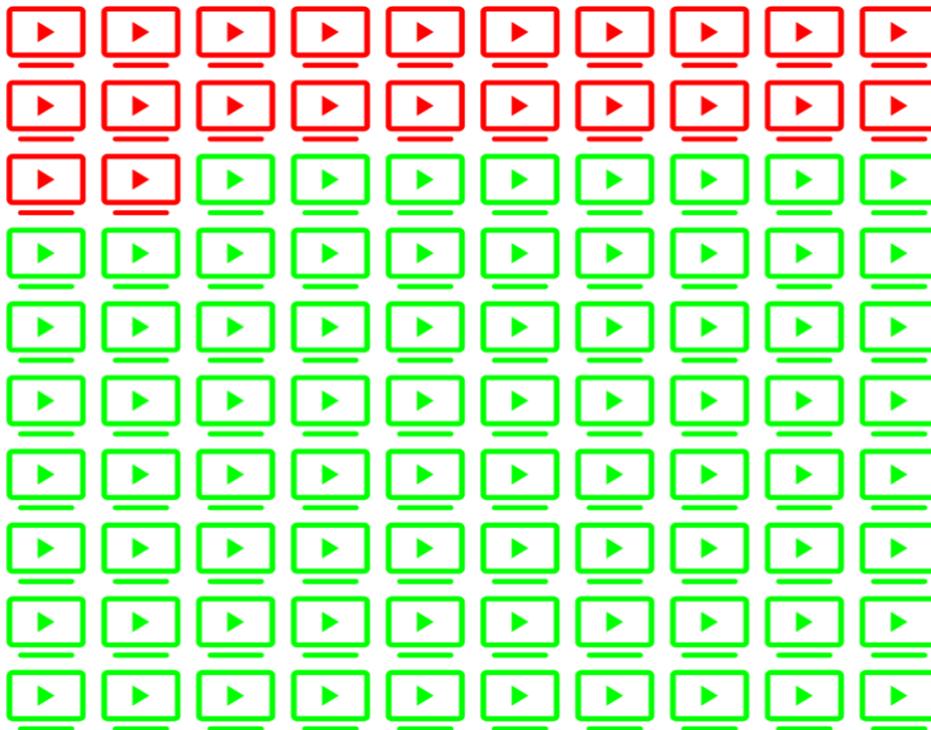
Overall compliance rate:  
**68%**



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# Round 2 - all TVs

TV models checked	Compliant	Non-compliant
5398	4223	1175



 Non-compliant  Compliant

Overall compliance rate:

**78%**

Round 1 compliance by  
model: 68%

Increase =  
10 percentage  
points

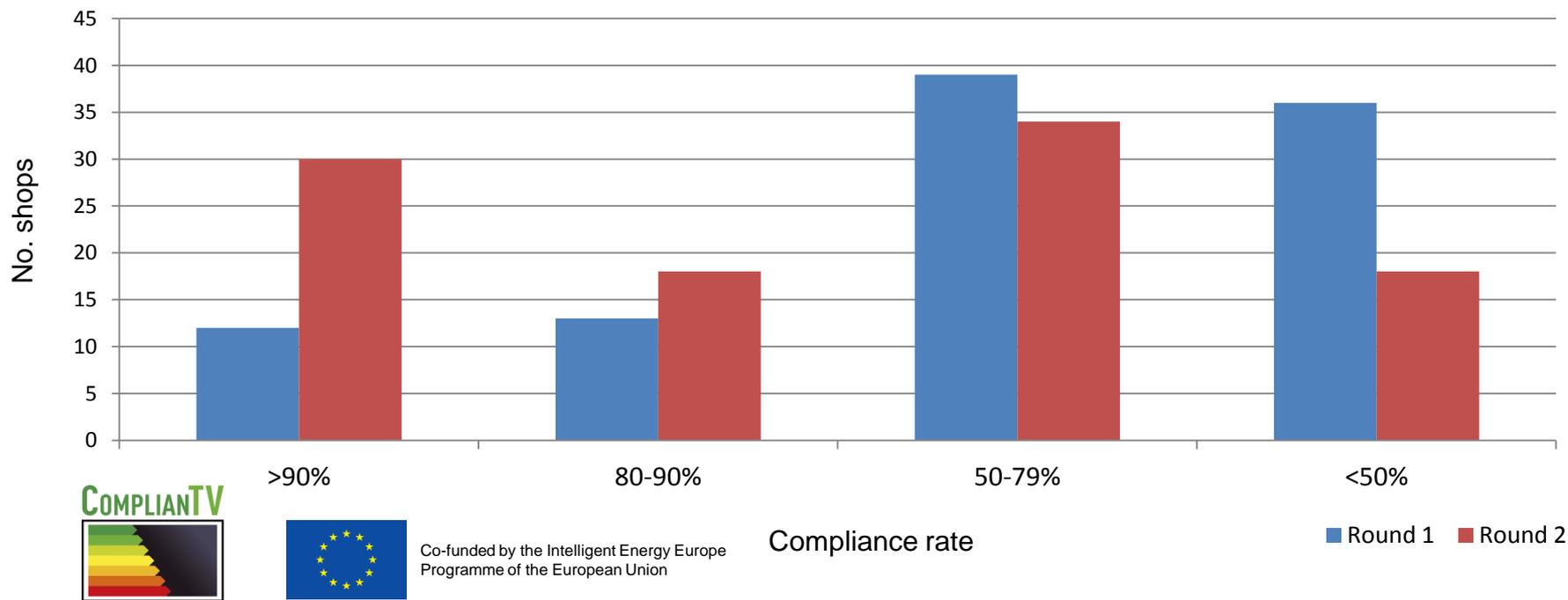


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# Compliance by individual shop

- Compliance levels increased since round 1
- Only 25 of the 100 shops visited in round 1 scored over 80% compliance – this increased to 48 in round 2

Compliance level	No. shops (round 1)	No. shops (round 2)	Change
>90%	12	30	↑18
80-90%	13	18	↑5
50-79%	39	34	↓5
<50%	36	18	↓18

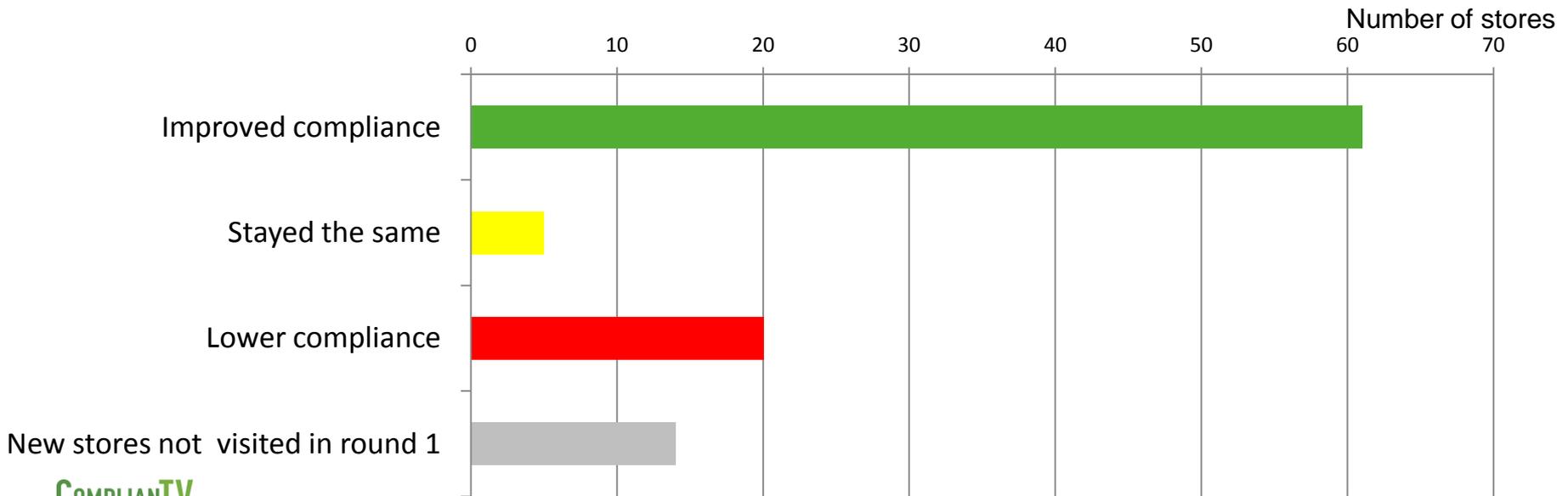


# Re-visiting shops from round 1

The project team were able to re-visit 86 of the 100 stores from round 1 to assess the effectiveness of the project's communications.

Results for these shops were as follows:

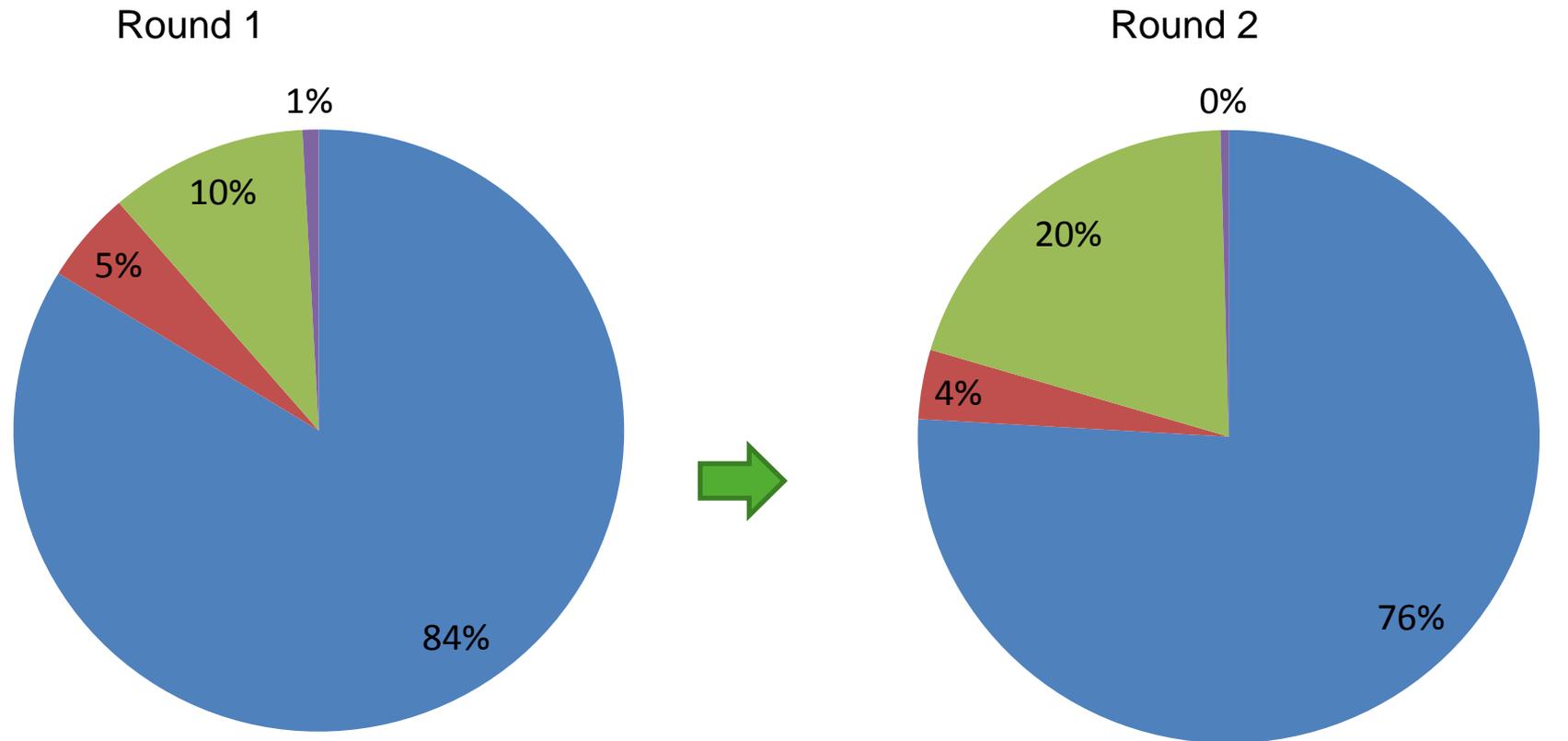
Result	Number of shops
Improved compliance	61
Stayed the same	5
Lower compliance	20
New stores not visited in round 1	14



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# Breakdown of failure types – rounds 1&2

Missing labels were the most common reason for failure in both rounds, with format errors the next most common

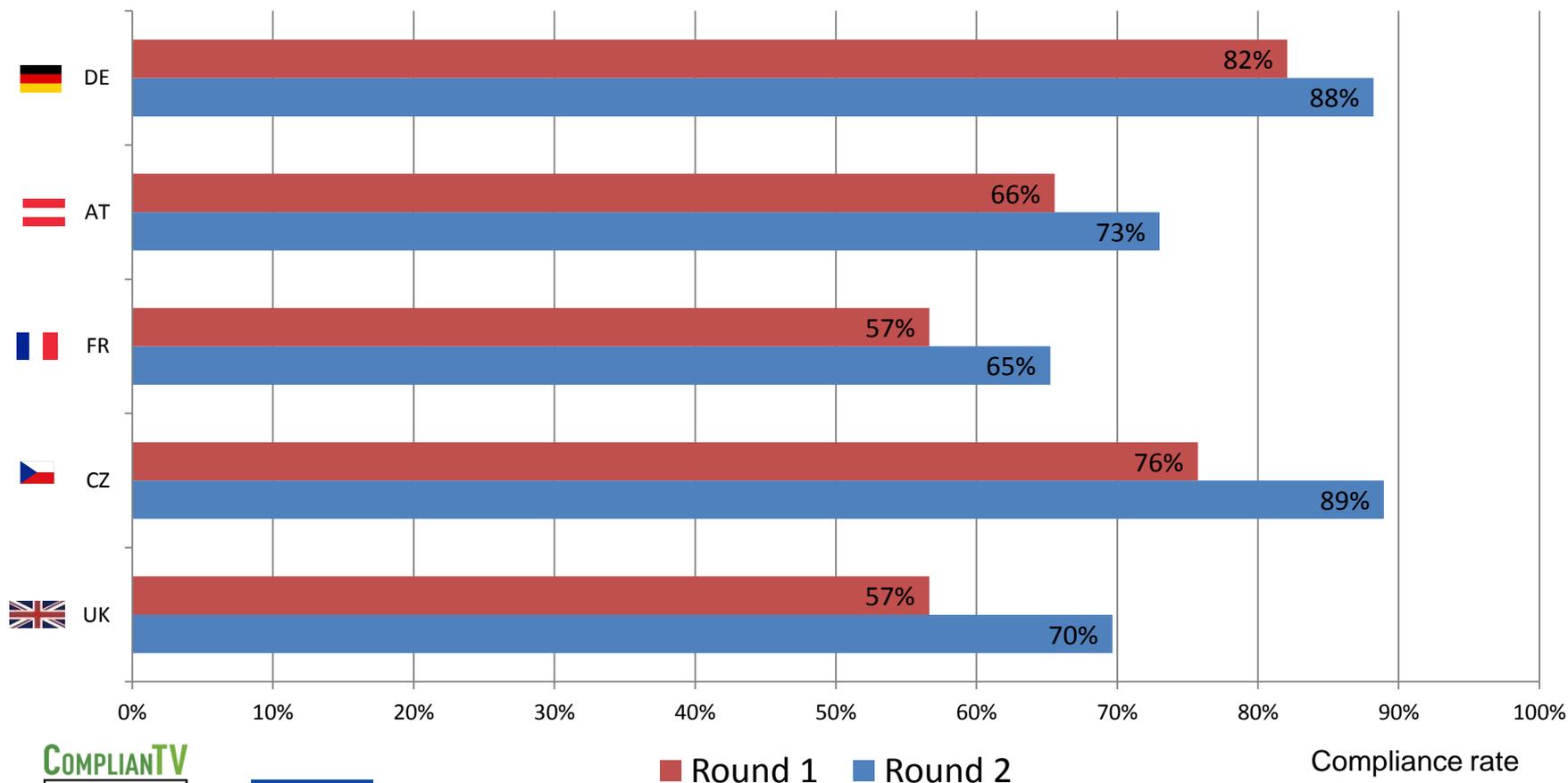


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■ Missing ■ Not visible ■ Format ■ Apply

# Compliance rate by country

- Overall compliance in all nations was seen to increase
- The Czech Republic was top with 89% of all TV models compliant in round 2, with Germany in second place
- The UK and Czech Republic saw the largest increase in compliance from round 1



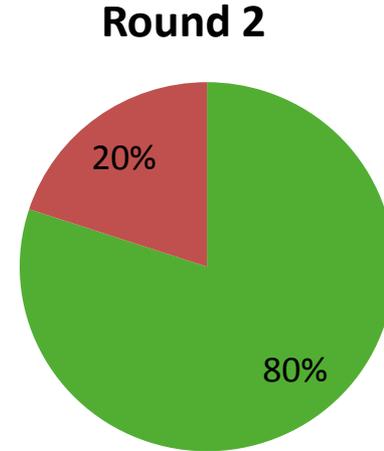
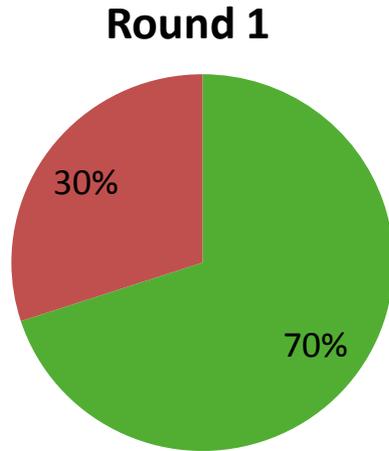
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# Boxed vs Unboxed, all TVs

- Unboxed TVs showed higher compliance
- Between rounds 1 and 2 the percentage of compliant TVs was seen to increase for both boxed and unboxed TVs

## Unboxed TVs

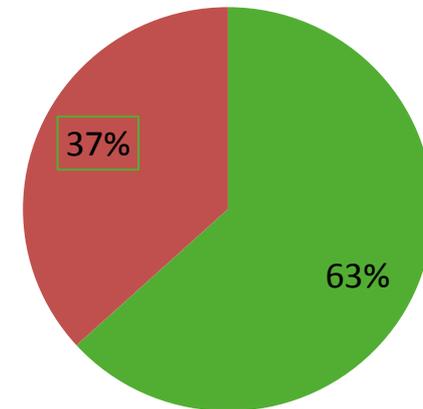
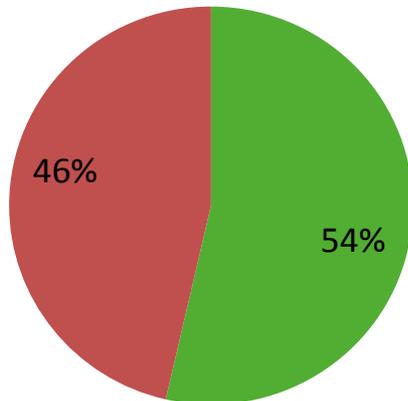
Correct labelling increased by 10 percentage points



■ compliant  
■ non-compliant

## Boxed TVs

Correct labelling increased by 11 percentage points



■ compliant  
■ non-compliant

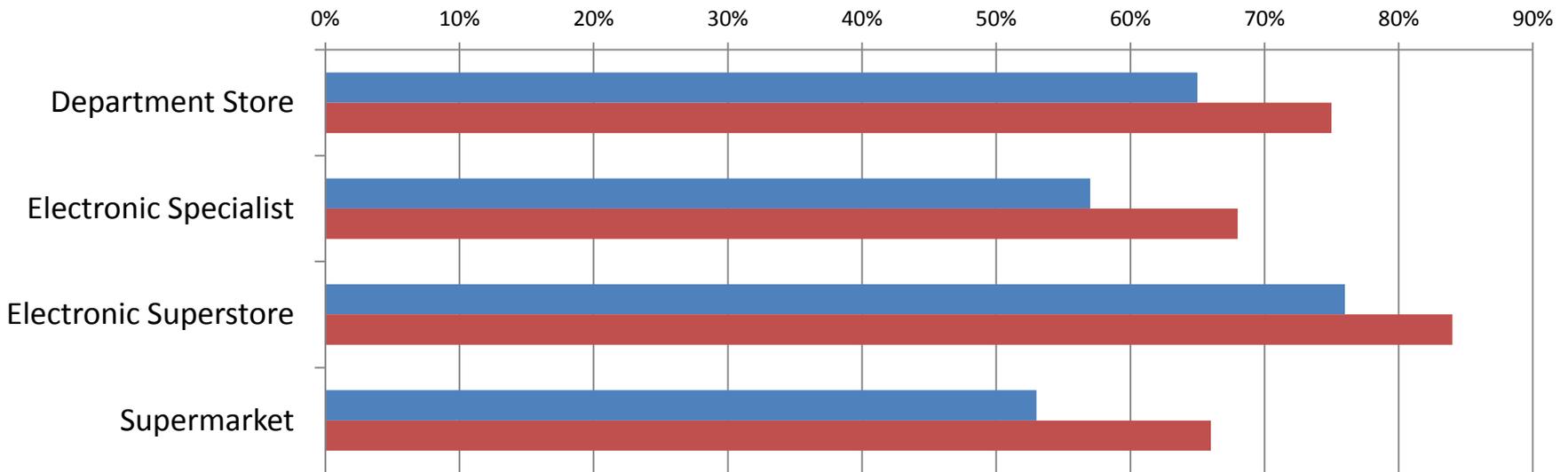


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# Shop types

Shop Type	Round 1	Round 2	Increase (percentage points)
	% compliant	% compliant	
Department Store	65%	75%	10%
Electronic Specialist	57%	68%	11%
Electronic Superstore	76%	84%	8%
Supermarket	53%	66%	13%

- Each category of shop increased their compliance in round 2, with supermarkets making the largest improvement



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■ Round 1 compliant ■ Round 2 compliant

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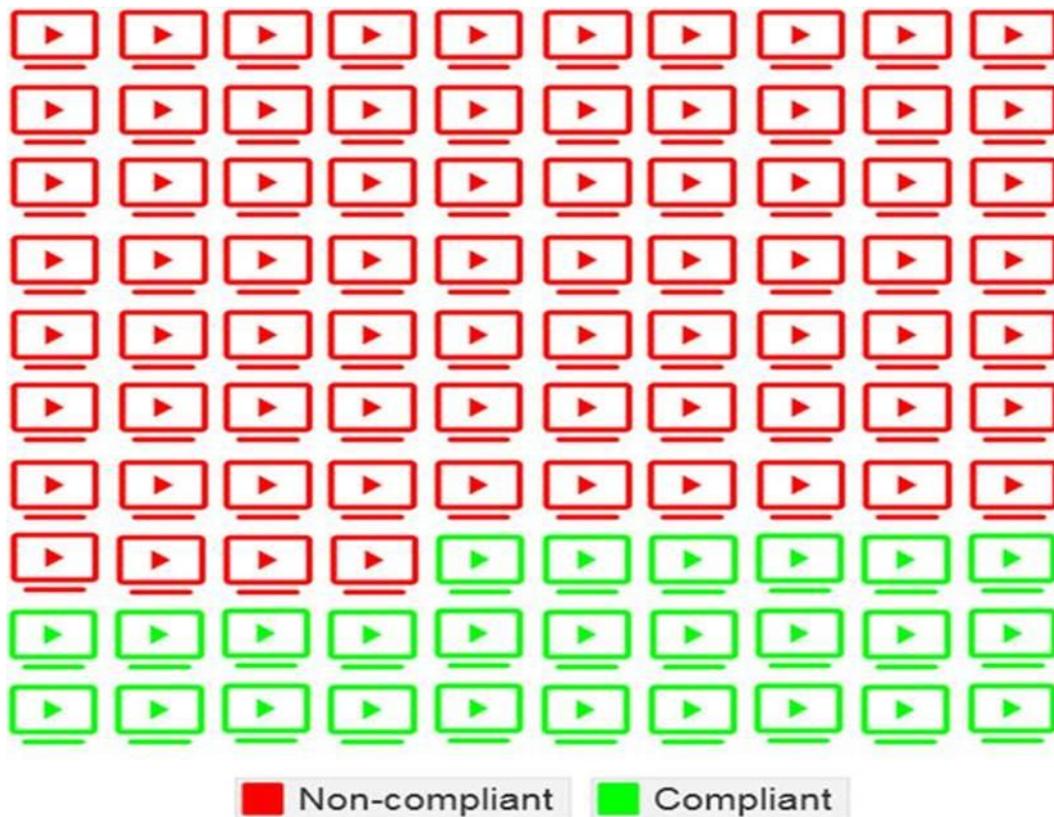
## Online: Results, Commentary and Analysis



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# All TVs checked, round 1

TVs inspected	Compliant	Non-compliant
2002	464	1538



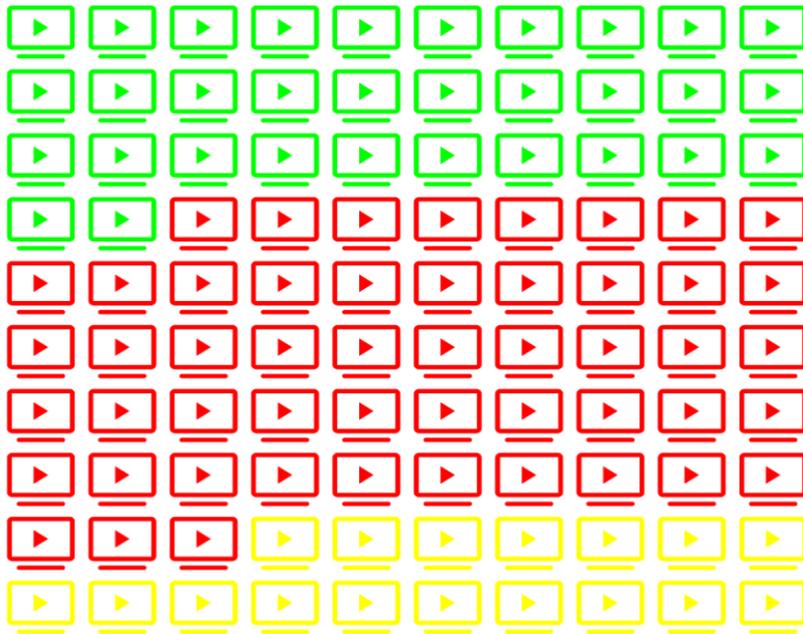
Compliance rate:  
**26%**



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# Round 2

TVs checked	Compliant	Non-compliant	Could not determine compliance
1992	625	1028	339



■ Compliant (31%) ■ Non-compliant (52%) ■ Could not determine (17%)

Overall compliance rate:

**31%\***

Increase in compliance of 5% from round 1

\*Compliance could not be determined for 17% of TVs



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# By country (20 shops per partner)

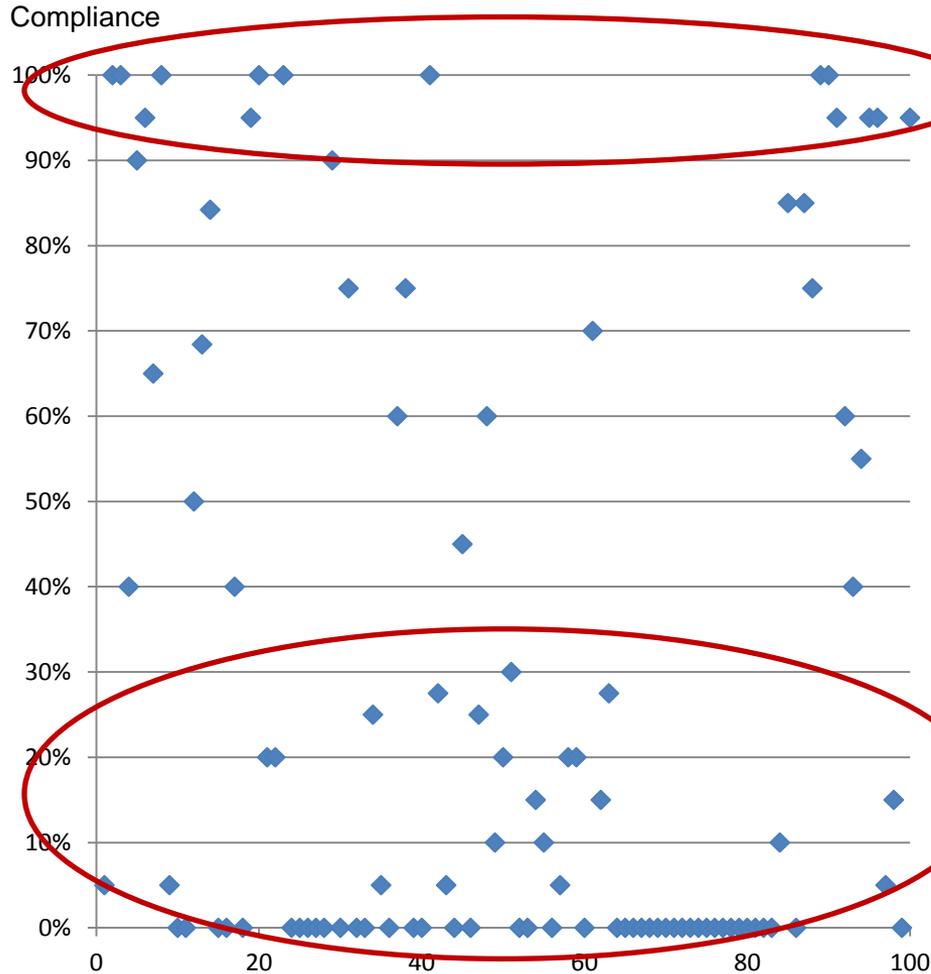
Retailers in Germany had the highest compliance, those in the Czech Republic the lowest



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■ Compliant ■ Not determined ■ Non-compliant

# Round 2 - Compliance distribution by shop

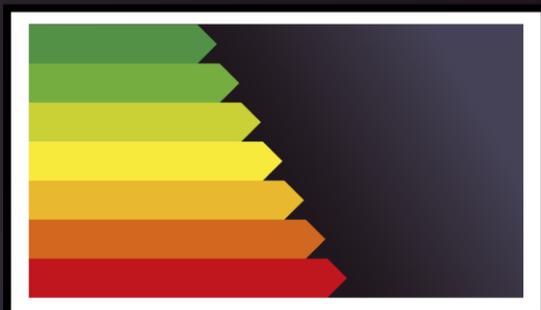


Compliance rate	Number of shops
0%	45
1-49%	22
50-79%	11
80-89%	3
90-100%	19



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## Conclusions, Outputs and Next Steps



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# Conclusions – in-store

- An overall increase in compliance from 68% to 78% was seen, suggesting retailers are becoming more engaged and the project communications were effective.
- 25 stores managed over 80% compliance in round 1; this increased to 48 in round 2
- Electronic superstores had the highest compliance, supermarkets the lowest in both rounds
- Stores in Germany and the Czech Republic had the highest compliance, France the lowest
- Issues were seen with many boxed TVs not displaying the energy label; still around 1 in 3 models were non-compliant in round 2
- Missing labels were the most common non-compliance, with formatting issues accounting for 2 in 10 errors in round 2. Screen size and brand appeared to have little bearing on the results



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# Conclusions – online

- Online compliance remains lower than in-store, improving slightly from 26% to 31%
- Germany had the highest compliance and the Czech Republic the lowest in both rounds
- The new regulations should help make compliance easier for retailers; around 2/3 of retailers have begun to implement use of the energy label and product fiche
- Discrepancies between information on retailer and manufacturer websites remains a concern; only 21% of listings were accessible and fully consistent between both websites in round 2.



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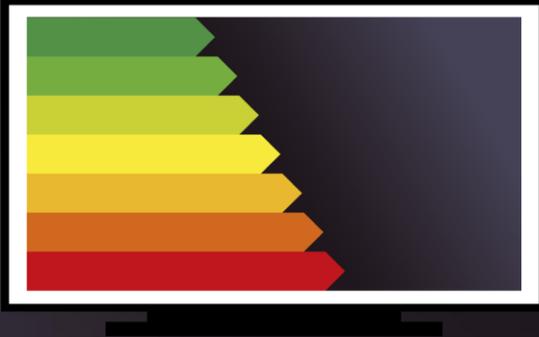
# Actions from shop inspections

- Outputs of all shop inspections were provided to shops and retail associations, and advice was provided
- MSAs are being informed of the outputs & actions agreed to be undertaken by the shops
- The MSAs are being notified if the non-compliance was persistent and/or the retailer ignored the communication
- All letters and communication between retailers and MSAs has been logged by project partners



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Thank you for  
your attention.

Contact and more information:

Stewart Muir

stewart.muir@est.org.uk

CompliantTV project

[www.complianttv.eu](http://www.complianttv.eu)



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