

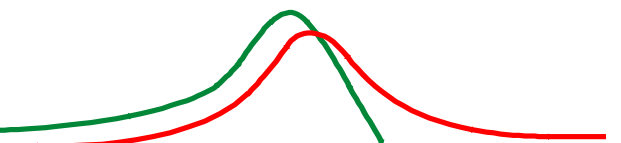
International Workshop on Saving Energy in Set-Top Boxes

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UK Market Transformation Programme

www.mtprog.com

Market Transformation Programme



Introduction

The UK Market Transformation Programme (MTP) has supported the European Commission Working Group for the Code of Conduct on Energy Efficiency of Digital TV Service Systems since the inception of that group.

The early take-up of digital TV services in the UK on Satellite, Cable and Terrestrial platforms has allowed the MTP to co-ordinate support for the CoC from Service Providers, reception platform Designers, Manufacturers and the UK Digital Television Group

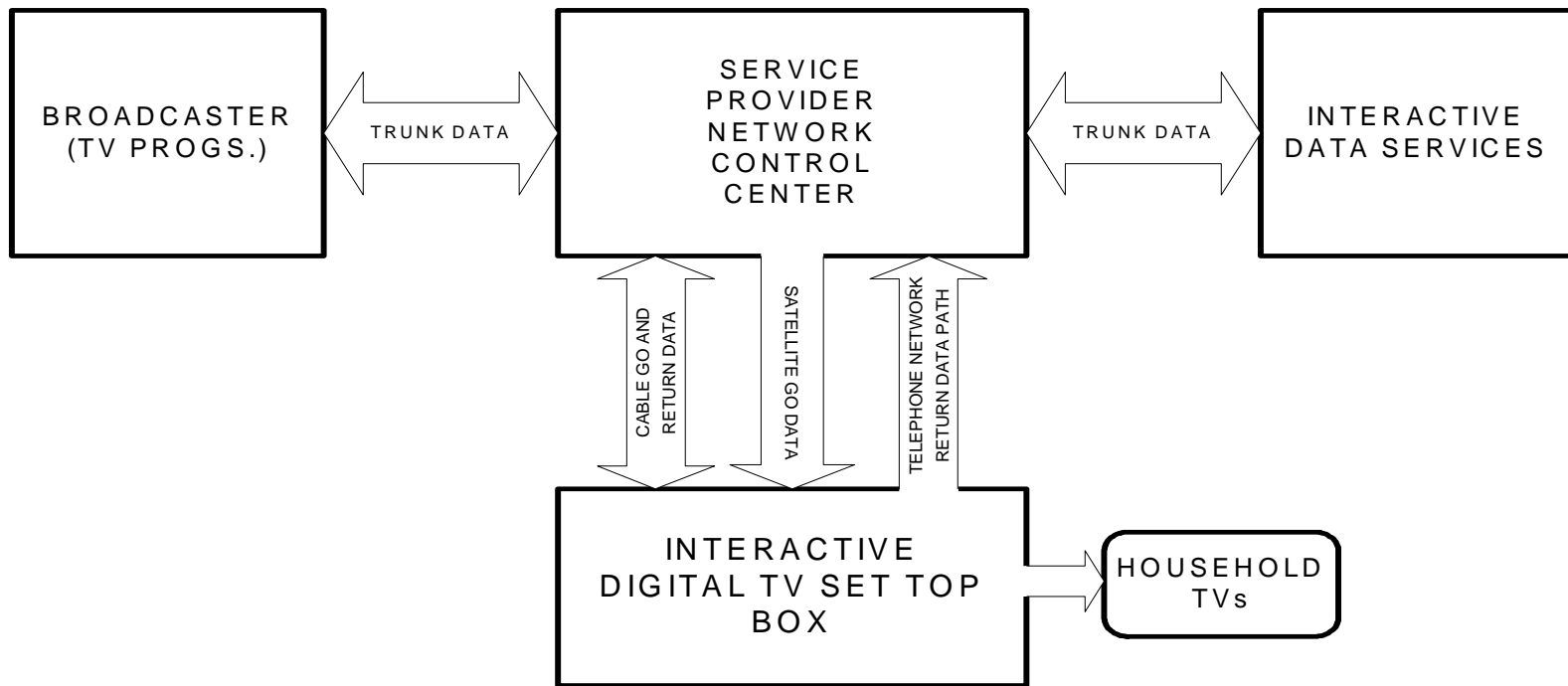
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Digital TV Service Systems

- Digital TV Service Systems are not plug – in replacements for analogue TV services.
- At full potential they provide the Consumer with a powerful, interactive, entertainment and information tool.
- The Service System generates technically challenging reception platform requirements





SCHEMATIC OVERVIEW DIGITAL TV SERVICE SYSTEM

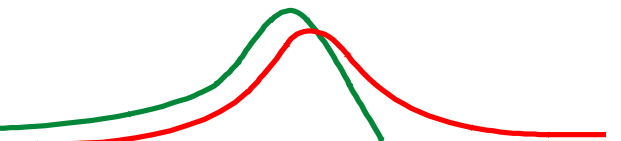
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Digital TV Platforms

Cable

- Cable Service systems have comparatively high bandwidth go and return data paths. The user platform can be complex with an always active energy footprint.
- Energy Efficiency Issues: Power supply and distribution, power management for internal functions and supported external devices.



Digital TV Platforms

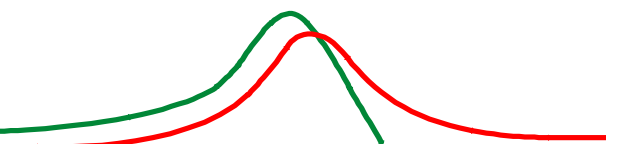
Satellite

- Satellite platforms are likely to have the highest penetration in the medium term development of digital service systems. Service access is potentially unlimited and will encourage local storage of broadcast material (PVR). Platforms will become complex with an always active energy requirement footprint.

Digital TV Platforms

Satellite

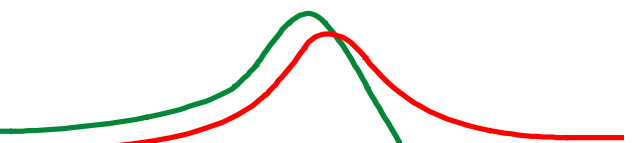
- Energy Efficiency Issues: Power supply and distribution, power management for internal functions and supported external devices. LNB switching in multiband applications.



Digital TV Platforms

Terrestrial

- Terrestrial platforms have the lowest bandwidth input data path because of the limitations of broadcasting spectrum. They are likely to be the simplest and most used platforms in the early transition stages of analogue TV service switch off. They will be readily integrated into a wide range A/V devices.



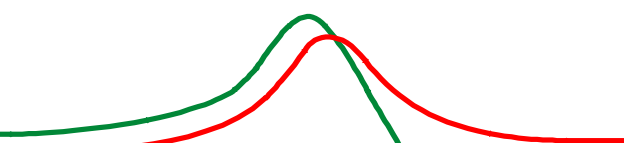
Digital TV Platforms

Terrestrial

- Energy Efficiency Issues: Industry and regulators must address the immediate problem of standby power requirement in low cost digital TV converters. In more complex terrestrial platforms, power supply and distribution and power management of internal and external supported devices are recurring problems.

Summary

- Prorities for all platforms: **Power Supply Efficiency**
- **Power Management of internal functions and supported external devices to ensure a minimum power requirement in any active or standby state.**
- **Cost Effective solutions for the Energy Efficiency of low cost basic digital TV converters**



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