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Swiss Federal Office of Energy

The Swiss Agreement of Settop-Boxes based on the European CoC (Paris, July 2007)



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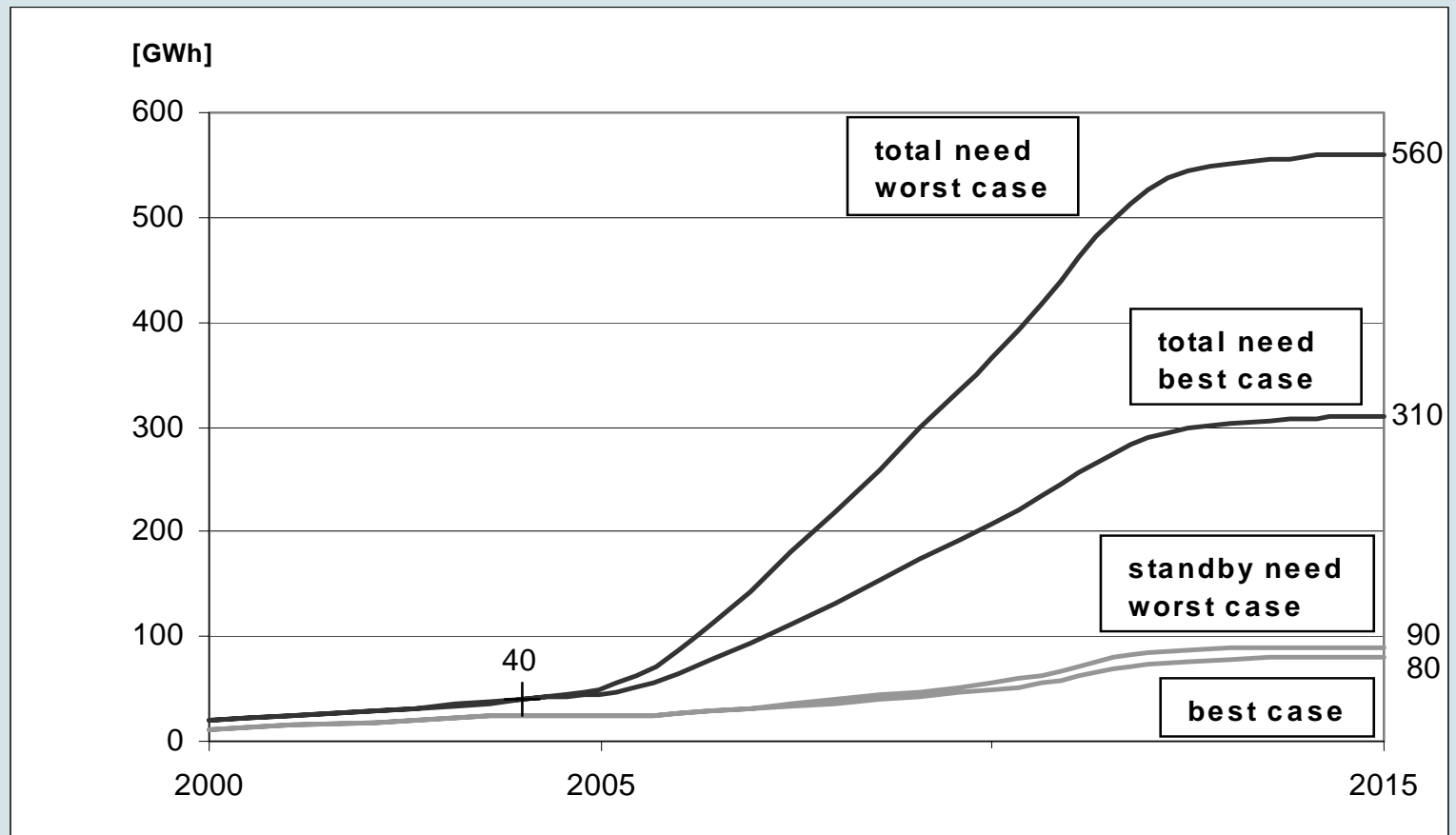


Content of Presentation

1. Forecast of Energy Consumption
2. Forecast of Devices
3. Swiss Activities
4. Swiss Voluntary Agreement, based on EU-CoC



Forecast of Energy Consumption of Settop Boxes





Forecast of corresponding Devices

Bestandeszahlen	Zeitraum 1999 / 2003	2015
Anzahl Haushalte	3'100'000	3'350'000
Anzahl TV-Konzessionen	2'800'000	3'000'000
Anzahl TV-Geräte	4'300'000	4'600'000
Haushalte mit Kabelanschluss	2'700'000	2'850'000
Haushalte mit Satellitenantenne	250'000	250'000
Haushalte mit rein terrestrischer Versorgung	230'000	250'000
Set-Top Boxen für Kabelanschluss	150'000	2'850'000
STB analog und digital für Satellitenempfang	250'000	250'000
Set-Top Boxen für terrestrischen Empfang	20'000	250'000
Zweit- und Drittgeräte	1'200'000	1'250'000



Overview of Swiss Activities

- Involving of major Swiss Market Players (Industry and Trade)
- Many players were involved
- Involving of Swiss Association for Information, Communication and Organizational Technology (SWICO)
- Several Workshops in 2005 and 2006
- Discussion of preferred action in Switzerland
- A Swiss Agreement was considered as the preferred solution by Industry



Possibilities for Switzerland

Proposed Actions	General Agency	Wholesale	Direct Import	Retailer	Manufacturer of CA-Modules	Service Provider w Open System	Service Provider w Proprietary System	Content Provider	Associations / Syndicates representing: importers, providers, consumers	Regulator
Sign EC Code of Conduct	X					X				
Voluntary Agreement based on the EC COC		X		X		X		X	X	X
Self Commitment							X			
Information on EC COC to providers and importers					X					
Monitoring										
Official regulatory procedures										
Information to buyers									X	X
Label										



Reason for the Swiss Agreement

- European CoC is primarily for producers and content provider and defines no special exceptions
- Swiss “Industry” consists mainly of companies, which import, sell or purchase Settop-Boxes
- The Swiss Agreement considers the concerns of this major market players (which are the majority in Switzerland)
- Therefore the Swiss Agreement defines some exceptions
- To harmonize with the CoC, the base of the Swiss Agreement are all values of the European CoC
- The Requirement of the Swiss Industry for a Label can be considered with the Swiss Agreement



Partner / Participants (CH)

Energy Efficiency of Set-Top Boxes in Switzerland

Appendix

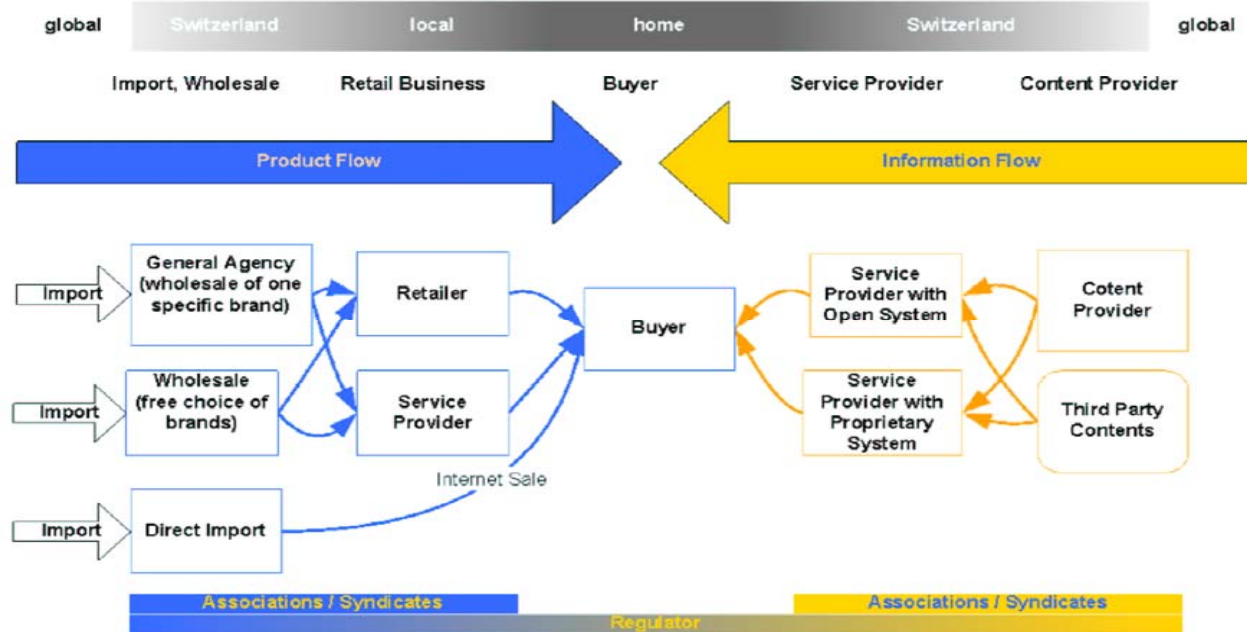


Fig. 1 Market Segments / Roles



Results of process of Swiss activities

- Definitive Setup of Swiss Agreement
- Agreement based on European CoC, Version 4
- Considering particular concerns of industrial partners
- In force from January 1st, 2006 and last until end 2012
- Signing ongoing, already 9 Signatures



Content of Swiss Agreement

Exemptions for service/content providers:

- The function- or system-related parameters of the purchasing service/content provider require the use of a Settop Box produced by a specific manufacturer
- Settop Boxes, that were already in use or were already purchased or introduced onto the market before the Swiss Agreement came into effect are fundamentally not subject to the provisions of the Code of Conduct.



Content of Swiss Agreement

Interim Provisions:

For service/content providers that purchase Settop Boxes, the following interim provisions shall apply until 31.12.2006 (transitional period, yet over):

In the event that during the transitional period, when purchasing new equipment, significant price differences arise between CoC-conform appliances and non-CoC-conform ones despite the fact that the functionality of such equipment has remained the same, or a CoC-conform device requires a disproportionately significant amount of time and money to introduce it onto the market in comparison with a non-CoC-conform one, then the exemption provision shall apply.



Content of Swiss Agreement

Exemptions for manufacturer, importer and sellers:

- The function- or system-related parameters of the purchasing service/content provider require the use of a Settop Box produced by a specific manufacturer;
- Settop Boxes that were purchased before the Swiss Agreement came into effect are fundamentally not subject to the provisions of the Code of Conduct.



Signing Companies (March 2007)



CoC „Schweiz“

1. Belsat AG
2. Sertronics AG
3. Sony Overseas AG
4. Swisscable, Verband für Kommunikationsnetze
5. Philips Consumer Electronics
6. Swico
7. Swisscom Fixnet AG
8. Telanor AG
9. VSRT, Verband Schweizerischer Radio-Televisions-Fachgeschäfte



CoC: EU

1. British Sky Broadcasting Ltd
2. Matsushita Electric (UK) Ltd
3. Nokia
4. Pace Micro Technology PLC
5. Philips
6. Pioneer Europe N.V.
7. Sony Europe



Companies in discussion

Status March 2007

- Fust AG (Retail Seller)
- Mediamarkt (Retail Seller)
- M-Electronic(Retail Seller)
- Interdiscount (Retail Seller)

- Cablecom (Service/Content Provider) → at the moment NO



Label for „CoC-compliant“ Settop-Boxes

The label of the Swiss Federal Office of Energy can be used for a device, if:

- The company has signed the Swiss Agreement
- The product fulfills the target values of the CoC





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Thank you

A long-exposure photograph of a city at night, showing colorful light trails from cars and buildings. The trails are in shades of red, yellow, green, and blue, creating a sense of motion and energy.

www.energieforschung.ch
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