

# HEAVY READING Cable Industry insider

## Cable Challenged to Cut Energy Consumption & Costs

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### Report Highlights

The U.S. cable industry is undertaking an Energy 2020 initiative to significantly reduce its energy consumption by 2020

**Cable's energy costs will rise from \$1 billion to nearly \$4 billion by 2020, unless steps are taken, according to the SCTE**

**MSOs are challenging suppliers to meet certain energy reduction goals while maintaining the same equipment performance**

**MSOs are heading various efforts to reduce energy across operations and establish performance metrics and best practices**

**A voluntary agreement on STB power reduction has so far saved American consumers about \$168 million, according to an annual progress report**

**The energy efforts require diligence and MSO/supplier cooperation to succeed**

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