



18 February 2014

## Using data to help consumers reduce their electricity consumption

A new pilot by SP Services (SPS) and the Energy Market Authority (EMA) will enable participating consumers to compare their electricity consumption against the average consumption of their neighbours; and through such comparisons, reduce their electricity usage over time.

2. The pilot will involve users of SPS' My Utilities Portal (at [www.spservices.com.sg](http://www.spservices.com.sg)), currently numbering at 260,000. These are consumers with e-billing accounts; the number may increase when more consumers sign up for e-bill service with SPS. They could compare their electricity consumption in the last 6 months against the national average consumption and the average consumption of their neighbours living in similar housing types (see Annex A for more details).

3. "With this new comparison feature, we hope to raise customers' awareness of their consumption pattern and hence encourage better energy-saving habits. This builds on our continuous efforts to equip the public with information on efficient use of energy," said Jeanne Cheng, Managing Director of SP Services.

4. Chee Hong Tat, Chief Executive, EMA said, "Improving energy efficiency and helping consumers to save electricity are important priorities for EMA. These efforts will reduce costs for consumers, enhance Singapore's energy security and benefit the environment. After gathering feedback from this pilot, we will work with SP Services on redesigning the hardcopy utilities bill to reach out to all 1.2 million households. We also plan to include comparisons of gas and water consumption data in the next phase."

5. In the coming months, SP Services will be enhancing the pilot with additional features, and making this service available through other channels such as mobile applications.

– End –

**Jointly Issued by:**

**SP Services Limited and Energy Market Authority**

### **About Singapore Power and SP Services**

Singapore Power Group (SP) is a leading energy utility group in the Asia Pacific. It owns and operates electricity and gas transmission and distribution businesses in Singapore and Australia.

Over a million industrial, commercial and residential customers in Singapore benefit from SP's world-class transmission, distribution and market support services. The networks in Singapore are amongst the most reliable and cost-effective worldwide.

SP Services, a subsidiary of SP, provides every household and business in Singapore with a convenient and efficient one stop service for electricity, water and piped gas supplies.

As the Market Support Services Licensee in the deregulated electricity market in Singapore, SP Services provides meter reading, data management and billing services. It also processes consumer registration and transfers for electricity retailers, thus playing a key role in facilitating competition and consumer choice in the retail market by enabling consumers to switch seamlessly between retailers, and to buy electricity at wholesale market prices.

SP Services also provides metering, billing, payment collection, and customer service on behalf of other utility service providers, including Public Utilities Board for water charges, CityGas for gas charges, and refuse collection companies for refuse removal fees.

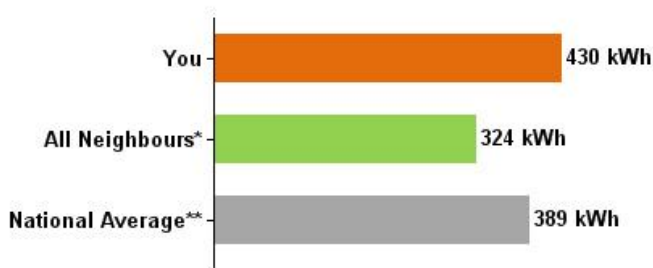
### **About the Energy Market Authority**

The Energy Market Authority (EMA) is a statutory board under the Ministry of Trade and Industry. Its main goals are to ensure a reliable and secure energy supply, promote effective competition in the energy market and develop a dynamic energy sector in Singapore. Through its work, the EMA seeks to forge a progressive energy landscape for sustained growth. Please visit our website [www.ema.gov.sg](http://www.ema.gov.sg) for more information.

**Enhanced electricity consumption information available online now**

1. Month-on-month comparison against the average electricity consumption of neighbours and national average

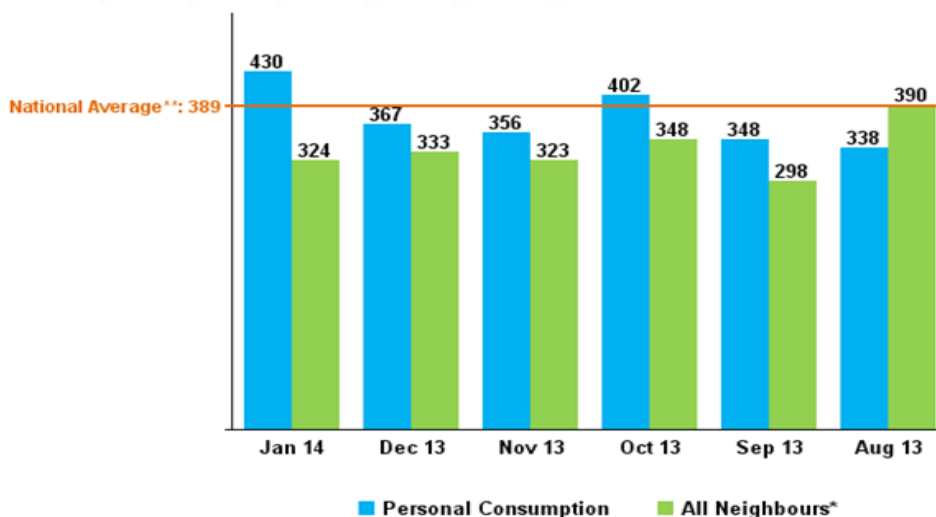
**Monthly Electricity Usage Comparison (in kWh)**  
[Jan 14](#) | [Dec 13](#) | [Nov 13](#) | [Oct 13](#) | [Sep 13](#) | [Aug 13](#) | [ALL](#)



**Notes:**  
 \*All Neighbours refer to the average electricity usage of HDB 4-ROOM within your block.  
 \*\*National Average refers to the average electricity usage of HDB 4-ROOM in Singapore.

2. Six-month comparison against the average electricity consumption of neighbours and national average

**Monthly Electricity Usage Comparison (in kWh)**  
[Jan 14](#) | [Dec 13](#) | [Nov 13](#) | [Oct 13](#) | [Sep 13](#) | [Aug 13](#) | [ALL](#)



**Notes:**  
 \*All Neighbours refer to the average electricity usage of HDB 4-ROOM within your block.  
 \*\*National Average refers to the latest average electricity usage of HDB 4-ROOM in Singapore.

\* In order to ensure the privacy of personal data, and prevent individual household data from being easily identified, only households that have sufficient number of neighbours will have access to these statistics.