



North America Renewable Power Advisory

Provides the strategic advice necessary to capitalize on market opportunities and drive successful strategies in renewable energy.

IHS Emerging Energy Research's North America Renewable Power Advisory provides a competitive assessment of renewable power development in North America, incorporating analysis of all renewable technologies and placing them in the context of the broader power picture. The service analyzes company strategies and activities across the full range of renewable generation sources, while assessing key policy, technology, cost, and competitive drivers affecting renewables penetration.

2011 Research Themes

Renewable energy markets and policies:

- Which factors are driving renewable power investment strategies?
- What policies will be most critical to sustaining renewables' growth trajectory?
- Which markets will be most important to the renewable industry in the next five to 10 years?

Renewable strategies and competitive benchmarking:

- What strategies will best address the challenges of renewable power integration?
- How are utilities positioning to meet Renewable Portfolio Standard (RPS) compliance objectives?
- What is the outlook for Renewable Energy Certificate (REC) supply and demand balances and prices?

Renewable costs:

- How are broader market conditions influencing renewable power purchase agreements?
- What will be the impact of carbon pricing on the levelized cost of electricity?
- What is the outlook for renewable energy costs?

Emerging renewable technologies:

- How do wind, solar, geothermal, ocean energy, biomass, and hydro compare and where are the opportunities?
- What is the outlook for energy storage?

Market forecasts:

- How will gas prices impact renewable energy demand?
- How will REC pricing trends shape the timing of renewables build?
- How will the renewable power generation mix evolve over the next 10 to 25 years?

Advisory Benefits

IHS EER Advisory Services provide objective, independent research to support the competitive and market strategies of successful companies across the energy industry.

- **Understand** market shifts, and identify new opportunities and threats.
- **Support** long-term renewables technology investment decisions within the broader energy landscape
- **Assess** the impact of regulatory and policy shifts, supply chain issues, project finance, and technology advances.
- **Evaluate** your competition, anticipate their moves, and adjust your strategy accordingly.

Recent Research

- Renewable Energy RFPs in the US: 2010 Review
- EPA Offers Olive Branch to Biomass Industry
- North America Renewable Power Generation Forecast: 2011–2025
- Comparative Cost of Renewable Power Generation in the US
- TVA Charts Diverse Low-Carbon Strategy
- Marine Current Turbines Advances Tidal Leadership
- Uncertainty Shakes California's Renewables Market
- Energy Storage Policies Drive Market in New York
- North America Power Capacity Ownership Rankings
- Schlumberger Leads Oil Sector into Geothermal
- US Renewable Policy Index: State Renewable Portfolio Standards



emerging energy research

Advisory Overview

IHS Emerging Energy Research Advisory clients are supported by a continuous flow of research, presented in formats designed to make our insights, analysis, and advice succinct and easily accessible.

On Points

Intelligence-driven, executive briefings providing direct insights into developments shaping the industry. IHS EER On Points clearly illustrate industry trends and provide strategic and tactical perspective on industry events to bring insight to:

- Strategies of the leading market players and new challengers
- Regulatory and policy developments
- Project activity: pipeline and underway
- Technology developments, industry trends, and market directions

Market Briefs

IHS EER Market Briefs provide thorough assessments of developments in renewables markets: the dynamics of the competitive landscape, regulatory developments, market segments, supply chain shifts, players' initiatives, and state or country snapshots. Market Briefs are highly graphical and delivered in presentation formats, making their content and conclusions powerful and easily understood.

Market Forecasts

IHS EER's Market Forecasts emerge from a rigorous assessment of the key issues and challenges facing the market, resulting in annual, 15-year projections of installed and added energy capacity as well as reviews based on recent market intelligence. IHS EER forecasts reflect the affects of global metrics that include commodity prices, natural gas pricing, and manufacturing constraints. All data assumptions are provided.

Data Insights

IHS EER's Data Insights include developer and ownership rankings by installed project, capacity, and market share. Unique tools for following the progress of the industry's key players and understanding competitors' strategies, the rankings provide data by country, including divestments, acquisitions, and new capacity and build. All rankings are accompanied by Excel back-up data.

Market Studies

IHS EER Clients receive a choice of IHS EER's Market Studies, which are primary, research-based studies, providing clients with a rich resource of market analysis, competitive analysis, and strategy review. Studies typically include technology trends, detailed regulatory analysis by country, profiles of local utilities, and analysis of strategies of developers and technology providers.

Analyst Access

With Analyst Access, IHS EER clients can contact our experts directly for detailed, tailored requests on specific market questions, for discussion of IHS EER's analytic perspectives, or for additional market intelligence. Analyst Access is also a source of different support vehicles, such as special presentations delivered by IHS EER analysts at industry events.



About IHS Emerging Energy Research

As the industry's leading provider of emerging energy market analysis, IHS EER's recognized industry experience and proven track record give you unrivaled balance and perspective on the world's renewable energy industries. Our team of research analysts matches industry experience and on-the-ground research with extensive access to key players in global renewable energy markets. IHS EER works with more than 1000 stakeholders across the industry, providing research-based advice, support, and analysis to executives and key decision-makers including utilities, developers, independent power producers, technology promoters, manufacturers, and investment companies.

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