



# WHOLESALE MARKETS MEET RETAIL MARKETS

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**Advanced Energy Economy**

RFF/NREL Future of Electricity Markets Workshop

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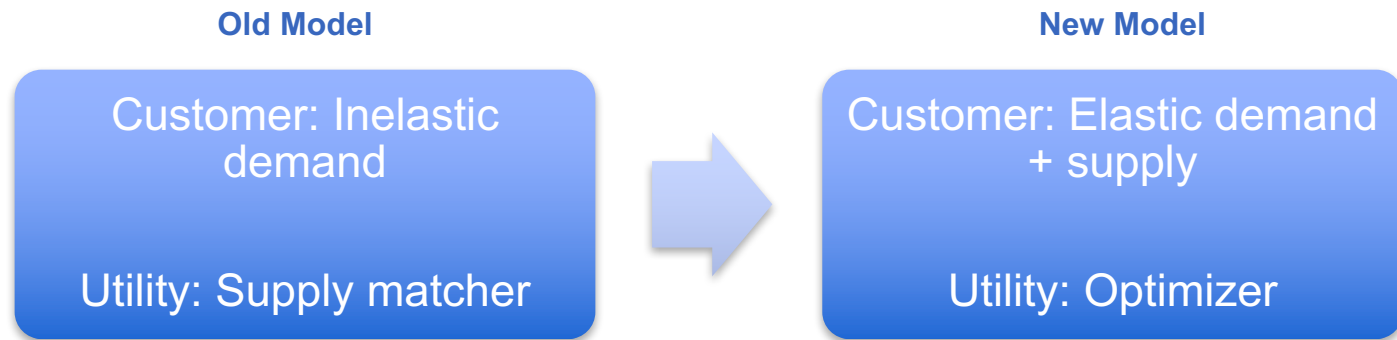
# 4 questions in 5 minutes. Let's go!

1. What are the implications of technology and wholesale market changes for retail companies?
2. What is the role of demand side services in the future?
3. Will the retail company assume a growing responsibility for reliability?
4. Will energy services migrate to a platform structure?

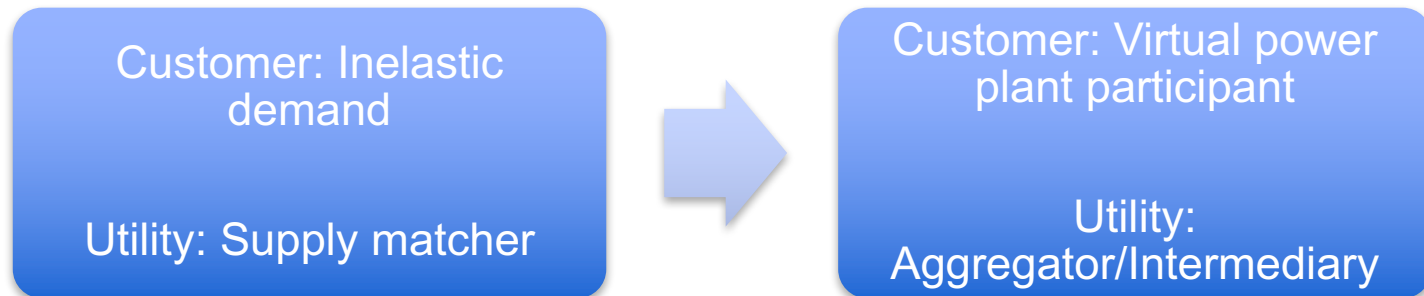


# What are the implications of technology and wholesale market changes for retail companies?

## Implications of Technology




## Implications of Wholesale Market Changes



Source: Navigant, 2015



# What is the role of demand side services in the future?



**"It's easy** to save money  
and energy on Energy Savings Days."

Chris, Heather, Fiona & Riordan  
SEVERN

**BGE SMARTENERGY**  
**rewards**  
a BGE SMARTENERGY savers program<sup>SM</sup>

how it works

- 

**we'll notify you.**  
You'll receive a phone call, email or text, usually the day before a BGE Energy Savings Day.
- 

**reduce your use.**  
Simply use less electricity between 1 pm – 7 pm on an Energy Savings Day.
- 

**earn rewards.**  
Within a few days, we'll notify you by phone, email or text to let you know how much money you saved.



# Will the retail company assume a growing responsibility for reliability?



# Will energy services migrate to a platform structure?



# Obligatory plug.



1. Advanced Metering
2. Access to Data
3. Optimizing Capital and Service Expenditures
4. Performance-Based Regulation
5. DER Ownership
6. Energy Efficiency as a Resource
7. Rate Design for a DER Future

Download them here: <https://info.aee.net/21ces-issue-briefs>



# Thank you!



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