



## Updated and enhanced

# Daily Electricity Demand Forecast

## Overview

The *Daily Electricity Demand Forecast* — a premium service offered to clients of PIRA's Retainers — is designed for eastern and western U.S. electricity market participants, as well as those for natural gas and coal. The report, sent to subscribers by email every morning (including weekends) before 7:30 a.m. EST, accurately predicts regional loads in the Eastern and Western Interconnect as well as ERCOT. The demand projections incorporate the National Oceanic & Atmospheric Administration (NOAA) seven-day forward model output statistics (MOS) weather forecast for more than 200 weather stations in the United States and Canada.

**The seven-day projections of peak-hour, on-peak, off-peak and average daily electricity demand have been thoroughly enhanced, now covering more than 65 power market regions and sub-regions in North America.** Demand departures from seasonal norms for the aforementioned load blocks are also provided. Aside from the additional forecast detail, several power market regions have been realigned into the applicable Independent System Operators (ISOs) and Regional Transmission Organizers (RTOs) in the U.S. power market, better approximating the most widely traded regions. All load equations are estimated using an improved statistical model that captures the non-linearity of temperature/load response.

## Who Benefits from the Daily Electricity Demand Forecast?

### Power Traders/Marketers

The *Daily Electricity Demand Forecast* helps to identify weather-related swings in electricity demand and is ideal for the trader who recognizes that fundamentals of demand and supply are the foundation to making smart power price and implied heat rate trades. The disaggregation of both regional definitions and load blocks help traders target the highest value trades.

### Natural Gas and Coal Traders

The natural gas and coal markets are tightly linked to the power market. This is particularly true in the summer, when gas fundamentals shift from the residential/commercial sector to the electricity generation. *The Daily Electricity Demand Forecast* quantifies the effect of weather on electricity demand, offering insight into overall natural gas demand in the power market as well as swings in regional demand and the effect on basis.

See page 2 for details on how you can start benefiting from PIRA's *Daily Electricity Demand Forecast*.



## ACCEPTANCE FORM

(Company Name) \_\_\_\_\_ wishes to subscribe to PIRA's *Daily Electricity Demand Forecast* at an annual fee of \$6,500\*. We understand and agree that the fee paid entitles our company to have 10 unique users located at one site. (Clients requiring usage beyond that profile should contact PIRA for licensing terms.)

\*

Name/Title of Primary Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

PLEASE MAIL, FAX, OR E-MAIL TO:

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**Note:** PIRA's *Daily Electricity Demand Forecast* contains no confidential technical information to the best knowledge of PIRA. However, except for information which is or becomes available to the public in printed publication, or is already in the possession of subscriber or developed independently by subscriber, or is received by subscriber in good faith from a third party, any information in the study is for the sole and confidential use of the subscriber. Subscribers agree to use reasonable efforts to protect the confidential nature of the information supplied to them as part of this service. \* Prices applicable until December 31, 2012.