

Energy in the Internet Age



Overview

The continued expansion of data centers – driven by growing demand for cloud computing, artificial intelligence, machine learning, and next-generation digital services – is fueling a rapid and significant rise in energy consumption in certain markets, with implications for global. The continued expansion of data centers – driven by growing demand for cloud computing, artificial intelligence, machine learning, and next-generation digital services – is fueling a rapid and significant rise in energy consumption in certain markets, with implications for global. From the early mainframe era to today's artificial intelligence (AI) boom, dire predictions have claimed that computers and the internet would soon eat up colossal shares of our electricity supply. These forecasts often garnered attention in the media and even influenced policy debates – yet time. Artificial intelligence (AI) is becoming an integral part of daily life, powering everything from digital assistants to online shopping. But behind this innovation lies a growing environmental footprint. In 2023, data centers consumed 4. electricity—a number that could triple by 2028. Global trends: Over the last twenty years, electricity consumption from internet infrastructure has ballooned. These are buildings used to store data and computer hardware, which almost always plug directly into the local electricity grid.



Article Content

Aug 09, 2025

The internet consumes extraordinary amounts of energy. Here's how we ...

How much energy does the internet use, and - given recent technological advances - could it ever run on renewable energy alone?

Mar 28, 2026

Energy Consumption in the Digital Age:7 Innovative Strategies

In today's digital age, characterized by the omnipresence of digital technologies in virtually every aspect of modern life, the energy demand has skyrocketed. This surge in energy ...

May 23, 2026

The Infrastructure of Intelligence: Rethinking Energy ...

The continued expansion of data centers - driven by growing demand for cloud computing, artificial intelligence, machine learning, and next-generation digital ...

Jul 11, 2026

AI's Energy Demands Are Out of Control. Welcome to the Internet ...

Despite an upwards trend of energy needs at data centers, it's still a small percentage of the amount of energy humans use overall. Fengqi You, an energy systems engineering researcher at...

Mar 24, 2026

Energy Internet: State of the Art and Challenges

This survey provides a comprehensive overview of the Energy Internet Concept, strategies for achieving energy-efficient communications and data centers, and the dynamic interplay between the Energy ...

Dec 16, 2025

The Digital World's Hidden Cost: Rethinking Energy in ...

The internet runs on energy. Learn how AI, data centers, and websites impact the planet—and what we can do to build a greener web.

Jan 08, 2026

AI's Energy Demands Are Out of Control. Welcome to ...

Despite an upwards trend of energy needs at data centers, it's still a small percentage of the amount of energy humans use overall. Fengqi You, an ...

Oct 15, 2025

Overestimating the Energy Consumption of Digital Technologies: ...

The advent of the Internet in the 1990s triggered even bolder claims about energy usage – and a high-profile clash between tech enthusiasts and energy analysts.

May 06, 2026

Understanding Global Internet Energy Usage & Trends

In this edition of Flash Facts, we take a look at how global Information and Communications Technology (ICT) impacts overall energy usage and to assess some of the things that can be done to help ...

Sep 05, 2025

AI's Energy Demand: Challenges and Solutions for a Sustainable Future

A look at AI's rising energy demands, the infrastructure that powers it, and what steps are necessary to align artificial intelligence with sustainability.

Dec 08, 2025

The Infrastructure of Intelligence: Rethinking Energy Systems in the ...

The continued expansion of data centers – driven by growing demand for cloud computing, artificial intelligence, machine learning, and next-generation digital services – is fueling a rapid and significant ...

Mar 28, 2026

AI's Energy Demand: Challenges and Solutions for a ...

A look at AI's rising energy demands, the infrastructure that powers it, and what steps are necessary to align artificial intelligence with sustainability.

Contact Us

For more information, pricing, or custom solutions, please contact us:

Website: <https://ntmmgroup.co.za>

Email: sales@ntmmgroup.co.za

Phone: +27 82 471 2596

Address: Unit 7, Optic Park, 24 High-Tech Lane, Century City, Cape Town,
7441, South Africa

This document is for informational purposes only. Specifications subject to
change without notice.

