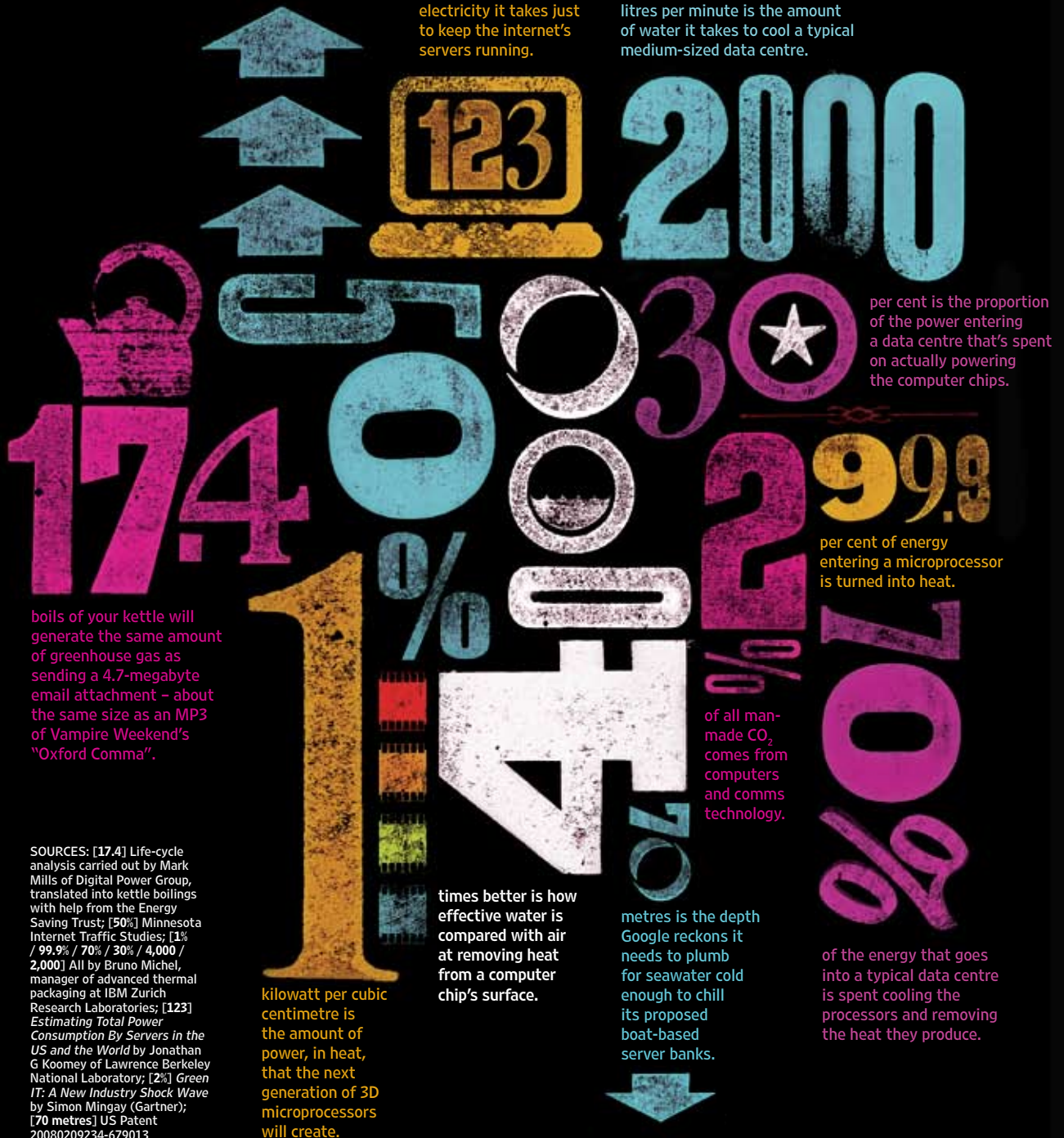# THE INTERNET'S ELECTRICITY BILL

Cloud computing, Facebook, YouTube: your every online click demands energy to power it. So how guilty are you of adding to global warming? WIRED investigates the data

is currently the annual rate at which internet traffic is growing, mainly due to video content.

billion kilowatt-hours per year is how much electricity it takes just to keep the internet's servers running.

litres per minute is the amount of water it takes to cool a typical medium-sized data centre.

2000

123

per cent is the proportion of the power entering a data centre that's spent on actually powering the computer chips.

17.4

99.9

per cent of energy entering a microprocessor is turned into heat.

boils of your kettle will generate the same amount of greenhouse gas as sending a 4.7-megabyte email attachment – about the same size as an MP3 of Vampire Weekend's "Oxford Comma".

1%

of all man-made CO_2 comes from computers and comms technology.

kilowatt per cubic centimetre is the amount of power, in heat, that the next generation of 3D microprocessors will create.

times better is how effective water is compared with air at removing heat from a computer chip's surface.

metres is the depth Google reckons it needs to plumb for seawater cold enough to chill its proposed boat-based server banks.

of the energy that goes into a typical data centre is spent cooling the processors and removing the heat they produce.

> Leisure activities will kill 0.3 of a horse-rider, 0.1 of a sailor, 0.1 of a kayaker, 0.3 of a micro-light flyer and 0.3 of a parachutist... >