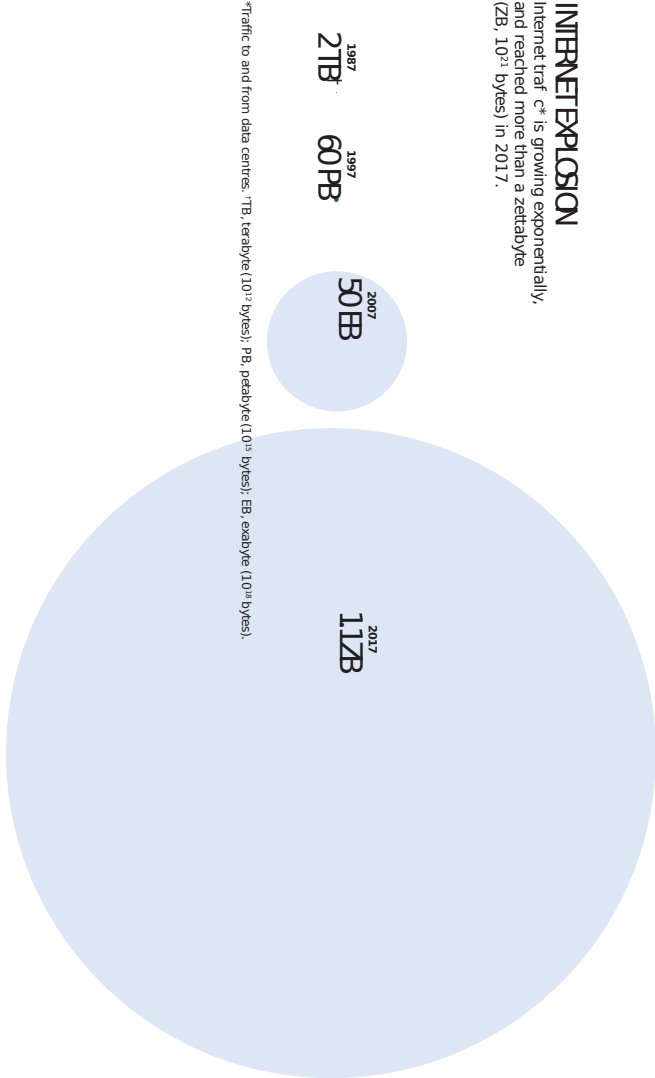
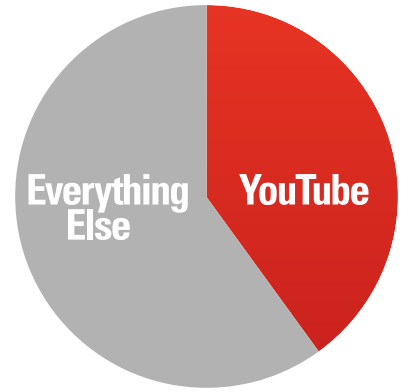


INTERNET EXPLOSION

Internet traffic* is growing exponentially, and reached more than a zettabyte (ZB, 10²¹ bytes) in 2017.



*Traffic to and from data centres. 1TB, terabyte (10¹² bytes); PB, petabyte (10¹⁵ bytes); EB, exabyte (10¹⁸ bytes); ZB, zettabyte (10²¹ bytes).



is **35%**
of worldwide
mobile traffic

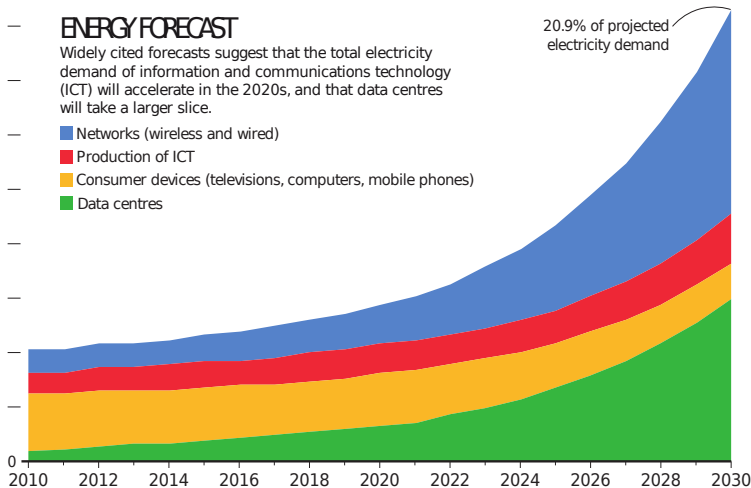
9,000 terawatt hours (TWh)

ENERGY FORECAST

Widely cited forecasts suggest that the total electricity demand of information and communications technology (ICT) will accelerate in the 2020s, and that data centres will take a larger slice.

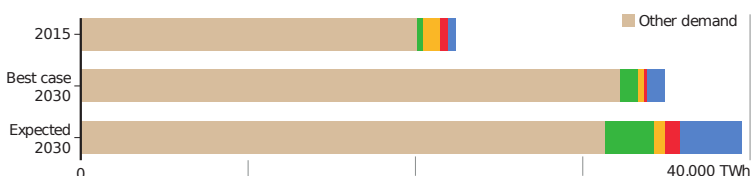
- Networks (wireless and wired)
- Production of ICT
- Consumer devices (televisions, computers, mobile phones)
- Data centres

20.9% of projected electricity demand



The chart above is an 'expected case' projection from Anders Andrae, a specialist in sustainable ICT. In his 'best case' scenario, ICT grows to only 8% of total electricity demand by 2030, rather than to 21%.

Global electricity demand



Snapchat



is
application
worldwide by
overall mobile
bandwidth usage