
MARKET FACTS!

MARKET FACT #143

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #143

5.6B

gallons of WATER is what Google used in 2022 to cool off its Data Centers. Microsoft's water usage on the other hand, increased 1/3, to 1.7 billion gallons in the same year.

DATE: December 7, 2023

COMMENT: Now, two BIG TECHs are under scrutiny for having a heavy consumption of water usage to cool off its Data Centers. People tend to forget that computers rely also on water to survive. Our daily systems rely on water to be operational. [Microsoft's water usage is the same of using 2,500 olympic swimming pools while Google's water usage falls on the 8,500 pools \(!\).](#)

A MESSAGE FOR BRANDS

BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.



READ SOURCE