

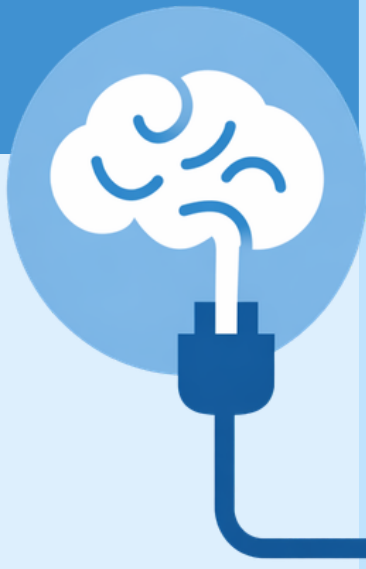
AI is Energy-Hungry!

What Is Generative AI?

Generative artificial intelligence (AI) enables computers to perform complex tasks as generating text and images, creating videos...

Did you know?

Every time you use AI, it consumes energy!

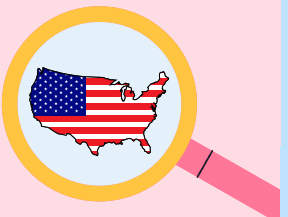


Why does generative AI use so much energy?

AI data centers run **night and day**



12,000 data centers worldwide, **45%** of them in the United States



Equivalent to **Thailand's** annual electricity consumption



AI by the Numbers

Training AI

= **120 million** smartphone charges

Using AI

6x more electricity than a standard Google search



2.5 billion queries per day

Important



The more you use AI, the more energy it consumes—and the more CO₂ it emits.

Ready to become a responsible digital citizen?

Simple actions to reduce your impact:

- ✓ Think before you click!
- ✓ « Do I really need this generated image? »
- ✓ Stick to simple searches and avoid unnecessary repetition



Your turn!

planete
energies



Une initiative de TotalEnergies
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