

Chapter-6

The Data Center: A Central Cog in the Digital Economy

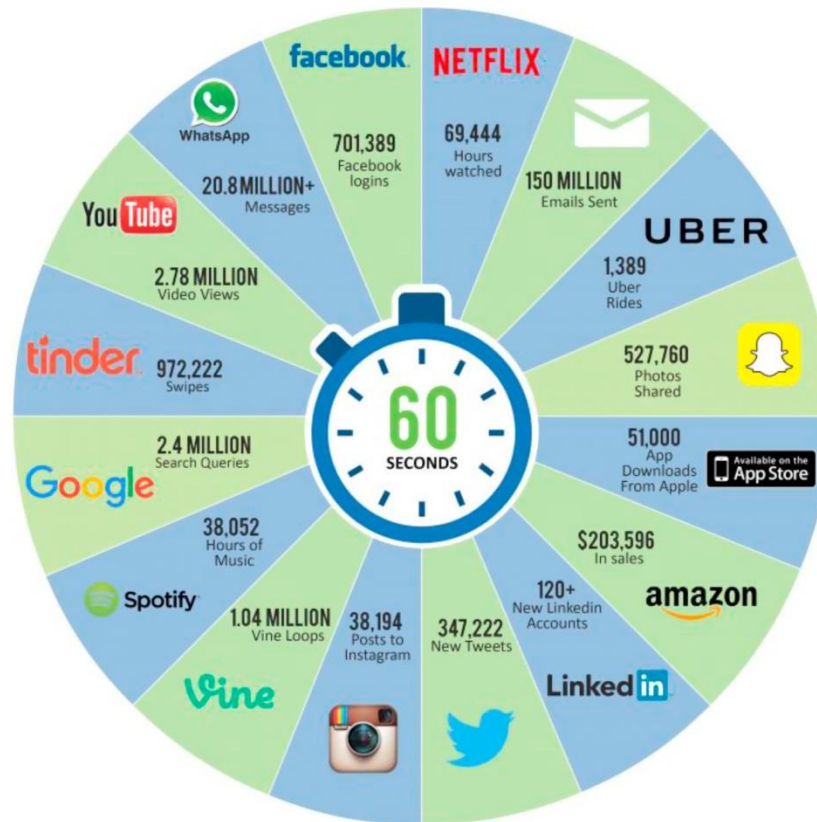


Figure 6.1: What happens in a 2016 Internet minute? Courtesy of Excelacom.

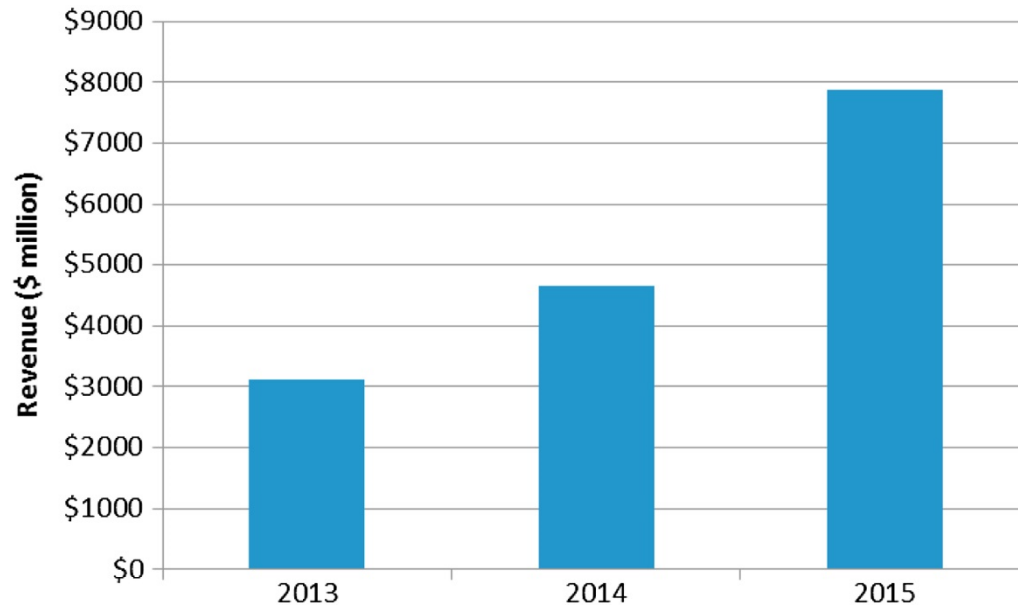


Figure 6.2: Amazon Web Services' annual revenues: 2013-15. Courtesy of Amazon.



Figure 6.3: Facebook's two 340,000-square foot Prineville, Oregon, data centers.
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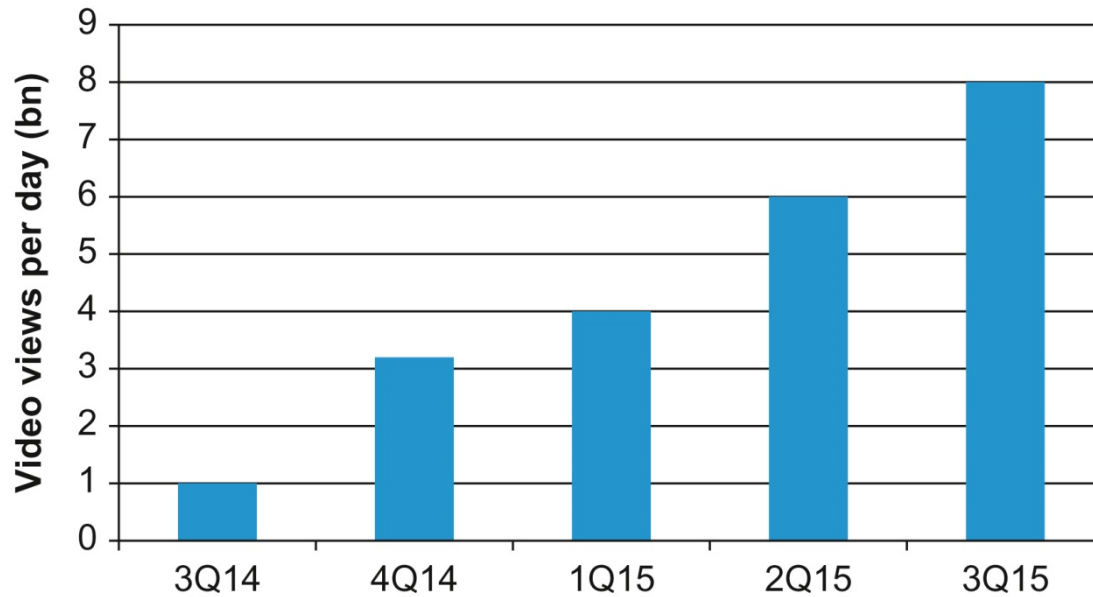


Figure 6.4: Average video views per day on Facebook, 3Q14-3Q15. From KPCB Internet Trends 2016.

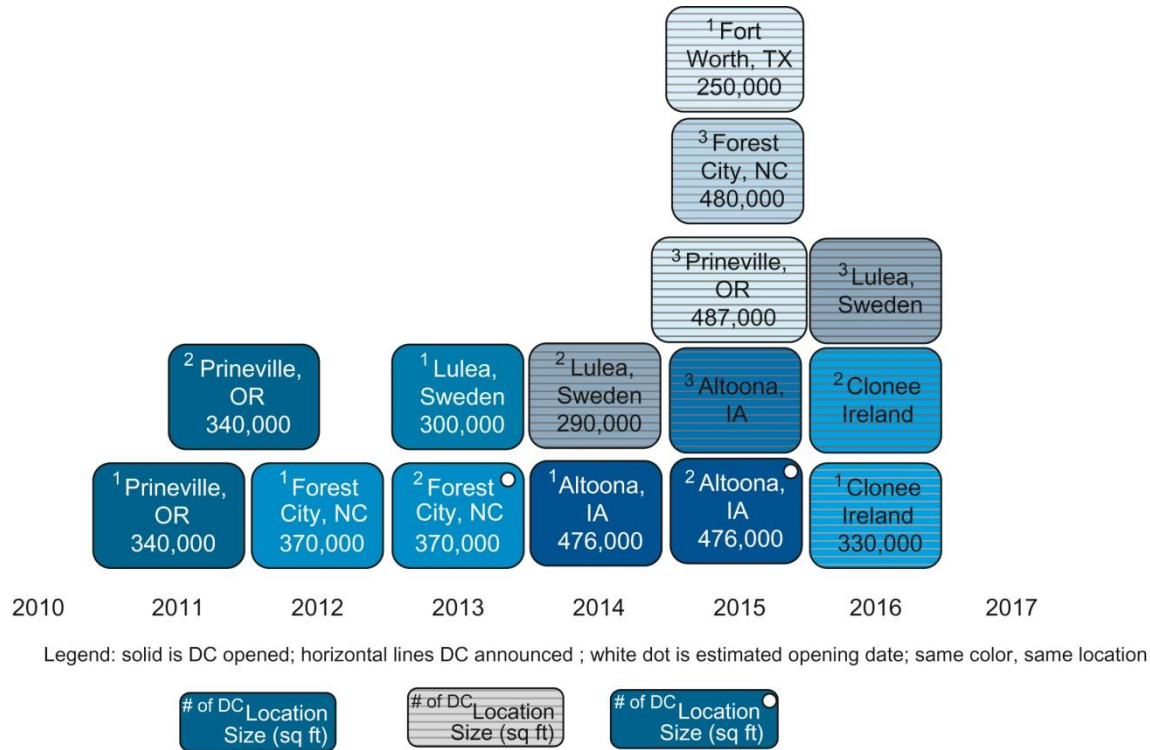


Figure 6.5: Facebook's data centers: in operation and planned.

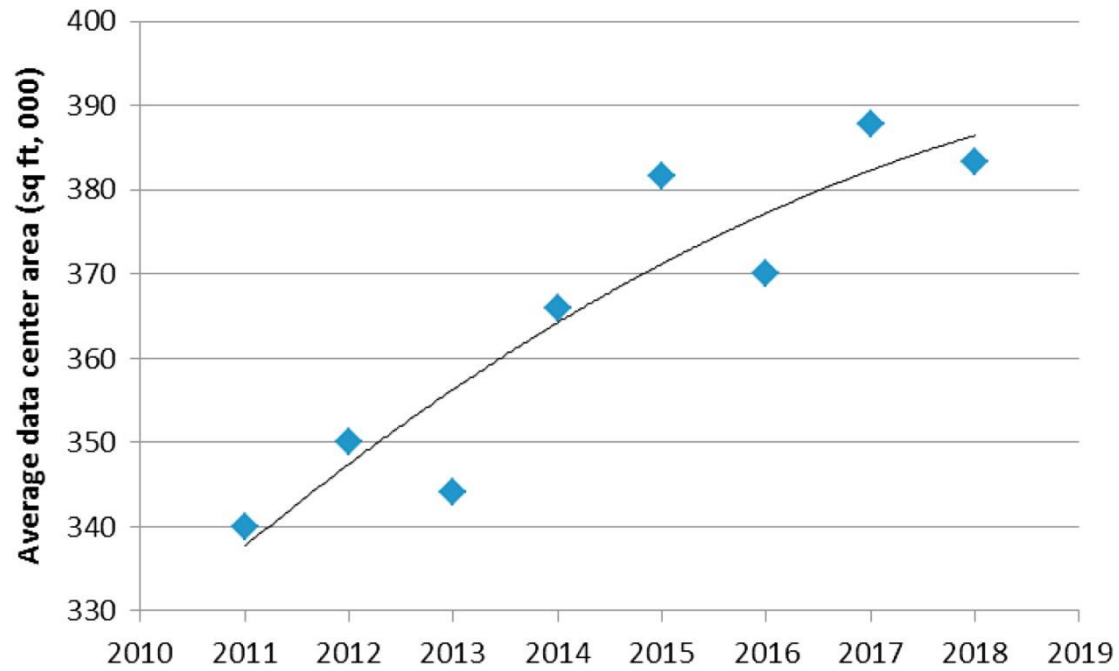


Figure 6.6: Facebook's average data center square footage, 2011-18

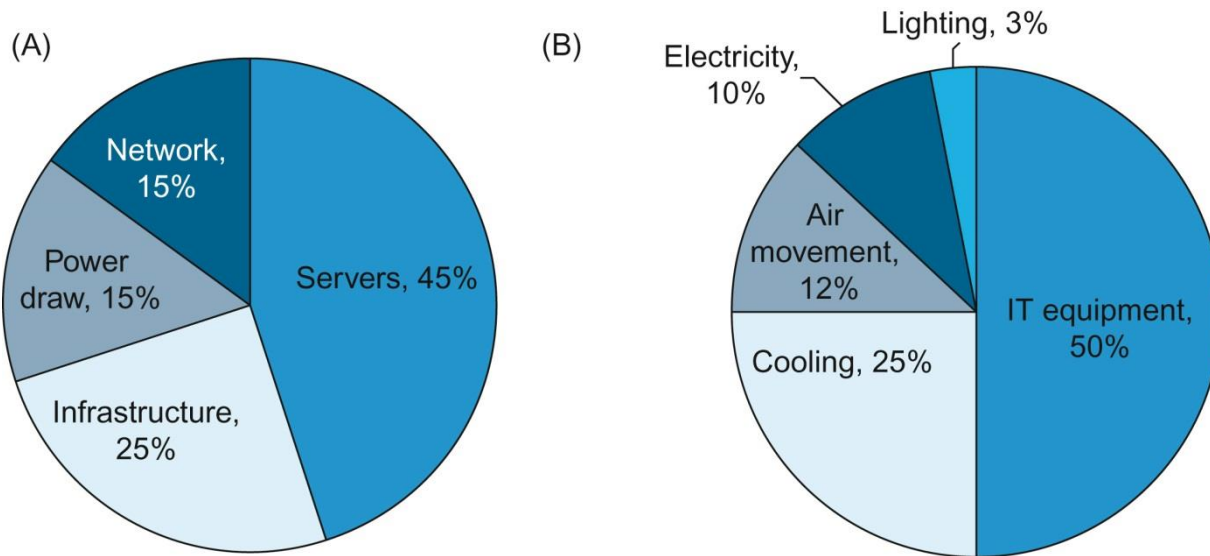


Figure 6.7: Typical data center costs and energy consumption breakdowns. (A) Data center costs and (B) data center energy consumption. (A) Data from Microsoft (B) Data from Computerworld from EYP Mission Critical Facilities Inc, New York.