

Internet companies enter the new energy sector



Overview

Major technology companies, including Google, Microsoft, Amazon, and Meta, have led the private sector in consuming clean electricity, from purchasing renewable energy certificates (RECs) to utilizing 24/7 Carbon-Free Energy (CFE). High energy costs, global conflict, increasing demand, and the push towards sustainability goals have created a perfect storm that's hit energy suppliers from all sides and put digital transformation at the top of agendas. The transition to this new energy system is already underway. Thanks to innovative technologies and access to new types of data, new revenue streams and services have emerged, costs have been reduced and. Artificial Intelligence (AI) is increasing the technology sector's electricity demand, with data center energy use projected to more than double by 2030. This limits tech companies' ability to meet renewable energy targets that were originally pledged in a less energy-intensive market. Google and. The KPMG US Emerging Energy Survey 2025 explores how skyrocketing AI use and other technology-driven demand for power is fueling expansion in the emerging energy sector The current energy mix can't meet the power needs of AI data centers and electrification across industries, and it's pushing US. The energy industry is experiencing a significant transition towards decentralisation, decarbonisation, and digitisation. Energy stakeholders have recognised that.



Article Content

Digital Transformation: Shaping the Future of the Energy Industry

Digital transformation is unlocking new potential in the energy sector, from optimized management and automation to fostering renewable energy growth. Discover key challenges,

When digitalization pervades, business models converge: A

We present a conceptual model that offers insights into three key areas: (1) industry structure, (2) end products, and (3) pricing strategies. Our recommendations are tailored to help

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The Tech Industry's Transition to 24/7 Carbon-Free Energy

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Technology-driven demand, including from AI data centers, is fueling a surge in power needs that must include production from new energy sources. Nearly half of surveyed companies are prioritizing

Digital Solutions for the Energy Sector

This report looks at challenges shared across the UK energy sector, as well as digital interventions that will enable the UK energy ecosystem to deliver low carbon energy faster and more reliably.

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Digital platforms are becoming more important in transforming the energy industry and altering the way we produce, distribute, and use energy. This paper explores the role of energy

The Potential of Digital Business Models in the New Energy Economy

The pace of digitalisation in the energy sector has accelerated rapidly in recent years, leading to a transformation of many traditional business models. Thanks to innovative technologies

The Daily Spark | Macro and Market Insights

The list of slow-moving sectors is long, spanning health care, banking and insurance, energy and utilities, defense and aerospace, pharma and life sciences, manufacturing, transportation and

AI Act | Shaping Europe's digital future

The AI Act is the first-ever legal framework on AI, which addresses the risks of AI and positions Europe to play a leading role globally.

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