READ THE FINE PRINT.

What your Claude plan actually gives you, and how to make it last.
From Broski Talk Ep. 3, *Nvidia's CEO and the Alleged Spy*.

A JUDGE SAYS "20X MORE USAGE" IS PLAUSIBLY MISLEADING.

Nov 6, 2026: a federal magistrate judge in California let a proposed class action by two subscribers move forward. Nothing is proven yet, no class is certified, and some claims were thrown out. The plans were renamed Max and Ultra on Oct 30.

HOW THE LIMITS WORK

01 **Two limits.** The lawsuit is about plans that count usage per 5-hour session and per week. Mark says the 5-hour limit has since been dropped.

02 **5x and 20x is per session.** Max multiplies the session. The weekly cap grows less: the plaintiffs put it at about 3.5x and 6x Pro's week.

03 **One session can eat your week.** One subscriber says a single full 5-hour session on the $200 plan burned about 15% of his weekly usage.

04 **Enterprise is seats plus usage.** Anthropic's pricing page: $20 a seat plus usage at API rates.

MAKE YOUR USAGE LAST

Drop the effort. Mark moved a lot of work from extra high to medium and burns usage slower.

Watch the weekly cap. It's the one that runs out.

Join the Claude Duet waitlist. People who applied and got access were given two free resets.

STILL HITTING THE WALL?

Mark runs seven Claude Ultra subscriptions and still hits the weekly limit, sometimes on all seven.

Simon can burn a whole subscription in one day, depending on how much runs at once.

Watch the fine print segment at 4:55: youtu.be/sOLQ0Vl8A50?t=295 · Claude Duet waitlist: claude.com/product/claude-duet

IS THE AI BACKLASH RIGHT?

The numbers each side uses, as covered in the episode. Make up your own mind.

THE CASE FOR THE BACKLASH

Meta scrapped Project OT, a plan to shrink some teams by up to 60% and hand the work to AI agents. Reuters reported internal incidents up 40%.

80%+ of companies saw no effect on productivity or jobs over three years (Atlanta Fed survey of about 6,000 executives).

40 of 41 local votes said no to data centers.

Virginia: some people pay more at peak hours because of data centers.

THE CASE AGAINST IT

Water: US golf used 531 billion gallons in 2024. US data centers used about 17 billion on site in 2023, about 3% of that.

Power bills: after inflation, 2025 US electricity prices were only 3% above 2019, and fell in 29 states.

The main driver of bills is utilities rebuilding old power grids.

Cooling water is cleaned and reused, not destroyed.

531B gal

US golf courses, 2024. Poured on grass.

17B gal

US data centers, on site, 2023. Power plants use water too.

686B gal

Data centers worldwide, 2025 estimate (2.6 trillion liters). Not the same scope as the US golf number.

TOOLS FROM THIS EPISODE

01 **Claude Duet waitlist** Anthropic's proactive agent, research preview for Pro, Max and Ultra in the US. claude.com/product/claude-duet

02 **Apple's Xcode plugin for Claude Code** Builds and tests iPhone apps, shows SwiftUI previews, drives simulators and phones. github.com/anthropics/claude-plugins-official

03 **ArtificialWatch** Mark's AI launch tracker. artificialwatch.com

Watch the backlash debate at 11:20: youtu.be/sOLQ0Vl8A50?t=680. Comment on the video: is the backlash right or wrong?