



🕒 27 March 2020, 06:55 (PDT)

# In the context of the COVID-19 crisis, Shadow observes the rise of gaming and work-from-home usages through streaming

**San Francisco, March 27, 2020** – The crisis we are going through is unprecedented in many ways. Containment – more or less strict depending on the region – is one of the most striking components, with nearly two billion people confined worldwide.

Beyond the concerns that everyone has for themselves and their loved ones, **confinement has accentuated at least two fundamental trends in our society: the explosion of gaming usage and work-from-home solutions.** This is an expected consequence of this crisis, which is now quantifiable and visible through Shadow's data usage.

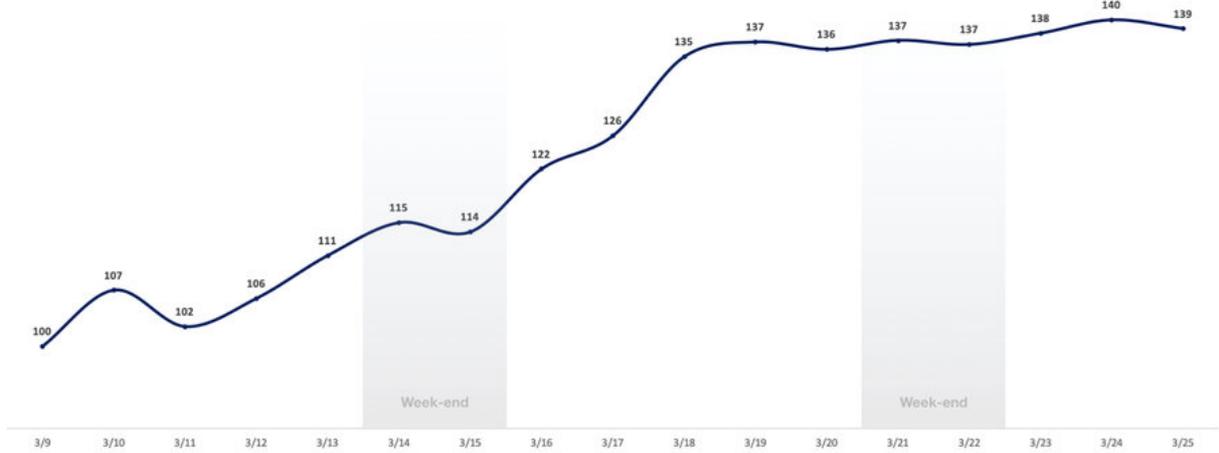
Shadow is indeed a cloud computing service, that provides users with a complete computer in the cloud, allowing them to play any game, or launch any PC application. Many users are gamers who have sometimes discovered, thanks to this crisis, the power of such streaming solutions: a complete computer available everywhere, at a time when many employees are looking for a way to work remotely.

## **Connections to Shadow have increased by more than 50% during the day in the United States**

With containment, users' free time increased significantly, resulting in more time spent on Shadow. **Thus, the number of connections to Shadow surged, increasing every day a little more as the measures hardened,** and with the growing number of States and cities deciding to implement stay-at-home measures (**c.+40% of daily connections to the service**).

### Evolution of Shadow sessions in the United States

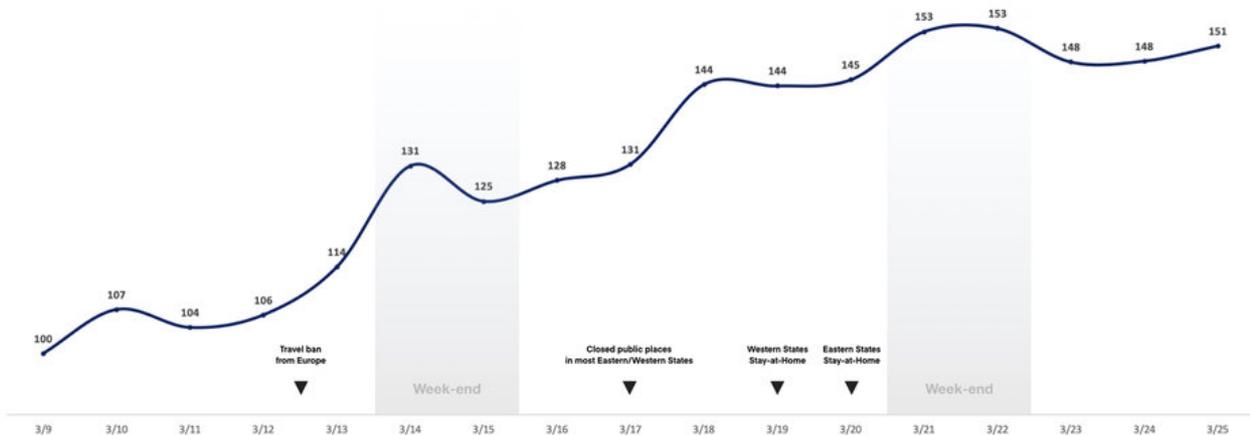
Note: 100 base value as of March 9<sup>th</sup> 2020 (representation of use before COVID-19 crisis)



Since stricter rules were implemented, these figures are particularly high during the day. Usually gamers play more often in the evening or at night, but since they've been locked up at home during the day, **the number of sessions before 5 p.m. (local time) has increased by more than 50%.**

### Evolution of Shadow sessions before 5 P.M. (local time) in the United States

Note: 100 base value as of March 9<sup>th</sup> 2020 (representation of use before COVID-19 crisis)



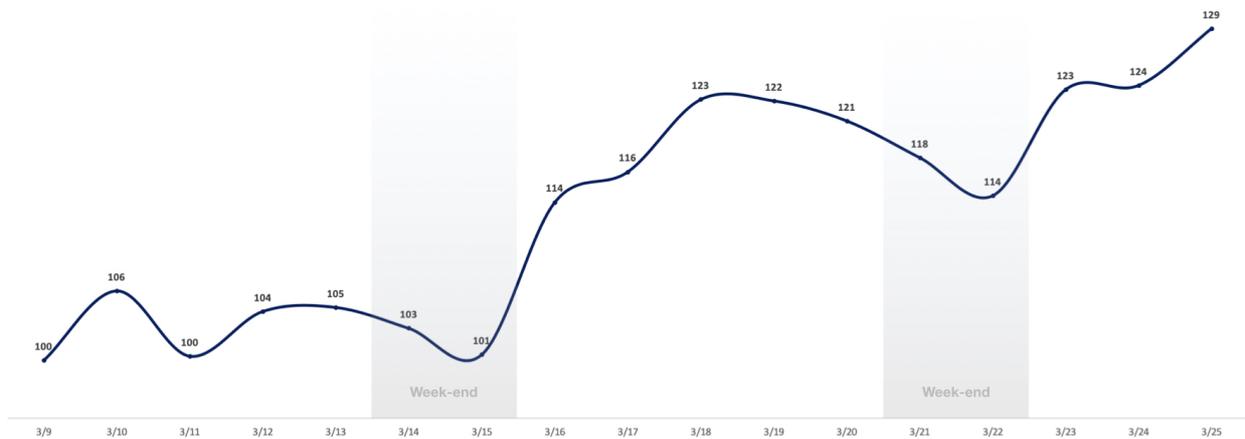
**Cloud computing is also an alternative for remote work**

In these times where companies are organizing themselves differently, a significant part of these new connections are not running games: **these connections are particularly high during week days, and have increased by c.30% compared to pre-crisis levels.** Shadow is used for office automation or other professional softwares, especially when employees do not have professional mobility equipment.



### Evolution of Shadow non-gaming sessions in the United States

Note: 100 base value as of March 9<sup>th</sup> 2020 (representation of use before COVID-19 crisis)

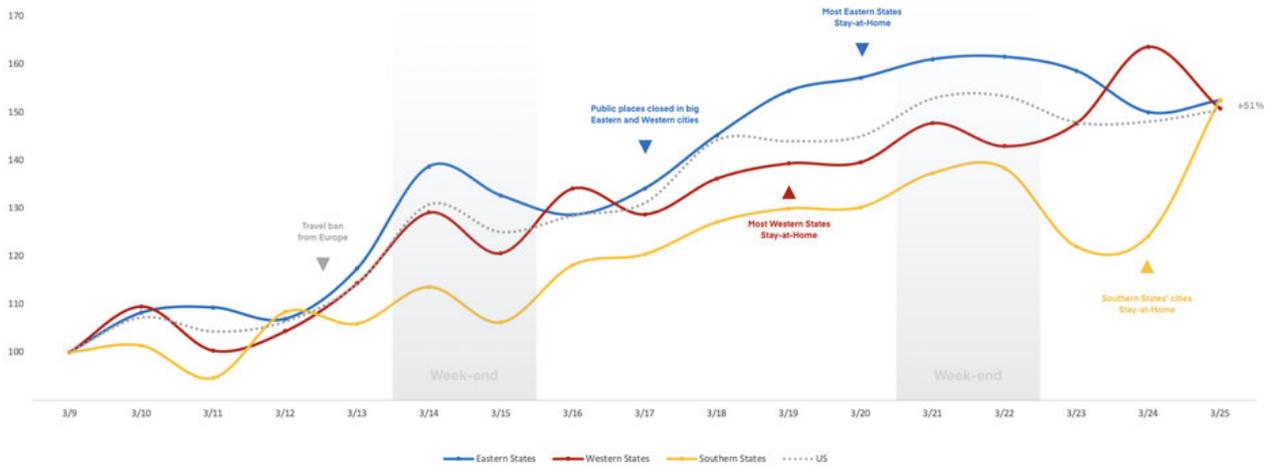


### There's a scaling effect between US regions according to the chronology of political decisions

The last lesson learned from reading these data: when comparing the different regions (here, Eastern, Western and Southern States), **the use of Shadow seems to mirror the chronology of regional decisions. We observe the strongest increase in the service usage in places where stay-at-home policies have been enforced first:** in the Eastern States, where the number of cases quickly exploded and populations took restrictions seriously; then in the Western States, with lower number of cases but early restrictive decisions; and finally in the Southern States, where these kind of measures are the most recent.

## Evolution of Shadow sessions in the United States (regional comparison)

Note: 100 base value as of March 9<sup>th</sup> 2020 (representation of use before COVID-19 crisis)



Note: in this study, Eastern States include South Carolina, North Carolina, Virginia, West Virginia, Delaware, Maryland, Pennsylvania, Connecticut, State of New York, Massachusetts, New Hampshire, Vermont, Maine, New Jersey, Washington D.C, Rhode Island; Western States include California, Nevada, Oregon; and Southern States include Texas, New Mexico, Kansas, Oklahoma, Arkansas, Mississippi.

### About Shadow:

Founded in 2015, the company, specialists in cloud computing, developed the first high-end computer that will never become obsolete. Their PC in the cloud allows gamers to play in the best conditions on any screen, via the “Shadow” application or the “Shadow Ghost” terminal. Shadow has raised \$110 million since its launch, has 200 employees in Paris and San Francisco, and currently a third of its world community is based in the United States.

### For more information on Shadow, please visit the following:

Official website: <https://shadow.tech/>

Twitter: [https://twitter.com/shadow\\_official](https://twitter.com/shadow_official)

Facebook: <https://www.facebook.com/ShadowCloudGaming/>

Instagram: [https://www.instagram.com/ShadowPC\\_Official/](https://www.instagram.com/ShadowPC_Official/)

YouTube: <https://www.youtube.com/channel/UCYXXQjon1ciZfsKJCAEoszw>

Twitch: <https://www.twitch.tv/shadowtechofficial>

**Press contact:** Shadow – Florian Giraud – [florian@shadow.tech](mailto:florian@shadow.tech)

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