



© 03 April 2020, 01:06 (PDT)

In the context of the COVID-19 crisis, Shadow observes the rise of gaming usages through streaming

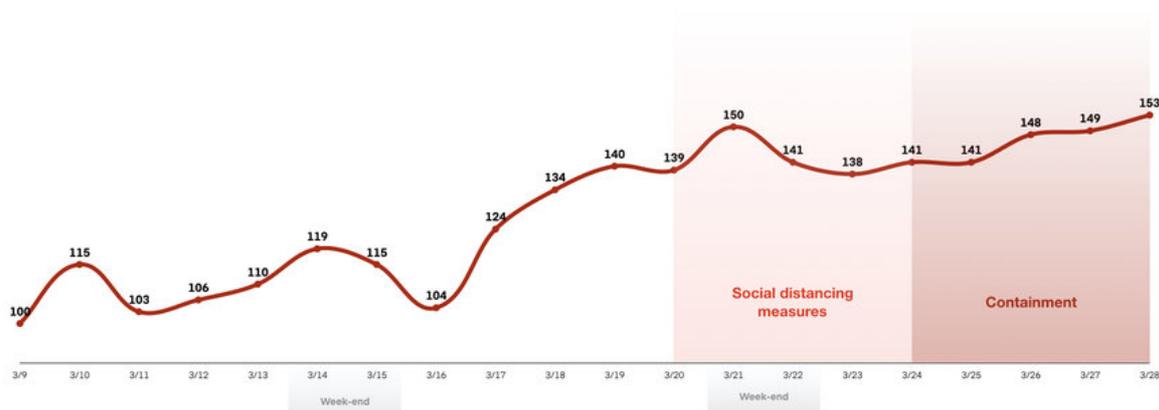
Paris, April 3rd, 2020 – The crisis we are going through is unprecedented in many ways, with containment as one of the most striking components. Beyond the concerns that everyone has for themselves and loved ones, **confinement has accentuated at least two fundamental trends in our society: the explosion of gaming and streaming usage.** This is an expected consequence of this crisis, which is now quantifiable and visible through Shadow – the cloud computing company that provides users with a cloud-based gaming PC.

Connections to Shadow have almost doubled during the day in the United Kingdom

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, until confinement became total (+50% of daily connections to the service).**

Evolution of Shadow sessions (United Kingdom)

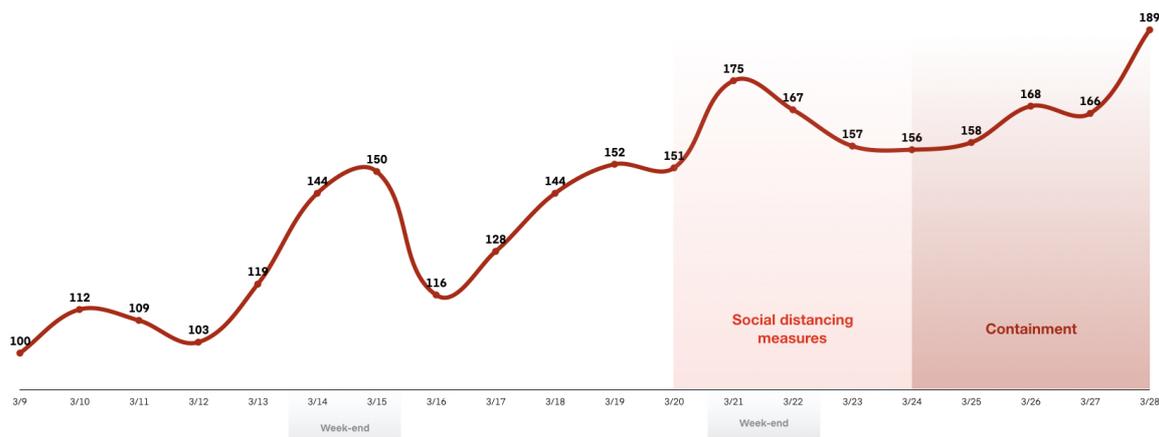
Note: 100 base value as of March 9th 2020 (representation of use before COVID-19 crisis)



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. has almost doubled.**

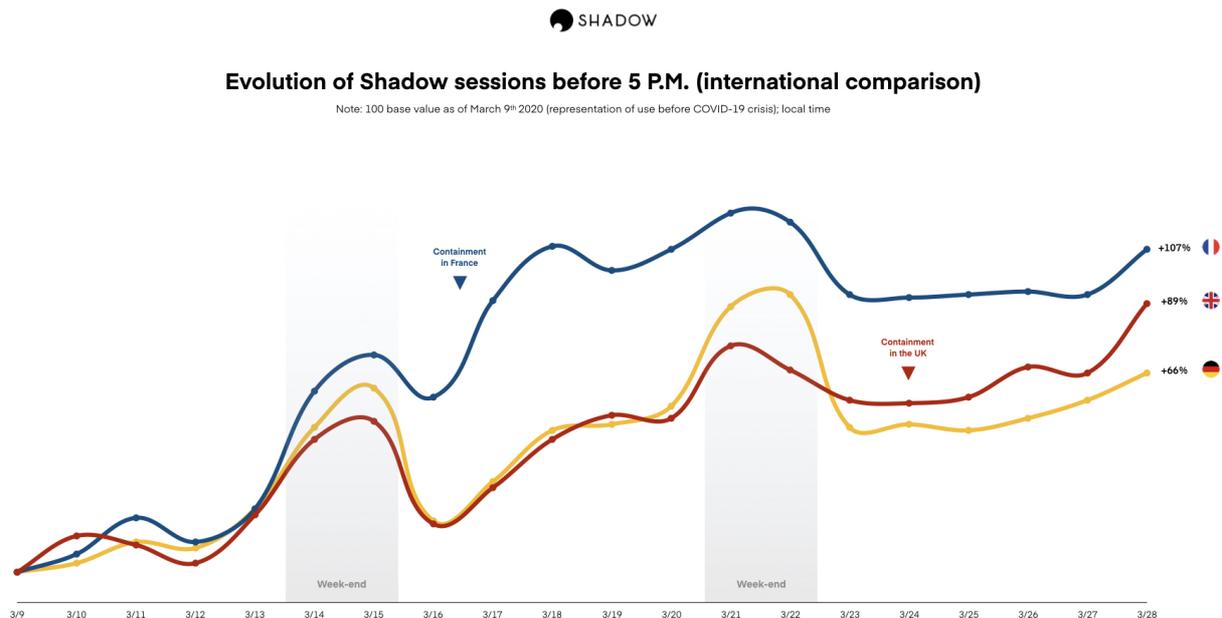
Evolution of Shadow sessions before 5 P.M. (United Kingdom)

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



There's a scaling effect between countries according to the chronology of political decisions

The last lesson learned from analyzing these data points: the use of Shadow mirrors different national situations when comparing countries. **We observed the sharpest increase in service usage in countries that first enforced stay-at-home policies.** In France, the number of connections spiked first. This was followed by rapid increase in the UK, which quickly outpaced Germany after confinement policies went into effect last week, and is now on a trajectory to surpass France at its current rate.



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 and has 200 employees in Paris and San Francisco.

For more information on Shadow, please visit the following:

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

Twitter: https://twitter.com/shadow_official

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

Instagram: 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

ABOUT SHADOW

Founded in 2015, Shadow, 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.

 pr.co



Shadow