



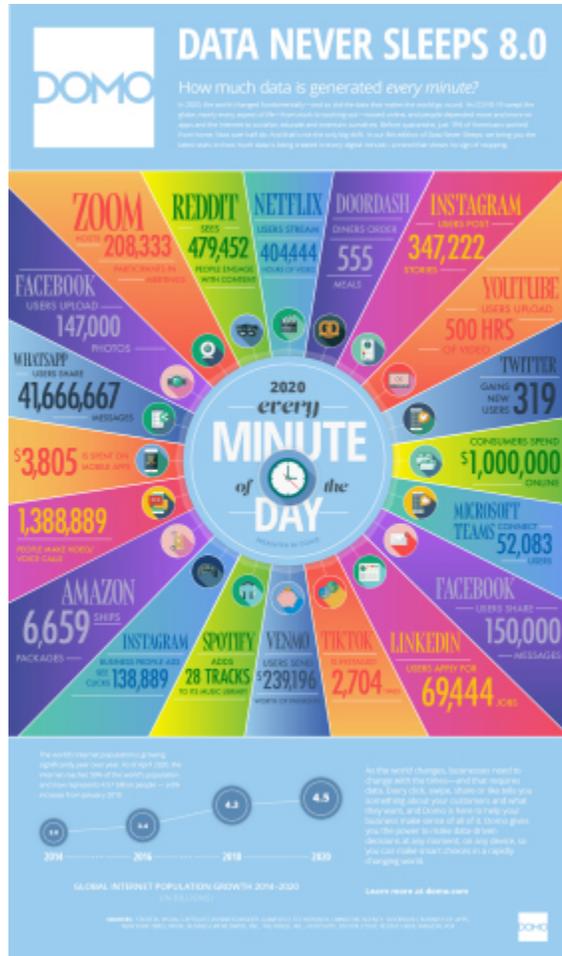
CORRECTING and REPLACING GRAPHIC Domo Releases Eighth Annual “Data Never Sleeps” Infographic

August 11, 2020

Latest numbers showcase COVID-19’s impact on digitization and the proliferation of data.

SILICON SLOPES, Utah--(BUSINESS WIRE)--Aug. 11, 2020-- Please replace the graphic with the accompanying corrected graphic.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200811005135/en/>



The release reads:

DOMO RELEASES EIGHTH ANNUAL “DATA NEVER SLEEPS” INFOGRAPHIC

Latest numbers showcase COVID-19’s impact on digitization and the proliferation of data.

Today, [Domo](#) (Nasdaq: DOMO) released its eighth annual “Data Never Sleeps” infographic, a revealing look at online user behavior through the data generated and consumed every minute across high-traffic platforms and popular applications such as Zoom, TikTok, Skype, Netflix and more.

This year’s edition illustrates an intensified impact to data consumption in the digital world led in part by the outbreak of COVID-19. Under quarantine and widespread closures of brick-and-mortar offices, stores, banks, gyms and restaurants, society has largely moved online. The [numbers show](#) that we’ve become more dependent on apps to work from home, video chat to socialize, mobile delivery services for goods, and video streaming for entertainment.

However, the amount of data being created and shared was steadily increasing even before COVID-19 took hold, suggesting that these trends are here to stay and the amount of data available will only continue to grow. According to April 2020 [reports](#), 59% of the world’s population has access to the internet, with 4.57 billion active users—nearly a 3% increase from January 2019. Of those people, 4.2 billion are active on mobile and 3.81 billion use social media.

Some highlights from “Data Never Sleeps 8.0” include:

The future of work is at home - for now. COVID-19 has opened the door to a bigger remote workforce. Pre-quarantine, [roughly 15%](#) of Americans worked from home. Now, it’s estimated that the number has risen to 50%—a boon for collaboration platforms like Microsoft Teams that has an average of 52,083 users connecting per minute. Video conferencing company Zoom has experienced a particularly sharp increase in users. Their daily app sessions exploded from just more than [two million](#) in February to nearly seven million in March, with approximately 208,333 people meeting per minute.

Face time matters. Unable to socialize in person, video chat is on the rise for people. Google Duo usage rose [12.4%](#) from January to March, and about 27,778 people meet on Skype every minute. Facebook-owned WhatsApp has also seen [up to a 51% jump](#) in usage since the pandemic started.

Curl up with Quarantine. HBO Max, Netflix, Disney Plus, Hulu—even pre-COVID-19, the streaming wars were heating up with an increasing number of platforms and subscribers. Now that people are spending more time at home, companies are seeing record subscription numbers. Netflix reported [15.8 million](#) new subscribers in its first quarter, increasing traffic 16% from January to March. Releasing the most-buzzed about hit of quarantine probably didn’t hurt their numbers, either; *Tiger King* had [34 million viewers](#) in its first 10 days.

Domo Releases Eighth Annual “Data Never Sleeps” Infographic (Graphic: Business Wire)

“Technology continues to disrupt consumer behavior, and having a view into this data year-over-year shows just how much of an impact technology is making to our new normal,” said Josh James, founder and CEO, Domo. “Most organizations are also operating differently because of COVID-19, and having real-time data about their own operations and environment can help inform decisions to survive, and even thrive, in response.”

For additional information and to view the full “Data Never Sleeps 8.0” infographic, visit: <https://www.domo.com/learn/data-never-sleeps-8>

About Domo

Domo is the Business Cloud, empowering organizations of all sizes with BI leverage at cloud scale, in record time. With Domo, BI-critical processes that took weeks, months or more can now be done on-the-fly, in minutes or seconds, at unbelievable scale. For more information about how Domo

(Nasdaq: DOMO) helps its customers go fast, go big and go bold, visit www.domo.com. You can also follow Domo on [Twitter](#), [Facebook](#) and [LinkedIn](#).
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