ESSENTIAL VIDEO GAME NEWS

MARKET, CONSUMPTION, USE

FEBRUARY 2016

S.E.L.L.
SYNDICAT DES EDITEURS DE LOGICIELS DE LOISIRS

EDITORIAL

2014 marked the first return to growth for the French video gaming industry since 2008.

2015 confirmed this positive trend which is translated by 6% positive market growth with over €2.8 billion in sales. End of year consumer demand was exceptional with record sales in December. Growth is bolstered by the sale of games and gaming accessories.
Game sales rose by 7% to €1.6 billion and accessories generated over €300 million.

The transition to 8th generation consoles has run its course.
The market has definitively embraced this 8th cycle. For home consoles, we are observing a very quick migration from 7th to 8th generation with ever-increasing numbers. Overall, revenue associated with console purchases is in decline at -6% with a rapid fall (-69%) in sales of 7th generation consoles in 2015.

The market's vitality is also translated by a marked change in use and a move towards digital resources that is accelerating, multiplying the ways video games are played, when they are played and the industry's business models.

Generally speaking, 2016 and the future of the gaming sector are on the right track. More than ever before, video gaming finds itself at the crossroads of culture and technology. Gaming's combination of creativity and innovation continuously pushes the boundaries as the industry stakes its claim on many related sectors. In this way, it is organically maintaining its unique role as a laboratory where increasing numbers of talented people can express themselves. In the world of gaming, support, content, technology, practice and experiences develop continuously at a very dynamic pace.

In the short term, the market will welcome different virtual reality headsets, keenly awaited by gamers; they should generate additional income.

We all know that gaming has a huge capacity for reinventing itself very quickly and still has many surprises in store.

The future looks very bright. We are sure that growth will once again be on the cards for 2016.

See you in June, for a report on the first six months of 2016 and E3, and to discuss our industry's expected performance.

Jean-Claude Ghinozzi
Chairman of SELL

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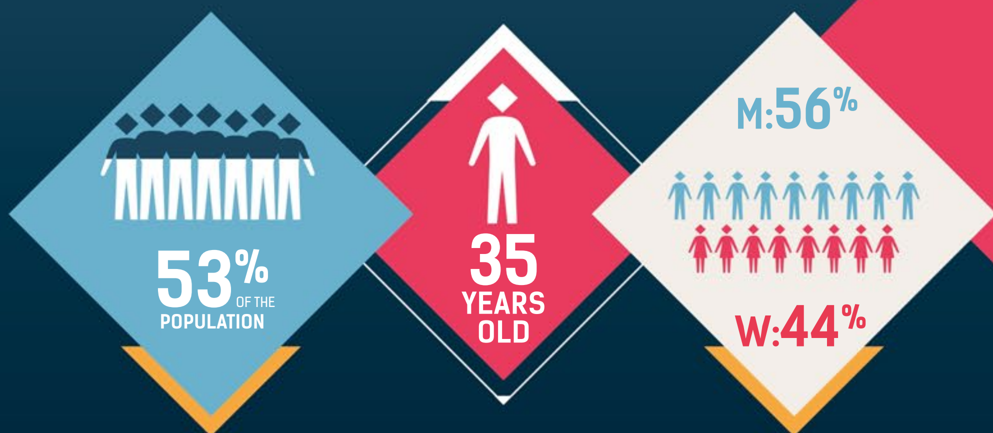
ESSENTIAL VIDEO GAME NEWS
is produced by the Union of Video Game Publishers (SELL). It reflects the market, consumption and use of the French video gaming industry.

CHAPTER 1

THE FRENCH VIDEO GAME MARKET

GAMER NUMBERS DOUBLED IN ONLY 10 YEARS!

The history of video gaming in France dates back to the 1980s. The last twenty years have seen the industry and how it is used change dramatically. Today it is the 2nd largest cultural industry behind books. Gaming has slowly become generalised, entering every French home.



PERCENTAGE OF GAMERS IN 2015

AVERAGE AGE OF GAMERS IN 2015

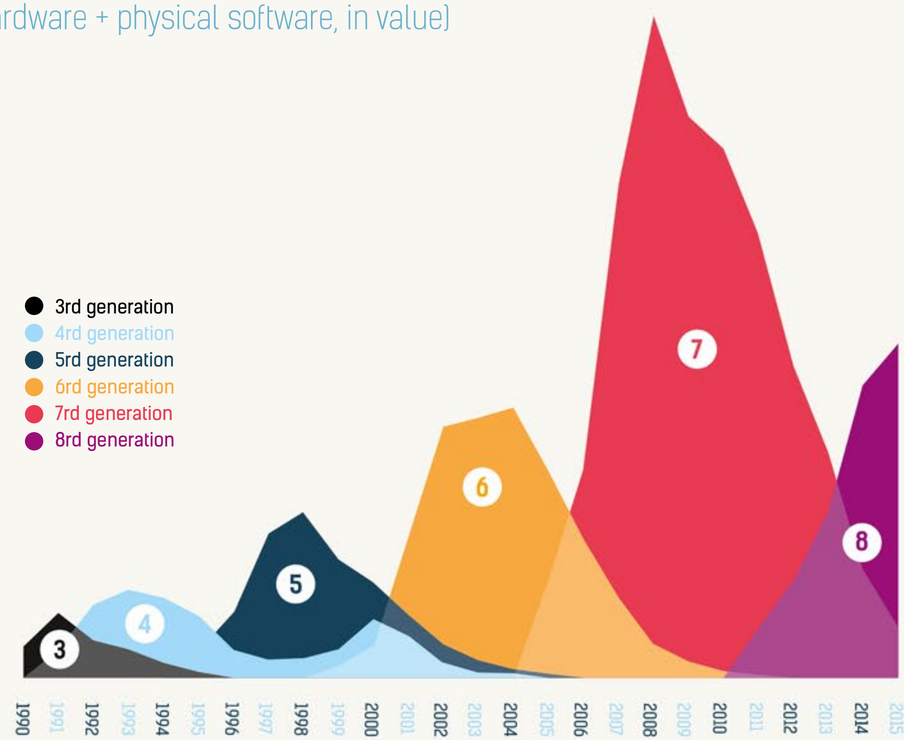
MALE / FEMALE BREAKDOWN IN 2015

In the early 2000s, only 20% of the French population said they played video games, a large proportion being men with an average age of 21. 15 years later and one out of every two French people now say they play video games with almost equal sexual parity and an average age that extends way beyond 30.

Source: GfK 2005 Gamers Study and GfK/Sell 2015 Study

THE CYCLE OF VIDEO GAME CONSOLES

(Hardware + physical software, in value)



THE VIDEO GAME CONSOLE MARKET OPERATES IN CYCLES.
Each generation has enabled industry turnover to double.

Sources: GfK (Hardware + Physical Software) / Panel data at end 2015

2015 MARKET REPORT

TURNOVER FRANCE

2.87

BILLION EUROS

(PHYSICAL + VIRTUAL)

+6%

MARKET GROWTH

HARDWARE
+ SOFTWARE
+ ACCESSORIES
+ ONLINE
+ HANDHELD

TOP 3

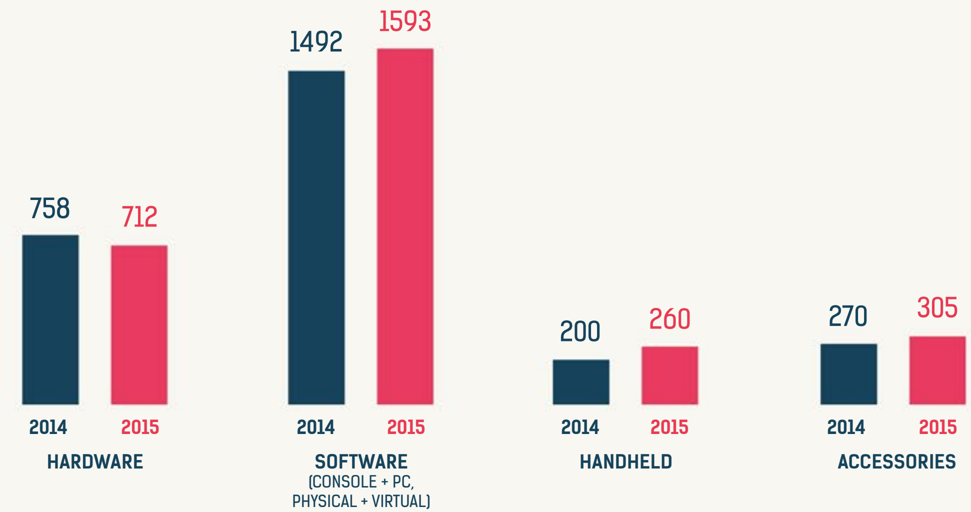
FRANCE IS IN THE TOP 3 EUROPEAN MARKETS
(with Great Britain and Germany)

Sources: SELL estimation, using GfK panel data at end 2015

CLOSE-UP: MARKET SEGMENTS

Breakdown of turnover

in euro millions



-6%

+7%

+30%

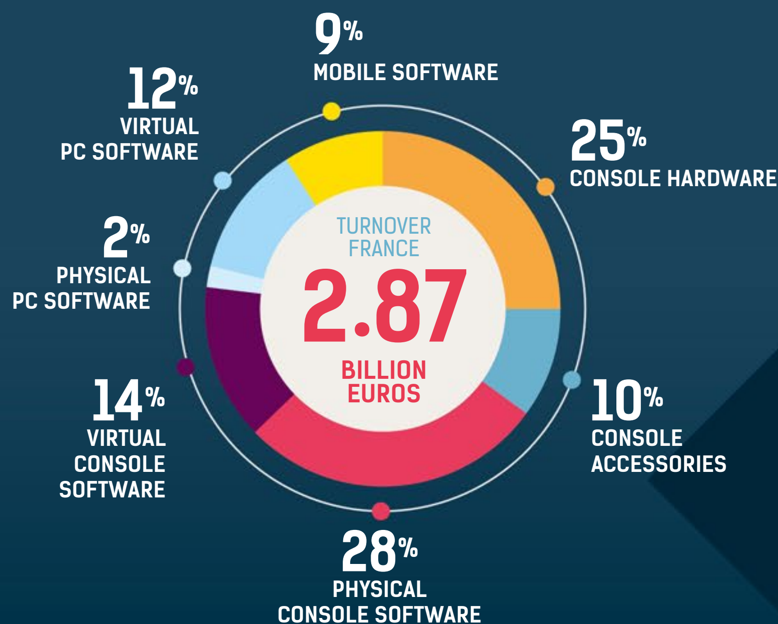
+13%

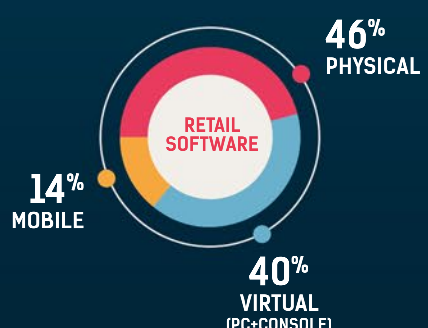
+9.5%

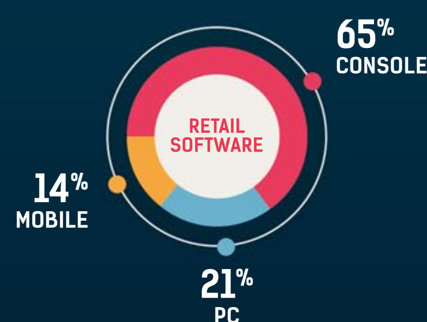
TURNOVER FOR GLOBAL SOFTWARE MARKET
(CONSOLE + PC + MOBILE,
PHYSICAL + VIRTUAL)

Sources: SELL estimation, using GfK data at end 2015

CLOSE-UP: MARKET SEGMENTS







Sources: SELL estimation, using GfK panel data at end 2015

TRENDS AND INNOVATIONS

8th generation consoles are packed full of innovations and new possibilities for gamers

2015 MARKET REPORT

Top console sales for generations 7 & 8 in 2015

2,466,000
7 & 8 generation consoles sold in 2015

1,700,000 home consoles

123,000 GENERATION 7

1,577,000 GENERATION 8

766,000 handheld consoles

19,000 GENERATION 7

747,000 GENERATION 8

142,000 GENERATION 7 IN 2015

2,324,000 GENERATION 8 IN 2015

Sources: GfK / Panel data at end 2015

2015 MARKET REPORT

Console performances

8TH GENERATION HARDWARE AND SOFTWARE PERFORMANCE

Sources: GfK / Panel data at end 2015

+2% turnover
CONSOLES

+31% turnover
CONSOLE SOFTWARE

7TH AND 8TH GENERATION ESTABLISHED BASE

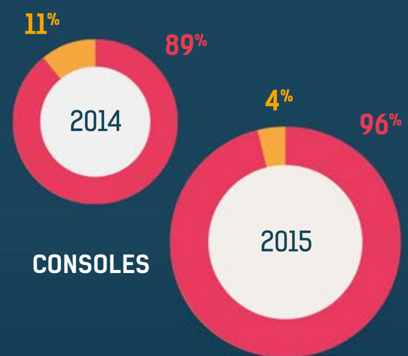
Total of sales since the launch of consoles at end 2015

29.1 MILLION
GENERATION 7 CONSOLES

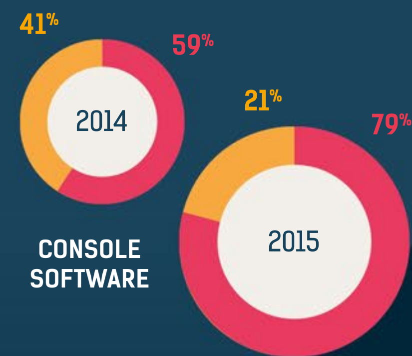
8.2 MILLION
GENERATION 8 CONSOLES

2015 MARKET REPORT

Console sales analysis 2014 – 2015

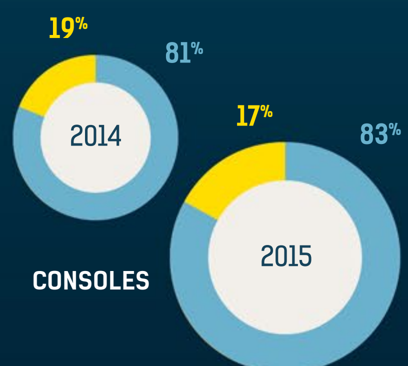


CONSOLES

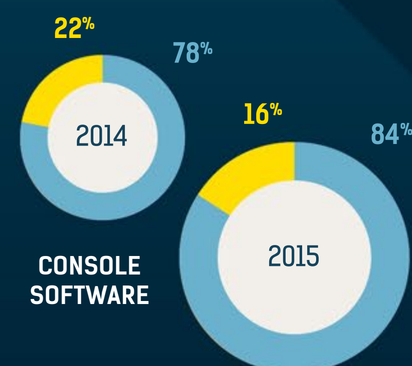


CONSOLE SOFTWARE

7TH GENERATION   8TH GENERATION



CONSOLES



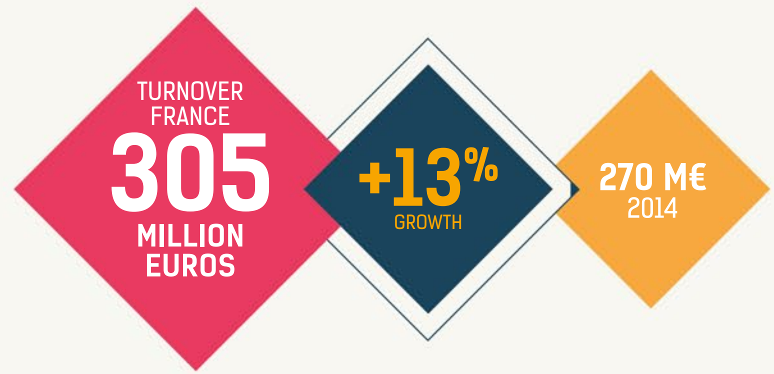
CONSOLE SOFTWARE

HANDHELD CONSOLES   HOME CONSOLES

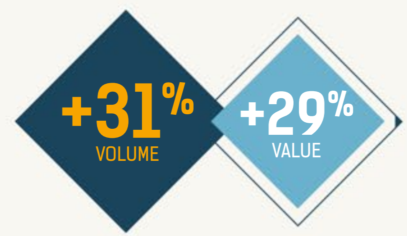
Sources: GfK / Panel data at end 2015

2015 MARKET REPORT

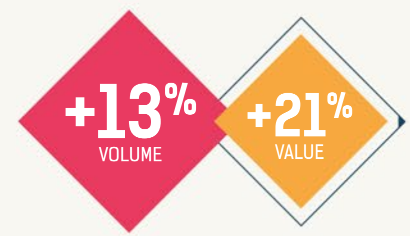
Accesories: a record year!



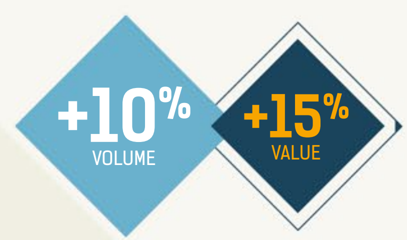
SEGMENTS POSTING THE HIGHEST GROWTH



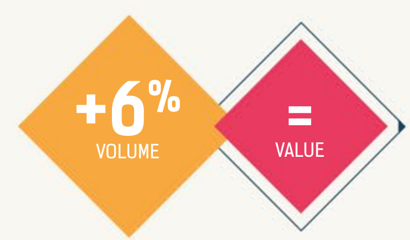
GAMING TOYS



PREPAID CARDS



CONTROLLERS



HEADSETS AND AUDIO ACCESSORIES

Sources: GfK / Panel data at end 2015

TOP 20 GAMES IN 2015

All platforms (physical market) in volume

1	FIFA 16	ELECTRONIC ARTS	1,272,498
2	CALL OF DUTY: BLACK OPS 3	ACTIVISION BLIZZARD	1,082,123
3	GTA 5	TAKE-TWO INTERACTIVE	584,081
4	MINECRAFT	MICROSOFT	418,248
5	FIFA 15	ELECTRONIC ARTS	405,830
6	STAR WARS: BATTLEFRONT	ELECTRONIC ARTS	381,492
7	FALLOUT 4	BETHESDA	273,476
8	THE WITCHER 3: WILD HUNT	BANDAI NAMCO ENTERTAINMENT	273,389
9	BATTLEFIELD HARDLINE	ELECTRONIC ARTS	246,312
10	CALL OF DUTY: ADVANCED WARFARE	ACTIVISION BLIZZARD	244,978
11	JUST DANCE 2016	UBISOFT	235,743
12	ANIMAL CROSSING HAPPY HOME DESIGNER	NINTENDO	229,489
13	ASSASSIN'S CREED SYNDICATE	UBISOFT	227,017
14	SPLATOON	NINTENDO	205,058
15	FAR CRY 4	UBISOFT	202,258
16	FARMING SIMULATOR 15	FOCUS HOME INTERACTIVE	196,252
17	SUPER SMASH BROS	NINTENDO	188,812
18	BATMAN: ARKHAM KNIGHT	WARNER INTERACTIVE	186,157
19	METAL GEAR SOLID V: THE PHANTOM PAIN	KONAMI	183,110
20	TOMODACHI LIFE	NINTENDO	181,178

GfK / Physical market panel data at end 2015

THE FRENCH VIDEO GAME MARKET

TOP 20 GAMES IN 2015

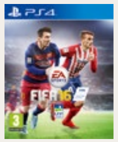
All platforms (physical market) in value

1	FIFA 16	ELECTRONIC ARTS	€75,502,000
2	CALL OF DUTY: BLACK OPS 3	ACTIVISION BLIZZARD	€61,005,000
3	GTA 5	TAKE-TWO INTERACTIVE	€29,780,000
4	STAR WARS: BATTLEFRONT	ELECTRONIC ARTS	€22,625,000
5	FIFA 15	ELECTRONIC ARTS	€20,018,000
6	THE WITCHER 3: WILD HUNT	BANDAI NAMCO ENTERTAINMENT	€17,784,000
7	FALLOUT 4	BETHESDA	€15,935,000
8	BATTLEFIELD HARDLINE	ELECTRONIC ARTS	€14,568,000
9	ASSASSIN'S CREED SYNDICATE	UBISOFT	€13,629,000
10	CALL OF DUTY: ADVANCED WARFARE	ACTIVISION BLIZZARD	€13,605,000
11	BATMAN: ARKHAM KNIGHT	WARNER INTERACTIVE	€11,200,000
12	METAL GEAR SOLID V: THE PHANTOM PAIN	KONAMI	€11,000,000
13	DRAGON BALL: XENOVERSE	BANDAI NAMCO ENTERTAINMENT	€10,817,000
14	ANIMAL CROSSING HAPPY HOME DESIGNER	NINTENDO	€9,015,000
15	FAR CRY 4	UBISOFT	€8,981,000
16	NEED FOR SPEED	ELECTRONIC ARTS	€8,943,000
17	RAINBOW SIX SIEGE	UBISOFT	€8,610,000
18	JUST DANCE 2016	UBISOFT	€8,584,000
19	MINECRAFT	MICROSOFT	€8,566,000
20	SUPER SMASH BROS	NINTENDO	€8,316,000

GfK / Physical market panel data at end 2015

TOP 20 GAMES IN 2015

In volume (Physical market)

1

FIFA 16
ELECTRONIC ARTS
PS4
727,852

2

CALL OF DUTY: BLACK OPS 3
ACTIVISION BLIZZARD
PS4
630,262

3

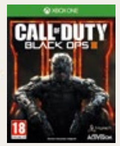
FIFA 16
ELECTRONIC ARTS
PS3
285,011

4

GTA 5
TAKE-TWO INTERACTIVE
PS4
262,969

5

SPLATOON
NINTENDO
WII U
192,668

6

CALL OF DUTY: BLACK OPS 3
ACTIVISION BLIZZARD
XBOX ONE
191,274

7

CALL OF DUTY: BLACK OPS 3
ACTIVISION BLIZZARD
PS3
187,889

8

TOMODACHI LIFE
NINTENDO
NINTENDO 3DS
181,178

9

THE WITCHER 3: WILD HUNT
BANDAI NAMCO ENTERTAINMENT
PS4
179,781

10

STAR WARS: BATTLEFRONT
ELECTRONIC ARTS
PS4
171,668

11

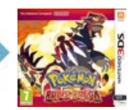
MINECRAFT
MICROSOFT
PS3
167,371

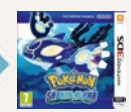
12

ASSASSIN'S CREED SYNDICATE
UBISOFT
PS4
157,848

13

FALLOUT 4
BETHESDA
PS4
157,702

14

POKÉMON RUBY OMEGA
NINTENDO
NINTENDO 3DS
156,182

15

POKÉMON SAPPHIRE ALPHA
NINTENDO
NINTENDO 3DS
152,090

16

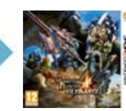
JUST DANCE 2016
UBISOFT
WII
147,909

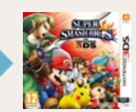
17

BATMAN: ARKHAM KNIGHT
WARNER INTERACTIVE
PS4
137,555

18

MARIO KART 7
NINTENDO
NINTENDO 3DS
135,930

19

MONSTER HUNTER 4 ULTIMATE
NINTENDO
NINTENDO 3DS
130,267

20

SUPER SMASH BROS
NINTENDO
NINTENDO 3DS
127,605

SCOPE: Console software + PC games

GfK / Physical market panel data at end 2015

GfK / Physical market panel data at end 2015

THE FRENCH VIDEO GAME MARKET

TOP 20 GAMES IN 2015

In value (Physical market)

1	FIFA 16	ELECTRONIC ARTS	PS4	€43,200,000
2	CALL OF DUTY: BLACK OPS 3	ACTIVISION BLIZZARD	PS4	€37,000,000
3	FIFA 16	ELECTRONIC ARTS	PS3	€16,400,000
4	GTA 5	TAKE-TWO INTERACTIVE	PS4	€15,400,000
5	THE WITCHER 3: WILD HUNT	BANDAI NAMCO ENTERTAINMENT	PS4	€11,600,000
6	CALL OF DUTY: BLACK OPS 3	ACTIVISION BLIZZARD	XBOX ONE	€11,400,000
7	STAR WARS: BATTLEFRONT	ELECTRONIC ARTS	PS4	€9,800,000
8	ASSASSIN'S CREED SYNDICATE	UBISOFT	PS4	€9,100,000
9	FALLOUT 4	BETHESDA	PS4	€9,000,000
10	CALL OF DUTY: BLACK OPS 3	ACTIVISION BLIZZARD	PS3	€8,900,000
11	BATMAN: ARKHAM KNIGHT	WARNER INTERACTIVE	PS4	€8,012,000
12	FIFA 16	ELECTRONIC ARTS	XBOX ONE	€7,562,000
13	FIFA 15	ELECTRONIC ARTS	PS4	€7,506,000
14	NEED FOR SPEED	ELECTRONIC ARTS	PS4	€7,360,000
15	BATTLEFIELD: HARDLINE	ELECTRONIC ARTS	PS4	€7,162,000
16	METAL GEAR SOLID V : THE PHANTOM PAIN	KONAMI	PS4	€7,059,000
17	SPLATOON	NINTENDO	WII U	€7,035,000
18	TOMODACHI LIFE	NINTENDO	NINTENDO 3DS	€6,702,000
19	HALO 5	MICROSOFT	XBOX ONE	€6,292,000
20	POKÉMON RUBY OMEGA	NINTENDO	NINTENDO 3DS	€6,215,000

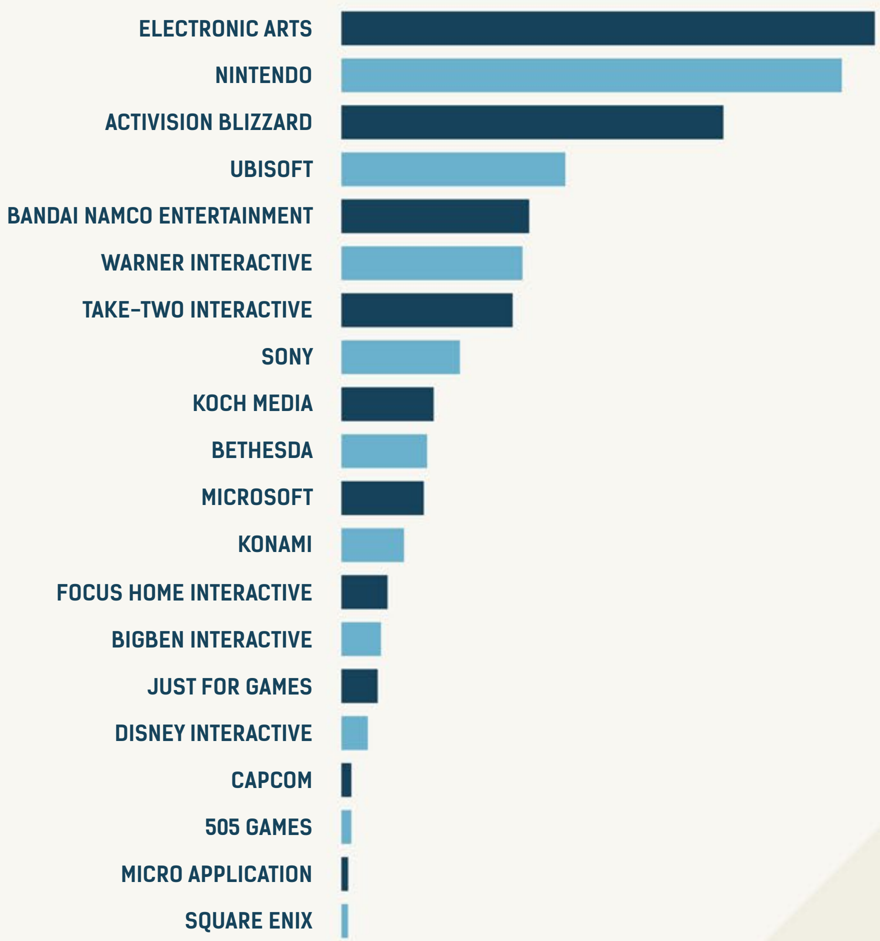
SCOPE: Console software + PC games

GfK / Physical market panel data at end 2015

GfK / Physical market panel data at end 2015

TOP 20 DEVELOPERS IN 2015

Scope: console software + PC games (physical market, **in value**)

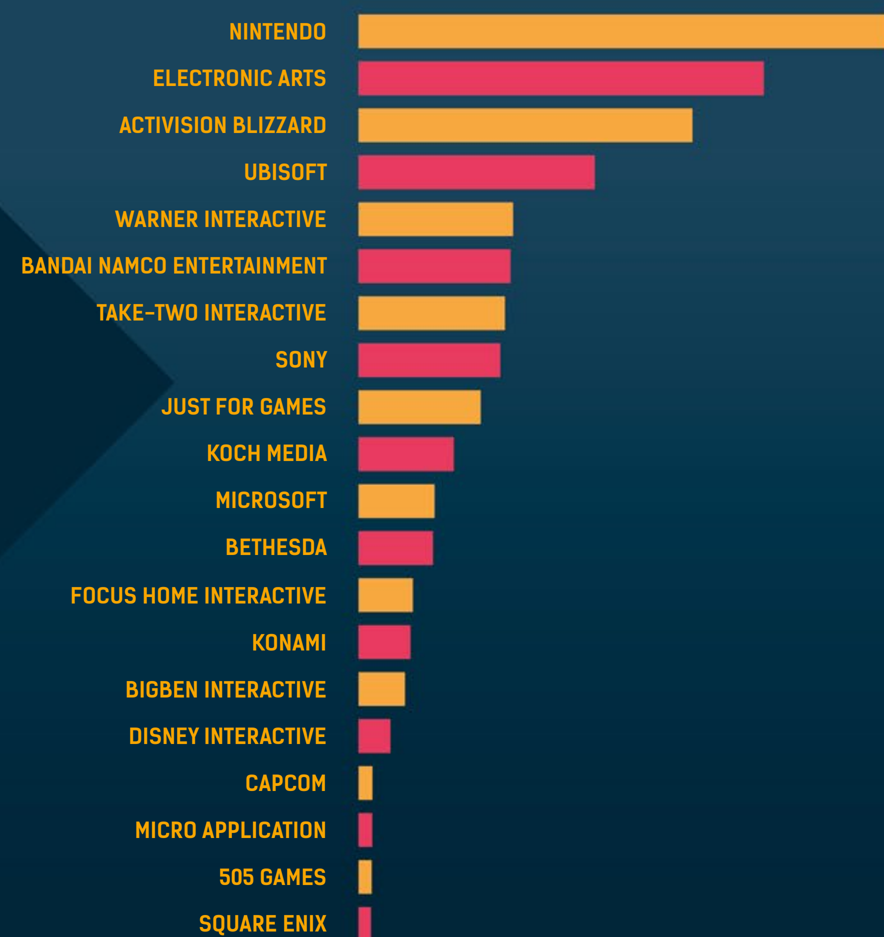


GfK / Physical market panel data at end 2015

THE FRENCH VIDEO GAME MARKET

TOP 20 DEVELOPERS IN 2015

Scope: console software + PC games (physical market, **in volume**)

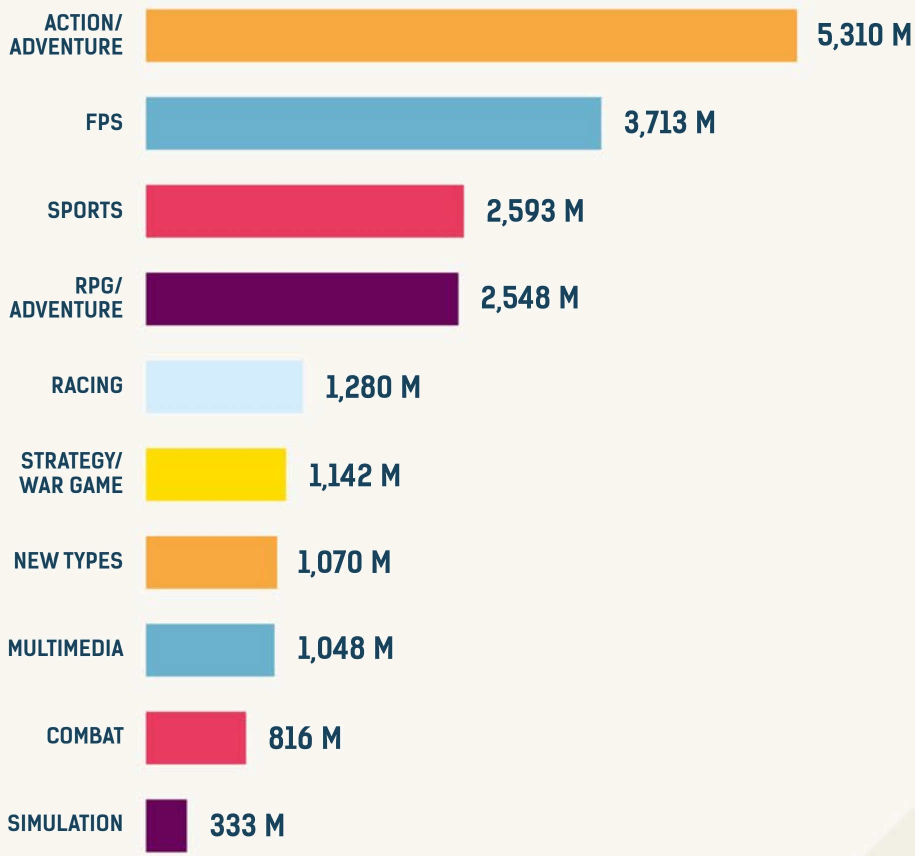


GfK / Physical market panel data at end 2015

TOP 10 GAME GENRES

Purchased in 2015

MOST SOLD GAMES BY TYPE IN MILLIONS
(PHYSICAL MARKET)



GfK / Physical market panel data at end 2015

FORECAST FOR 2016

In 2016, the French video game market will confirm its growth once again.

Our industry will this year be bolstered by a great amount of new data. The market's vitality is translated by a marked change in use and a move towards digital resources that is accelerating, multiplying the ways video games are played, when they are played and the industry's business models. The imminent arrival on the market of different virtual reality headsets, keenly awaited by gamers, should generate additional income. Many games exploiting every resource of 8th generation consoles are also eagerly expected.

REMINDER OF THE CONSOLE GENERATIONS

5TH GENERATION

Console	Date of release in Europe
3DO	– ND –
Amiga CD32	Sept.-1993
Atari Jaguar	Nov.-1993
Sega Saturn	08-07-1995
PlayStation	29-09-1995
Nintendo 64	01-03-1997
Game Boy Color	23-11-1998

6TH GENERATION

Console	Date of release in Europe
Sega Dreamcast	14-10-1999
PlayStation 2	24-11-2000
Game Boy Advance	22-03-2001
Xbox	14-03-2002
GameCube	03-05-2002
Game Boy Advance SP	28-03-2003
Nokia N-Gage	01-10-2003
Game Boy Micro	04-11-2005

7TH GENERATION

Console	Date of release in Europe
Nintendo DS	11-03-2005
Sony PSP	01-09-2005
Xbox 360	02-12-2005
Nintendo Wii	08-12-2006
PlayStation 3	23-03-2007

8TH GENERATION

Console	Date of release in Europe
Nintendo 3DS	25-03-2011
PS Vita	25-02-2012
Nintendo Wii U	30-11-2012
Xbox One	22-11-2013
PlayStation 4	29-11-2013

Source: GFK

SUMMARY OF 2015

+6% GROWTH

2015

+6% GROWTH ON THE FRENCH VIDEO GAME MARKET IN 2015

The console market enjoyed a record year in 2014 but fell slightly because of the end of 7th generation console sales.

The market for generation 8 games posted strong growth in 2015.

For the first time accessories exceeded €300 million, with record growth

305 MILLION EUROS

1.3 MILLION EUROS

FIFA 16

1.1 MILLION EUROS

CALL OF DUTY: BLACK OPS 3

2 VIDEO GAMES BROKE THE BARRIER OF A MILLION EUROS IN 2015*

FIFA 16: 1.3 million

Call Of Duty: Black Ops 3: 1.1 million

The 2nd most sold cultural product in France in 2015 was video games: FIFA 16

ACCELERATION TOWARDS DIGITAL

*Excluding bundles and digital

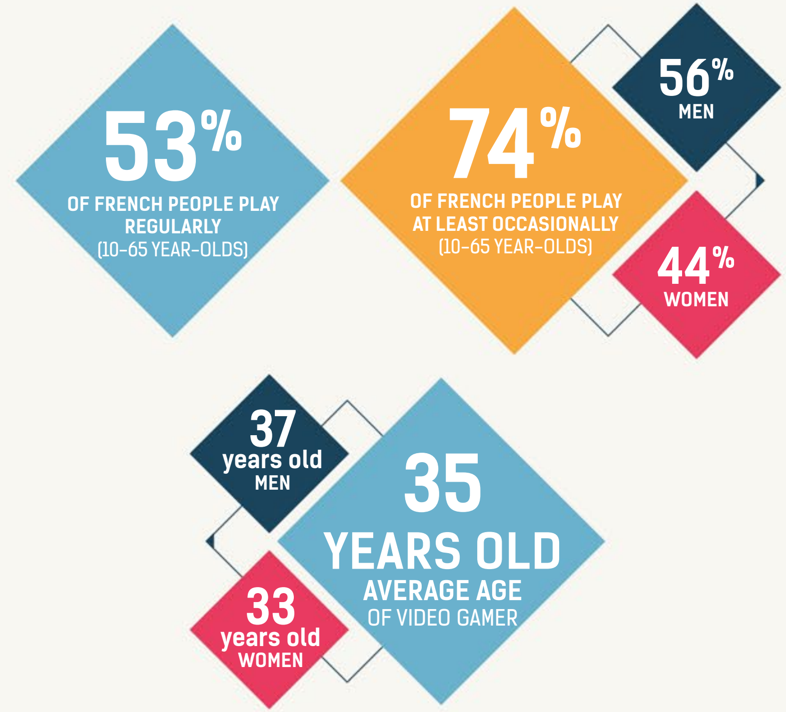
CHAPTER 2

CONSUMPTION AND USE

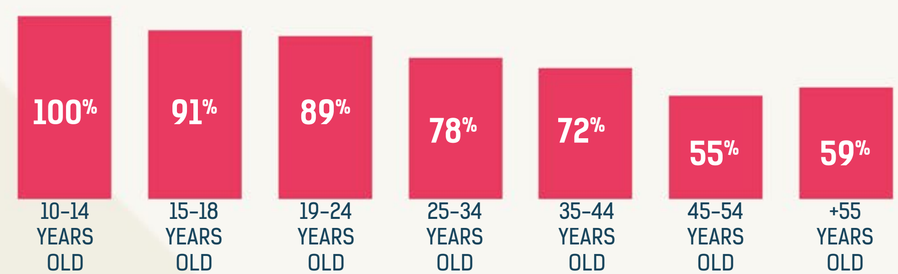
About the SELL "French public and Video gaming" survey

The "French public and Video gaming" survey was carried out by GfK for SELL with the aim of measuring and understanding video game use and purchases in France. For this survey, a panel of 1,002 people aged 10 to 65 were interviewed in October 2015.

VIDEO GAMING: A LEISURE ACTIVITY FOR EVERYONE

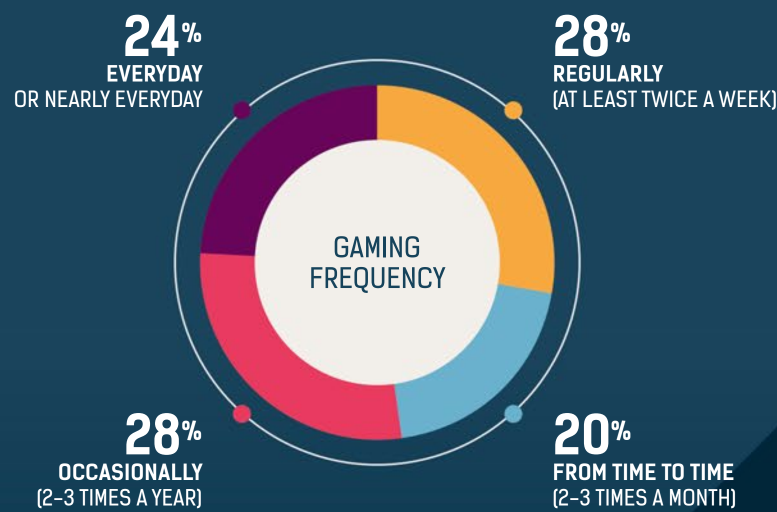


PERCENTAGE OF GAMERS BY AGE GROUP

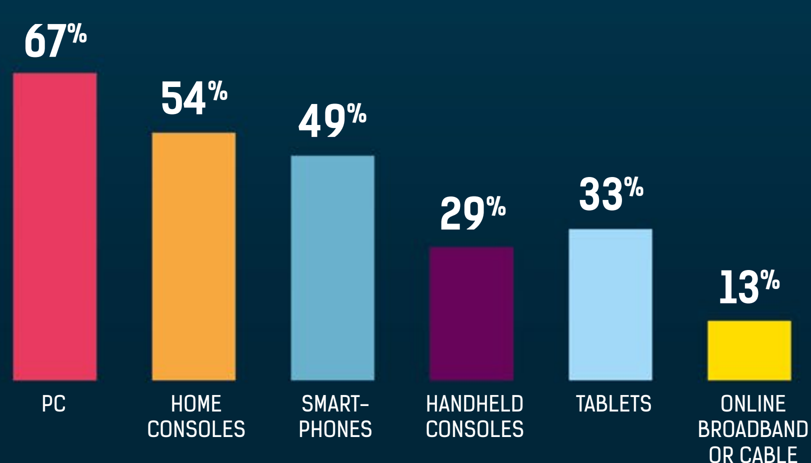


Sources: SELL / GFK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2015

HOW PEOPLE PLAY



BREAKDOWN OF GAMERS BY PLATFORM



Sources: SELL / GFK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2015

ESPORT

Matthieu Dallon

General Director of Oxent and Founder of ESWC

eSport or electronic sport refers to any competitive practice involving confrontation, performance and excelling, a digital resource and a video game. Considered a craze for many years, today eSport has transcended the gaming sphere with events hosted in stadia and broadcast live on television. Its cyber-athletes are the new idols of the digital generation.

2013

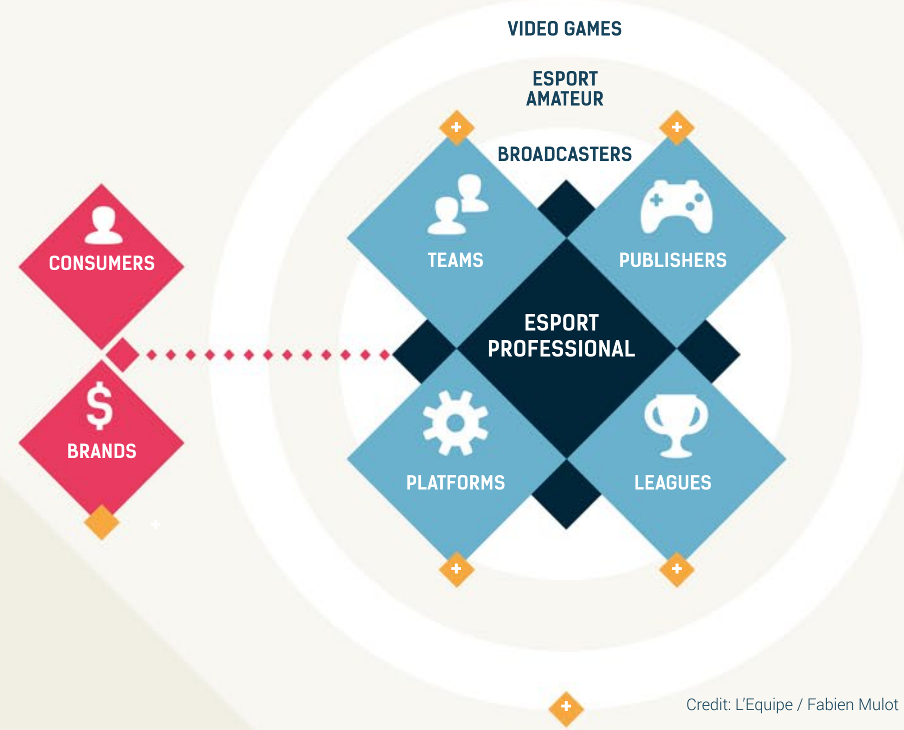
The pioneering competition which is the ESWC celebrated its 10th anniversary and federated 50 countries for Paris Games Week.

2014

Final of the LCS: 40,000 spectators for League of Legends at Sangam Stadium, Seoul.

2015

FIFA 16 Final at the ESWC, organised at Paris Games Week and broadcast on Equipe 21.



Credit: L'Equipe / Fabien Mulot

CHAPTER 3

A RESPONSIBLE INDUSTRY

PEDAGOJEUX.FR

The website for information and raising awareness about video games

The PédaGoJeux website guides parents and educators through the complex world of video gaming.

On pedagojeux.fr, parents can find all the best practices and keys to understanding how to best support their children in this leisure activity.

Questions about gaming time, sleep, age and game content are major concerns for adults today. PédaGoJeux believes it is essential that parents know and understand the PEGI labels so they can select games suitable to their child's age and sensitivity and adapted to their family values. In the opinion of PédaGoJeux, talking to their children about their gaming experiences and gaming together as a family are also essential.

To extend its scope, PédaGoJeux has been developing a network of educational mediators since 2014, the PédaGoJeux Ambassadors, for the most part state or charity entities working in the fields of family awareness and information. In 2014, this programme received the "Défenseur des droits" label dedicated to the 25th anniversary of the Convention on the Rights of the Child.

In 2015, PédaGoJeux focused more specifically on younger gamers and created PédaGoJeux Junior, a space with content dedicated to 6-12 year olds. With Tralalere / Internet Sans Crainte and SELL, two of its founding members, PédaGoJeux is involved in the launch of GameCode, a video game design app for 9-14 year-olds. It encourages them to move from consumer to designer and gives them the resources to take a step back from their gaming and view the game itself more critically. With GameCode, children will see behind the scenes of how a video game is made and discover programming, developing their digital knowledge and culture.

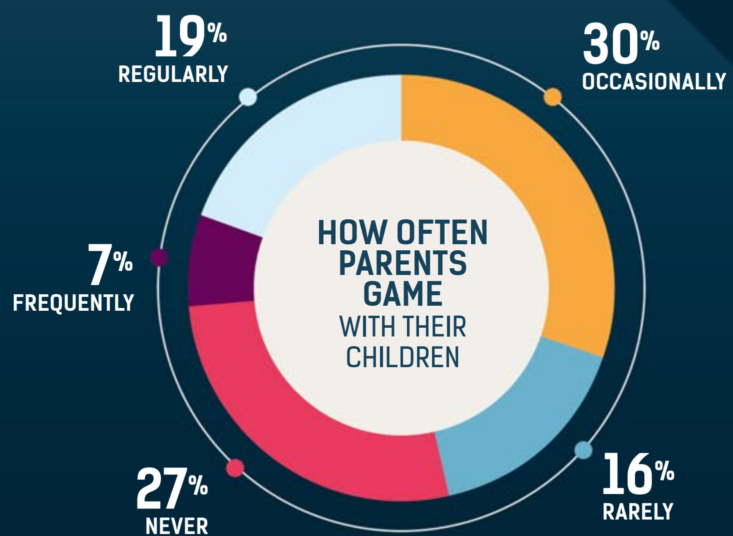
PédaGoJeux is a collective created in 2008 by people from public bodies, the gaming industry and associations.

The current active members of the PédaGoJeux collective are: the National Union of Family Associations (UNAF), Internet Sans Crainte (Tralalere), the Ministry for Family Affairs, Union of Video Game Publishers (SELL), Bayard Jeunesse and JeuxOnLine. The multi-representational organisation of PédaGoJeux ensures a balanced approach to video gaming. Without demonising or venerating gaming, our objective is to present the benefits and advantages of video games and the points of concern.

PARENTS GAME WITH THEIR CHILDREN

57% OF PARENTS GAME WITH THEIR CHILDREN

35% OF GAMERS ARE PARENTS



Sources: SELL / GFK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2015

WHY DO THEY GAME WITH THEM?

42% BECAUSE THE CHILD ASKS THEM TO

43% BECAUSE THE PARENT LIKES THE GAME

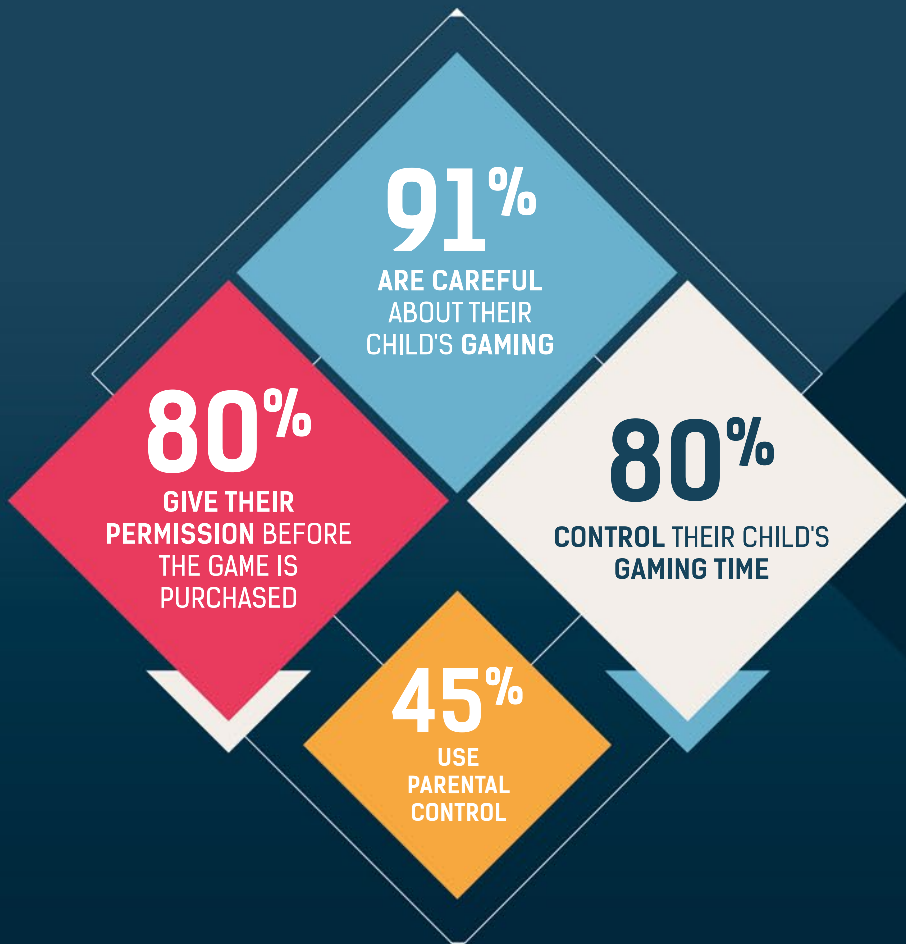
55% IT'S AN OPPORTUNITY TO SHARE AN ACTIVITY

29% FOR FUN

25% BECAUSE IT MEANS THEY CAN CHECK THE CONTENT

Sources: SELL / GFK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2015

ARE PARENTS INTERESTED AND CAREFUL?

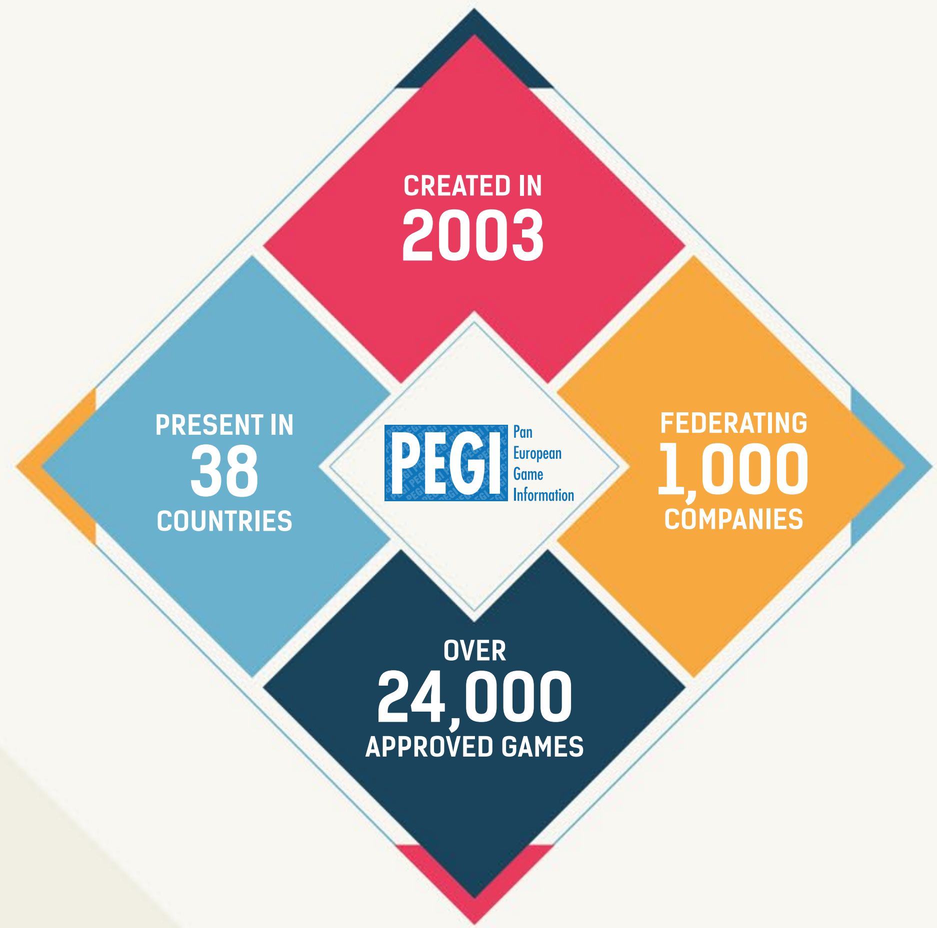


Sources: SELL / GFK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2015

PEGI: PAN EUROPEAN GAME INFORMATION

A responsible industry

Since 17th December 2015, the PEGI system has been accredited by the French Home Secretary. The government has made the age and risk rating system mandatory for the video gaming sector.



The PEGI age rating system (Pan-European Game Information) gives parents throughout Europe the opportunity to make informed decisions before purchasing a video game.

Launched in spring 2003, it has replaced a certain number of national age ratings through a unique system that is now used in most European countries. The system enjoys the support of the leading console manufacturers, including Sony, Microsoft and Nintendo, and also interactive game publishers and developers throughout Europe. From this year, it is also applied to all new apps available from Google Play.

The age rating system was created by the ISFE - the Interactive Software Federation of Europe.

WHAT DO THE LABELS MEAN?

The PEGI labels appear on the front and back of the packaging, indicating one of the following age ratings: 3, 7, 12, 16 and 18. They provide a reliable indication of the suitability of the game's content with regard to the protection of minors.
The age rating does not take into account the difficulty of the game or the skills required to play it. The labels below appear on the back of the packaging, indicating the main reasons why a game has a specific age rating.

This game contains bad language.

This game contains violent scenes.

This game contains images which may encourage discrimination.

This game may frighten young children.

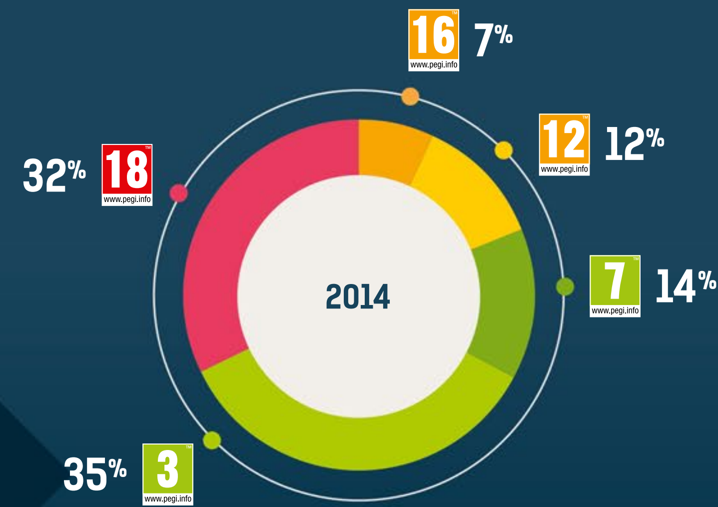
This game refers to the use of drugs (including tobacco and alcohol).

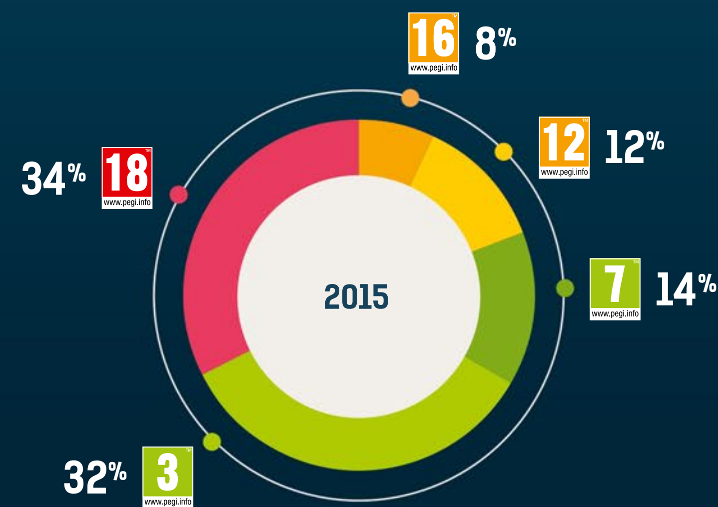
This game encourages and/or teaches gambling.

This game shows nudity and/or sexual behaviour or makes sexual references.

PEGI: SALES ANALYSIS

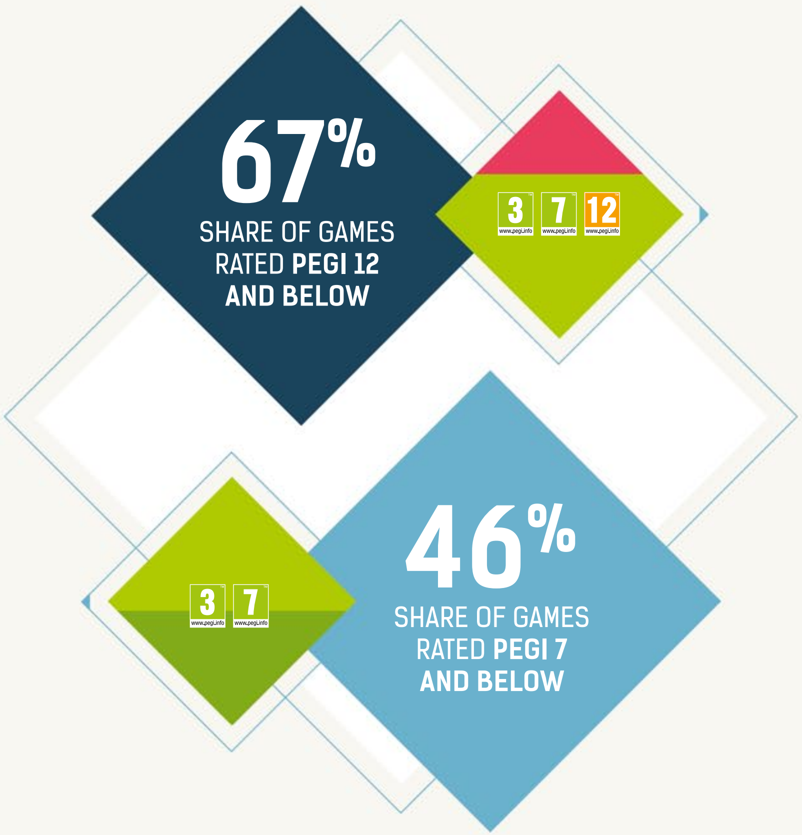
Market share in volume





Sources: GfK / Panel data at end 2015

PEGI: ANALYSIS OF THE 2015 OFFER

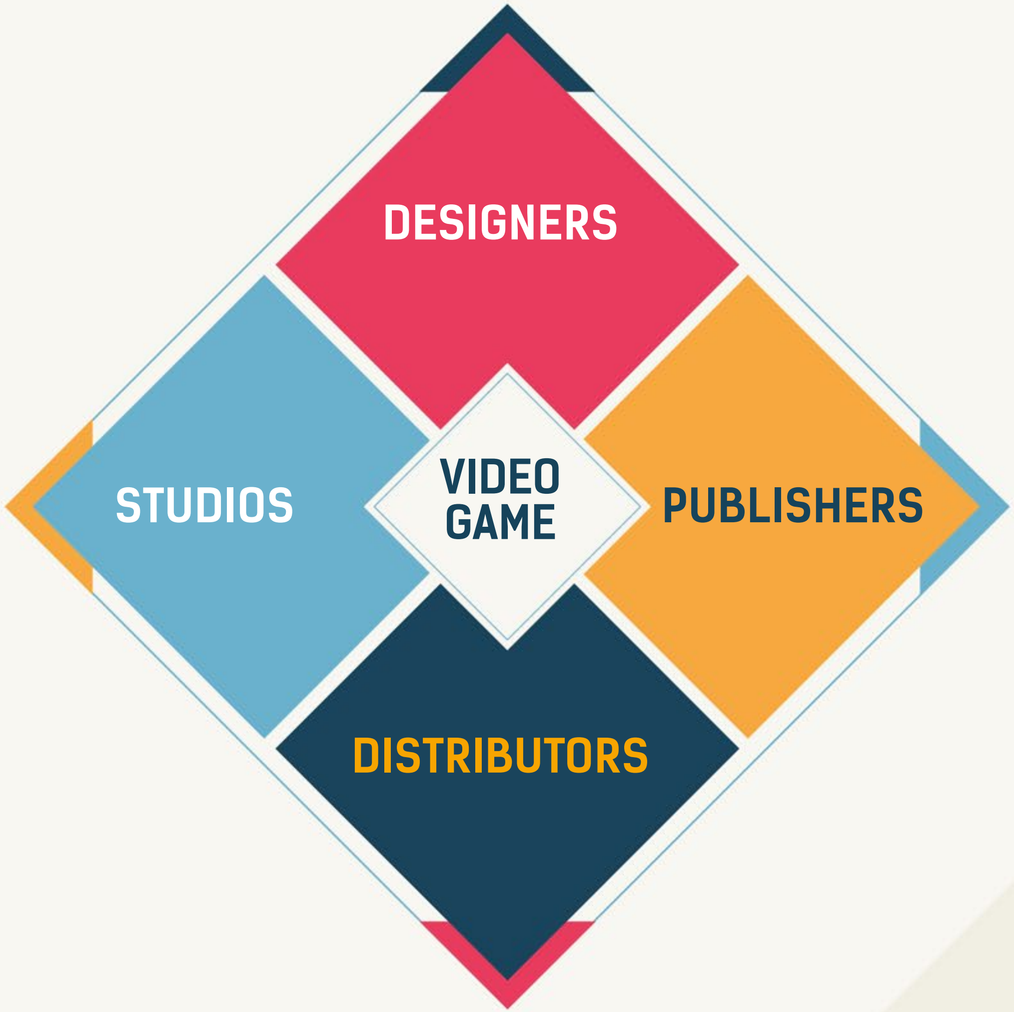


Sources: GfK / Panel data at end 2015

CHAPTER 4

THE VIDEO GAME INDUSTRY

THE VIDEO GAME ECOSYSTEM



BUSINESS MODELS

The 3 business models of video gaming

CHAPTER 5

DIARY DATES FOR 2016

KEY DATES FOR 2016

PARIS GAMES WEEK 2016

7th EDITION

INNOVATION

NEW PRODUCTS

GENERAL PUBLIC

CULTURE

FAMILIES

COLLEGES AND COURSES

GAMERS

ESPORT

PROFESSIONALS

LEARNING

STUDIOS

MANUFACTURERS, EDITORS, ACCESSORY MANUFACTURERS AND OPERATORS

IDEF **2016**

11th EDITION

3 FULLY IMMERSIVE DAYS

MANUFACTURERS, PUBLISHERS AND ACCESSORY MANUFACTURERS

BUSINESS MEETINGS

BUYERS

A POST-E3 EVENT

THE STRUCTURE OF THE VIDEO GAME MARKET

CHAPTER 6

SELL

THE MISSION OF SELL

SELL stands for the Syndicat des Editeurs de Logiciels de Loisirs, or the Union of Video Game Publishers.

Created in 1995, SELL is France's national organisation representing video game publishers and software manufacturers. Today it has around thirty members representing over 95 % of the sector's turnover, according to the GfK panel.

SELL promotes and defends the collective interests of interactive programme publishers in different domains where their products are used (on- and offline) and within the different professional economic or legal boundaries concerning them, contributing to the market's structure (ratings, promotion of the profession, anti-piracy, press, etc.) and its recognition by all professionals, public authorities and consumers.

SELL expresses our industry's desire for responsibility: the **PEGI** rating system, an informative tool for parents with **PédaGoJeux.fr**

SELL ALSO ORGANISES EVENTS FOR OUR INDUSTRY:

The European trade fair:
IDEF – www.idefexpo.com

The general public exhibition:
PARIS GAMES WEEK
www.parisgamesweek.com
307,000 visitors in 2015

THE MISSIONS OF SELL

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About the GfK Group

GfK provides reference information about markets and consumer behaviour. Over 13,000 market survey experts combine their passion with 80 years of experience in data analysis. With its global vision, GfK provides local insight to over 100 countries. Using innovative technologies and the latest in market analysis, GfK transforms Big Data into Smart Data, enabling its customers to improve their competitive edge and enrich consumer experiences and choices. To find out more, visit gfk.com and follow us on twitter.com/GfK_en.

About the SELL "French public and Video gaming" survey

The "French public and Video gaming" survey was carried out by GfK for SELL with the aim of measuring and understanding video game use and purchases in France. For this survey, a panel of 1,002 people aged 10 to 65 were interviewed in October 2015.

S.E.L.L.

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