2/3 JUNE 2015

ESSENTIAL VIDEO GAME NEWS

MARKET, CONSUMPTION, USE
FRANCE & EUROPE

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

Essential Video Game News is a tool for every professional in the gaming ecosystem. Three times a year, it provides the key indicators for our industry. In this new issue that we are pleased to publish for the 10th edition of IDEF *(the Interactive & Digital Entertainment Festival)* we have produced a complete inventory of the French and European markets.

Video gaming is unique in its function and its development. Similarly a creator of media and content, our sector and its rich fabric are distinguished by their continuous mutation at the sustained rhythm of technological progress and console generations.
Innovation is at the heart of the gaming industry which has illustrated its position as a genuine laboratory for new technologies. It is always offering even greater experiences that are continuously evolving.

Editorial

As a sign of a new cycle, players have quickly and massively adopted the 8th generation console, boosting the market which in 2014 registered its first return to growth since 2008. Another testimony to the energy of our sector: video gaming is the only cultural market posting growth for 2014. And the coming months look very promising too.

Last February, we announced positive perspectives for 2015. Today, this can be confirmed and every market segment will generate growth: consoles, software and accessories.

As you will see in this 5th issue, behaviours and uses are changing and opening up the path for new business models where physical and virtual markets are becoming increasingly complementary.

See you in October for the next edition of Essential Video Game News celebrating Paris Games Week, which is going to be an exceptional event, and also 20 years of SELL.

Jean-Claude Ghinozzi
Chairman of SELL

Contents

Essential Video Game News (three issues a year) is produced by the Union of Video Game Publishers (SELL). It reflects the market and consumption of the French video gaming industry.

Chapter 1

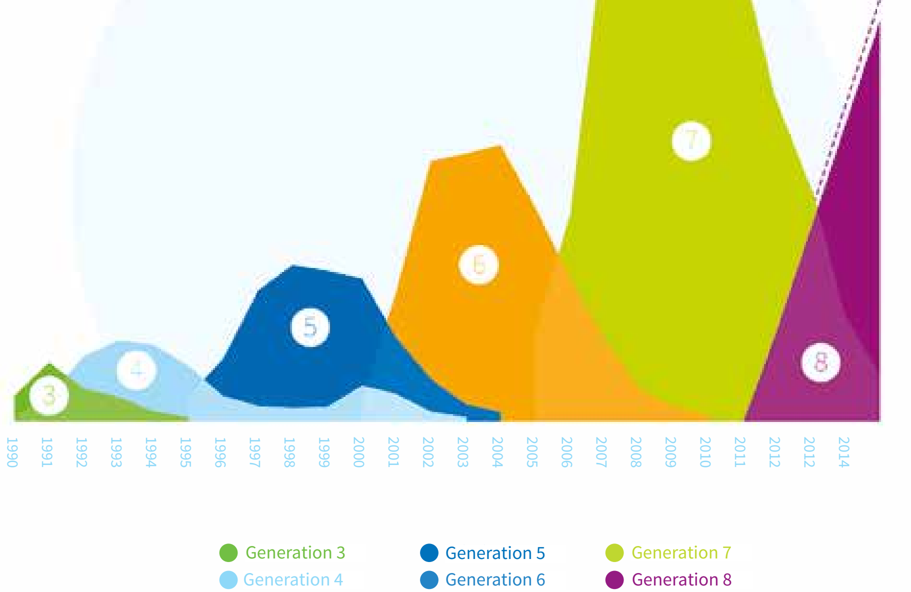
Understanding the video game market: essential data

A growing market

Gaming console cycles (in value)

(Hardware + physical software)

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 2014

2014 market report

First return to growth since 2008

HARDWARE
+ SOFTWARE
+ ACCESSORIES
+ ONLINE
+ HANDHELD

Turnover **France**

2.7

BILLION EUROS
(estimation)

+3%
Market growth

VIDEO GAMING: THE ONLY PHYSICAL ENTERTAINMENT MARKET THAT **ENJOYED GROWTH IN 2014**

1.9
BILLION EXCLUDING VIRTUAL

+1%
growth

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

8%
HANDHELD SOFTWARE

11%
VIRTUAL PC SOFTWARE

2%
PHYSICAL PC SOFTWARE

9%
VIRTUAL CONSOLE SOFTWARE

31%
PHYSICAL CONSOLE SOFTWARE

29%
CONSOLE HARDWARE

10%
CONSOLE ACCESSORIES

Sources: SELL estimation, using GfK panel data at end 2014

Chapter 2

The French video game market

GfK panel data
end May 2015

Market segment: Hardware*

A transition gaining speed

HARDWARE MARKET
181
MILLION EUROS
(January - May 2015)

Or -13% in value

BREAKDOWN

139 MILLION EUROS — **HOME CONSOLES**

42 MILLION EUROS — **HANDHELD CONSOLES**

8th generation: massive and quick adoption

8TH GENERATION
169
MILLION EUROS
(January - May 2015)

stable market

XBOX ONE, PS4, Wii U, PS VITA, NINTENDO 3DS

BREAKDOWN

128 MILLION EUROS — **HOME CONSOLES**

41 MILLION EUROS — **HANDHELD CONSOLES**

Sources: GfK / Panel data end May 2015 vs January - May 2014
*Consoles

Market segment: Hardware*

8th generation: massive and quick adoption

8TH GENERATION
94%
OF CONSOLE TURNOVER
at end May 2015
(home + handheld)

ALREADY
92%
OF HOME CONSOLE TURNOVER
at end May 2015

A LARGE BASE OF 8TH GENERATION CONSOLES

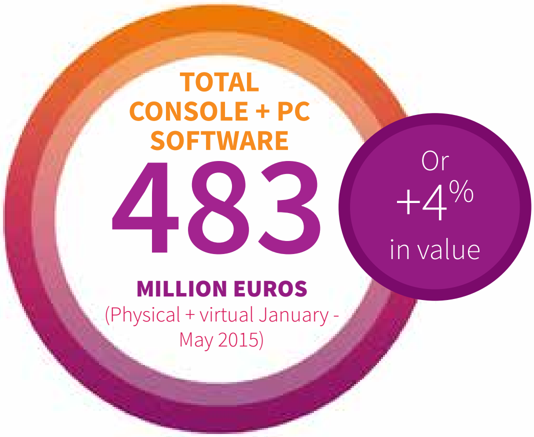
6.5 MILLION
CONSOLES

2.5 MILLION
HOME CONSOLES

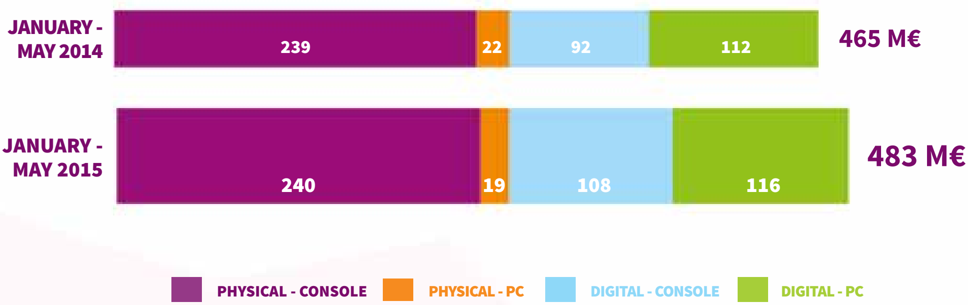
4 MILLION
HANDHELD CONSOLES

Sources: GfK / Panel data end May 2015 vs January - May 2014
*Consoles

Market segment: Global Software* (Console + PC)



DIGITAL / PHYSICAL BREAKDOWN FOR SOFTWARE SALES, JANUARY - MAY 2015



Sources: GfK / Panel data end May 2015 vs January - May 2014
*Software

Market segment: Console Software*

CONSOLE SOFTWARE TURNOVER
348
MILLION EUROS
(Physical + virtual)

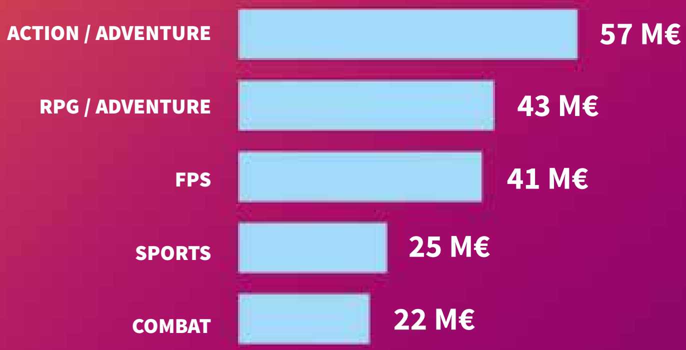
Or +5% in value

BREAKDOWN

240 MILLION EUROS
PHYISCAL TURNOVER
Or +1% in value

108 MILLION EUROS
ESTIMATED DIGITAL TURNOVER
Or +17% in value

TOP 5 CONSOLE GAMING GENRES TURNOVER JANUARY - MAY 2015 (IN MILLION EUROS)



Sources: GfK / Panel data end May 2015 vs January - May 2014
*Software

Market segment: PC Software*

A PC GAMING MARKET AT +1% GROWTH IN VALUE, THANKS TO DIGITAL'S CATCH-UP

PC SOFTWARE TURNOVER

135

MILLION EUROS

(Physical + virtual)

Or +1% in value

BREAKDOWN

19 MILLION EUROS

PHYISCAL TURNOVER

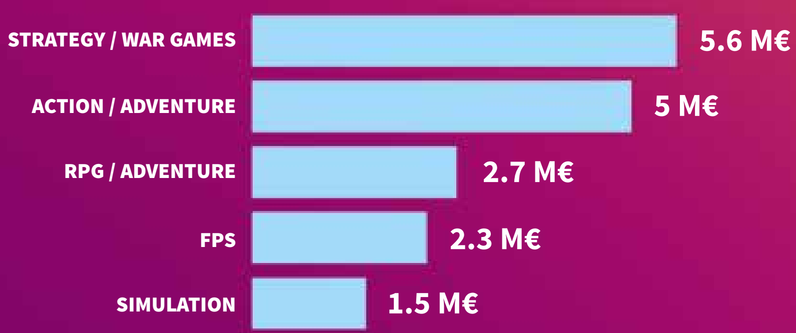
Or -11% in value

116 MILLION EUROS

ESTIMATED DIGITAL TURNOVER

Or +4% in value

TOP 5 PC GAMING GENRES TURNOVER JANUARY - MAY 2015 (IN MILLION EUROS)



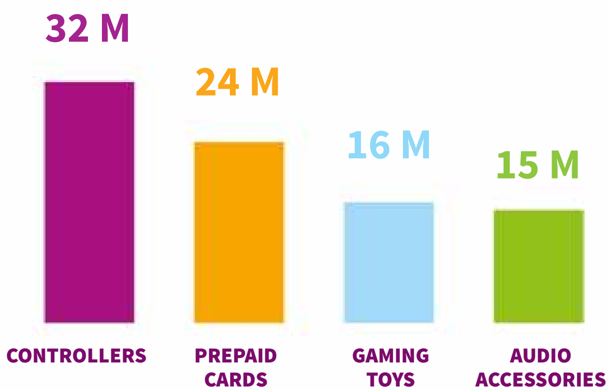
Sources: GfK / Panel data end May 2015 vs January - May 2014

*Software

Market segment: Accessories

Confirmed growth

TOP 4 CONSOLE ACCESSORY SEGMENTS (IN MILLION EUROS)



Sources: GfK / Panel data end May 2015 vs January - May 2014

Digital at retail

A mutating business model

TURNOVER FOR PREPAID CARDS

24

MILLION EUROS

Or +11% in value

Or +13% in volume

TURNOVER FOR GAMING TOYS

16

MILLION EUROS

Or +19% in value

Or +37% in volume

Video gaming has changed dramatically, as much in how gaming distribution functions as how the games are played. Prepaid cards (subscriptions and DLC) and gaming toys are also elements that help extend the gaming experience far beyond what was previously possible.
These mutations are regenerating consumer gaming behaviour and also the way virtual gaming can be successfully integrated at points of sale.

Sources: GfK / Panel data end May 2015 vs January - May 2014

2015 perspectives: confirmed growth for the entire market

GfK ESTIMATION FOR TURNOVER AT END 2015

+8%

(Scope: only physical or physical and virtual)

FORECAST IN VALUE

+9%

SOFTWARE
(Console + PC + handheld, physical + digital)

+14%

CONSOLE SOFTWARE FOCUS
(physical + virtual)

+7%

HARDWARE

+9%

ACCESSORIES

GENERATION 8 FORECASTS AT END 2015

96% IN GENERATED VALUE

VS 92% in 2014

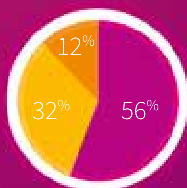
GEN 8 HARDWARE

82% IN GENERATED VALUE

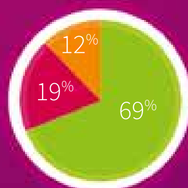
VS 59% in 2014

GEN 8 SOFTWARE

BREAKDOWN FORECASTS AT END 2015, IN %



PER MARKET



PER ECOSYSTEM

PHYSICAL · VIRTUAL · HANDHELD · CONSOLE · PC

Sources: GfK forecasts

Chapter 3

The European video game market

A distinct European market at end May 2015*

*Physical console hardware and software market

A TRANSITION THAT IS ACCELERATING IN EVERY COUNTRY

GLOBAL TURNOVER

-0.7%

(Hardware + Software physical console)

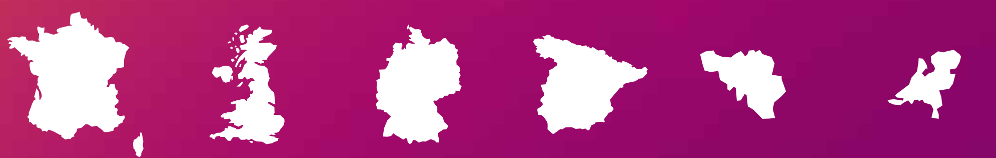
HARDWARE TURNOVER

-6%

PHYSICAL CONSOLE SOFTWARE TURNOVER

+4%

- The United Kingdom, Germany and France were still **market leaders** at the beginning of this year
- **The transition was very fast**: sales of 7th generation dropped very quickly
- The cycle is up and running for all countries, with **positive software sales**, buoyed by the 8th generation of consoles

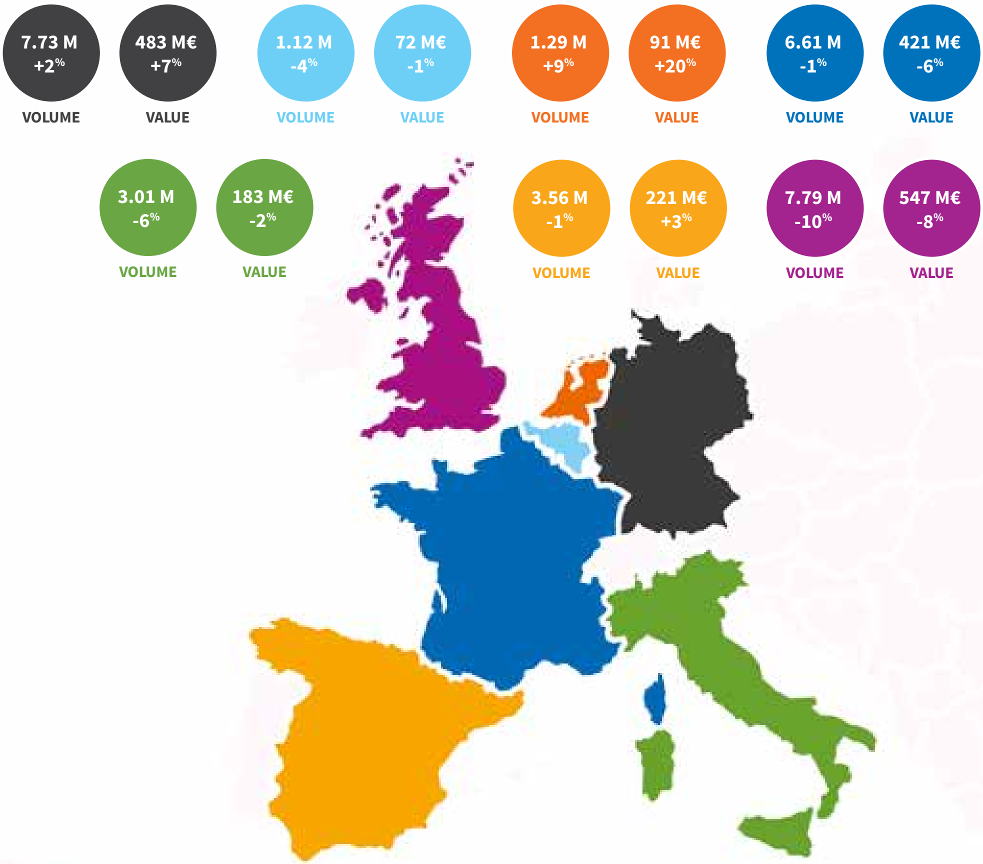


FRANCE | **UNITED KINGDOM** | **GERMANY** | **SPAIN** | **BELGIUM** | **THE NETHERLANDS**

Sources: GfK / Panel data end May 2015 vs January - May 2014
Scope: Physical console hardware + software (at end May 2015 vs January - May 2014)

A distinct European market at end May 2015*

*Physical console hardware and software market



TOTAL IN VALUE		
Software	1,109 M€	+4%
Hardware	910 M€	-6%
Total	2,018 M€	-0.7%

TOTAL IN VOLUME		
Software	28.15 M	-2%
Hardware	2.98 M	-6%
Total	31.13 M	-2%

Sources: GfK / Panel data end May 2015 vs January - May 2014
Scope: Physical console hardware + software (at end May 2015 vs January - May 2014)

A distinct European market at end May 2015*

*Physical console hardware and software market

IN VALUE

GERMANY		
Software	268 M€	+4%
Hardware	215 M€	+11%
Total	483 M€	+7%

BELGIUM		
Software	40 M€	+2%
Hardware	32 M€	-4%
Total	72 M€	-1%

SPAIN		
Software	116 M€	0%
Hardware	105 M€	+7%
Total	221 M€	+3%

FRANCE		
Software	240 M€	+1%
Hardware	181 M€	-13%
Total	421 M€	-6%

ITALY		
Software	102 M€	-4%
Hardware	81 M€	+1%
Total	183 M€	-2%

THE NETHERLANDS		
Software	45 M€	+12%
Hardware	46 M€	+29%
Total	91 M€	+20%

UNITED KINGDOM		
Software	297 M€	+8%
Hardware	250 M€	-28%
Total	547 M€	-8%

IN VOLUME

GERMANY		
Software	7.02 M	+1%
Hardware	0.72 M	+12%
Total	7.74 M	+2%

BELGIUM		
Software	1.01 M	-3%
Hardware	0.11 M	-13%
Total	1.12 M	-4%

SPAIN		
Software	3.16 M	-1%
Hardware	0.40 M	0%
Total	3.56 M	-1%

FRANCE		
Software	5.97 M	0%
Hardware	0.64 M	-8%
Total	6.61 M	-1%

ITALY		
Software	2.73 M	-6%
Hardware	0.28 M	-15%
Total	3.01 M	-6%

THE NETHERLANDS		
Software	1.15 M	+8%
Hardware	0.14 M	+19%
Total	1.29 M	+9%

UNITED KINGDOM		
Software	7.10 M	-8%
Hardware	0.69 M	-29%
Total	7.79 M	-10%

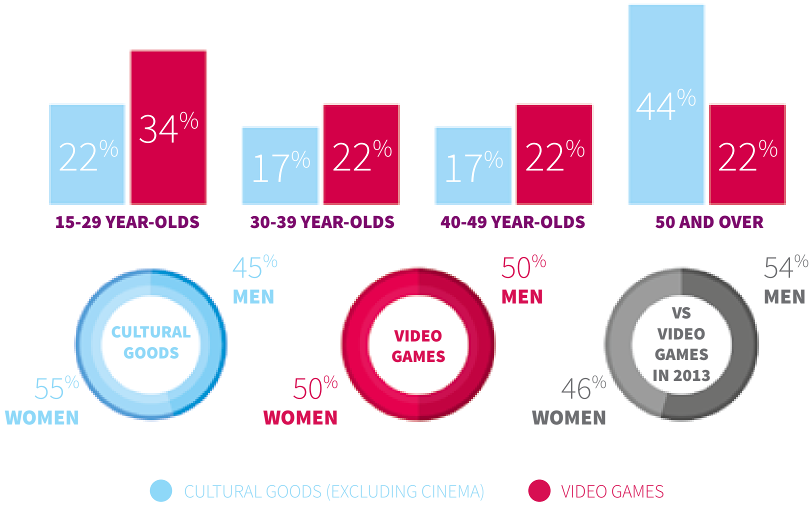
Sources: GfK / Panel data end May 2015 vs January - May 2014
Scope: Physical console hardware + software (at end May 2015 vs January - May 2014)

Chapter 4

Purchasing behaviour

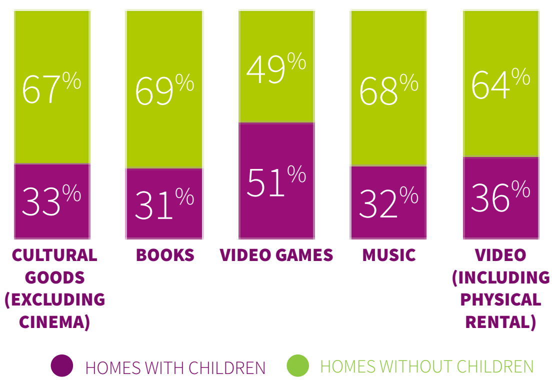
The GfK consumer panel is a representative sample of the French population, 15,000 people aged 10 and over. Their feedback provides a continuous audit of the French population's purchasing behaviour for physical and virtual cultural goods in shops and over the Internet.

The video game buyer in France



Video gaming touches every age group and in particular young people.
Renewal of the buyer base is therefore guaranteed on this market.

PERCENTAGE OF BUYERS LIVING WITH CHILDREN

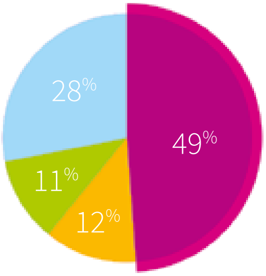


AVERAGE BUDGET PER MARKET IN EUROS

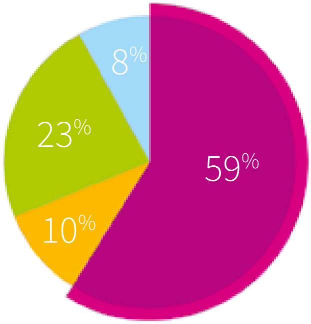
(EXPENDITURE PER BUYER)

Sources: Consumer Panel aged 15 and over, GfK France, April 2014 - March 2015

Very clear intention to buy



CULTURAL GOODS AGED 15 AND OVER
(EXCLUDING CINEMA)



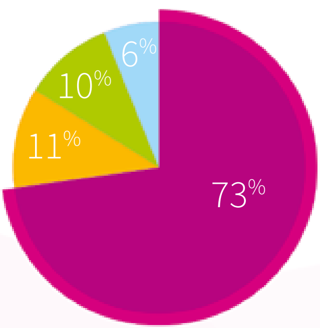
TOTAL VIDEO GAMES AGED 15 AND OVER

(IN VOLUME)
- INTENTIONAL GAME PURCHASE
- INTENTIONAL GENRE PURCHASE
- INTENTIONAL IN-STORE PURCHASE
- IMPULSE PURCHASE

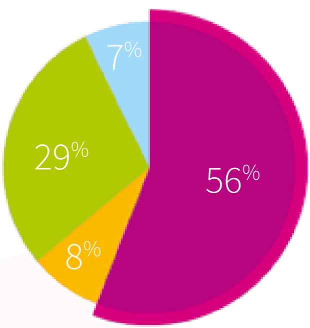
In the world of cultural goods, gaming is the segment where intention to buy is mostly for a specific video game. This illustrates in-depth knowledge and an attachment to publishers and brands.

Premeditated in-store purchasing is greater than for other cultural goods. Unlike in other less-exclusive cultural segments, customers are specifically led to this shopping area.

PREMEDITATION: OFFLINE VS. ONLINE IN VIDEO GAME PURCHASE VOLUME (AGED 10 AND OVER)



ONLINE PURCHASES

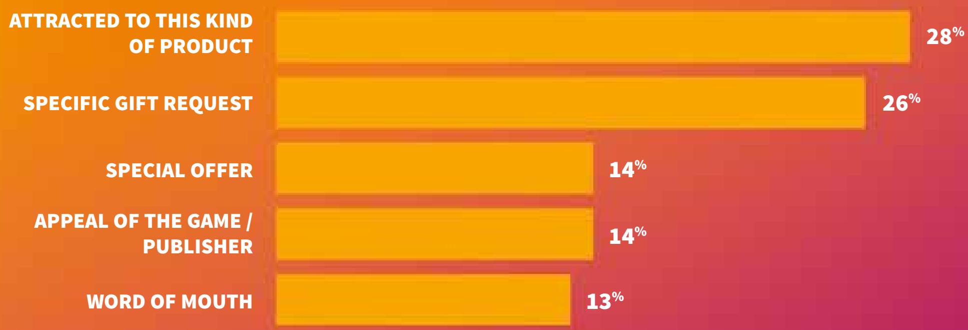


OFFLINE PURCHASES

(IN VOLUME)
- INTENTIONAL GAME PURCHASE
- INTENTIONAL GENRE PURCHASE
- INTENTIONAL IN-STORE PURCHASE
- IMPULSE PURCHASE

Sources: Consumer Panel aged 10 and over, GfK France, April 2014 - March 2015

Top 5 buyer motivations

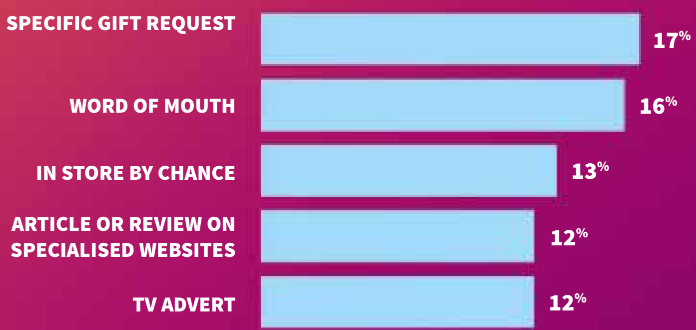


By observing buyer motivations, the two phenomena characteristic of gaming can be seen:

- **the strong appeal for video gaming as a universe and because of the games it comprises and also...**
- **the strong power of choice of the end-customer**

These two aspects converge to generate strong intent to buy, as shown on the previous page.

TOP 5 SOURCES OF INFORMATION

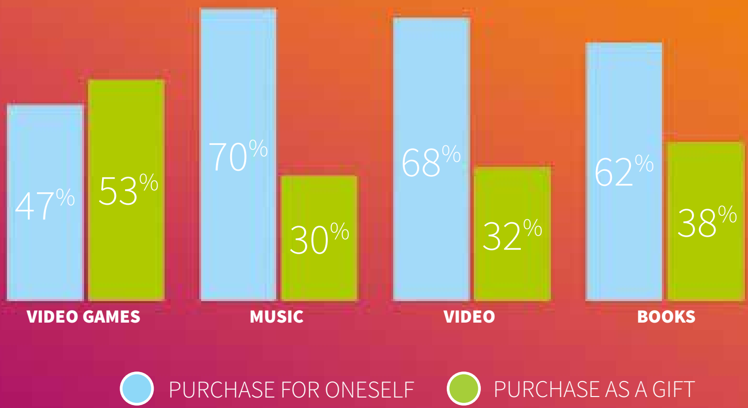


Sources: Consumer Panel aged 10 and over, GfK France, April 2014 - March 2015

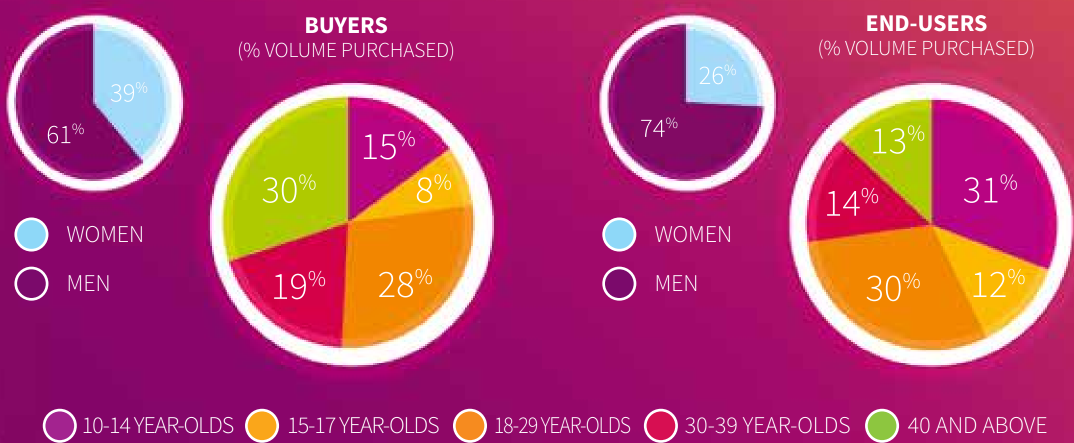
Video games: the most popular cultural gift

PURCHASES OF CULTURAL GOODS FOR ONESELF VS AS A GIFT

(IN % OF VOLUME PURCHASED)

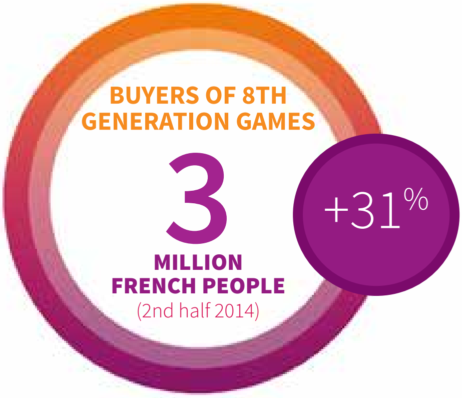


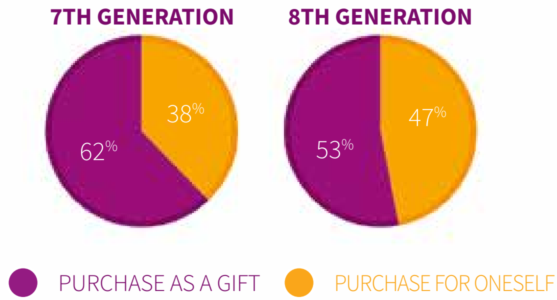
COMPARISON BETWEEN BUYER AND END-USER



Sources: Consumer Panel aged 10 and over, GfK France, April 2014 - March 2015

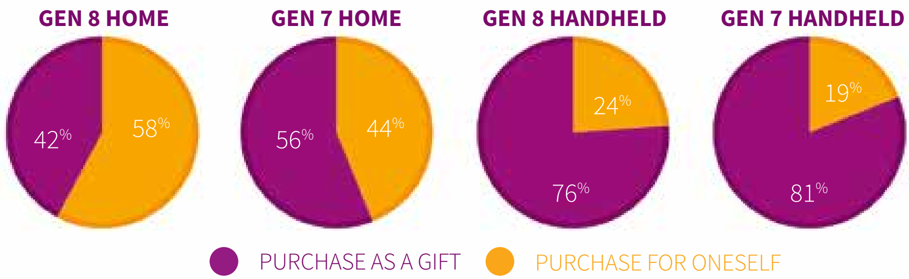
Who are the buyers and consumers of the new generation games?



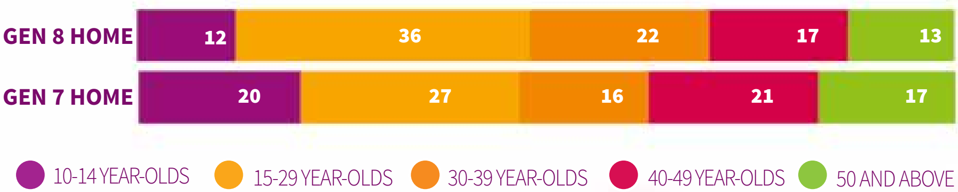


PURCHASE BREAKDOWN

(IN VOLUME %)

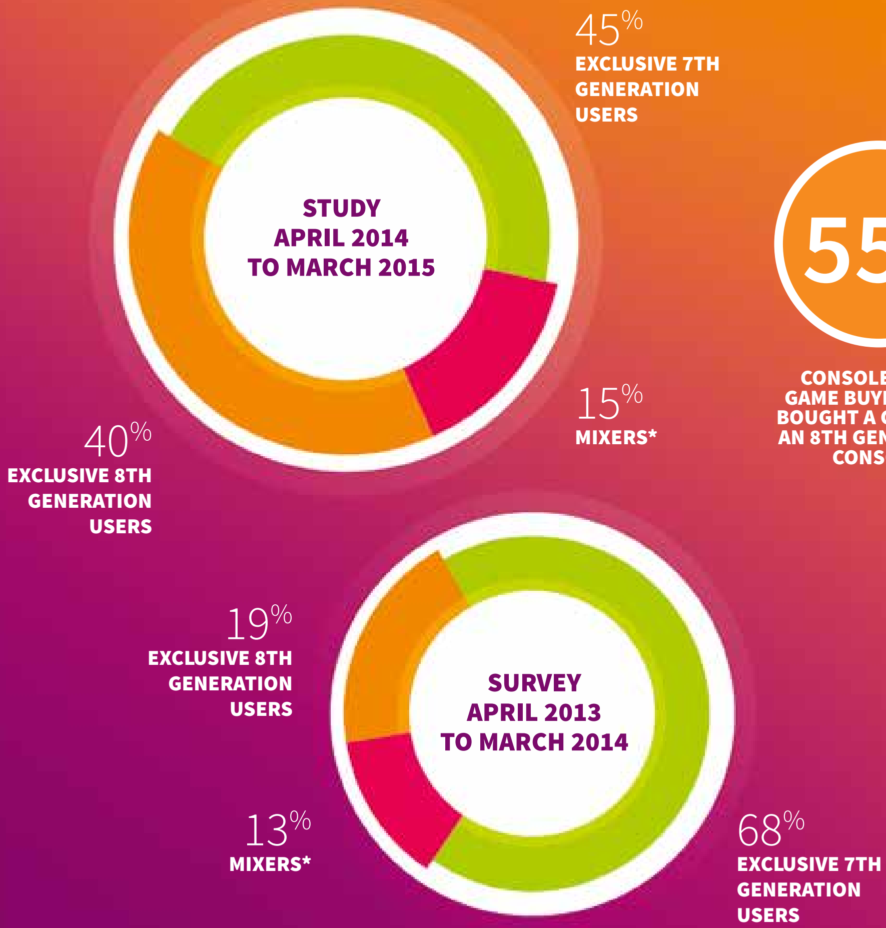


BREAKDOWN HOME CONSOLE GAME BUYERS IN %



Sources: Consumer Panel aged 10 and over, GfK France, April 2014 - March 2015

Buyer profile: 7th vs 8th generation



55%

CONSOLE VIDEO GAME BUYERS WHO BOUGHT A GAME FOR AN 8TH GENERATION CONSOLE

The pool of players is still large as 45% of console gamers used only 7th generation consoles during the survey period. Furthermore, we observe that buyers who have migrated are now of "higher quality" (expenditure per buyer, number of articles, repurchase rate, etc.)

*Mixers: Consumers having bought at least one game on each generation (7th and 8th) during the survey period.
Sources: Consumer panel aged 10 and over, GfK France

Chapter 5

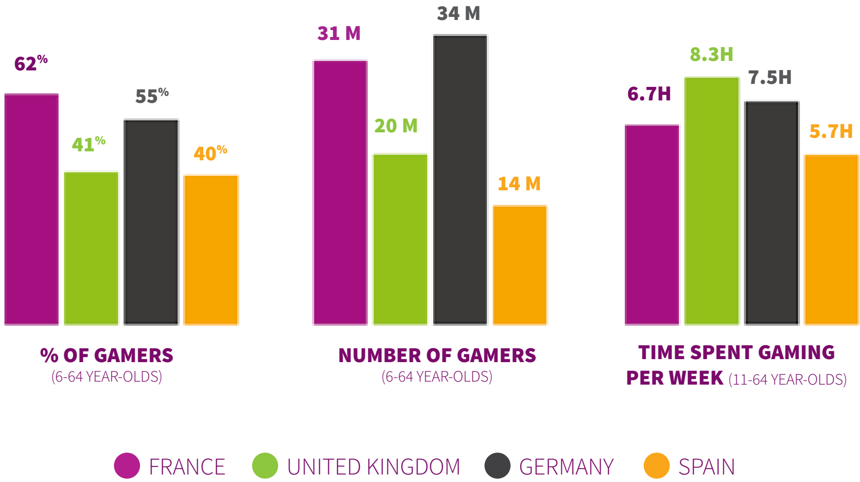
A European vision of video gaming

GAMETRACK

The European Gametrack survey by the IPSOS Institute is an online survey of 6,000 respondents representing the population and aged between 6 and 64 years old.

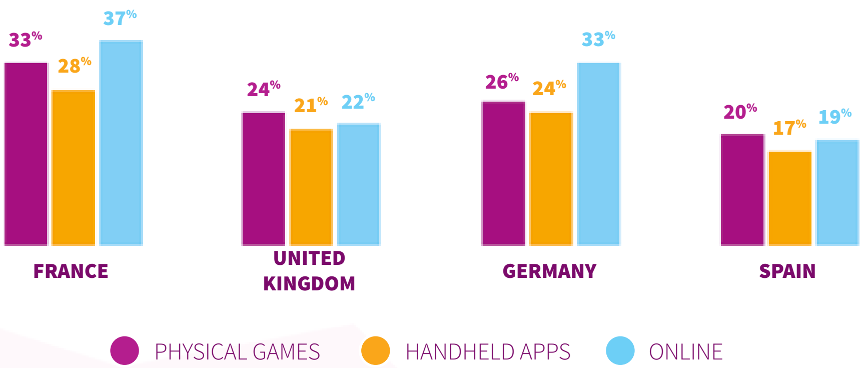
This survey and its results provide a view complementary to the work of SELL on the French market.

Profiles of European gamers



WHAT ARE THEY PLAYING?

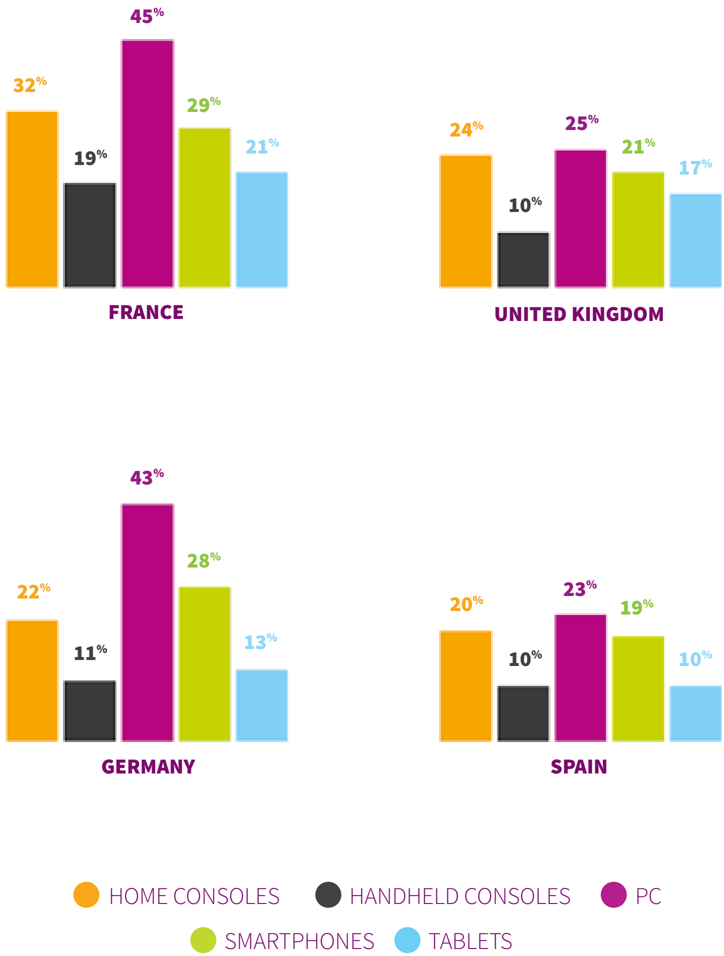
(6-64 YEAR-OLDS)



Physical games: all games that require a CD or a cartridge
Handheld applications: games that are free or to-buy apps on smartphones or tablets
Online: multi-player modes, free or to-buy, downloaded games, games on social networks and the Internet

Sources: GameTrack / IPSOS / Q4 2014

Breakdown of European gamers by platform (6 - 64 year-olds)



Sources: GameTrack / IPSOS / Q4 2014

Breakdown of European gamers by age (6 - 64 year-olds)

Sources: GameTrack / IPSOS / Q4 2014

Chapter 6

A responsible industry

PEGI: Pan European Game Information

A responsible industry

Founded in 2003, the PEGI system is used in 38 countries, federates 1,000 companies and has endorsed over 24,000 games since its creation.

PEGI is continuing to provide information for gamers. To achieve this, retail professionals are an essential link in raising the awareness of gamers and their parents. Within this context, PEGI has recently launched an e-learning programme in France for retailers. Jennifer Wacrenier, PEGI's Head of Communication, presents the programme.

You are launching a programme called PEGI e-learning for French retailers. What is it exactly?

PEGI is offering a new training course for people who work in shops that sell video games.
It's an e-learning tool, an online course about the PEGI system, the ratings, what they mean and the legal context for selling games in France.
This e-learning course for retailers has been developed on a European scale. It is currently being rolled out in different countries with translated modules and information adapted to the national regulatory frameworks.

The objective is to provide interactive training accessible via PC, smartphone or tablet. The lesson includes information, visuals and animations about the PEGI system, ratings and their criteria, the links between the age logos and the content descriptors, content types, PEGI rules and also national laws.
The module lasts approximately 30 minutes.

What are the advantages for retailers?

There are many advantages because this programme means employees are fully trained and understand the PEGI ratings and local laws about age classification and child protection. They will have more information to answer consumer questions. Subscribing to this training demonstrates a company's sense of responsibility. The e-learning course will earn the store a PEGI certificate as well as individual certificates for the employees. The training is free, quick and easy to access.

What is in the e-learning course?

The training course has 4 modules:
- **PEGI description**: age categories and content descriptors, statistics, detailed criteria and content types
- **PEGI in retail**: the logos, packaging, how to deal with consumer questions and manage complaints
- **The principles behind PEGI and national legislation**: the European situation, national laws and French retail guidelines
- **A test**, which will earn the participant his or her PEGI training certificate.

The PEGI age rating system (Pan-European Game Information) **gives parents throughout Europe the opportunity to make enlightened 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.

3 www.pegi.info 7 www.pegi.info 12 www.pegi.info 16 www.pegi.info 18 www.pegi.info

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.

LANGAGE GROSSIER – This game contains bad language.

DISCRIMINATION – This game contains images which may encourage discrimination.

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

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

VIOLENCE – This game contains violent scenes.

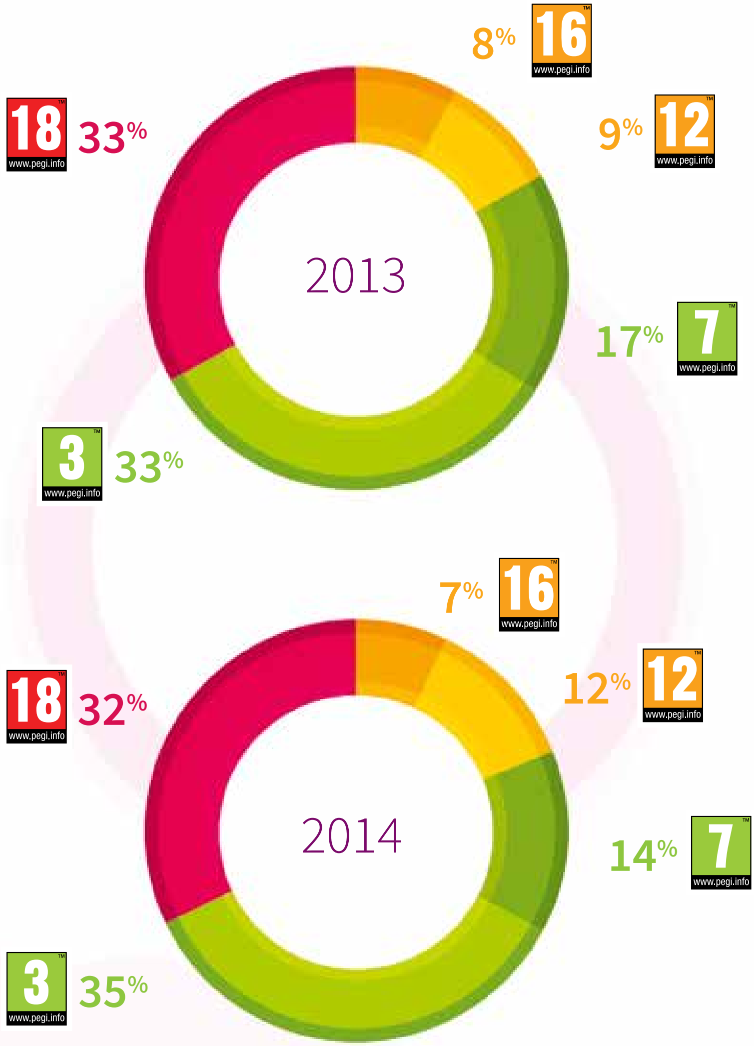
PEUR – This game may frighten young children.

ONLINE – This game can also be played online.

JEUX DE HASARD – This game encourages and/or teaches gambling.

PEGI: sales analysis

Market share in volume



Sources: GfK / Panel data at end 2014

PEGI: analysis of the 2014 offer

Sources: GfK / Panel data at end 2014

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 our pedagojeux.fr website, we pass on key information and promote best practices to help parents support their children in their use of video games. Questions about gaming time, sleep, age and game content are major concerns for parents today. PédaGoJeux strongly believes that parents should be aware of and understand PEGI ratings. They can then choose games adapted to the age and sensibilities of their children. We also focus on the importance of dialogue with the child about his or her gaming experience.

PédaGoJeux is a collective created in 2008 by people from public bodies, the gaming industry and associations. The multi-representational organisation of PédaGoJeux ensures a balanced approach to video gaming. With no demonisation and no rose-tinted views, our objective is to present the benefits and advantages of video gaming and the points of concern.

To raise public awareness, PédaGoJeux has created a partnership programme called "PédaGoJeux Ambassador". Launched in October 2014, it uses educational mediators, most often governmental or associative bodies that carry out video game awareness and information actions with families. These Ambassadors provide information from PédaGoJeux.

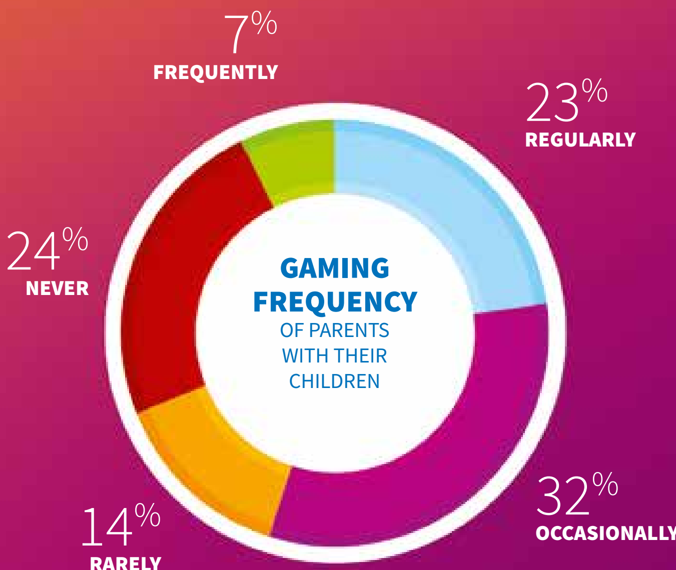
This programme received the "Défenseur des droits" label dedicated to the 25th anniversary of the Convention on the Rights of the Child.

The current active members of the PédaGoJeux collective are: the National Union of Family Associations (UNAF), Fear-Free Internet, the Ministry for Family Affairs, Union of Video Game Publishers (SELL), Bayard Jeunesse and JeuxOnLine.

Parents game with their children

62% of parents **game with their children**

34% of gamers **are parents**



Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

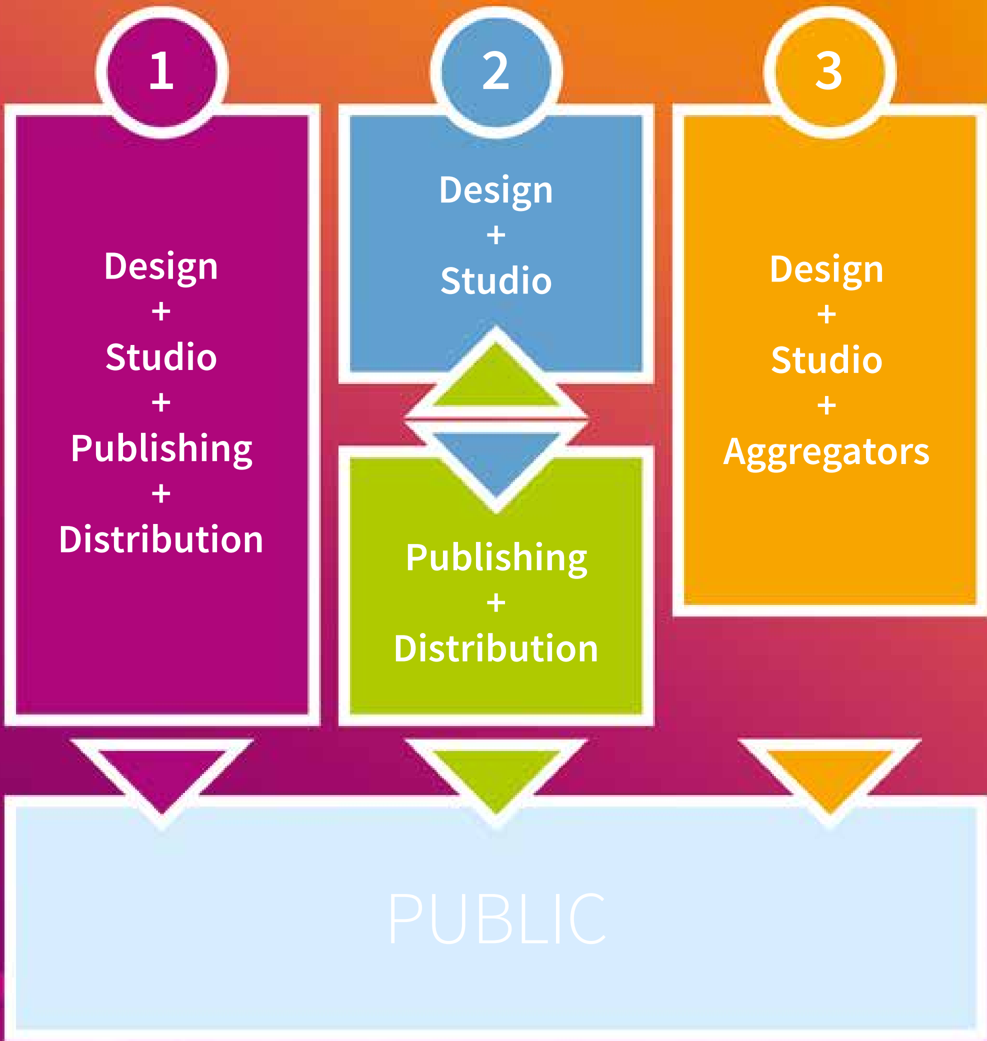
Chapter 7

The French video game industry

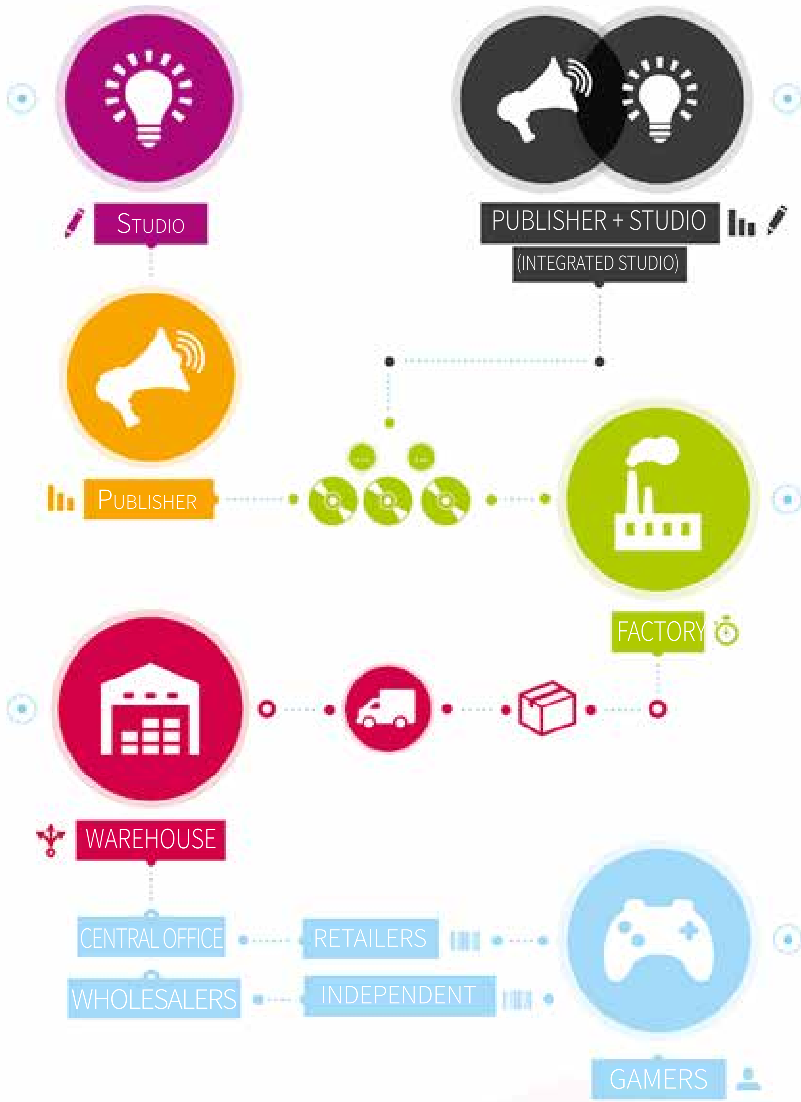
The video game ecosystem

Business models

The 3 business models of video gaming



The life of a physical video game



Chapter 8

Diary dates for 2015

Key dates for 2015
IDEF

Having confirmed since its creation in 2006 its key role in the development and structure of the video game market, IDEF today strives to support the sector's development by adapting to the industry's requirements.

The entire industry has clearly demonstrated to us a desire to perpetuate this professional event. IDEF is first and foremost a tool devised and created for the industry's distributors and stakeholders. It is therefore very important for SELL to design and develop this event to meet their expectations and requirements.
The promise of this new edition: a new focus on business meetings and networking between manufacturers, publishers, accessory manufacturers and buyers.
Created as a European event, today IDEF is targeting France and Benelux.

IDEF's 10th edition is changing direction and will be held in Bordeaux (Hangar 14) from 30th June to 2nd July 2015. This venue is ideally located in the heart of Bordeaux on the banks of the Garonne River. It offers all the facilities we need to organise three days of intense gaming business for industry professionals.

The key sector players will meet and discover new products revealed a few days previously at E3 and which will be the stars of the end-of-year season.

Emmanuel Martin,
General Delegate of SELL

Key dates for 2015
Paris Games Week

The first Paris Games Week was held 5 years ago. After five editions, this event tailored for all gamers and their families has firmly established itself in the world's top 5 video gaming fairs.

The 2014 edition welcomed 272,000 people representing a new visitor record. It opened to professional visitors too through a great partnership with Game Paris and Game Connection that we hope to renew and further strengthen this year.
Our ambitions for the coming years are clearly illustrated and very strong: we are working to make Paris Games Week an essential event in the sector's international diary.
We are hoping to make Paris one of the world's gaming capitals through an event that brings together the entire industry.

For this 6th edition we are confirming the dates which fall during the October school holidays, ideal for gamers who are looking forward to seeing previews of products to be released at the end of the year. Paris Games Week 2015 will take place from 28th October to 1st November.

We are continuing our hard work to improve the comfort of our visitors year after year, endeavouring to represent every segment of the gaming industry, ever practice and every company involved, in particular by supporting the French industry.

A unique event for gaming trade fairs, Paris Games Week Junior is still a priority for the event's development, offering young audiences aged 3 to 12 new products dedicated and designed for them.

Emmanuel Martin,
General Delegate of SELL

Chapter 9

SELL

The missions of SELL

Professionals
Research - Information
Public relations
IDEF

Public authorities
Government
Institutions
European Union

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

Public
PEGI - PEDAGOJEUX
Fighting piracy

Gamers
Paris Games Week
Information - News -
Prevention

The missions 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 games 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
(272,000 visitors in 2014)

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SYNDICAT DES EDITEURS DE LOGICIELS DE LOISIRS

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Innelec Multimedia
Just For Games
King
Koch Media
Konami
Microsoft
Nintendo
Orange
Sega
Sony
Square Enix
Take-Two Interactive
Ubisoft
Warner Bros Interactive

Sources:

The GfK consumer panel is a representative sample of the French population, 15,000 people aged 10 and over. Their feedback provides a continuous audit of the purchasing behaviour of the French population for cultural goods, physical and virtual, in physical shops and for purchases over the web.

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 2014.

GAMETRACK

The European Gametrack survey by the IPSOS Institute is an online survey of 6,000 respondents representing the population and aged between 6 and 64 years old.
This survey and its results provide a view that is complementary to the work of SELL on the French market.

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