



**SYNDICAT  
DES ÉDITEURS  
DE LOGICIELS  
DE LOISIRS**

—  
@SELL\_JeuxVideo

PRESS RELEASE

Paris, 23<sup>rd</sup> March 2022

## **PARENTAL CONTROL SYSTEMS: VIDEO GAMES PUBLISHERS COMMITTED TO SUPPORTING FAMILIES**

The Syndicat des Éditeurs de Logiciels de Loisirs (Union of Video Game Publishers; SELL) is raising awareness among parents through a new information campaign.

**Screens are omnipresent in our lives and provide a window to the world. Serving as tools for entertainment, exchange, discovery, learning and enrichment, video games have become the primary digital leisure activity for French people of all ages. To help parents support and supervise their children while playing video games, the SELL is launching a new campaign to raise awareness of the use of parental control systems so that these features are easier than ever to activate.**

### **Adopting good practices**

Screens are now seen in a different light following the health crisis, with the integral role played by digital technology in our lives further emphasising their use value. The significant social side to video games – the digital leisure activity par excellence – has been brought to light, allowing players to uphold connections with the outside world that were previously impossible. French people of all kinds have never been such avid gamers.

Given the many different forms of use, information, awareness-raising and support, it is now more important than ever for parents to master digital technologies, setting the boundaries for the use of these technologies in the home. The video game industry is doing its bit, alongside public authorities, to address the challenge of digital parenting, helping parents to master their children's video game environment.

### **French people and video games**

- In 2021, 73% of French people played video games,
- 98% of children played video games, and
- 77% of parents said they played with their children.



**SYNDICAT  
DES ÉDITEURS  
DE LOGICIELS  
DE LOISIRS**

—  
@SELL\_JeuxVideo

## **A better framework for a pleasant video game experience**

The SELL's main objective is to provide information and raise awareness among families and players. As a founding member of the PédaGoJeux collective and a steering committee member of the PEGI (Pan European Game Information) age rating system, the SELL runs large-scale campaigns every year to raise awareness of these good practices among families and to encourage parents to adopt them. The SELL is working hard to integrate good practices into a virtuous circle by encouraging the whole family to use screens sensibly.

*This is what Nicolas Vignolles, the Managing Director of the SELL had to say: "The SELL, console manufacturers and video game publishers have long been committed to the protection of minors. We are even pioneers in the field of parental control and support for parents. Now, our greatest challenge is to continue spreading the word, so that parents use the tools available to them."*

## **Take an interest, fully understand things and set clear boundaries**

Tools freely available to parents must be promoted more widely, because the more that parents master these tools, the greater the progress we will make in ensuring the supervised and responsible use of video games. Current statistics are already encouraging in this respect, with 70% of parents now claiming to be careful about their children's gameplay. Of the 92% of parents who say they are aware of parental control systems, 48% are already using them in the home (a figure that increased by 11% between 2020 and 2021). Easy to activate and configure, these systems guarantee peace of mind for parents who leave their children in a digital environment perfectly suited to their age.

Parental control systems offer many features:

- By configuring the parental control system, parents can create a profile for the child and indicate their age: the child will be unable to play a game deemed unsuitable according to its PEGI rating.
- Establishing a child's playtime is essential to schedule their periods of digital activity. This can be done via a calendar, indicating the days and times when the child is allowed to play video games. Remote monitoring solutions are also available for parents while they are out, allowing them to supervise the video game sessions of older children.
- Internet access can be fully configured, allowing full or partial browsing and giving parents the option to restrict access to certain sites and content. By identifying the exact prohibited sites or keywords, parental control systems automatically block access and browsing.



**SYNDICAT  
DES ÉDITEURS  
DE LOGICIELS  
DE LOISIRS**

—  
@SELL\_JeuxVideo

- Parents can also place restrictions on online and in-game purchases, and even, block them altogether for younger children.
- Privacy is essential in protecting minors. Parental control tools prevent children from sharing personal information and communicating with strangers.

The SELL digital campaign will be carried out for three weeks from 23<sup>rd</sup> May 2022 in partnership with [PedaGoJeux.fr](https://pedagojeux.fr)

[VIEW THE CAMPAIGN](#)

[DOWNLOAD THE RESPONSIBLE GAMEPLAY GUIDE](#)

*\*Source: online SELL/Médiamétrie “French people and Video Games” study carried out from 6th to 27th September 2021, with a sample of 4,016 web users aged 10 and over.*

## **PRESS CONTACTS:**

---

### **BEYOND**

NICOLAS BRODIEZ - 06 15 93 52 10 – [nbrodiez@beyond-pr.com](mailto:nbrodiez@beyond-pr.com)

ANNE SOPHIE MONTADIER - 01 56 90 08 24 / 06 27 55 06 64 - [as.montadier@sell.fr](mailto:as.montadier@sell.fr) / @SELL\_JeuxVideo

---

### **About SELL – Union of Video Game Publishers – sell.fr**

SELL is the professional association representing video game publishers in France. SELL has twenty-four members. It promotes and defends the collective interests of video game publishers in their different fields, helps structure the market and supports its recognition by all professionals, public authorities and consumers. SELL represents the industry's commitment to responsibility through actions promoting diversity in video games. SELL supports and provides information about the PEGI European standard, a rating system for video game content that provides reliable information that is easy to understand in label format on all video games, whether they are sold physically or digitally. SELL is also the creator and organiser of Paris Games Week launched in 2010. The Chairwoman of SELL is Julie Chalmette and the General Delegate is Nicolas Vignolles.