

MARCH 2024

# ESSENTIAL

## VIDEO GAME NEWS



# FRENCH MARKET REPORT 2023



SYNDICAT  
DES ÉDITEURS  
DE LOGICIELS  
DE LOISIRS



MARCH 2024

# ESSENTIAL

## VIDEO GAME NEWS

<b>CHAPTER 1</b>	<b>The French video game market .....</b>	<b>08</b>
<b>CHAPTER 2</b>	<b>The profile of French players .....</b>	<b>46</b>
<b>CHAPTER 3</b>	<b>A responsible industry .....</b>	<b>54</b>
<b>CHAPTER 4</b>	<b>SELL .....</b>	<b>66</b>



# EDITORIAL

The figures for 2023 were eagerly awaited, especially as the preceding three years may have seemed atypical. 2020 and 2021 saw the video game market reach spectacular levels, against a backdrop of pandemics and unique lockdown situations. The year 2022, which also came as a surprise, did not really break with this strong momentum, which was thought to be highly cyclical, maintaining the French market on a "high plateau" at €5.5 billion, after a very slight correction of 1.6%.

**With growth of almost 10%, the French video game market reached a new all-time high in 2023, at €6.1 billion (+9% since 2020).** This remarkable performance has been achieved despite an unfavourable macro-economic context (high inflation), and has established France as **one of the most dynamic markets in Europe.**

**The three ecosystems that make up the video game market in France showed very positive results overall:** the console and mobile ecosystems grew by 24.1% and 4.8% respectively, and the PC ecosystem, despite an overall decline of 8.5%, enjoyed a very successful year in terms of software sales (+22%).

**The cycle opened by the COVID years continued in 2023.** The year 2020, in full lockdown, ushered in a new cycle known as Generation 9 - PlayStation 5 and Xbox Series - the results of which can be directly correlated with previous years: the end of the component shortage, the quantity and quality of the line-up, etc.

There are a number of lessons to be learned from 2023, which I'll leave you to find out about yourselves in this Market Review 2023. I'd like to focus here on what is driving the French market in 2023.



## THERE'S A "TIGER" IN THE TANK: THE CONSOLE ECOSYSTEM

**The main lesson to take away from 2023 is the exceptional performance of the console ecosystem.**

Overall, **with growth of 24.1%**, this ecosystem topped the €3 billion mark. You have to go back to 2017 to find such positive momentum (+24%).

The first reason for this success is **that console sales in France jumped by a spectacular 72%**. This historic result confirms the French people's attachment to the console and the very strong demand from French players for high-tech equipment. It is also, and above all, a way of catching up on sales - following on from less well-served sales in 2021 & 2022 given the difficulties with supply availability in previous years, as the shortage of components having come to an end in early 2023.

**As a result, the entire console ecosystem is enjoying a record year.** The success of console hardware would not have reached such heights without the excellent momentum seen in console software sales (+7%), marked by a profusion of games released on the market that were, once again, exceptional in terms of quality. The console accessories market is also growing strongly, with a record year at 342 million euros, an increase of 18% in one year.

The market has once again demonstrated that it is based on two complementary dimensions: the physical and the digital, the tangible and the intangible. **It should be noted that sales of console games (in physical "boxes") were more or less stable between 2022 and 2023, dropping slightly from €622 million to €614 million (-1%).** It is the density of the network of distributors, both physical shops and e-commerce, that is to be commended here, as well as the dynamism of the marketing and sales operations developed throughout the year.

## READING THE 2023 MARKET REPORT

The 2023 market report reflects the state of a French consumer market that is among the most dynamic in Europe, in terms of both hardware and software, and across all ecosystems. It demonstrates the tremendous vitality of our industry and the expertise of the entire video game value chain in France: studios, publishers, equipment manufacturers and distributors.

However, there are two caveats. Firstly, the figures for 2023, which are directly linked to the COVID years that themselves had a profound impact on cycles, represent exceptional results, both in terms of their intensity and their highly cyclical nature. They are part of the cycle that began in 2020, and are for the most part "corrective" measures with regard to past atypical or even abnormal situations. **We should therefore expect a possible "normalisation" in 2024.** Secondly, the market's exceptional results should not obscure **the difficult employment situation** in many production and publishing structures, particularly in the context of an over-abundance of game releases and the discontinuation of certain projects that have not been successful.

**JAMES REBOURS,  
CHAIRMAN OF SELL**

# PANELS AND METHODOLOGY

Estimations for 2023 turnover are the result of collaboration between four organisations providing SELL with their data, for precise analysis of the sector's activity.

- GSD: for the physical market ■ GSD and GameTrack: for the digital market
- data.ai and GameTrack: for the mobile market ■ IDC for PC gaming hardware and screens



## ABOUT GSD (GAME SALES DATA)

Launched in 2013, the GSD project is the result of a European initiative run by the VGE (Video Games Europe) with around a hundred partners, with the aim of unifying data collection from different territories and regrouping this data (physical or digital) within one tool available to trade associations, distributors and video game publishers participating in the panel. The retail panel has been launched in 25 European countries. The GSD digital panel today covers 53 countries in Europe, North America, the Middle East, Africa and Asia-Pacific. The panel is operated by Sparkers.

## METHODOLOGY

- Retail panel: the data on video game sales is sent by retailers from each country on a weekly basis. The data is standardised, combined, anonymized and extrapolated to recreate the entire market. To guarantee a reliable and standardised product database, the information on catalogues is directly supplied by the publishers. In parallel, the publishers and distributors provide data to hone the extrapolation calculation models to offer a sharper vision of markets that are not completely covered by the retail panel.
- Digital panel: digital data sales cover complete game sales on the PlayStation Network (PSN), Xbox Live (XBL), Nintendo eShop (third-party publishers) and PC sales networks (Steam, Epic, proprietary stores). The sales figures are sent each week directly by the 38 video game publishers taking part in the project and therefore do not require any extrapolation. GSD is the only source of data on complete game downloads based on real sales. From 2024, GSD will also be tracking in-game purchases (DLC) in the digital panel.



# GAMETRACK

## ABOUT GAMETRACK

GameTrack is a flagship project set up in 2011 operated by Ipsos for VGE (Video Games Europe). GameTrack data comes from monthly survey data published quarterly. The data analyses the demographics of European players and their playing and buying behaviour across all platforms, helping to generate an in-depth view of their video game habits and uses. The countries covered are France, the UK, Germany, Spain and Italy. GameTrack and the GSD project provide a more global vision of the markets in which they operate.

## METHODOLOGY

GameTrack data is collated quarterly from two surveys:

- An offline survey carried out annually on a sample 1,000 people aged 15 and over. It is used to balance answers from a more detailed online survey that helps contextualise the results.
- An online survey, carried out monthly with a total sample of 3,000 people per quarter, aged 6 to 64.

# IDC ABOUT IDC

IDC is a leading provider of research, consulting and event management services to the Information Technology, Telecommunications and Consumer Technology markets. IDC helps IT market professionals and investors make strategic, evidence-based decisions. More than 1,100 analysts have been providing global, regional and local expertise on technology opportunities and trends in more than 110 countries around the world for over 50 years. IDC is a subsidiary of IDG, the global leader in the information market dedicated to information technologies.

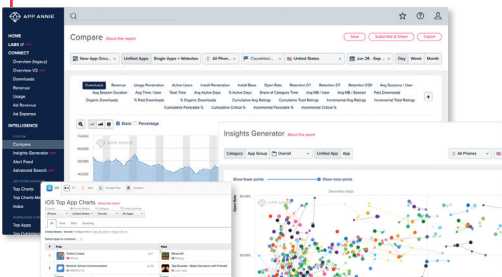
## METHODOLOGY

IDC tracks sales of hundreds of consumer and professional product categories (both hardware and software) worldwide. Thanks to the largest community of analysts in the market, IDC can draw on and combine three sources: data collected from suppliers (OEMs, component or end-product manufacturers, publishers, etc.), resellers (distributors, wholesalers, VARs, operators, etc.) and surveys of consumers and end users. This information is consolidated globally, verified locally and cross-checked with additional research (financial and economic reports, demographics, etc.).



## ABOUT DATA.AI

data.ai provides data and insights into the mobile applications and games market, enabling publishers and companies to improve their mobile performance.



CHAPTER

# 01

## THE FRENCH VIDEO GAME MARKET

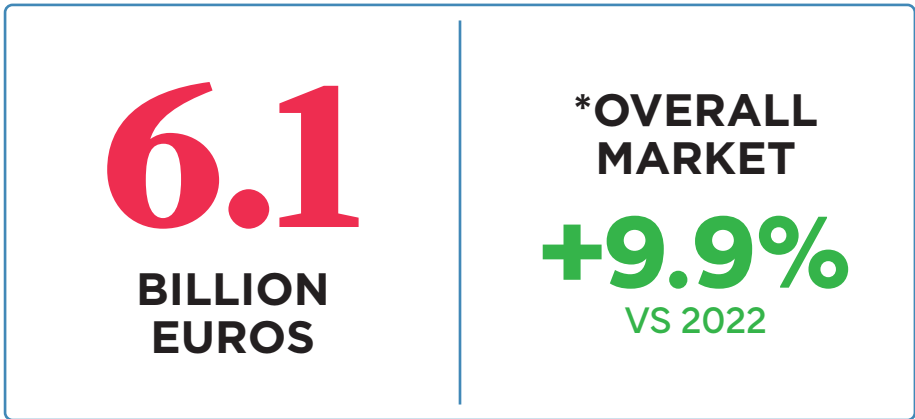


Global market .....	10
Console ecosystem .....	16
PC gaming ecosystem .....	32
Mobile ecosystem .....	42

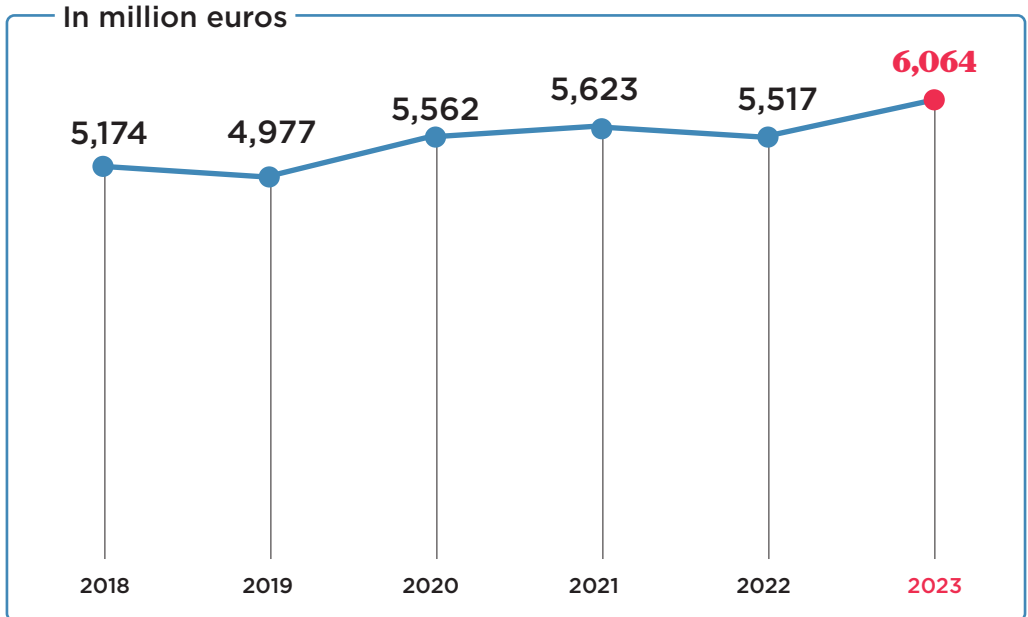
#### Preamble

GSD has changed the classification of certain references. All VR headsets are now listed as PC gaming accessories.

## TOTAL SALES 2023



## GROWTH IN MARKET SALES



# GROWTH IN SALES 2023

By ecosystem



Console ecosystem\*\*

**+24.1%**



Console PC gaming\*\*

**-8.5%**

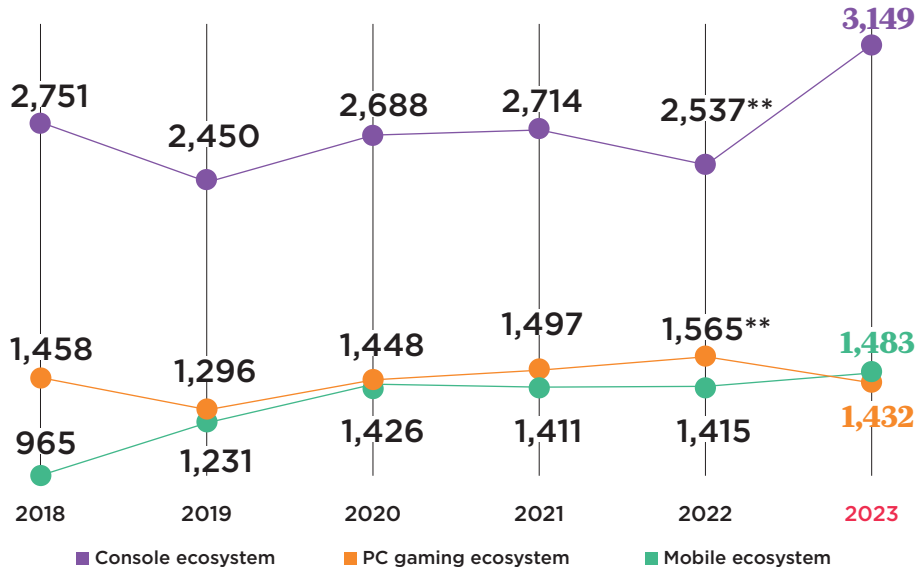


Console mobile\*\*\*

**+4.8%**

## GROWTH IN SALES BY ECOSYSTEM\*

In million euros



Sources: SELL data, from GSD/GameTrack/data.ai/IDC panels at end 2023.

\*Console, PC gaming, mobile, physical and digital ecosystems. \*\*Revised historical data for PC hardware and accessories and console hardware 2022.

\*\*\*Sources: GameTrack estimations using user spending data from data.ai 2022, converted into euros and including French taxes.

# GROWTH IN SALES\*

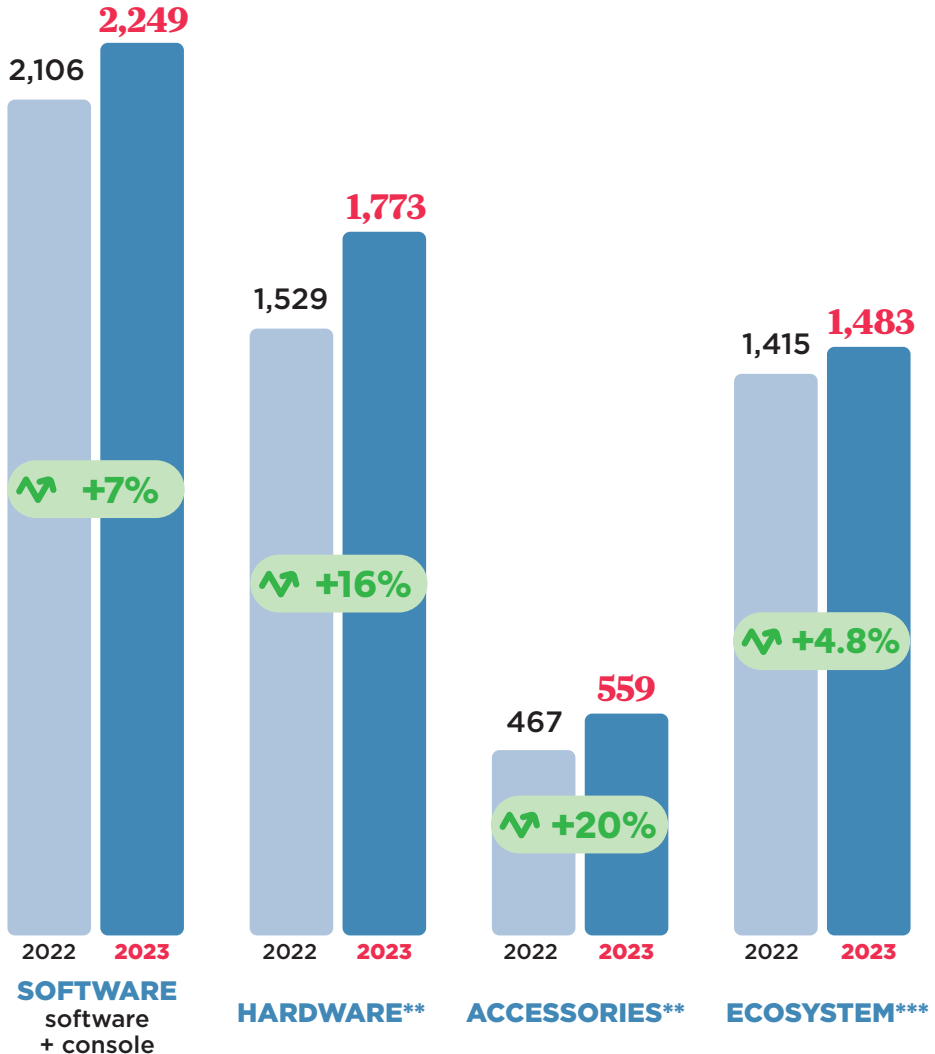
In million euros





# BREAKDOWN OF SALES\*

In million euros



Sources: SELL data, from GSD/GameTrack/data.ai/IDC panels at end 2023.

\*Console, PC gaming, mobile, physical and digital ecosystems. \*\*Revised historical data for PC hardware and accessories and console hardware 2022.

\*\*\*Sources: GameTrack estimations using user spending data from data.ai 2023, converted into euros and including French taxes.

# CLOSE-UP: MARKET SHARE\*



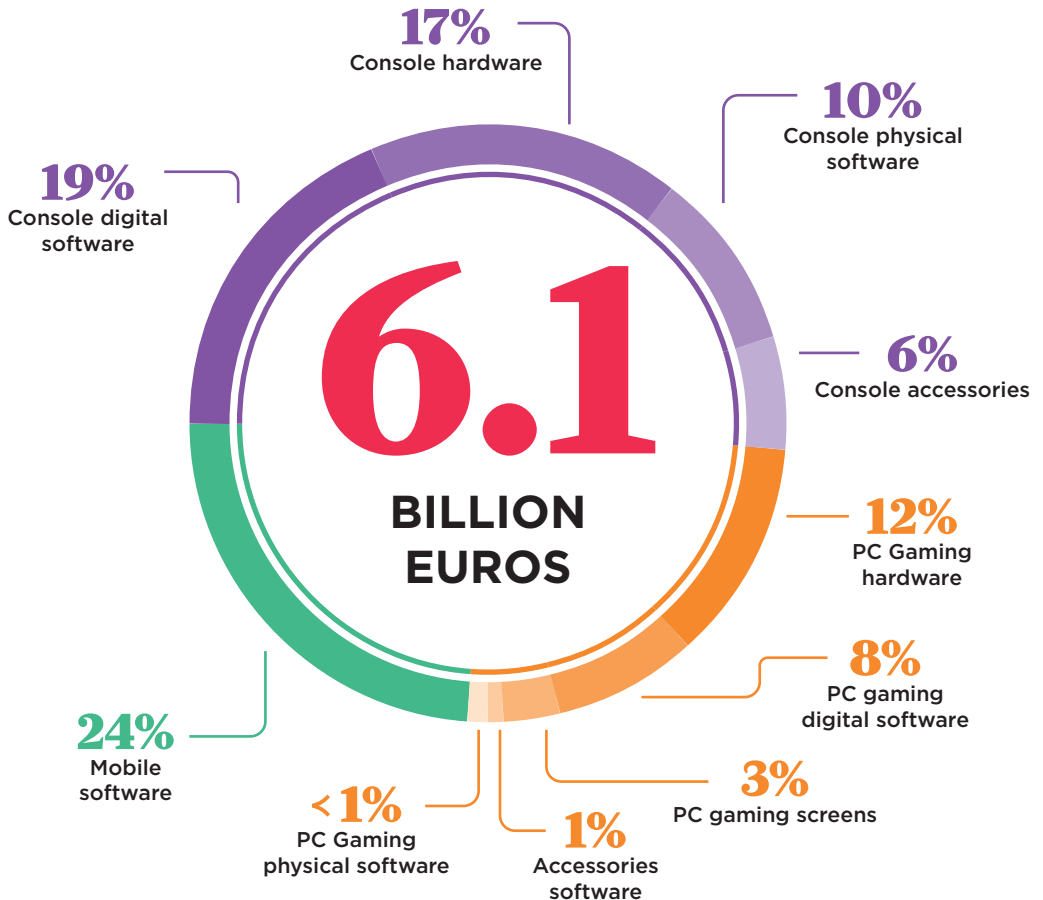
Console ecosystem\*\*  
**52%**



PC gaming ecosystem  
**24%**



Mobile ecosystem  
**24%**

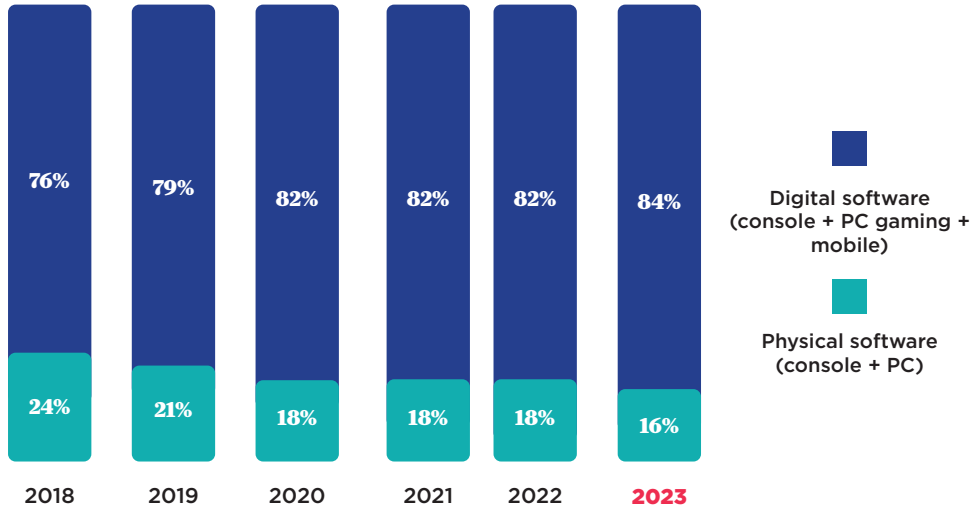


Sources: SELL data, from GSD/GameTrack/data.ai/IDC panels at end 2023.

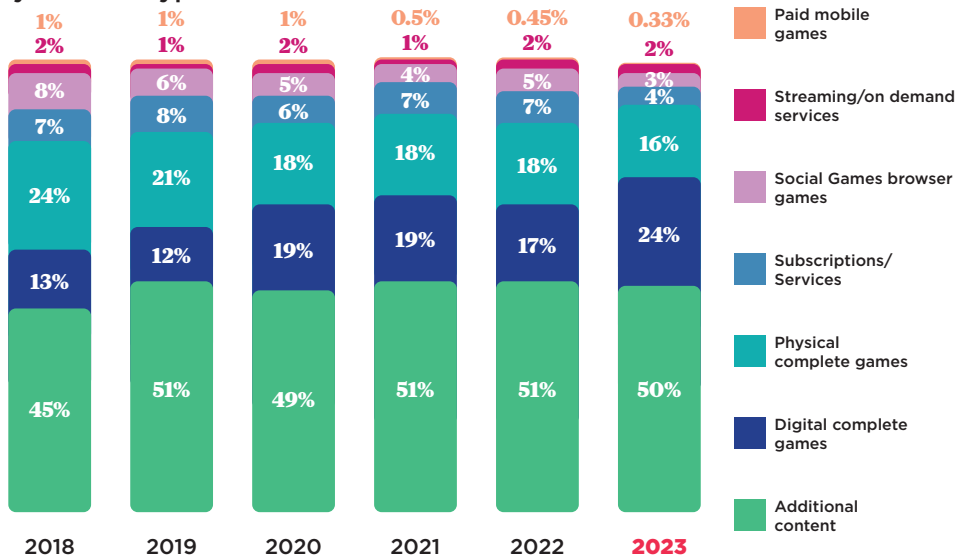
\*Revised historical data for PC hardware and accessories and console hardware 2022. Percentages are rounded to the nearest whole number.

# SOFTWARE CLOSE-UP: BREAKDOWN OF SALES

By format



By content type



Sources: SELL data from GSD/GameTrack/data.ai/IDC panels at end 2023.

# BREAKDOWN OF 2023 SALES

In million euros



**55%**  
1,748 M€

SOFTWARE  
PHYSICAL + VIRTUAL

▲ **+7%**  
VS 2022



**34%**  
1,059 M€

HARDWARE\*

▲ **+72%**  
VS 2022



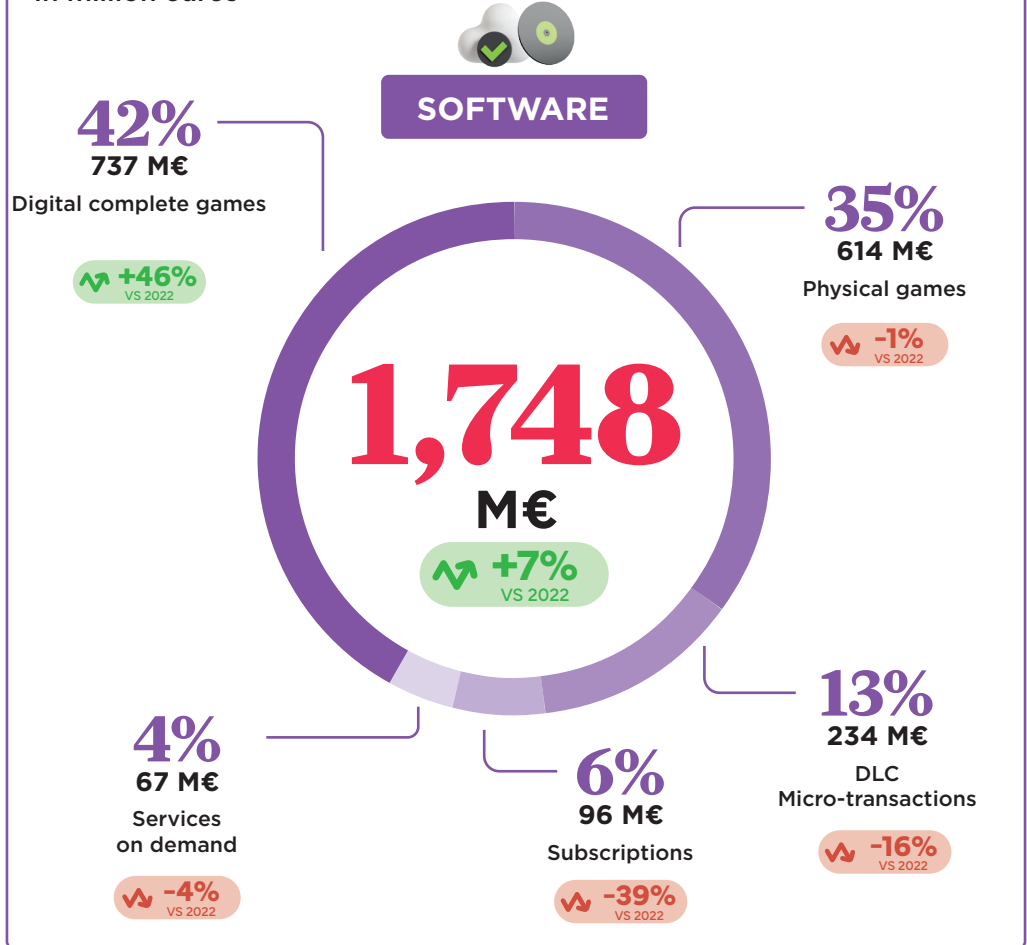
**11%**  
342 M€

ACCESSORIES

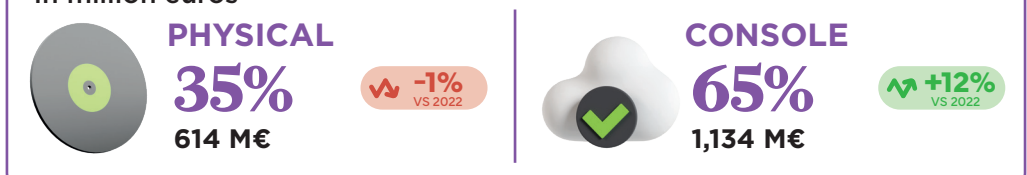
▲ **+18%**  
VS 2022

# BREAKDOWN OF 2023 SALES

In million euros



In million euros



# GROWTH IN SALES FOR 2023

In million euros

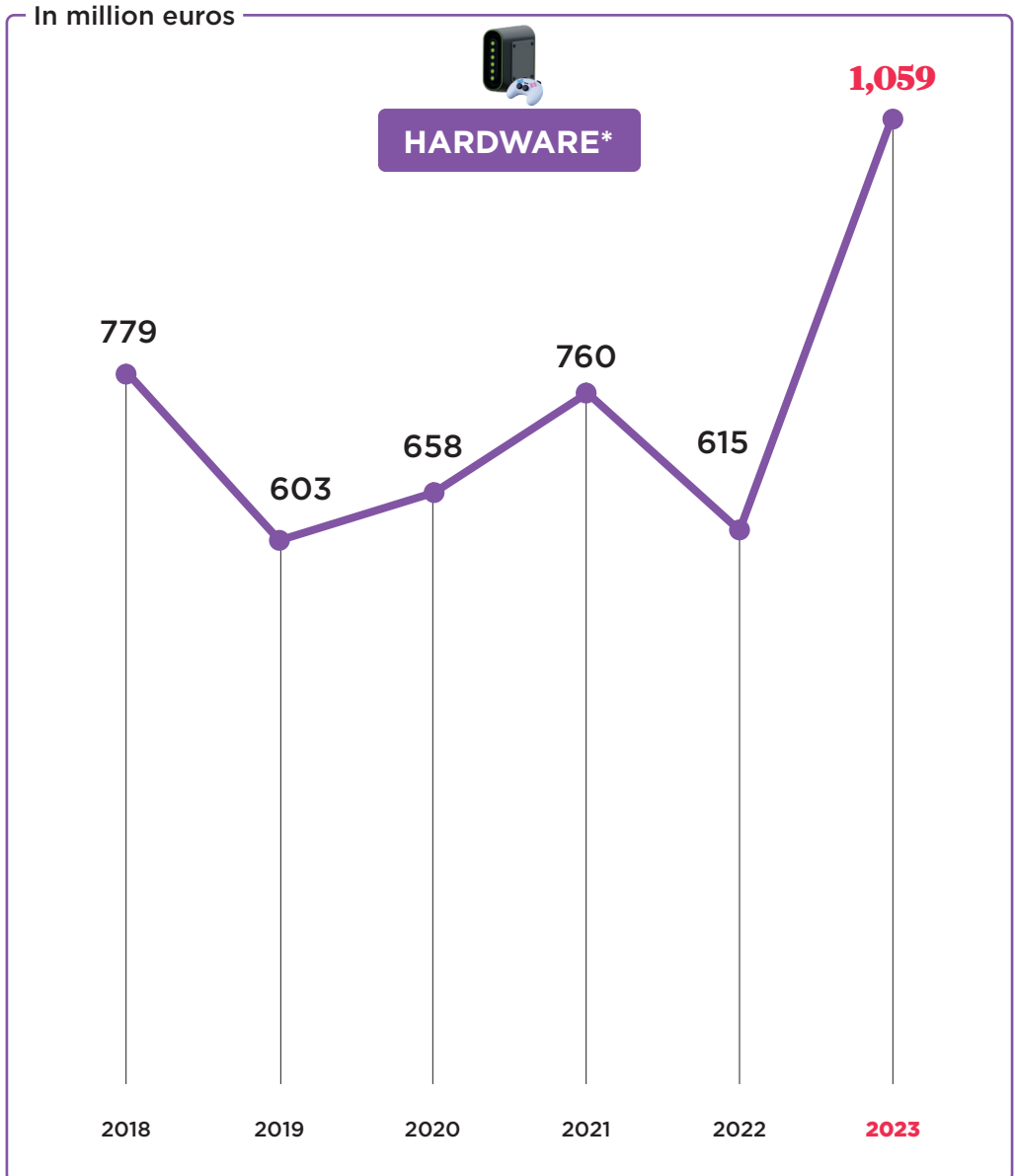
HARDWARE\*



**1,059 M€**

**+72%**  
VS 2022

# GROWTH IN SALES FOR 2023



# GROWTH IN SALES FOR 2023

In million euros

## ACCESSORIES



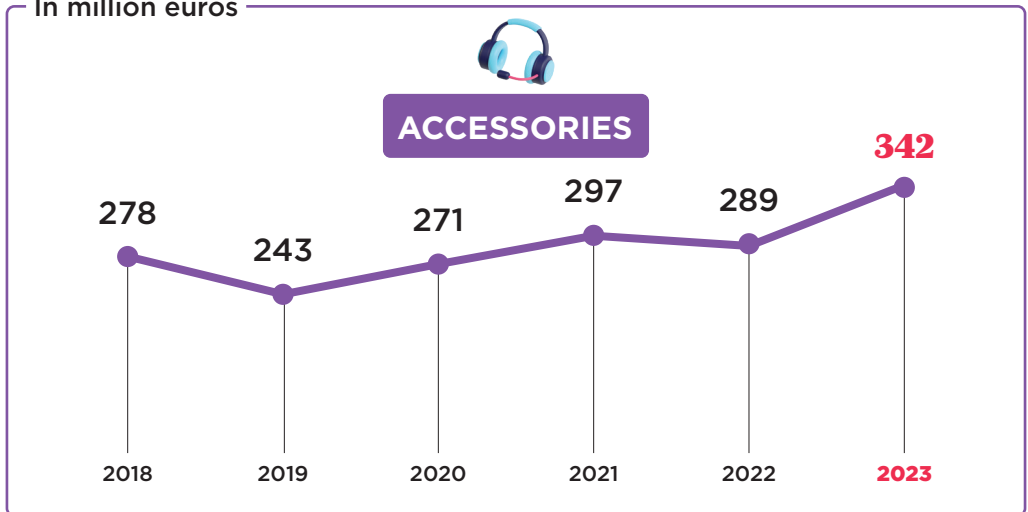
**342 M€**

**↗ +18%**  
VS 2022

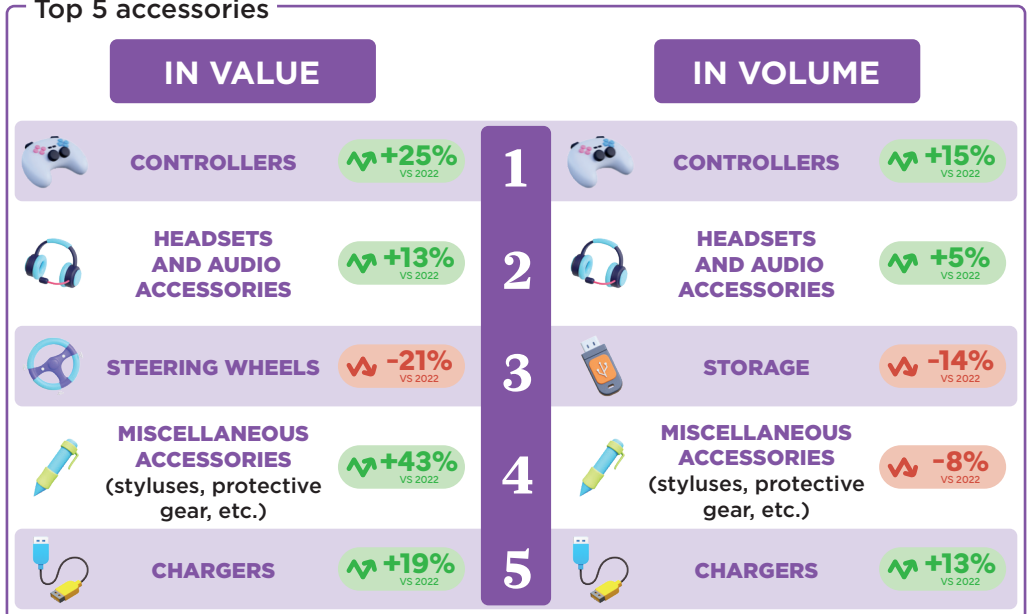


# GROWTH IN SALES FOR 2023

In million euros



Top 5 accessories



# TOP 20 GAMES IN 2023 ACROSS ALL CONSOLES

Physical MARKET in value 

		
<b>1</b> The Legend Of Zelda: Tears of the Kingdom Nintendo €58,091,903	<b>2</b> EA Sports FC 24 Electronic Arts €49,700,682	<b>3</b> Hogwarts Legacy Warner Bros. Games €43,080,675
<b>4</b> Super Mario Bros. Wonder	Nintendo	€35,705,105
<b>5</b> Call of Duty: Modern Warfare III	Activision Blizzard	€21,087,221
<b>6</b> Marvel's Spider-Man 2	Sony Interactive Entertainment	€18,979,491
<b>7</b> Mario Kart 8 Deluxe	Nintendo	€18,648,864
<b>8</b> FIFA 23	Electronic Arts	€13,985,143
<b>9</b> Assassin's Creed Mirage	Ubisoft	€10,086,870
<b>10</b> Gran Turismo 7	Sony Interactive Entertainment	€8,003,258
<b>11</b> Final Fantasy XVI	Square Enix	€7,606,386
<b>12</b> Animal Crossing: New Horizons	Nintendo	€7,338,887
<b>13</b> Star Wars Jedi: Survivor	Electronic Arts	€7,137,835
<b>14</b> Avatar: Frontiers of Pandora	Ubisoft	€6,987,959
<b>15</b> New Super Mario Bros. U Deluxe	Nintendo	€6,309,252
<b>16</b> Resident Evil 4 (2023)	Capcom	€5,955,449
<b>17</b> Mario Party Superstars	Nintendo	€5,904,976
<b>18</b> Nintendo Switch Sports	Nintendo	€5,883,289
<b>19</b> Minecraft: Nintendo Switch Edition	Mojang	€5,816,496
<b>20</b> The Legend Of Zelda: Breath of the Wild	Nintendo	€5,235,966

# TOP 20 GAMES IN 2023 ACROSS ALL CONSOLES

## Physical MARKET in volume

		
<b>1</b> <b>The Legend of Zelda: Tears of the Kingdom</b> Nintendo <b>973,255 units</b>	<b>2</b> <b>EA Sports FC 24</b> Electronic Arts <b>803,567 units</b>	<b>3</b> <b>Hogwarts Legacy</b> Warner Bros. Games <b>768,762 units</b>
<b>4</b> <b>Super Mario Bros. Wonder</b>	Nintendo	<b>753,242 units</b>
<b>5</b> <b>Mario Kart 8 Deluxe</b>	Nintendo	<b>384,860 units</b>
<b>6</b> <b>Call of Duty: Modern Warfare III</b>	Activision Blizzard	<b>323,031 units</b>
<b>7</b> <b>FIFA 23</b>	Electronic Arts	<b>287,222 units</b>
<b>8</b> <b>Marvel's Spider-Man 2</b>	Sony Interactive Entertainment	<b>273,857 units</b>
<b>9</b> <b>Minecraft: Nintendo Switch Edition</b>	Mojang	<b>227,004 units</b>
<b>10</b> <b>Assassin's Creed Mirage</b>	Ubisoft	<b>219,041 units</b>
<b>11</b> <b>Grand Theft Auto V</b>	Take 2	<b>195,347 units</b>
<b>12</b> <b>Animal Crossing: New Horizons</b>	Nintendo	<b>154,126 units</b>
<b>13</b> <b>Nintendo Switch Sports</b>	Nintendo	<b>151,818 units</b>
<b>14</b> <b>New Super Mario Bros. U Deluxe</b>	Nintendo	<b>131,206 units</b>
<b>15</b> <b>Gran Turismo 7</b>	Sony Interactive Entertainment	<b>123,657 units</b>
<b>16</b> <b>Mario Party Superstars</b>	Nintendo	<b>121,193 units</b>
<b>17</b> <b>Star Wars Jedi: Survivor</b>	Electronic Arts	<b>108,100 units</b>
<b>18</b> <b>Final Fantasy XVI</b>	Square Enix	<b>104,757 units</b>
<b>19</b> <b>Pokémon Violet</b>	Nintendo	<b>99,459 units</b>
<b>20</b> <b>Avatar: Frontiers of Pandora</b>	Ubisoft	<b>99,226 units</b>

# TOP 20 GAMES IN 2023 ACROSS ALL CONSOLES

Physical and digital MARKET in value  

		
<b>1</b> EA Sports FC 24 Electronic Arts €99,200,395	<b>2</b> Hogwarts Legacy Warner Bros. Games €71,052,235	<b>3</b> The Legend Of Zelda: Tears of the Kingdom Nintendo €58,091,903
<b>4</b> Call of Duty: Modern Warfare III	Activision Blizzard	€45,729,589
<b>5</b> Super Mario Bros. Wonder	Nintendo	€35,705,105
<b>6</b> Marvel's Spider-Man 2	Sony Interactive Entertainment	€27,885,023
<b>7</b> FIFA 23	Electronic Arts	€24,486,822
<b>8</b> Mario Kart 8 Deluxe	Nintendo	€18,648,864
<b>9</b> Assassin's Creed Mirage	Ubisoft	€15,760,647
<b>10</b> Diablo IV	Activision Blizzard	€12,933,405
<b>11</b> Star Wars Jedi: Survivor	Electronic Arts	€11,855,247
<b>12</b> Call of Duty: Modern Warfare II	Activision Blizzard	€11,633,994
<b>13</b> Gran Turismo 7	Sony Interactive Entertainment	€10,997,191
<b>14</b> The Crew Motorfest	Ubisoft	€10,877,563
<b>15</b> Final Fantasy XVI	Square Enix	€10,608,903
<b>16</b> Avatar: Frontiers of Pandora	Ubisoft	€10,279,107
<b>17</b> Grand Theft Auto V	Take 2	€9,910,807
<b>18</b> NBA 2k24	Take 2	€9,679,248
<b>19</b> Resident Evil 4 (2023)	Capcom	€9,113,007
<b>20</b> F1 23	Electronic Arts	€7,424,818

# TOP 20 GAMES IN 2023 ACROSS ALL CONSOLES

Physical + digital **MARKET** in volume  

		
<b>1</b> EA Sports FC 24 Electronic Arts 1,477,448 units	<b>2</b> Hogwarts Legacy Warner Bros. Games 1,147,419 units	<b>3</b> The Legend Of Zelda: Tears of the Kingdom Nintendo 973,255 units
<b>4</b> Super Mario Bros. Wonder	Nintendo	<b>753,242</b> units
<b>5</b> Call of Duty: Modern Warfare III	Activision Blizzard	<b>628,782</b> units
<b>6</b> FIFA 23	Electronic Arts	<b>603,013</b> units
<b>7</b> Grand Theft Auto V	Take 2	<b>427,301</b> units
<b>8</b> Mario Kart 8 Deluxe	Nintendo	<b>384,860</b> units
<b>9</b> Marvel's Spider-Man 2	Sony Interactive Entertainment	<b>380,263</b> units
<b>10</b> Assassin's Creed Mirage	Ubisoft	<b>328,989</b> units
<b>11</b> Minecraft: Nintendo Switch Edition	Mojang	<b>227,004</b> units
<b>12</b> Gran Turismo 7	Sony Interactive Entertainment	<b>177,698</b> units
<b>13</b> Call of Duty: Modern Warfare II	Activision Blizzard	<b>176,256</b> units
<b>14</b> Star Wars Jedi: Survivor	Electronic Arts	<b>173,468</b> units
<b>15</b> Diablo IV	Activision Blizzard	<b>168,083</b> units
<b>16</b> Red Dead Redemption 2	Take 2	<b>163,539</b> units
<b>17</b> The Crew Motorfest	Ubisoft	<b>159,423</b> units
<b>18</b> Grand Theft Auto Online	Take 2	<b>158,137</b> units
<b>19</b> NBA 2k24	Take 2	<b>157,543</b> units
<b>20</b> Animal Crossing: New Horizons	Nintendo	<b>154,126</b> units

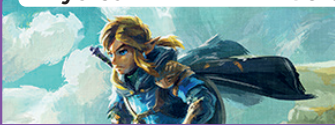


# TOP 20 GAMES IN 2023 PER CONSOLE

## Physical MARKET in value

		
<b>1</b> <b>The Legend Of Zelda: Tears of the Kingdom</b> Nintendo €58,091,903 <span>SWITCH</span>	<b>2</b> <b>Super Mario Bros. Wonder</b> Nintendo €35,705,105 <span>SWITCH</span>	<b>3</b> <b>EA Sports FC 24</b> Electronic Arts €22,253,886 <span>PS5</span>
<b>4</b> <b>Hogwarts Legacy</b> <span>PS5</span>	<b>Warner Bros. Games</b>	<b>€20,788,256</b>
<b>5</b> <b>Marvel's Spider-Man 2</b> <span>PS5</span>	<b>Sony Interactive Entertainment</b>	<b>€18,979,491</b>
<b>6</b> <b>Mario Kart 8 Deluxe</b> <span>SWITCH</span>	<b>Nintendo</b>	<b>€18,648,864</b>
<b>7</b> <b>EA Sports FC 24</b> <span>PS4</span>	<b>Electronic Arts</b>	<b>€15,615,126</b>
<b>8</b> <b>Call of Duty: Modern Warfare III</b> <span>PS5</span>	<b>Activision Blizzard</b>	<b>€14,008,229</b>
<b>9</b> <b>Hogwarts Legacy</b> <span>SWITCH</span>	<b>Warner Bros. Games</b>	<b>€8,983,725</b>
<b>10</b> <b>Hogwarts Legacy</b> <span>PS4</span>	<b>Warner Bros. Games</b>	<b>€8,390,469</b>
<b>11</b> <b>EA Sports FC 24</b> <span>SWITCH</span>	<b>Electronic Arts</b>	<b>€8,171,794</b>
<b>12</b> <b>Final Fantasy XVI</b> <span>PS5</span>	<b>Square Enix</b>	<b>€7,606,386</b>
<b>13</b> <b>Animal Crossing: New Horizons</b> <span>SWITCH</span>	<b>Nintendo</b>	<b>€7,338,887</b>
<b>14</b> <b>Gran Turismo 7</b> <span>PS5</span>	<b>Sony Interactive Entertainment</b>	<b>€6,470,885</b>
<b>15</b> <b>Assassin's Creed Mirage</b> <span>PS5</span>	<b>Ubisoft</b>	<b>€6,429,498</b>
<b>16</b> <b>New Super Mario Bros. U Deluxe</b> <span>SWITCH</span>	<b>Nintendo</b>	<b>€6,309,252</b>
<b>17</b> <b>Avatar: Frontiers of Pandora</b> <span>PS5</span>	<b>Ubisoft</b>	<b>€6,220,455</b>
<b>18</b> <b>Star Wars Jedi: Survivor</b> <span>PS5</span>	<b>Electronic Arts</b>	<b>€6,192,603</b>
<b>19</b> <b>Mario Party Superstars</b> <span>SWITCH</span>	<b>Nintendo</b>	<b>€5,904,976</b>
<b>20</b> <b>Nintendo Switch Sports</b> <span>SWITCH</span>	<b>Nintendo</b>	<b>€5,883,289</b>

# TOP 20 GAMES IN 2023 PER CONSOLE

Physical MARKET in volume 

		
<b>1</b> <b>The Legend Of Zelda: Tears of the Kingdom</b> Nintendo 973,255 units <span>SWITCH</span>	<b>2</b> <b>Super Mario Bros. Wonder</b> Nintendo 753,242 units <span>SWITCH</span>	<b>3</b> <b>Mario Kart 8 Deluxe</b> Nintendo 384,860 units <span>SWITCH</span>
<b>4</b> <b>Hogwarts Legacy</b> <span>PS5</span> Warner Bros. Games <b>343,068</b> units		
<b>5</b> <b>EA Sports FC 24</b> <span>PS5</span> Electronic Arts <b>337,517</b> units		
<b>6</b> <b>Marvel's Spider-Man 2</b> <span>PS5</span> Sony Interactive Entertainment <b>273,857</b> units		
<b>7</b> <b>EA Sports FC 24</b> <span>PS4</span> Electronic Arts <b>241,087</b> units		
<b>8</b> <b>Minecraft: Nintendo Switch Edition</b> <span>SWITCH</span> Mojang <b>227,004</b> units		
<b>9</b> <b>Call of Duty: Modern Warfare III</b> <span>PS5</span> Activision Blizzard <b>213,259</b> units		
<b>10</b> <b>Hogwarts Legacy</b> <span>SWITCH</span> Warner Bros. Games <b>185,839</b> units		
<b>11</b> <b>EA Sports FC 24</b> <span>SWITCH</span> Electronic Arts <b>169,401</b> units		
<b>12</b> <b>Hogwarts Legacy</b> <span>PS4</span> Warner Bros. Games <b>156,945</b> units		
<b>13</b> <b>Animal Crossing: New Horizons</b> <span>SWITCH</span> Nintendo <b>154,126</b> units		
<b>14</b> <b>Nintendo Switch Sports</b> <span>SWITCH</span> Nintendo <b>151,818</b> units		
<b>15</b> <b>Assassin's Creed Mirage</b> <span>PS5</span> Ubisoft <b>139,484</b> units		
<b>16</b> <b>New Super Mario Bros. U Deluxe</b> <span>SWITCH</span> Nintendo <b>131,206</b> units		
<b>17</b> <b>Mario Party Superstars</b> <span>SWITCH</span> Nintendo <b>121,193</b> units		
<b>18</b> <b>Grand Theft Auto V</b> <span>PS5</span> Take 2 <b>112,453</b> units		
<b>19</b> <b>FIFA 23</b> <span>SWITCH</span> Electronic Arts <b>110,007</b> units		
<b>20</b> <b>Final Fantasy XVI</b> <span>PS5</span> Square Enix <b>104,757</b> units		

# TOP 20 GAMES IN 2023 PER CONSOLE


Physical and digital MARKET in value  

<b>1</b>	<b>EA Sports FC 24</b> Electronic Arts €63,589,395	PS5	<b>2</b>	<b>The Legend Of Zelda: Tears of the Kingdom</b> Nintendo €58,091,903	SWITCH	<b>3</b>	<b>Hogwarts Legacy</b> Warner Bros. Games €37,380,968	PS5
<b>4</b>	<b>Super Mario Bros. Wonder</b>	SWITCH		Nintendo			<b>€35,705,105</b>	
<b>5</b>	<b>Call of Duty: Modern Warfare III</b>	PS5		Activision Blizzard			<b>€30,048,713</b>	
<b>6</b>	<b>Marvel's Spider-Man 2</b>	PS5		Sony Interactive Entertainment			<b>€27,885,023</b>	
<b>7</b>	<b>Mario Kart 8 Deluxe</b>	SWITCH		Nintendo			<b>€18,648,864</b>	
<b>8</b>	<b>EA Sports FC 24</b>	PS4		Electronic Arts			<b>€15,615,126</b>	
<b>9</b>	<b>Hogwarts Legacy</b>	PS4		Warner Bros. Games			<b>€11,824,395</b>	
<b>10</b>	<b>EA Sports FC 24</b>	XBOX SERIES		Electronic Arts			<b>€10,929,715</b>	
<b>11</b>	<b>Final Fantasy XVI</b>	PS5		Square Enix			<b>€10,608,903</b>	
<b>12</b>	<b>Hogwarts Legacy</b>	SWITCH		Warner Bros. Games			<b>€10,120,849</b>	
<b>13</b>	<b>Assassin's Creed Mirage</b>	PS5		Ubisoft			<b>€10,034,845</b>	
<b>14</b>	<b>FIFA 23</b>	PS5		Electronic Arts			<b>€9,726,572</b>	
<b>15</b>	<b>Star Wars Jedi: Survivor</b>	PS5		Electronic Arts			<b>€9,708,919</b>	
<b>16</b>	<b>Hogwarts Legacy</b>	XBOX SERIES		Warner Bros. Games			<b>€9,551,102</b>	
<b>17</b>	<b>EA Sports FC 24</b>	SWITCH		Electronic Arts			<b>€9,066,160</b>	
<b>18</b>	<b>Avatar: Frontiers of Pandora</b>	PS5		Ubisoft			<b>€8,848,027</b>	
<b>19</b>	<b>Gran Turismo 7</b>	PS5		Sony Interactive Entertainment			<b>€8,775,287</b>	
<b>20</b>	<b>Call of Duty: Modern Warfare III</b>	PS4		Activision Blizzard			<b>€8,033,359</b>	



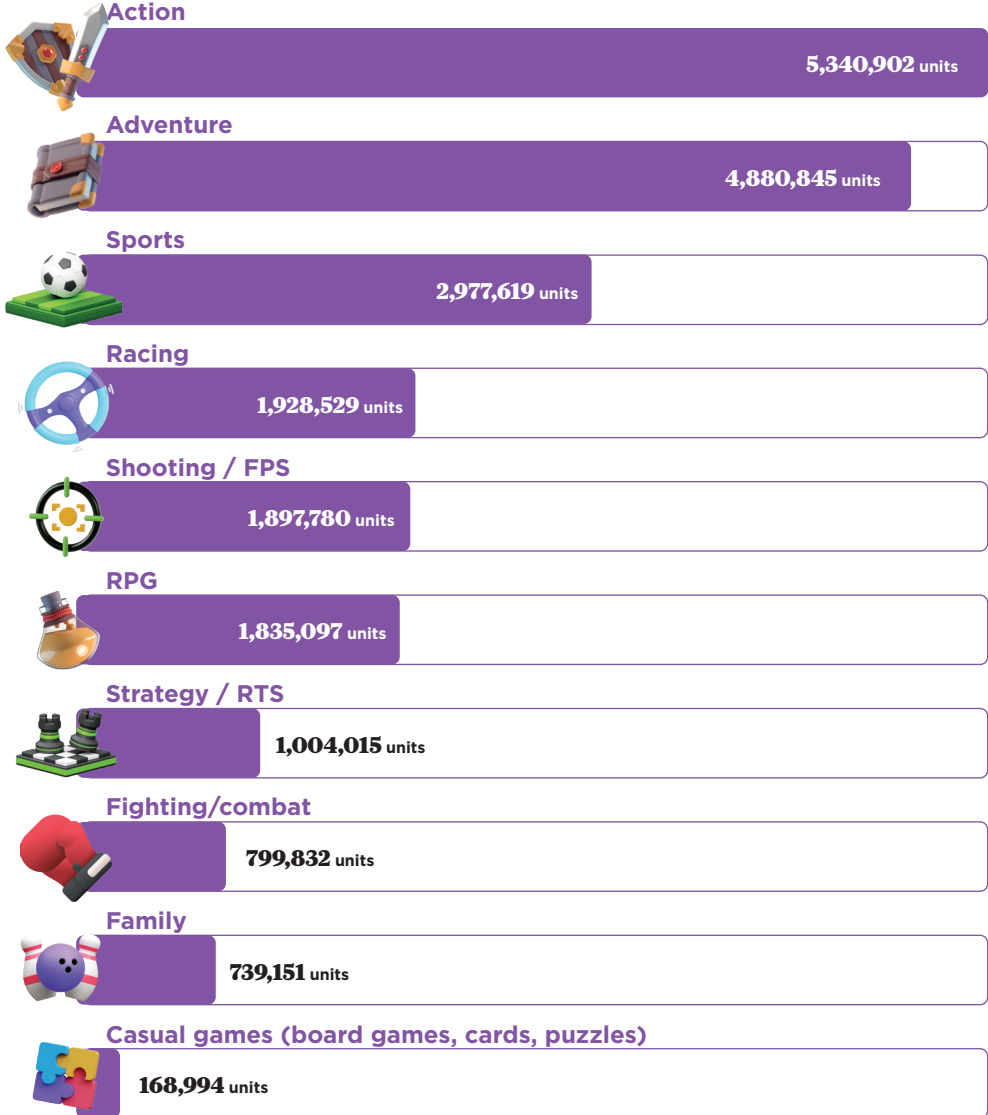
# TOP 20 GAMES IN 2023 PER CONSOLE

Physical + digital MARKET in volume  

		
<b>1</b> <b>The Legend Of Zelda: Tears of the Kingdom</b> Nintendo 973,255 units	<b>2</b> <b>EA Sports FC 24</b> Electronic Arts 889,647 units	<b>3</b> <b>Super Mario Bros. Wonder</b> Nintendo 753,242 units
<b>4</b> <b>Hogwarts Legacy</b>	<b>PS5</b>	<b>Warner Bros. Games</b> <b>558,668</b> units
<b>5</b> <b>Call of Duty: Modern Warfare III</b>	<b>PS5</b>	<b>Activision Blizzard</b> <b>414,297</b> units
<b>6</b> <b>Mario Kart 8 Deluxe</b>	<b>SWITCH</b>	<b>Nintendo</b> <b>384,860</b> units
<b>7</b> <b>Marvel's Spider-Man 2</b>	<b>PS5</b>	<b>Sony Interactive Entertainment</b> <b>380,263</b> units
<b>8</b> <b>EA Sports FC 24</b>	<b>PS4</b>	<b>Electronic Arts</b> <b>241,087</b> units
<b>9</b> <b>Minecraft: Nintendo Switch Edition</b>	<b>SWITCH</b>	<b>Mojang</b> <b>227,004</b> units
<b>10</b> <b>Assassin's Creed Mirage</b>	<b>PS5</b>	<b>Ubisoft</b> <b>209,203</b> units
<b>11</b> <b>Hogwarts Legacy</b>	<b>PS4</b>	<b>Warner Bros. Games</b> <b>208,508</b> units
<b>12</b> <b>Hogwarts Legacy</b>	<b>SWITCH</b>	<b>Warner Bros. Games</b> <b>206,870</b> units
<b>13</b> <b>FIFA 23</b>	<b>PS5</b>	<b>Electronic Arts</b> <b>204,893</b> units
<b>14</b> <b>EA Sports FC 24</b>	<b>SWITCH</b>	<b>Electronic Arts</b> <b>189,150</b> units
<b>15</b> <b>FIFA 23</b>	<b>PS4</b>	<b>Electronic Arts</b> <b>184,018</b> units
<b>16</b> <b>Grand Theft Auto V</b>	<b>PS5</b>	<b>Take 2</b> <b>183,596</b> units
<b>17</b> <b>Grand Theft Auto V</b>	<b>PS4</b>	<b>Take 2</b> <b>183,106</b> units
<b>18</b> <b>FIFA 23</b>	<b>SWITCH</b>	<b>Electronic Arts</b> <b>169,624</b> units
<b>19</b> <b>EA Sports FC 24</b>	<b>XBOX SERIES</b>	<b>Electronic Arts</b> <b>157,564</b> units
<b>20</b> <b>Animal Crossing: New Horizons</b>	<b>SWITCH</b>	<b>Nintendo</b> <b>154,126</b> units

# TOP 10 TYPES OF VIDEO GAMES BOUGHT IN 2023

Physical + digital MARKET in volume 🎮👁️





SYNDICAT  
DES ÉDITEURS  
DE LOGICIELS  
DE LOISIRS

# TOP WEEKLY SALES

Every Monday, discover  
the top video game sales in France

# SELL.FR

AND FOLLOW OUR NEWS ON  
OUR SOCIAL NETWORKS



[twitter.com/SELL\\_JeuxVideo](https://twitter.com/SELL_JeuxVideo)



[facebook.com/SELL.VideoGames/](https://facebook.com/SELL.VideoGames/)



[linkedin.com/company/s.e.l.l.](https://linkedin.com/company/s.e.l.l.)



[youtube.com/@SELLTV](https://youtube.com/@SELLTV)

# BREAKDOWN OF 2023 TURNOVER\*

In million euros



**50%**  
714 M€

**HARDWARE\*\***

↘ **-22%**  
VS 2022



**35%**  
501 M€

**SOFTWARE**  
PHYSICAL +  
VIRTUAL

↗ **+6%**  
VS 2022

**1,432**  
M€

↘ **-8.5%**  
VS 2022



**15%**  
217 M€

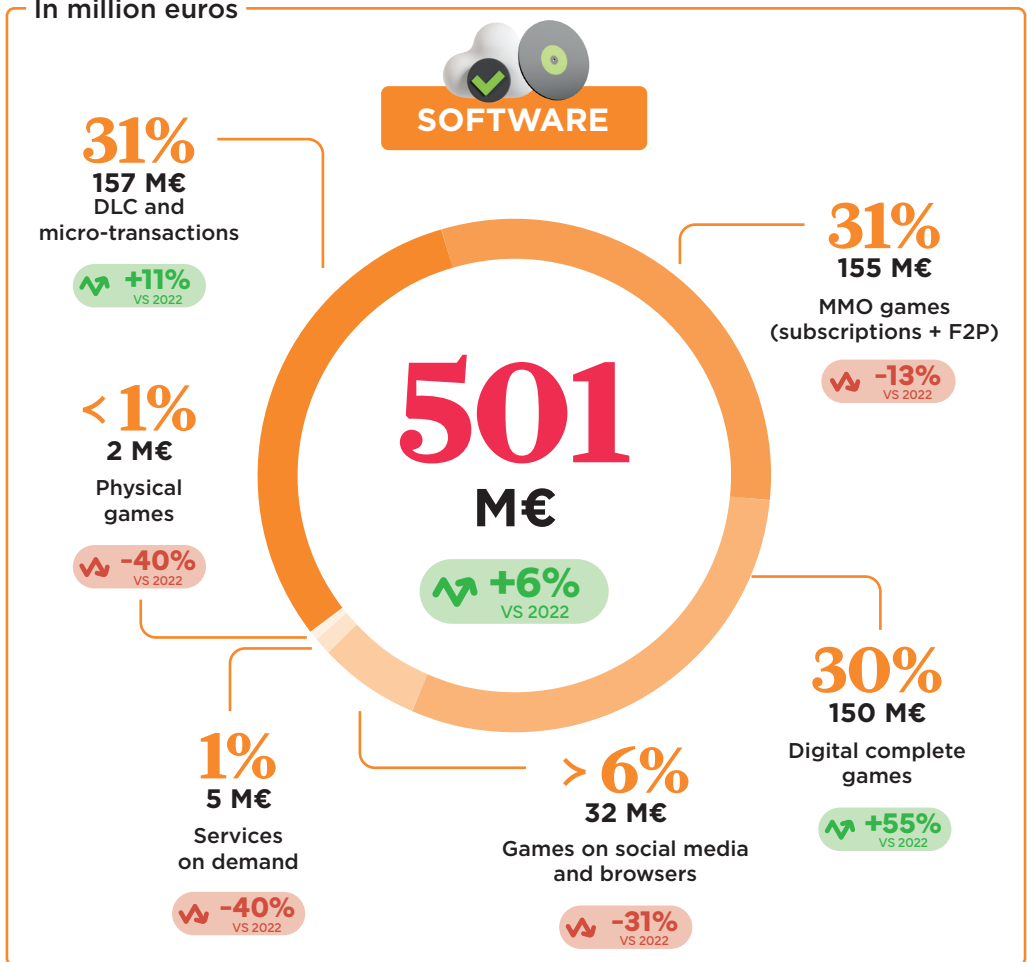
**ACCESSORIES\*\*\***

↗ **+22%**  
VS 2022

Sources: SELL data from GSD/GameTrack/IDC panels at end 2023. \*Revised historical PC Gaming hardware and accessories 2022 data. \*\* Sales of PCs with high-performance graphics card \*\*\*mouse, keyboards, screens dedicated to PC gaming.

# BREAKDOWN OF 2023 SALES

In million euros



In million euros



# BREAKDOWN OF 2023 SALES\*

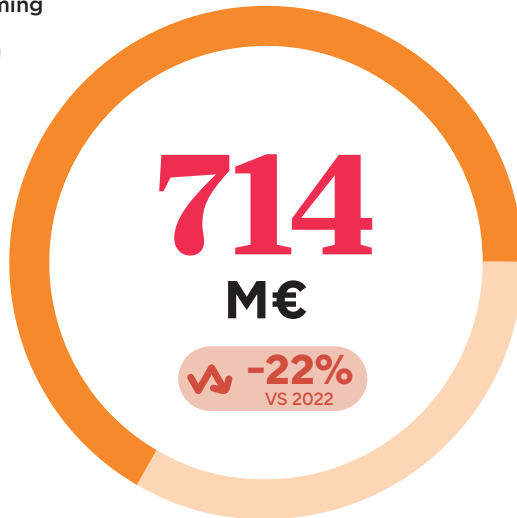
In million euros



**HARDWARE\*\***

**67%**  
**475 M€**  
Laptop PC gaming

↘ **-28%**  
VS 2022



**33%**  
**239 M€**  
Desktop PC gaming

↘ **-6%**  
VS 2022

# BREAKDOWN OF 2023 SALES\*

In million euros



ACCESSORIES\*\*

**74%**  
160 M€  
screens

**+36%**  
VS 2022

**217**  
M€

**+22%**  
VS 2022



**26%**  
57 M€

Miscellaneous accessories

**-5%**  
VS 2022

# TOP 20 PC GAMES IN 2023

Physical and digital **MARKET** in value  

		
<b>1</b> <b>Diablo IV</b> Activision Blizzard €24,742,247	<b>2</b> <b>Hogwarts Legacy</b> Warner Bros. Games €12,050,731	<b>3</b> <b>Call of Duty: Modern Warfare III</b> Activision Blizzard €10,377,988
<b>4</b> <b>EA Sports FC 24</b>	<b>Electronic Arts</b>	<b>€3,586,581</b>
<b>5</b> <b>Starfield</b>	<b>Bethesda Softworks</b>	<b>€3,363,652</b>
<b>6</b> <b>Call of Duty: Modern Warfare II</b>	<b>Activision Blizzard</b>	<b>€2,792,963</b>
<b>7</b> <b>Grand Theft Auto V</b>	<b>Take 2</b>	<b>€2,191,387</b>
<b>8</b> <b>Red Dead Redemption 2</b>	<b>Take 2</b>	<b>€1,696,879</b>
<b>9</b> <b>Star Wars Jedi: Survivor</b>	<b>Electronic Arts</b>	<b>€1,682,954</b>
<b>10</b> <b>F1 23</b>	<b>Electronic Arts</b>	<b>€1,438,243</b>
<b>11</b> <b>Assassin's Creed Mirage</b>	<b>Ubisoft</b>	<b>€1,358,045</b>
<b>12</b> <b>Football Manager 2024</b>	<b>SEGA</b>	<b>€1,222,074</b>
<b>13</b> <b>Elden Ring</b>	<b>Bandai Namco Entertainment</b>	<b>€1,202,091</b>
<b>14</b> <b>Forza Horizon 5</b>	<b>Microsoft</b>	<b>€1,194,600</b>
<b>15</b> <b>FIFA 23</b>	<b>Electronic Arts</b>	<b>€1,076,420</b>
<b>16</b> <b>Sea of Thieves</b>	<b>Microsoft</b>	<b>€1,011,933</b>
<b>17</b> <b>Resident Evil 4 (2023)</b>	<b>Capcom</b>	<b>€1,005,594</b>
<b>18</b> <b>Avatar: Frontiers of Pandora</b>	<b>Ubisoft</b>	<b>€934,740</b>
<b>19</b> <b>The Crew Motorfest</b>	<b>Ubisoft</b>	<b>€856,070</b>
<b>20</b> <b>Football Manager 2023</b>	<b>SEGA</b>	<b>€830,145</b>



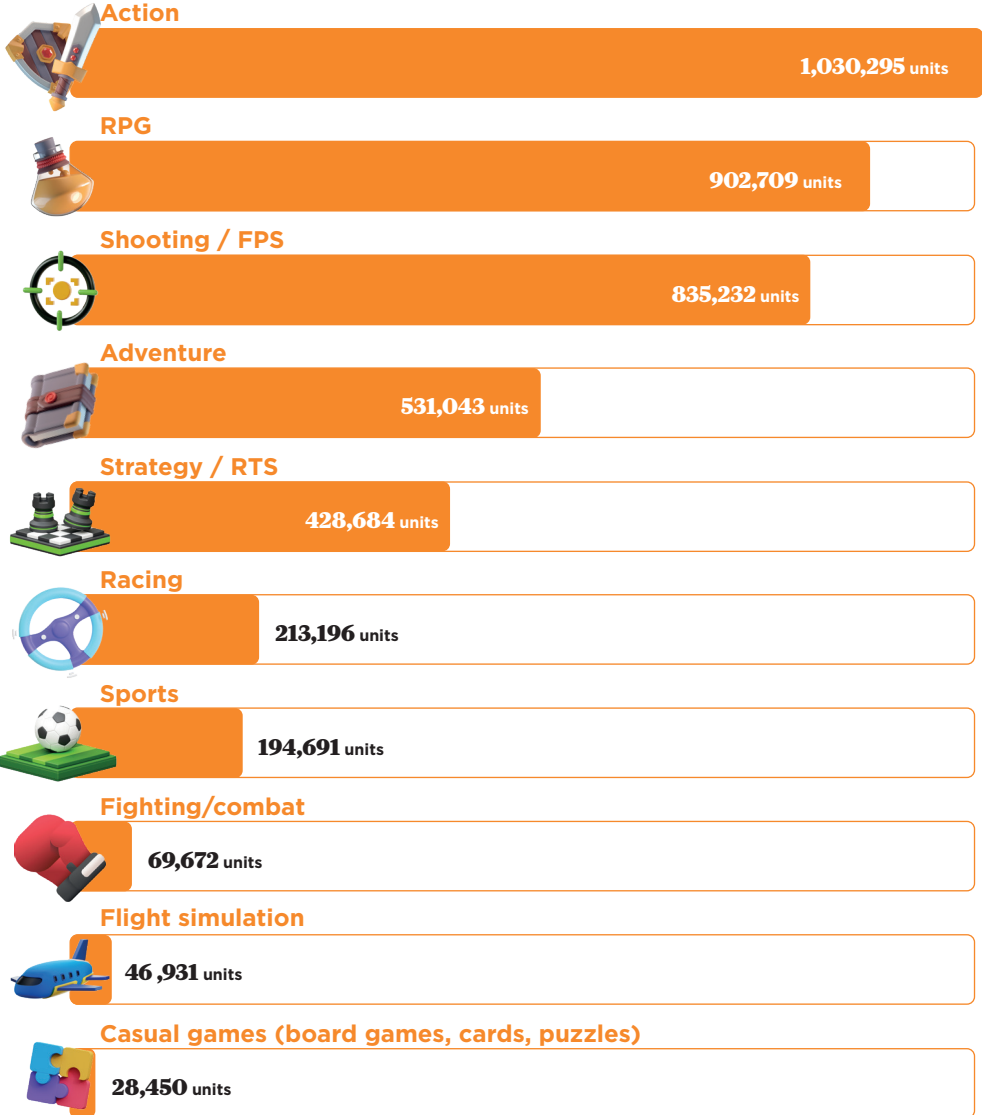
# TOP 20 PC GAMES IN 2023

Physical + digital **MARKET** in volume  

		
<b>1</b> <b>Diablo IV</b> Activision Blizzard 314,413 units	<b>2</b> <b>Hogwarts Legacy</b> Warner Bros. Games 186,949 units	<b>3</b> <b>Call of Duty: Modern Warfare III</b> Activision Blizzard 145,102 units
<b>4</b> <b>Grand Theft Auto V</b>	<b>Take 2</b>	<b>115,998</b> units
<b>5</b> <b>Red Dead Redemption 2</b>	<b>Take 2</b>	<b>72,253</b> units
<b>6</b> <b>EA Sports FC 24</b>	<b>Electronic Arts</b>	<b>59,834</b> units
<b>7</b> <b>Call of Duty: Modern Warfare II</b>	<b>Activision Blizzard</b>	<b>50,660</b> units
<b>8</b> <b>Sea of Thieves</b>	<b>Microsoft</b>	<b>47,278</b> units
<b>9</b> <b>Starfield</b>	<b>Bethesda Softworks</b>	<b>46,577</b> units
<b>10</b> <b>FIFA 23</b>	<b>Electronic Arts</b>	<b>39,660</b> units
<b>11</b> <b>Tom Clancy's Rainbow Six Siege</b>	<b>Ubisoft</b>	<b>37,535</b> units
<b>12</b> <b>Sid Meier's Civilization VI</b>	<b>Take 2</b>	<b>35,306</b> units
<b>13</b> <b>Titanfall 2</b>	<b>Electronic Arts</b>	<b>34,103</b> units
<b>14</b> <b>Forza Horizon 5</b>	<b>Microsoft</b>	<b>33,809</b> units
<b>15</b> <b>Star Wars Jedi: Fallen Order</b>	<b>Electronic Arts</b>	<b>32,731</b> units
<b>16</b> <b>F1 23</b>	<b>Electronic Arts</b>	<b>28,688</b> units
<b>17</b> <b>Call of Duty: Black Ops III</b>	<b>Activision Blizzard</b>	<b>28,578</b> units
<b>18</b> <b>Anno 1800</b>	<b>Ubisoft</b>	<b>28,566</b> units
<b>19</b> <b>Assassin's Creed Mirage</b>	<b>Ubisoft</b>	<b>27,666</b> units
<b>20</b> <b>Star Wars Jedi: Survivor</b>	<b>Electronic Arts</b>	<b>27,618</b> units

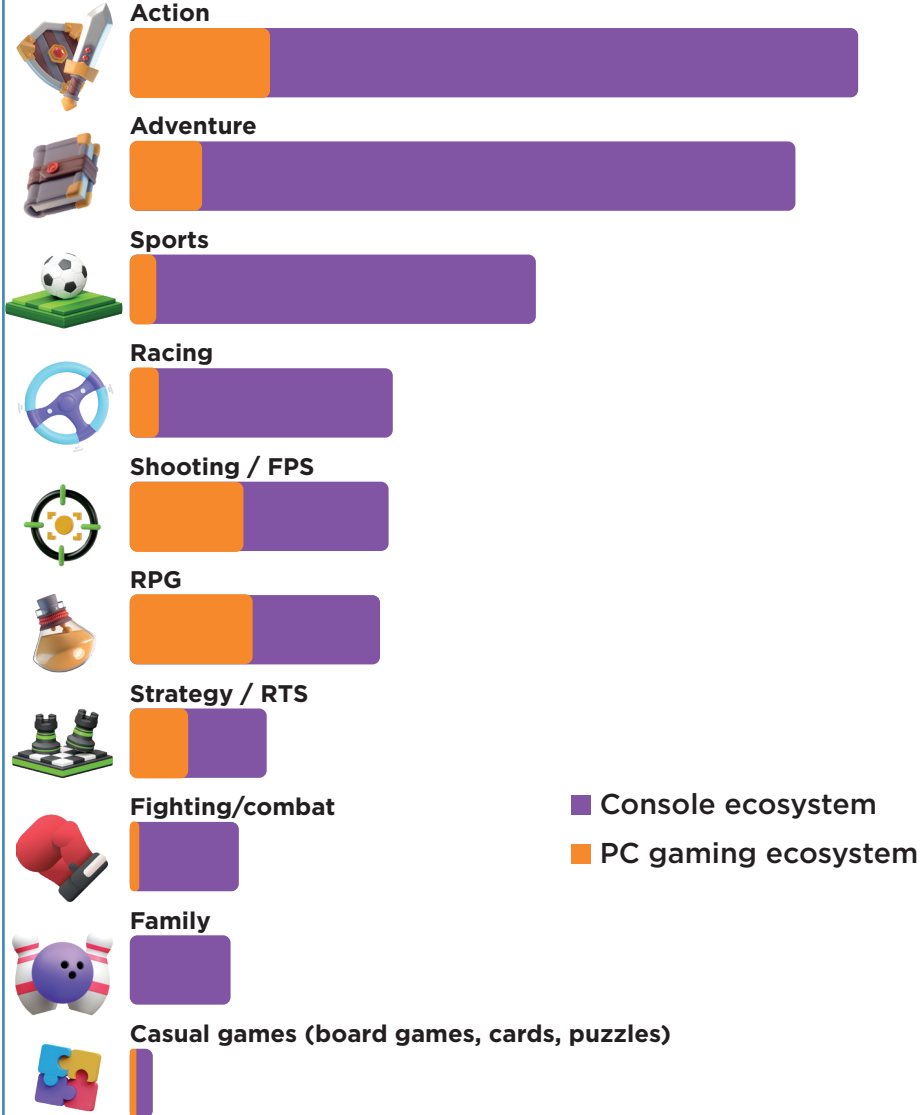
# TOP 10 TYPES OF VIDEO GAMES BOUGHT IN 2023

Physical and digital **MARKET** in volume 🎮👤



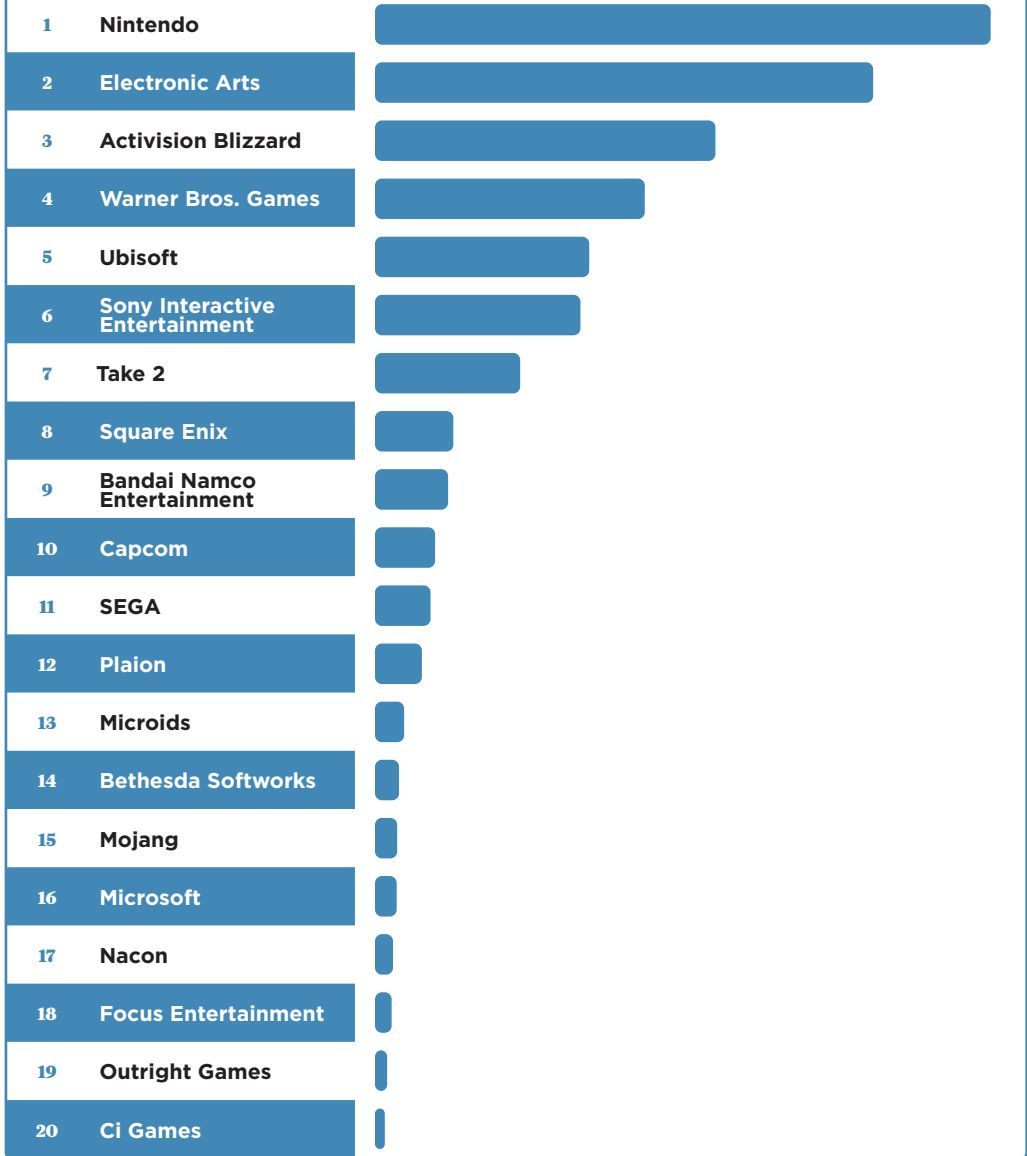
# TOP 10 TYPES OF VIDEO GAMES BOUGHT IN 2023

Comparison of the **PC GAMING ECOSYSTEM** and the **CONSOLE ECOSYSTEM**



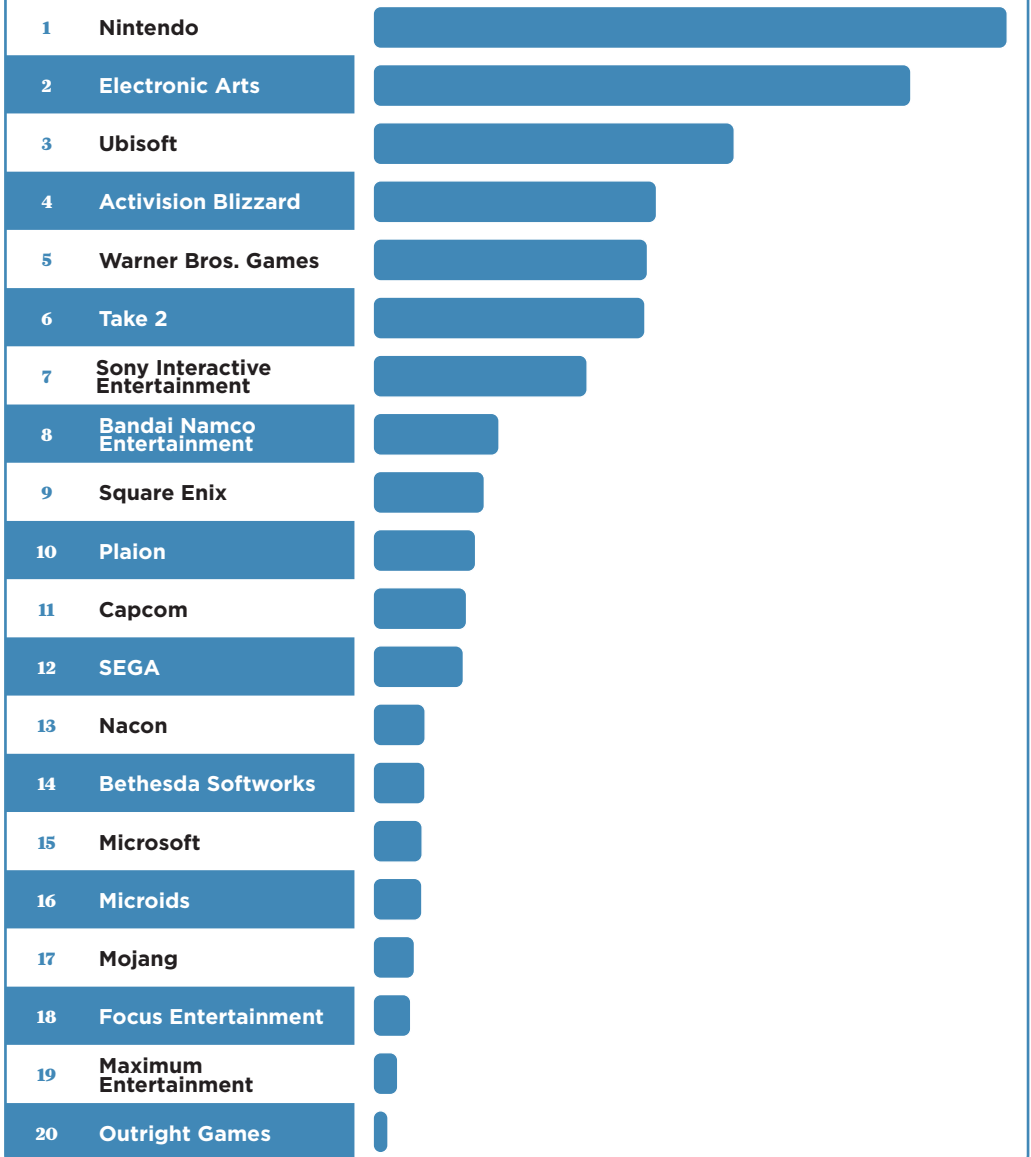
# TOP 20 PUBLISHERS CONSOLE + PC GAMING SOFTWARE

Physical and digital MARKET in value  



# TOP 20 PUBLISHERS CONSOLE + PC GAMING SOFTWARE

Physical and digital MARKET in volume 🌐 🌐



## GROWTH IN SALES FOR 2023

In million euros

SOFTWARE



**1,483 M€**

**↗ +4.8%**  
VS 2022

# BREAKDOWN OF 2023 SALES

In million euros



**SOFTWARE**

**99%**

**1,463 M€**

Free apps

**+6%**  
VS 2022

**1,483**  
**M€**

**+4.8%**  
VS 2022

**< 1%**

**8 M€**

Social + browser games

**-66%**  
VS 2022

**< 1%**











**12 M€**

Payable apps











**-22%**  
VS 2022

# TOP 10 MOBILE GAMES IN 2023

## Payable APPS by revenue generated

1	Pokerist Texas Poker	
2	Minecraft Pocket Edition	
3	Evertale	
4	Space Shooter: Galaxy Attack	
5	Football Manager 2023	
6	Monopoly by Marmalade	
7	Farming Simulator 23	
8	RFS - Real Flight Simulator	
9	Grand Theft Auto: San Andreas	
10	Bloons TD 6	

## Payable APPS in number of downloads

1	Minecraft Pocket Edition	
2	Monopoly by Marmalade	
3	Geometry Dash	
4	Football Manager 2023	
5	Incredibox	
6	Grand Theft Auto: San Andreas	
7	Plague Inc.	
8	Farming Simulator 23	
9	Stardew Valley	
10	60 Seconds Atomic Adventure	



# TOP 10 MOBILE GAMES IN 2023

Free **APPS**  
in number of downloads

1 **Monopoly GO:  
Family Board Game**



2 **Royal Match**



3 **ROBLOX**



4 **Block Blast  
Adventure Master**



5 **Watermelon Game:  
Monkey Land**



6 **Subway Surfers**



7 **BitLife**



8 **My Perfect Hotel**



9 **Magic Tiles 3**



10 **Gardenscapes  
by Playrix**



CHAPTER

# 02

**PROFILES OF FRENCH  
PLAYERS**



Video games in France .....	48
Profile of French players .....	51
Devices used to play video games .....	52
Social aspect of video games .....	53

## VIDEO GAMES IN FRANCE

# 39.1 MILLION PLAYERS

AGED 10 AND OVER



\*Players who say they play video games at least once a year.

# VIDEO GAMES IN FRANCE

**86%**  
ADULTS (18 AND OVER)  
**33.4 MILLION PEOPLE**



**14%**  
CHILDREN (AGED 10-17)  
**5.7 MILLION PEOPLE**

# VIDEO GAMES IN FRANCE

Video games are rooted in French people's daily lives:  
1 out of 2 players plays at least once a day

## VIDEO GAME PLAYERS



## CHILDREN PLAYERS

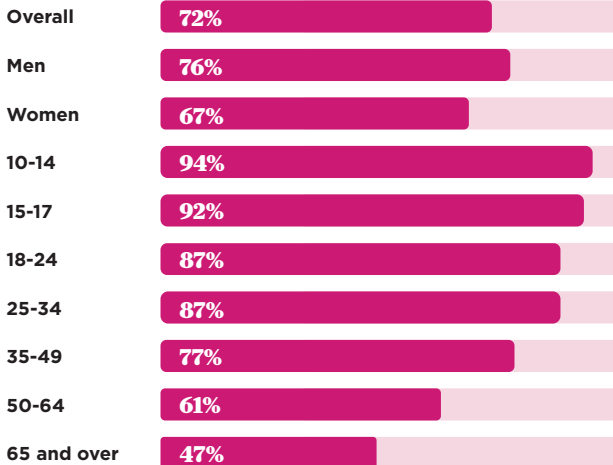


## ADULT PLAYERS



■ several times a day    
 ■ every day or nearly every day    
 ■ 1 to 2 times a week    
 ■ 1 to 3 times a month    
 ■ less often

video games involve every level of the population



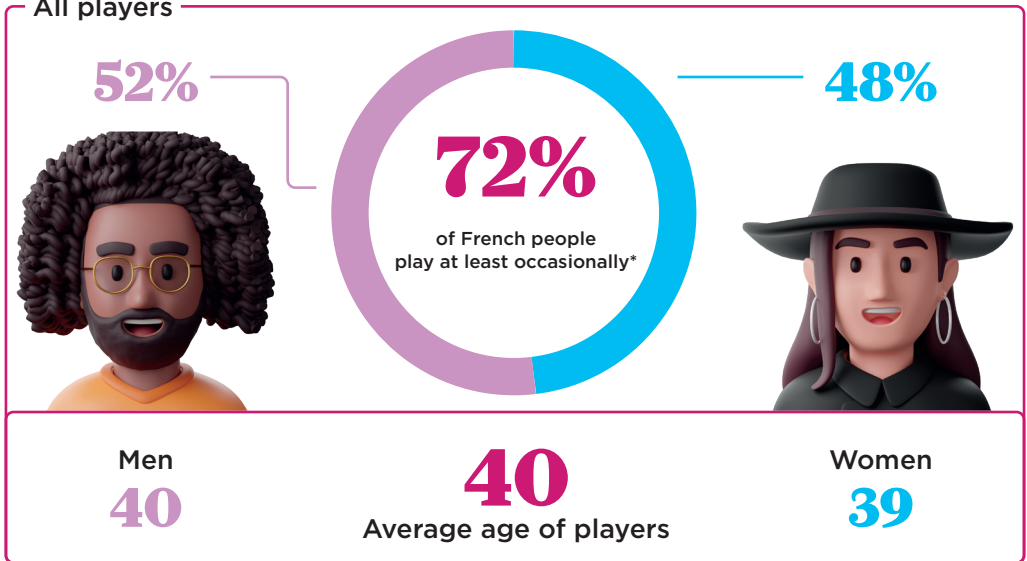
**93%**  
children play  
video games (10-17 years)



**69%**  
of adults play video games (18  
years or older)

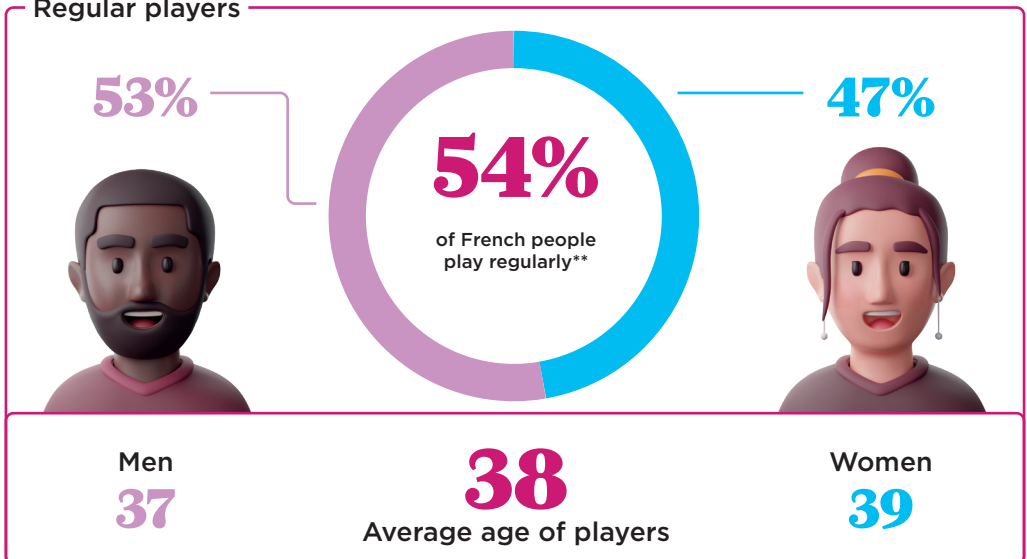
# PROFILES OF FRENCH PLAYERS

## All players



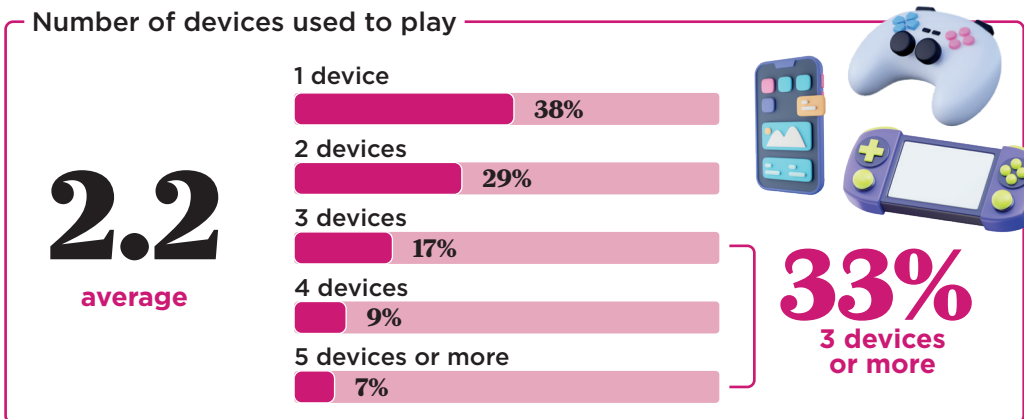
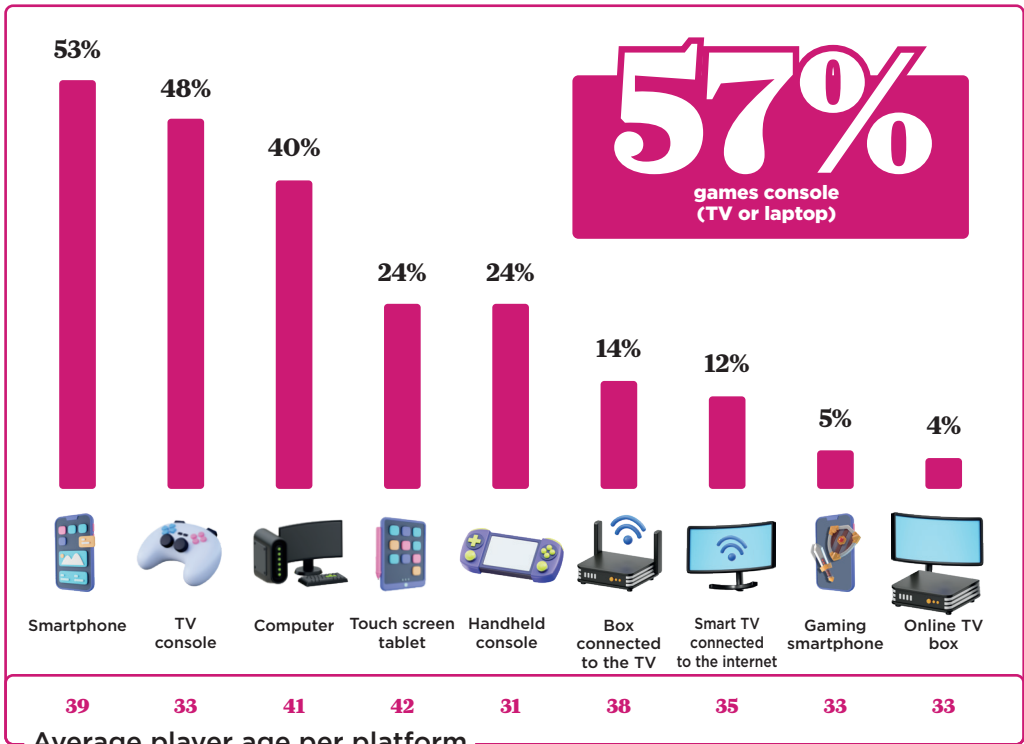
\*Players who say they play video games at least once a year.

## Regular players



\*\*Players who say they play video games at least once a week.

## DEVICES USED TO PLAY VIDEO GAMES





# SOCIAL ASPECT OF VIDEO GAMES

## Playing games with others



**All players (97%)** play alone but **61%** also play with more than one person (online or local)

Children players (10-17 year-olds) **81%**



Adult players **58%**



**50%**

of players play online games



**32%**

say that video games helped them to make friends



CHAPTER

# 03

## A RESPONSIBLE INDUSTRY

Parent behaviour towards video games .....	55
Breakdown of video games on offer .....	58
Breakdown of video game sales .....	59
The act of buying and the PEGI classification system .....	60
PEGI .....	61
Parental control systems .....	64
Initiatives & campaigns .....	65

# PARENT BEHAVIOUR TOWARDS VIDEO GAMES

How attentive parents are  
to their children's video game practices

 +6 pts  
VS 2022

# 68%

OF PARENTS  
ARE CAREFUL  
ABOUT HOW  
THEIR CHILDREN  
PLAY VIDEO  
GAMES

# 34%

THEY PLAY VIDEO GAMES BY  
THEMSELVES, BUT I ADVISE AGAINST  
CERTAIN GAMES.

# 27%

THEY PLAY VIDEO  
GAMES BY THEMSELVES,  
BUT I CHOOSE THE  
GAMES THEY CAN PLAY.

# 7%

I'M ALWAYS  
NEXT TO THEM  
WHEN THEY  
PLAY VIDEO  
GAMES.

# 32%

THEY PLAY VIDEO  
GAMES BY THEMSELVES  
AND DON'T NEED MY  
APPROVAL TO PLAY  
THE GAMES THEY  
WANT TO PLAY.



# PARENT BEHAVIOUR TOWARDS VIDEO GAMES.

How often parents play with their children



# 69%

of parents SAY THEY PLAY  
WITH THEIR CHILDREN  
at least occasionally

+6 pts  
VS 2022

Why do parents play with their children?

To share an activity

64%

+8 pts  
VS 2022

For fun

53%

+5 pts  
VS 2022

Their children  
ask them to

47%

Because they  
like to game

36%

+5 pts  
VS 2022

To monitor  
the content

23%

# PARENT BEHAVIOUR TOWARDS VIDEO GAMES.

## Knowledge and use of parental control systems

**94%** SAY THEY ARE AWARE  
THEY EXIST

**45%**

**+1 pt**  
VS 2022

know about  
parental control  
and use it

**6%**

do not know about  
parental control

**49%**

know about parental  
control but do  
not use it

## Knowledge of the PEGI system

**PEGI** Pan  
European  
Game  
Information



Video game buyers

**67%**



Parent video game buyers

**+3 pts**  
VS 2022

**67%**

# BREAKDOWN OF THE VIDEO GAMES MARKET

Physical and digital MARKET 2023 🌐 🌐



**25%**



**25%**

**PEGI** Pan European Game Information



**15%**



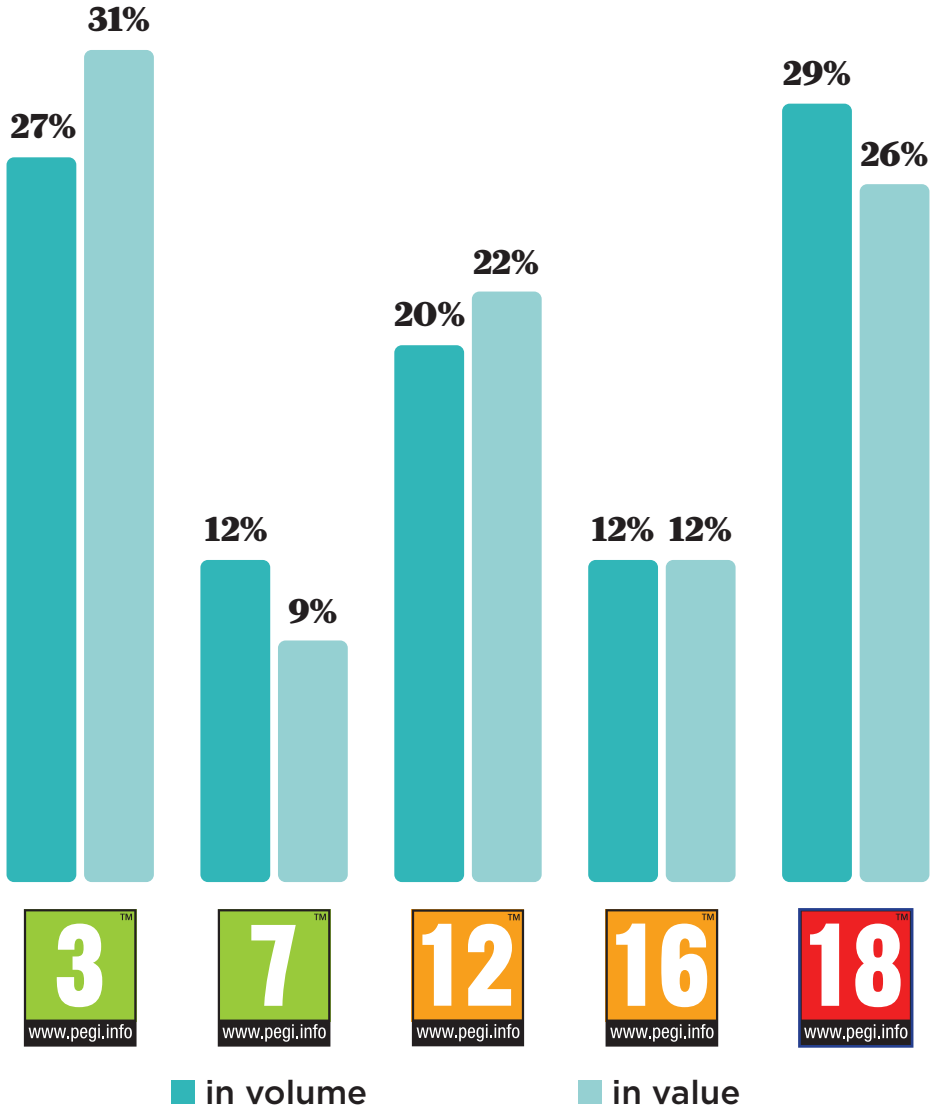
**18%**



**17%**

# BREAKDOWN OF VIDEO GAME SALES

Physical and digital MARKET 2023 🌐👁️



# THE ACT OF BUYING AND THE PEGI RATING SYSTEM

## Attitude to the PEGI rating system



### PARENTS VIDEO GAME BUYERS

↑ **+7 pts**  
VS 2022

**72%**  
pay  
attention



**28%**  
do not pay attention

### CHILDREN VIDEO GAME BUYERS

**50%**  
pay  
attention



**50%**  
do not pay attention



# PEGI PAN EUROPEAN GAME INFORMATION

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

<https://pegi.info/20/>

Launched in spring 2003, PEGI has replaced a certain number of national age ratings through unique labels that are now used in most European countries. The system enjoys the support of the leading console manufacturers, including Sony, Microsoft and Nintendo, and also video game publishers and developers throughout Europe. It is also used for all new apps available from the Google Play Store. The age rating system was created by the European Federation for video games (VGE - Video Games Europe).

## WHAT DO THE LABELS MEAN?

The PEGI labels appear on the front and back of the cover and on the online platforms, indicating one of the following age ratings: 3, 7, 12, 16 or 18 (age). They provide a reliable indication 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 descriptors (see next page) on the back cover or on the page of the game/platform indicate the main reasons why a game has a specific age rating.

**CREATED IN  
2003**

**PRESENT  
IN 40 COUNTRIES**

**NEARLY 40,000  
RATED GAMES AND  
MILLIONS OF APPS**

**FEDERATING OVER  
2,700 MEMBER  
COMPANIES**

## AGE LABELS




www.pegi.info


Suitable for all ages.  
Mild violence in a comical context  
No inappropriate content.




www.pegi.info




Unrealistic.  
Implicit violence, cartoon, fun.  
Frightening scenes for young children. Frightening scenes for young children.




www.pegi.info



Violence towards fantasy characters or unrealistic violence towards human characters. Mild bad language, nudity, horror.



www.pegi.info



Realistic violence towards human characters. Sports action with presence of blood. Strong bad language, horror, drug use. Representation of criminal activity.




www.pegi.info




Extreme violence to defenceless or innocent human characters. Sexual expression or activity.

## CONTENT DESCRIPTORS




This game contains bad language.




This game encourages and/or teaches gambling.




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



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




The game allows the player to buy digital goods with real money. Might include random items. Includes random content.



This game contains violent scenes.



This game may frighten young children.



This game contains images which may encourage discrimination.

# PEGI HOW DOES IT WORK?

Every commercialised version of a video game must be approved by PEGI before release. This approval is granted following an assessment by two independent institutes: NICAM (responsible for PEGI 3 and 7 games) and GRA (responsible for PEGI 12, 16 and 18 games) to smooth the process.

## NICAM

The **NICAM** (Netherland Institute for the Classification of Audiovisual Media) was founded in 1999, with the support of the Dutch government, in response to the European Commission's order to protect young audiences from unsuitable audiovisual content. Given its extensive expertise in approving audiovisual content, PEGI works with NICAM to approve video games for young audiences (PEGI 3 PEGI 7) published in Europe.



The **GRA** (Games Rating Authority) is an organisation that was founded in 1989 to hold producers of video content – both interactive and non-interactive – accountable for their role in disseminating inappropriate images to the public. Since its inception, the GRA has been responsible for approving games published in the UK. This led PEGI to entrust the British organisation with the task of approving PEGI 12, PEGI 16 and PEGI 18 games in 2003.

## THE RATING PROCESS

### 1 ANALYSING THE CONTENT

Publishers complete a closed-ended questionnaire to determine a provisional rating.

### 2 PLAYING FOR VALIDATION PURPOSES

The approving officers explore all features of the game to confirm that the answers provided apply to the version under examination.

### 3 ISSUING THE RATING

The provisional rating is approved or modified within 4 to 10 days. PEGI then issues a licence to the publisher, authorising the use of age labels and descriptors.

### 4 INFORMING CONSUMERS

The publisher must display the relevant logos on the game box, as well as on its website and in its promotional communications and materials.

# PARENTAL CONTROL SYSTEMS

**To help families establish rules for playing video games, all consoles have a parental control system. They are easy to activate and configure, so your children can enjoy their video games in a digital environment perfectly suited to their age. But why use a parental control system?**

## THERE IS AN AGE FOR EVERYTHING AND THERE IS A VIDEO GAME FOR EVERY AGE.

Every age takes pleasure in different things. Not all video games are intended for children. That's why the PEGI rating system makes things much easier, providing clear information on this particular issue. Parental control systems take this into account, preventing children from playing games inappropriate for their age.

## ESTABLISHING A CHILD'S PLAYTIME

Most solutions allow parents to define digital activity times. This usually concerns playing video games. It is therefore possible to set out a schedule for each day, indicating periods when a child is allowed to play video games. Outside these periods, they will be unable to play video games. This feature can be particularly useful when older children are at home alone, preventing them from playing video games beyond their allocated time slots. Some solutions even offer remote monitoring via an app!

## REGULATING INTERNET BROWSING

Parental control systems allow you to authorise or unauthorise internet browsing while restricting access to certain sites. For example, before you give your child your tablet or computer, make sure that they are unable to access offensive content, pornographic sites or online gambling. Parental control systems allow you to identify the exact sites to which your children have access, ensuring a pleasant browsing experience. Sometimes, it is

even possible to identify keywords that should be blocked automatically.

## PROTECTING YOUR PRIVACY

Parental control systems can also prevent your children from sharing personal information with strangers. For example, some disable the option to enter personal details in a questionnaire. They can also block chats or prevent access to forums.

## RESTRICTING ACCESS

Whether it's a smartphone, tablet or laptop, not all content on your device is intended for your children. When you lend your device to your children, you may want to make sure that they are unable to look through your personal files. It would be a real shame if they accidentally deleted all your family photos that you had carefully arranged into folders. Parental control systems can restrict access to certain areas, applications and folders.



Learn more about the Nintendo Switch's parental control system on the Nintendo website

[nintendo.co.uk/Hardware/Parental-control-of-Nintendo-Switch/Parental-control-of-Nintendo-Switch-1183145.html](http://nintendo.co.uk/Hardware/Parental-control-of-Nintendo-Switch/Parental-control-of-Nintendo-Switch-1183145.html)



Learn more about the Xbox Series X|S and Xbox One parental control system on the Xbox website

[xbox.com/en-EN/community/for-everyone/responsible-gaming](http://xbox.com/en-EN/community/for-everyone/responsible-gaming)



Learn more about the PS4 and PS5 parental control system on the PlayStation website

[playstation.com/en-en/support/account/ps5-parental-controls-spending-limits/](http://playstation.com/en-en/support/account/ps5-parental-controls-spending-limits/)



To find out more and install your parental control systems step by step, please visit the PédaGoJeux website

[pedagojeux.fr/accompagner-mon-enfant/](http://pedagojeux.fr/accompagner-mon-enfant/)

## INITIATIVES & CAMPAIGNS

The SELL's main aim 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 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.



**2016** "There's an age for everything. There is a video game for every age."

Cinema & web campaign



**2017** Three rules for better video game fun

Published an advertorial in 11 general public magazines



**2018** PEGI Documentary

Produced a documentary: PEGI teams explained how the organisation operates, as well as each stage of the rating process



**2018** The PEGI Guide

Produced an information guide on the PEGI system



**2019** "Good play, good memories"

TV and web ad about PEGI, PédaGoJeux and parental control systems



**2020-2021** #ITSYOURTURNTOPLAY!

Digital awareness campaigns to encourage parents to install and configure parental control systems



**2022** "A new look at screens"

A digital campaign that explains screen use and raises awareness of the need to install parental control systems



**2023** Partner of Safer Internet Day

Safer Internet prevention campaign

CHAPTER

# 04

## THE UNION OF VIDEO GAME PUBLISHERS



SYNDICAT  
DES ÉDITEURS  
DE LOGICIELS  
DE LOISIRS



Our missions .....	68
The board of directors .....	72
The members of SELL .....	73

## About us

**The Union of Video Game Publishers is a professional organisation founded in 1995 and made up of businesses from the video game sector specialised in publishing.**

With 24 members, including 2 associate members, SELL is the spokesperson for video game businesses in contact with organisations, the media; families and players. Publishers are specialists in video game promotion. They find and support talented studios and provide the distribution, marketing and advertising resources for their creations.

SELL's vocation is to federate these partners and encourage their work on agreed actions, expressing the richness, creativity and responsibilities of this industry. Its main missions are to promote video games and raise awareness of all players and their families about best practices, so they can enjoy playing with peace of mind.

# OUR MISSIONS

## Representing the publishing industry

As an industry spokesperson, SELL's primary vocation is to defend the interests of its members and, more generally, all of the video game sector. It is the key contact with public authorities, politicians and also innovative and cultural ecosystems.

To achieve this, SELL has invested in several organisations and working groups.

**INTERMINISTERIAL WORKING GROUP** made up of the DGE, the CNC, the National Video Game Union (SNJV), SELL and Ubisoft.

**CNC:** member of the Commission for Diversity in the Cultural Sector.

**ARCOM:** member of the Child Protection Commission.

**STRATEGIC GUIDANCE** of the National Digital Council.

**VGE (VIDEO GAMES EUROPE):** board member.

**FRANCE ESPORTS:** board member.



## Informing, protecting and supporting responsible initiatives

Since its beginnings, SELL has been committed to a corporate social responsibility initiative to inform and protect the consumer and promote inclusion, diversity, digital sobriety and accessibility.

**PEGI:** created in 2003, PEGI (Pan European Game Information) is the European rating system for video games. It provides information on the content of each game and indicates a minimum advised playing age.

PEGI is present in thirty-eight countries, has ratified over thirty-five thousand games and millions of apps and has over two thousand five hundred member companies.

**PÉDAGOJEUX:** a collective created in 2008 by bringing together people from public bodies, the video games industry and charities. This collective has a mission to raise awareness and help people understand video games.

### SUPPORTING ORGANISATIONS PROMOTING RESPONSIBLE INCLUSION:

Women in Games to promote diversity, CapGame to develop accessibility and Silver Geek for intergenerational connection.



In June 2021, the Centre National du Cinéma (CNC) decided to launch "Plan Action!", "a public policy for an ecological transition in the film, audiovisual and moving image industries", which aims to raise awareness among sector stakeholders.

The agenda for the video game sector was clearly defined:

- in 2023, the creation and certification of a calculator to measure the environmental footprint of the video game industry;
- in 2024, a carbon footprint assessment will be compulsory for every game released, and will be a condition for CNC subsidies.

Starting in 2022, SELL has launched an ambitious project to mobilise its members around a unifying action: the drafting of a "Green Guide". This guide makes it possible to get an accurate overview of the situation: it contains all the most up-to-date figures on the environmental footprint of digital technology and the first data on the role of video games in this area.

The result of more than a year and a half's work, in close collaboration with the CSR teams of video game publishers, this guide represents an important first step making it possible to list the best practices undertaken and offering an initial overview of the initiatives and actions already implemented.

Energy efficiency, reducing the environmental footprint of production, carbon offsetting, responsible purchasing, distribution (transport, packaging) - this "Green Guide", directly inspired by the work of the Ukie trade body in the UK, is an essential first step for our industry.

We want it to be a useful inventory of the situation, enabling information to be shared within the video game ecosystem, which is essential to the collective mobilisation demanded by our communities of players and the public authorities. This guide will not be publicised in any way. It will serve as a tool for mobilisation inside the industry and as a basis for dialogue with the Centre National de Cinéma (CNC) and the DGE (Directorate General for Enterprise), demonstrating, if proof were needed, the determined commitment of video game manufacturers and publishers to create and produce increasingly responsible video games.

In 2023, SELL continued the work it has begun with Greenly on measuring the carbon footprint of Paris Games Week, France's biggest video game show. After initiating this approach in 2022, SELL has decided to continue this partnership in order to move towards an ever more environmentally-friendly show by working on all areas of progress: transport for visitors and exhibitors, energy and digital efficiency, purchasing policy, booth materials, food on offer, etc. It's a truly proactive approach that's here to stay.





Photos © Nicolas Gavet

## Promoting video games

SELL's mission is to promote video games, the industry's innovations and creativity with the general public, national and European stakeholders and also the media. SELL carries out its promotional actions through regular communication and most importantly via two major annual events: the IDEF and Paris Games Week.

**IDEF:** created in 2006 by SELL, the Interactive & Digital Entertainment Festival is an event for French stakeholders in the video game and interactive leisure activity market. It takes place every year in

the early summer. Developers, publishers, accessory manufacturer and distributors come together for business meetings to structure the end of the year.

**PARIS GAMES WEEK:** The 2023 "Next Level" edition welcomed 180,000 visitors and 142 exhibitors across 3 halls, attracting a loyal audience as well as new visitors drawn by a renewed offer. This latest edition marks a turning point in the history of PGW, which has opened up to the new worlds of pop culture.



## Structuring market information

SELL works with partners to provide the whole ecosystem with reliable studies on the video game market, video game player profiles and also video game player purchasing and use. Several panels are used to carry out this analysis.

**GSD PANEL, GAME SALES DATA (DISTRIBUTORS AND DIGITAL):** VGE/Sparkers

**GAMETRACK PANEL (CONSUMERS):** VGE/IPSONS

**DATA.AI PANEL (MOBILE):** VGE

**IDC PANEL (PC GAMING HARDWARE AND SCREENS):** SELL

**OTHER SURVEYS:** « French people and video games », SELL/Médiamétrie

# THE BOARD OF DIRECTORS

**CHRISTOPHE HAVART**

Bandai Namco Entertainment

**JULIE CHALMETTE**

Bethesda

**SOPHIE CARABALONA**

Electronic Arts

**GEOFFROY SARDIN**

Focus Entertainment

**CÉDRIC MIMOUNI**

Microsoft

**PHILIPPE LAVOUÉ**

Nintendo

**JAMES REBOURS**

Plaion

**GUILLAUME DE FONDAUMIÈRE**

Quantic Dream

**EMMANUEL GRANGE**

Sony Interactive Entertainment

**PATRICK BELLAICHE AND MICHEL MAGNE**

Take-Two Interactive

**BÉNÉDICTE GERMAIN**

Ubisoft

**YVES ELALOUF**

Warner Bros. Games



# THE MEMBERS OF SELL



BANDAI NAMCO



Bethesda



CAPCOM®



DON'T NOD




FOCUS  
ENTERTAINMENT



innelec




KONAMI



MICROIDS



Microsoft



nacon



Nintendo®



PLAION



PLUG IN  
DIGITAL



QUANTIC  
DREAM



RIOT  
GAMES



SEGA®



Sony  
Interactive  
Entertainment



SQUARE ENIX.



T2™  
TAKE-TWO  
INTERACTIVE



Tencent



UBISOFT



WB  
WARNER BROS.  
GAMES







**SYNDICAT  
DES ÉDITEURS  
DE LOGICIELS  
DE LOISIRS**

**James Rebours**  
Chairman

**Nicolas Vignolles**  
Managing Director  
n.vignolles@sell.fr

**Vincent Gaudin**  
Event manager  
v.gaudin@sell.fr

**Benjamin Niang**  
Head of Public Affairs  
and Europe  
b.niang@sell.fr

**Éléa Colpart**  
Communications Officer  
e.colpart@sell.fr

**Read all of SELL's news on social media**

  
@SELL\_JeuxVideo



  
SELL TV

**www.sell.fr**