

OCTOBER 2023

ESSENTIAL

VIDEO GAME NEWS



FRENCH PEOPLE AND VIDEO GAMES



SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

OCTOBER 2023

ESSENTIAL

VIDEO GAME NEWS

CHAPTER 1

CHAPTER 2

CHAPTER 3

VIDEO GAMES IN FRANCE

A RESPONSIBLE INDUSTRY

SELL

06

34

48

EDITORIAL

A WORD FROM THE CHAIRMAN



The passion of the French for video games continues to be confirmed in 2023: more than 7 out of 10 French people play video games, i.e. 39.1 million players! This figure marks a new all-time high; there have never been so many video game players in our country, and almost half of them are women. While video games are adored by young people (93.1% of 10-17 year-olds play), they are far from being the exclusive preserve of the younger population, and are now more widely available than ever, with adults (aged 18-80) accounting for 86% of all players. Video games are enjoyed by all generations, and more and more parents who play are passing on their skills and knowledge to the next generation. The average age of players is still rising, and will be 40 by 2023.

Beyond the quantitative aspect, the change in the way people look at video games is continuing, and becoming increasingly positive.

Firstly, it is establishing itself as a true intergenerational leisure activity, increasingly enjoyed as a family.

This has led to some far-reaching changes. Parents play more with their children: 69% of parents with children under 18 say they play video games with their children at least occasionally, an increase of almost 6% in one year! 64% feel that this is an opportunity to share a fun moment with them (+8 pts vs 2022).

Secondly, the video game industry has created an increasingly responsible and safe environment.

The interest shown by parents and the extent to which they are taking responsibility for their children are very encouraging, reinforcing a framework that is conducive to the development of safe and serene playing. More and more children say that their parents play with them so that they can see and know what games they are playing (+11.1 pts vs 2022). This increased interest on the part of parents is excellent news, helping to improve the use of parental controls and the right reflexes with regard to PEGI. The PEGI rating system, which helps people find

the right video game for every age group, is now widely known and used. The awareness-raising campaigns that have been rolled out over the years seem to be bearing fruit, with 72.1% of "parents who buy video games" now saying that they pay attention to the PEGI classification when making their purchase, an increase of 7.3% (+7.3 pts vs 2022) in just one year! As PEGI celebrates its 20th anniversary this year and as it is present in 43 European countries, these figures demonstrate the relevance of the initiative undertaken to provide better information and protection for the very young.

Finally, the video game industry is increasingly seen in a positive light as a business and an economic sector!

As a result, it is considered increasingly innovative, both for the French and for all players. For 62% of the French population (+2.7 pts vs 2022), this field is seen as an opportunity to enhance their skills. The video game industry remains an attractive sector for 21.2% of players, including more than a third of 25-34 year-olds who are at the start of their working lives. One in three young people aged 25-34 is considering working in the video game industry with a wide range of technical and artistic professions on offer. This is something we need to look at in the coming years, not just for the video games sector, but to attract more and more talent to the tech professions in France!

2023 will be a year of confirmation and acceleration for the industry, further demonstrating the central role video games play in the lives of French people, and a very encouraging increase in the positive role played by parents in the enjoyment of video games by the very young. This is excellent news at a time when the responsibility of platforms and all digital stakeholders is an absolute priority at European and French level.

JAMES REBOUR,
CHAIRMAN OF SELL

06

CHAPTER 1

VIDEO GAMES IN FRANCE



Mediametrie

About the "French people and video games" survey:

data collected and analysed by Médiamétrie for SELL with the aim of measuring and understanding the uses and profiles of video game players in France.

Survey carried out online from 12th June to 7th July 2023 with a sample of 4,005 people aged 10 to 80, representing the French population aged 10 to 80.

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VIDEO GAMES IN FRANCE

39.1 MILLION PLAYERS

AGED 10 AND OVER

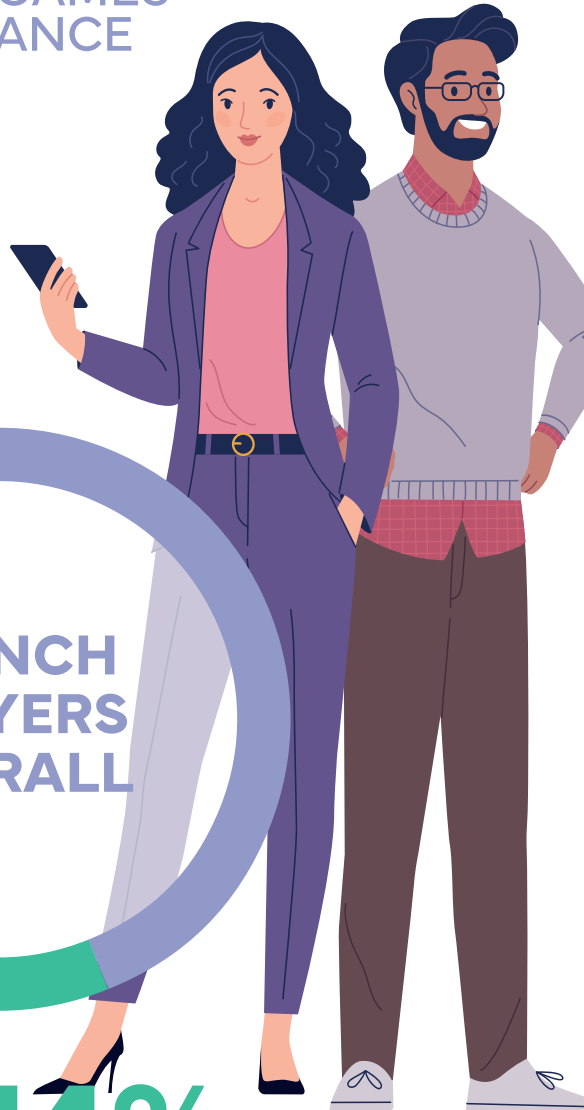


*Players who say they play video games at least once a year.

VIDEO GAMES IN FRANCE

86%

ADULTS (18 AND OVER)
33.4 MILLION PEOPLE



FRENCH
PLAYERS
OVERALL



14%

CHILDREN (AGED 10-17)
5.7 MILLION PEOPLE

VIDEO GAMES IN FRANCE

PLAY IS 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

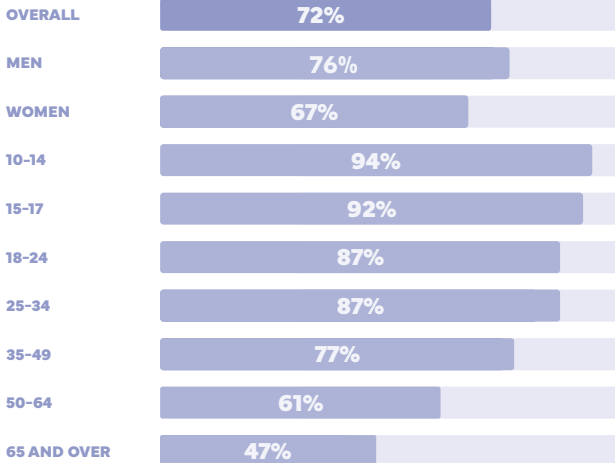
EVERY DAY
OR NEARLY EVERY DAY

1 TO 2 TIMES
A WEEK

1 TO 3 TIMES
A MONTH

LESS
OFTEN

VIDEO GAMES INVOLVE EVERY LEVEL OF THE POPULATION



93%
OF CHILDREN PLAY VIDEO
GAMES (AGED 10-17)



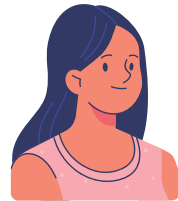
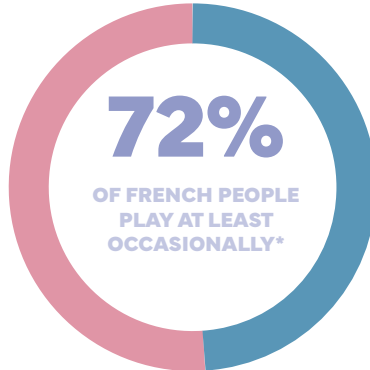
69%
OF ADULTS PLAY VIDEO
GAMES (18 YEARS OR OLDER)

PROFILES OF FRENCH PLAYERS

ALL PLAYERS



52%



48%

MEN
40

40
AVERAGE AGE OF PLAYERS

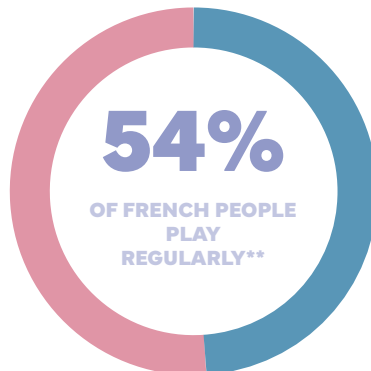
WOMEN
39

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

REGULAR PLAYERS



53%



47%

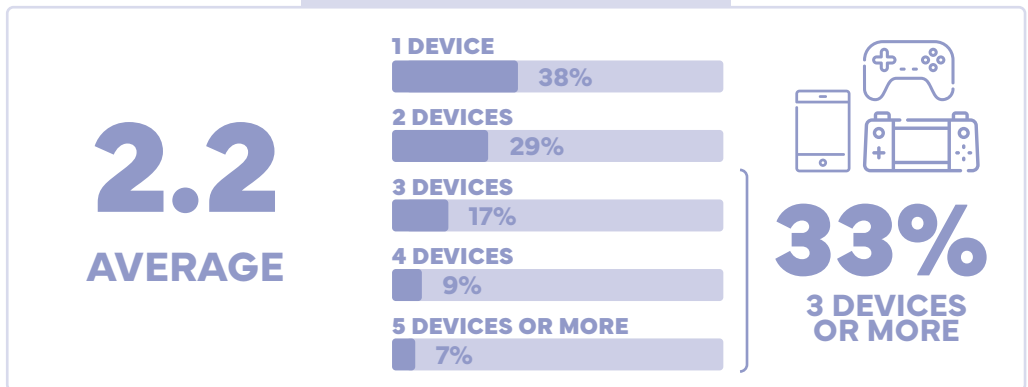
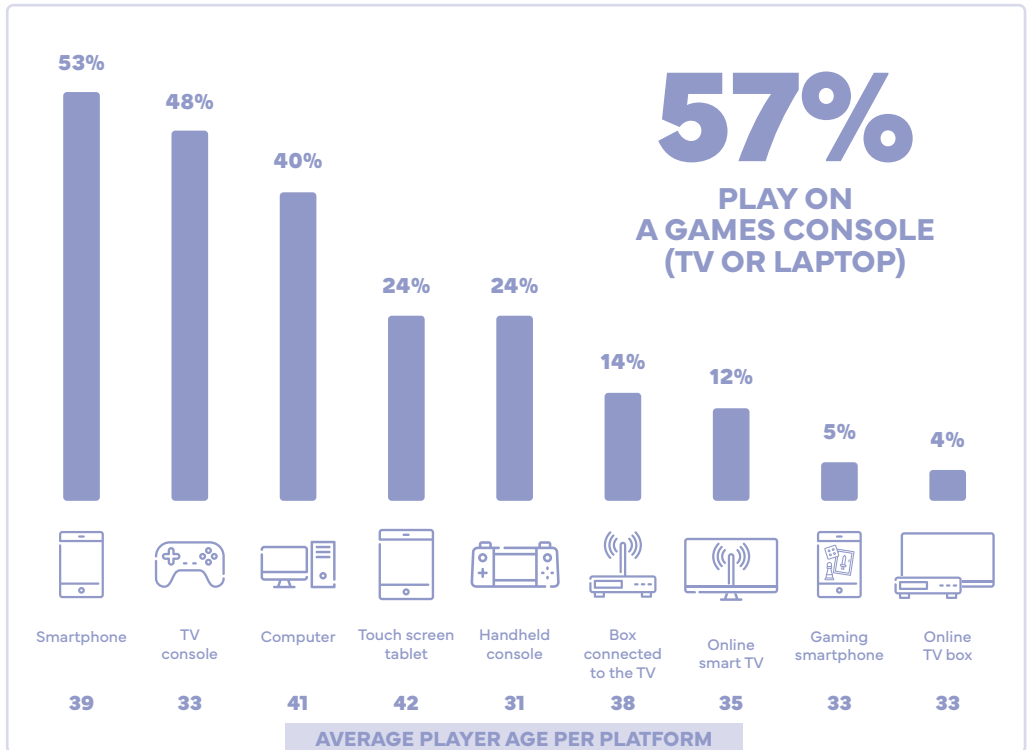
MEN
37

38
AVERAGE AGE OF PLAYERS

WOMEN
39

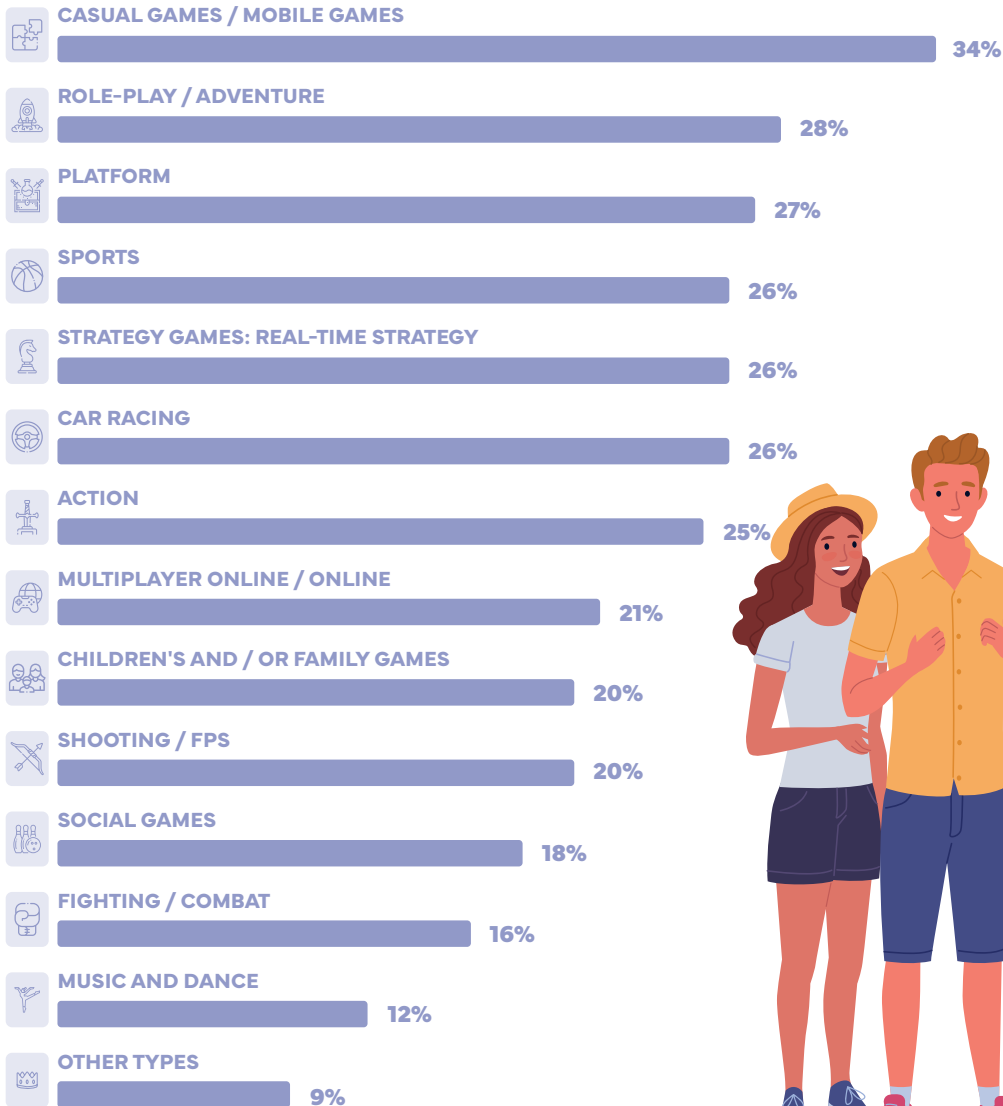
**Players who say they play video games at least once a week.

DEVICES USED TO PLAY VIDEO GAMES



TOP 10 TYPES OF VIDEO GAMES PLAYED IN FRANCE

IN 2023, PLAYERS PLAY AN AVERAGE OF 3 DIFFERENT TYPES OF GAME



TOP 3 TYPES OF VIDEO GAMES PLAYED BY DEVICE



SMARTPHONE

43% CASUAL

14% STRATEGY / REAL-TIME

12% PLATFORM



TV CONSOLE

34% SPORTS

34% ROLE-PLAYING / ADVENTURE

34% CAR RACING



COMPUTER

27% STRATEGY / REAL-TIME

20% MULTIPLAYER ONLINE

19% ROLE-PLAYING / ADVENTURE



TABLET

36% CASUAL

16% STRATEGY / REAL-TIME

14% SPORTS



HANDHELD CONSOLE

32% PLATFORM

30% ROLE-PLAYING / ADVENTURE

28% KIDS' GAMES
FAMILY GAMES





BOX CONNECTED TO THE TV

19% SPORTS

19% CAR RACING

19% ACTION



ONLINE SMART TV

23% SPORTS

18% CAR RACING

18% ACTION



GAMING SMARTPHONE

26% CASUAL

23% PLATFORM

20% ACTION



ONLINE TV BOX

18% ACTION

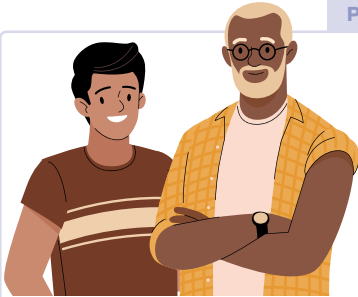
18% MULTIPLAYER ONLINE

17% SPORTS

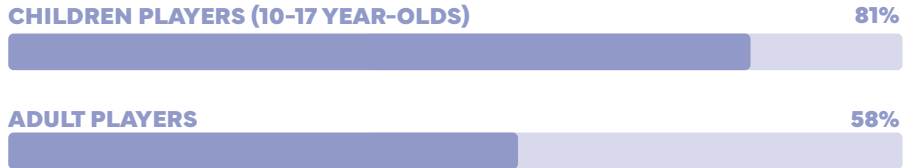


SOCIAL ASPECT OF VIDEO GAMES

PLAYING GAMES WITH OTHERS



ALL PLAYERS (97%) PLAY SINGLE-PLAYER GAMES, BUT 61% ALSO PLAY WITH OTHERS (ONLINE OR LOCAL)



HALF OF VIDEO GAME PLAYERS PLAY ONLINE WITH OTHER PLAYERS

50%
OF PLAYERS PLAY
ONLINE GAMES



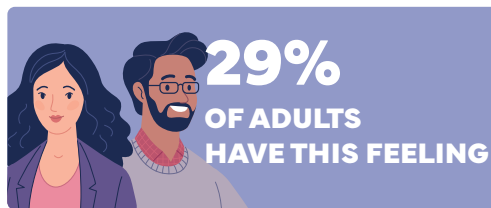
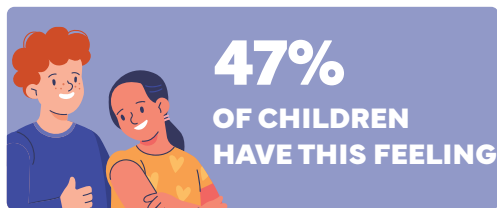
50%
OF PLAYERS DO NOT PLAY
ONLINE GAMES



32% SAY THAT VIDEO GAMES HAVE HELPED THEM TO MAKE FRIENDS

SOCIAL ASPECT OF VIDEO GAMES

A STRONG COMMUNITY DIMENSION AND A POSITIVE PERCEPTION OF THE COMMUNITY



FOR PLAYERS WHO FEEL THAT THEY ARE PART OF A COMMUNITY...



VIDEO GAMES AS A VECTOR OF SOCIABILITY

CONTACT WITH MEMBERS OF A COMMUNITY

FOR PLAYERS WHO FEEL THAT THEY ARE PART OF A COMMUNITY...

33%
YES, I HAVE MET THEM IN PERSON AT PRIVATE EVENTS

+3 pts
VS 2022

31%
YES, I HAVE MET THEM IN PERSON AT PUBLIC EVENTS

32%
YES, ONLINE IN DISCUSSION FORUMS OR STREAMINGS

28%
YES, ONLINE ON PRIVATE SOCIAL MEDIA

55%

HAVE ALREADY MET MEMBERS OF THEIR COMMUNITY IN PERSON

80%

HAVE ALREADY MET MEMBERS OF THEIR COMMUNITY



48%

HAVE ALREADY MET MEMBERS OF THEIR COMMUNITY ONLINE

+12 pts
VS 2022

PURCHASING BEHAVIOUR



42%

+4 pts
VS 2022

OF FRENCH PEOPLE HAVE BOUGHT VIDEO GAMES IN THE LAST 12 MONTHS

55%

+4 pts
VS 2022

OF PLAYERS

TOP 5 CRITERIA THAT LEAD TO A PURCHASE

ATTRACTED TO THE STYLE, WORLD OF THE GAME **40%**



THE PRICE OF THE GAME, ON SPECIAL OFFER / SALE



39%



THE APPEAL OF THE GAME SERIES (LICENCE) **29%**



+3 pts
VS 2022

THE OPINIONS OF FRIENDS AND FAMILY **28%**



TO PLAY WITH MY FRIENDS WHO HAVE THE SAME GAME **27%**



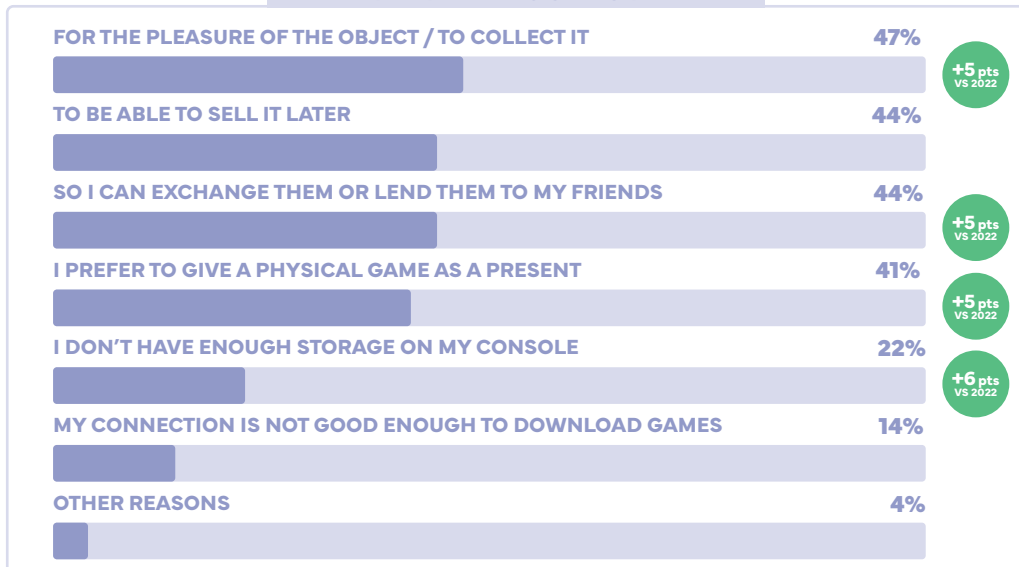
PURCHASING BEHAVIOUR

PLAYERS ARE STILL VERY ATTACHED TO THE PHYSICAL FORMAT, ESPECIALLY THOSE WHO PREFER PLAYING LOCALLY

PREFERRED FORMAT OF VIDEO GAMES PURCHASED



REASONS WHY BUYERS PREFER THE PHYSICAL FORMAT



PURCHASING BEHAVIOUR

PREFERRED PLACE TO BUY VIDEO GAMES

53%
IN A STORE

47%
ON THE INTERNET



IN A STORE



ON THE INTERNET

62%
OF PLAYERS WHO
DO NOT PLAY
ONLINE

53%
OF REGULAR PLAYERS
(PLAY VIDEO GAMES
AT LEAST ONCE A DAY)

56%
OF PLAYERS
AGED 10-14

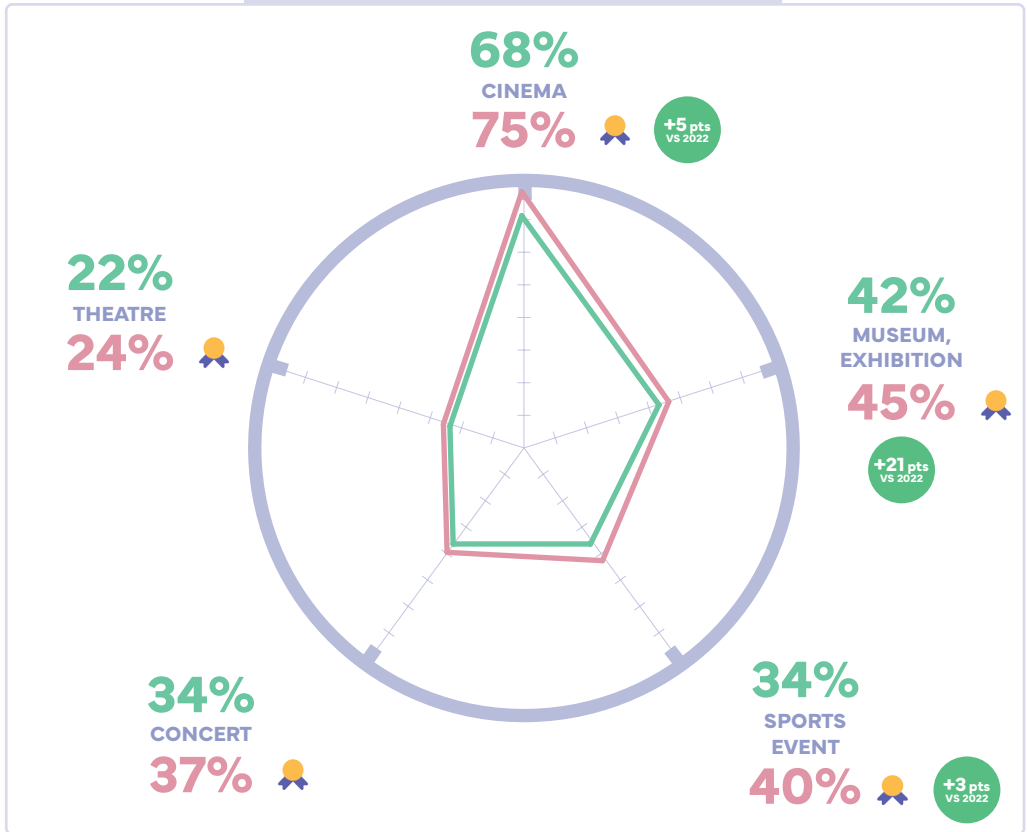
43%
OF PLAYERS
AGED 50-64



CULTURAL AND SPORTS PLAYER HABITS

VIDEO GAME PLAYERS HAVE MORE CULTURAL AND SPORTING ACTIVITIES THAN NON-PLAYERS

CULTURAL ACTIVITIES OVER THE LAST 6 MONTHS



ALL WEB USERS AGED 10 AND OVER

VIDEO GAME PLAYERS

AN ACTIVITY AT LEAST ONCE A MONTH

SPORT



READING

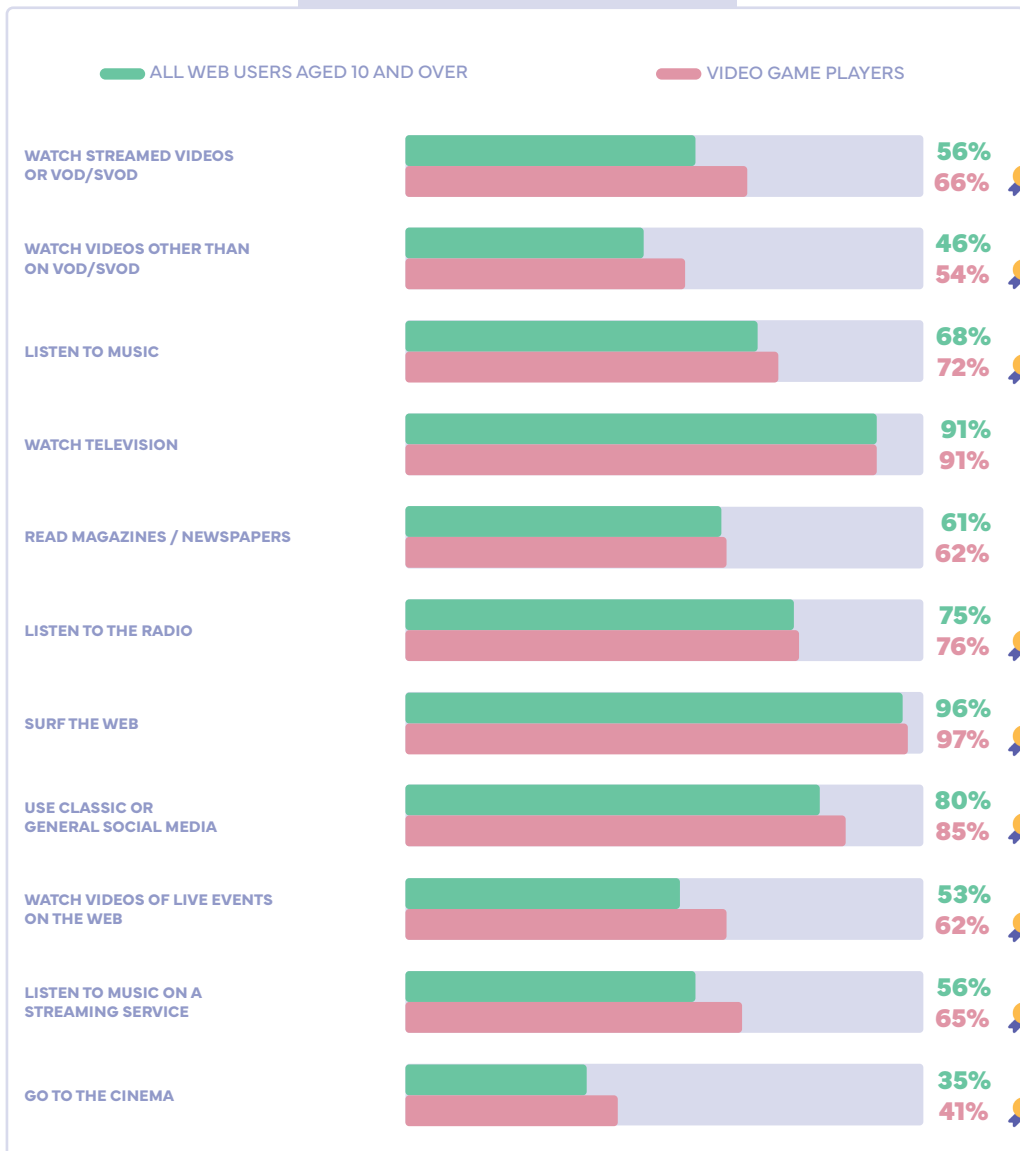


Statistically significant difference at the 95% level

Source: online SELL/Médiamétrie study "French people and video games" from 12th June to 7th July 2023, with a sample of 4,005 people aged 10 to 80.

MULTIMEDIA PLAYER HABITS

AN ACTIVITY AT LEAST ONCE A MONTH



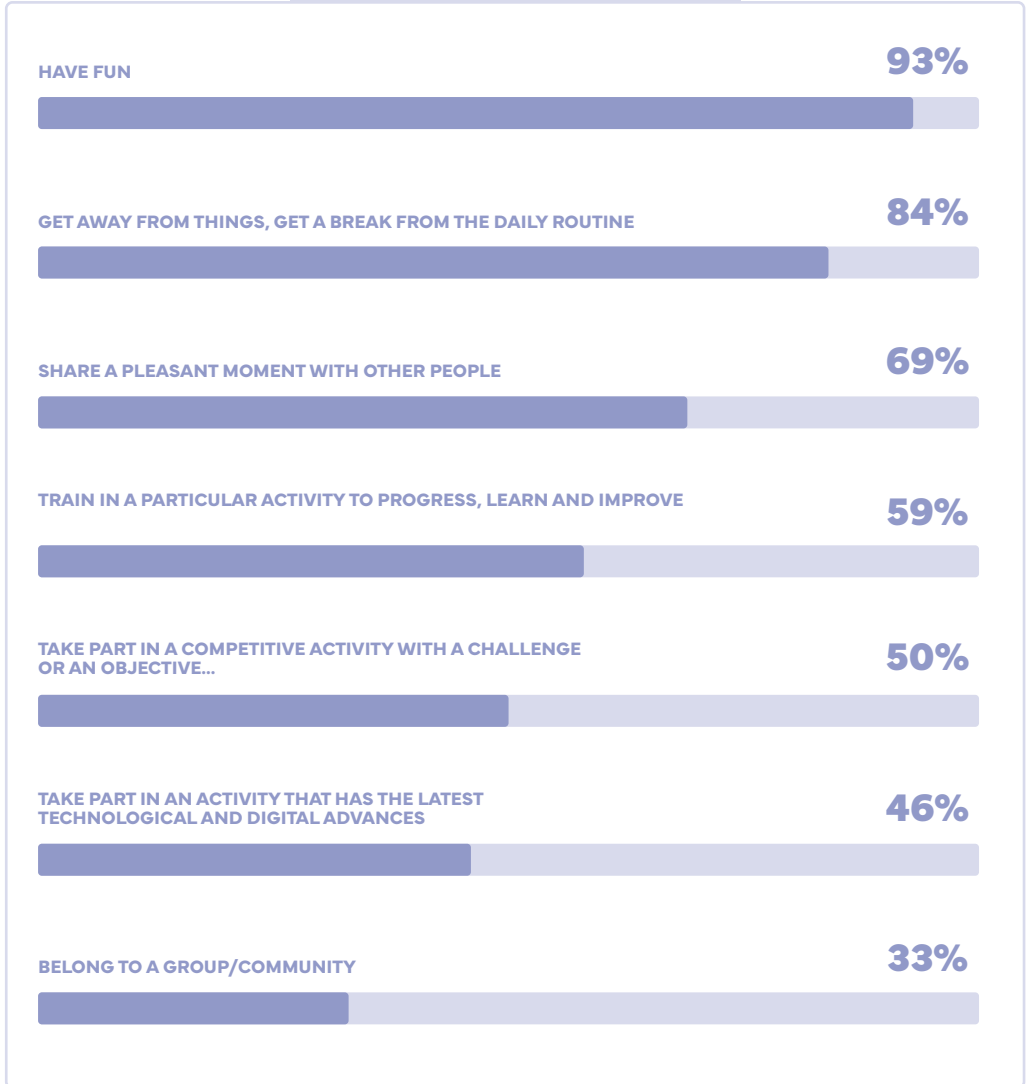
Statistically significant difference at the 95% level

Source: online SELL/Médiamétrie study "French people and video games" from 12th June to 7th July 2023, with a sample of 4,005 people aged 10 to 80.

REASONS FOR PLAYING VIDEO GAMES

ENTERTAINMENT REMAINS THE MAIN MOTIVATION FOR PLAYERS.

PLAYING VIDEO GAMES ENABLES YOU TO...



FRENCH PEOPLE AND VIDEO GAMES

THE POSITIVE IMAGE OF THE VIDEO GAME INDUSTRY IS GROWING STRONGER AMONG THE FRENCH AS A WHOLE.

+2 pts
VS 2022

82%
OF FRENCH PEOPLE
CONSIDER VIDEO GAMES
AN INNOVATIVE SECTOR

+3 pts
VS 2022

62%
OF FRENCH PEOPLE
THINK THAT VIDEO GAMES
HELP DEVELOP SKILLS



77%
OF FRENCH
PEOPLE THINK THAT
VIDEO GAMES ARE
CREATED BY ARTISTS

+3 pts
VS 2022

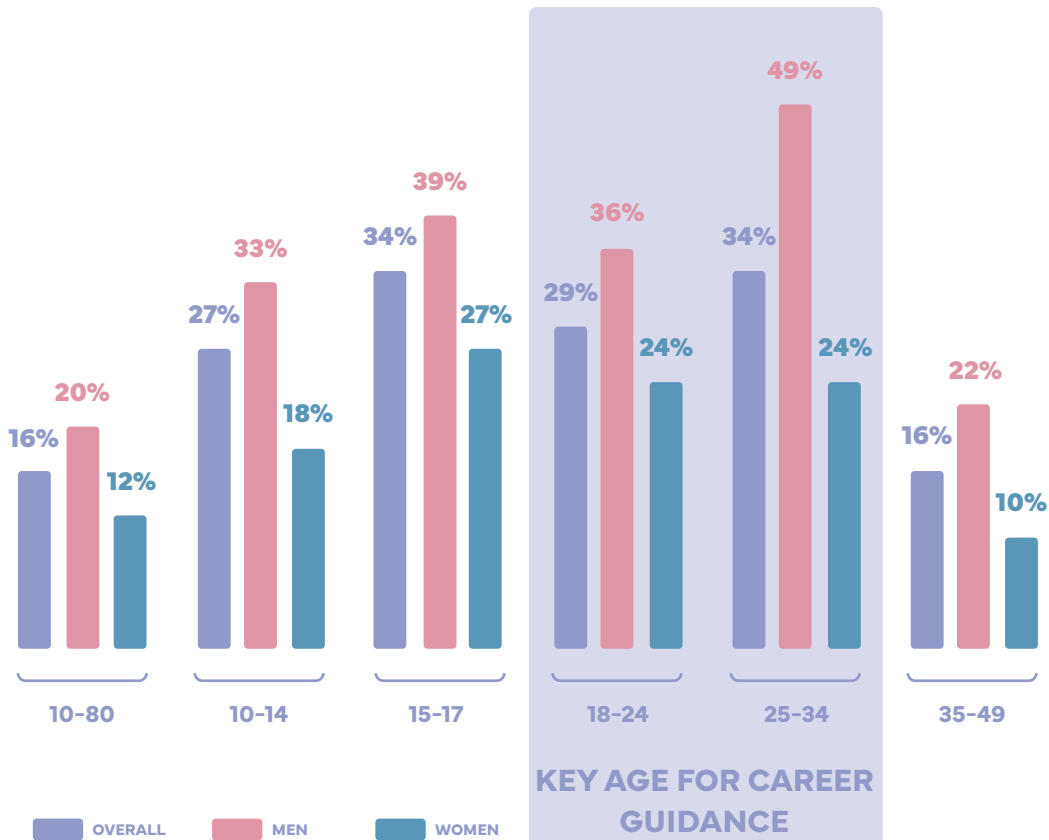
63%
OF FRENCH PEOPLE
CONSIDER VIDEO GAMES
TO BE A POSITIVE ACTIVITY

73%
OF FRENCH PEOPLE
CONSIDER PLAYING VIDEO
GAMES A LEISURE ACTIVITY
FOR THE WHOLE FAMILY

AN ATTRACTIVE PROFESSIONAL SECTOR

VIDEO GAMES REPRESENT AN INDUSTRY THAT APPEALS TO YOUNG PEOPLE

1 OUT OF 3 YOUNG ADULTS (AGED 25-34) HAS ALREADY CONSIDERED WORKING IN THE VIDEO GAME INDUSTRY



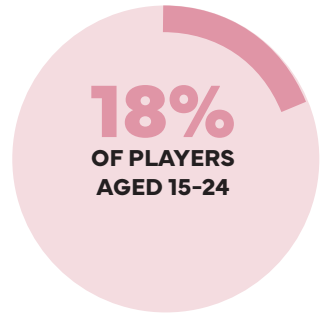


GENERATION Z (AGED 15-24) AND VIDEO GAMES

6.9 MILLION PLAYERS



20
AVERAGE AGE



33%
PLAY EVERY DAY OR
NEARLY EVERY DAY
(AGED 10-80: 31%)

24%
PLAY
REGULARLY
(1 OR 2 TIMES
A WEEK)
(AGED 10-80: 25%)

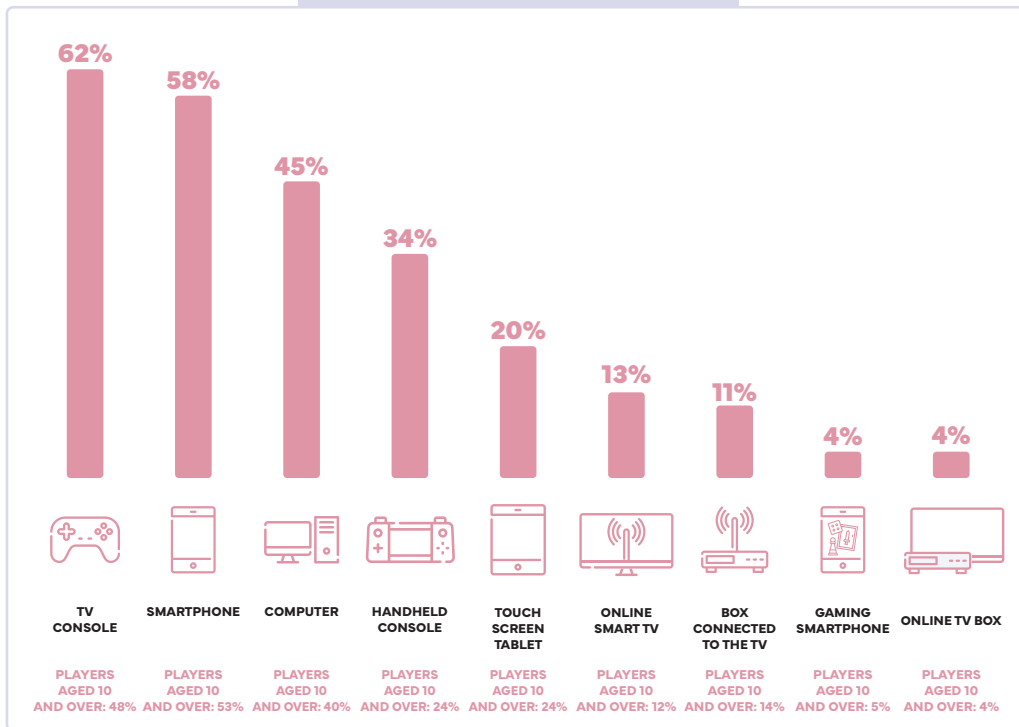
10%
PLAY FROM TIME
TO TIME (1 TO 3
TIMES A MONTH)
(AGED 10-80: 10%)



11%
PLAY
LESS OFTEN
(AGED 10-80: 15%)

22%
PLAY SEVERAL
TIMES A DAY
(AGED 10-80: 20%)

DEVICES USED TO PLAY VIDEO GAMES



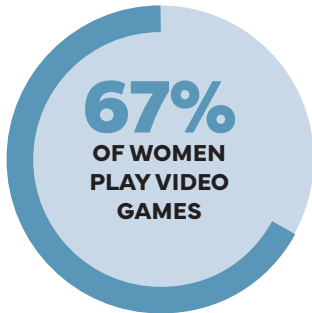
TYPE OF VIDEO GAMES PLAYED OVER THE LAST 12 MONTHS



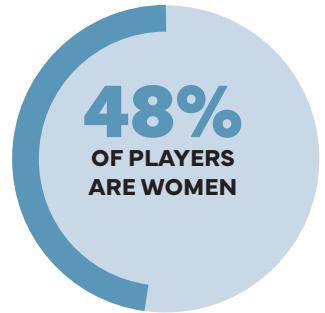
WOMEN AND VIDEO GAMES

18.8 MILLION WOMEN PLAYERS

500,000 MORE PLAYERS THAN IN 2022

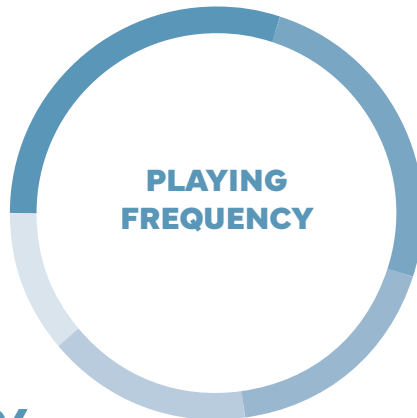


39
AVERAGE AGE



30%
PLAY EVERY DAY
OR NEARLY EVERY DAY
(PLAYERS AGED 10-80: 31%)

25%
PLAY
REGULARLY
(1 OR 2 TIMES
A WEEK)
(PLAYERS AGED 10-80: 25%)

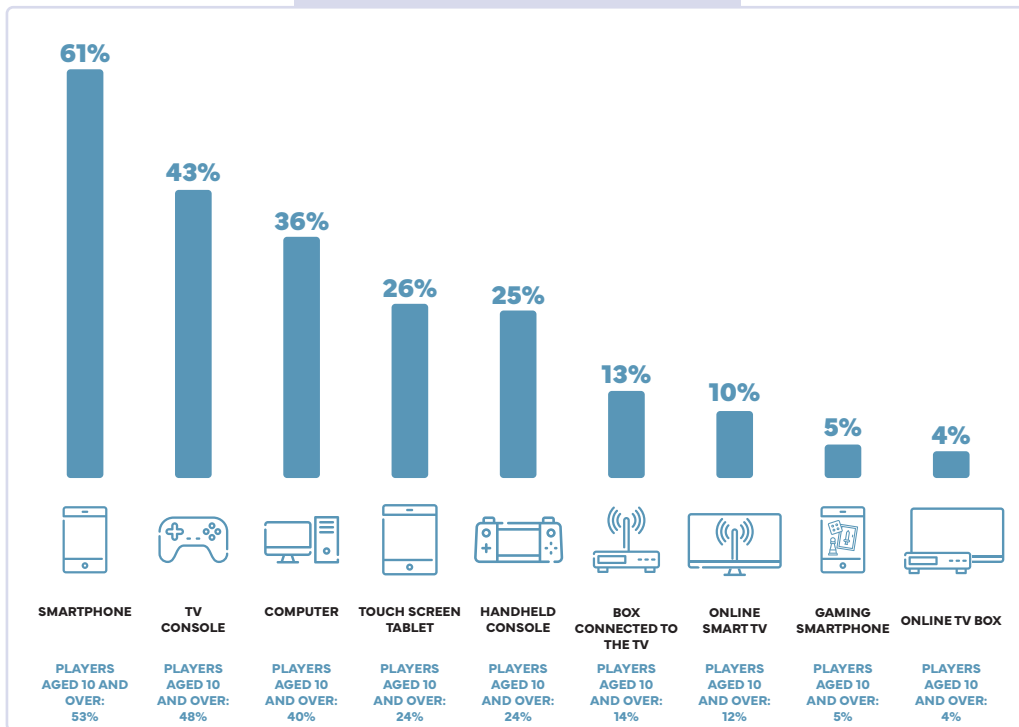


11%
PLAY FROM TIME
TO TIME (1 TO 3
TIMES A MONTH)
(PLAYERS AGED 10-80: 10%)

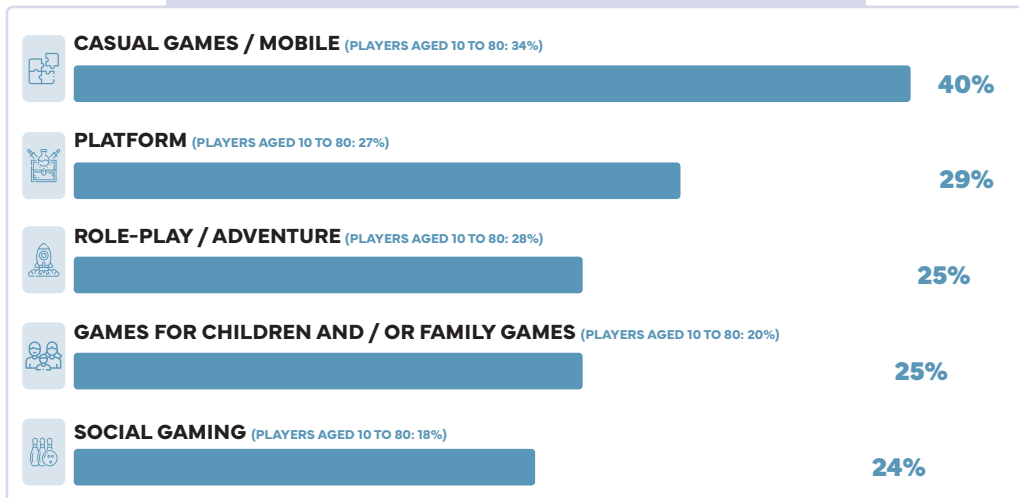
18%
PLAY SEVERAL TIMES A DAY
(PLAYERS AGED 10-80: 20%)

16%
PLAY
LESS OFTEN
(PLAYERS AGED 10-80: 15%)

DEVICES USED TO PLAY VIDEO GAMES



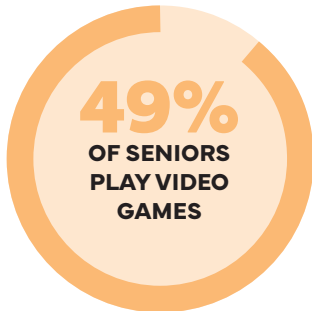
TYPE OF VIDEO GAMES PLAYED OVER THE LAST 12 MONTHS



SENIORS (AGED 60 AND OVER) AND VIDEO GAMES

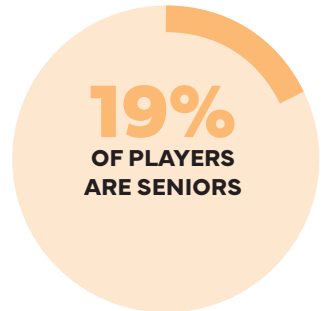
7.4 MILLION PLAYERS

+ 1.1 M PLAYERS VS 2022



68

AVERAGE AGE



27%
PLAY EVERY DAY OR
NEARLY EVERY DAY
(PLAYERS AGED 10-80: 31%)

23%
PLAY
LESS OFTEN
(PLAYERS AGED 10-80: 15%)

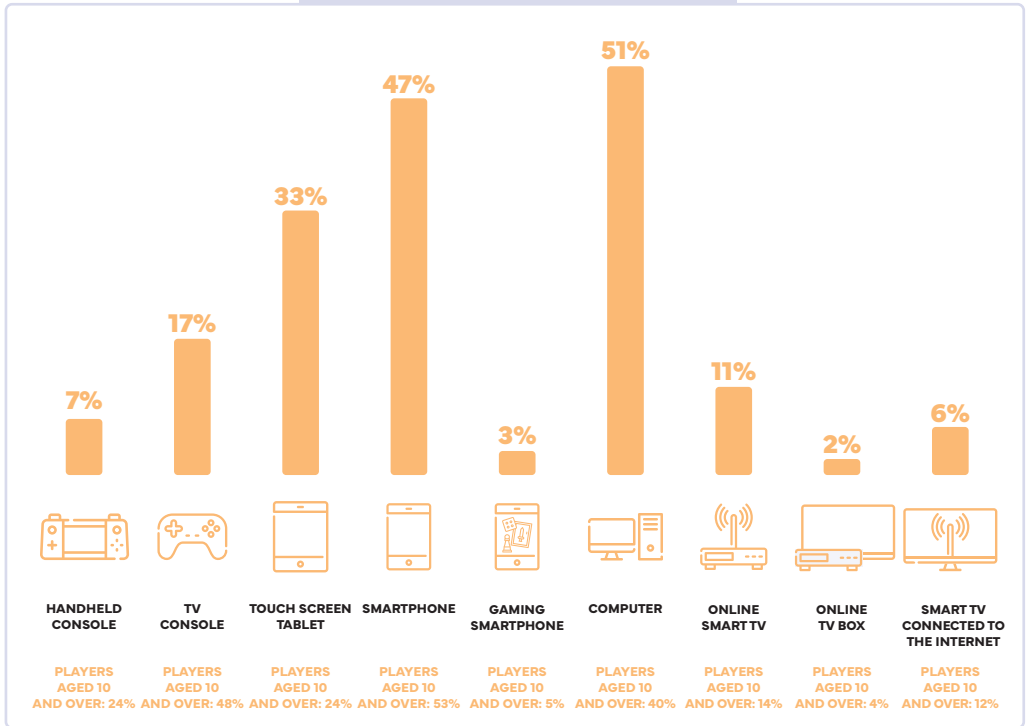


11%
PLAY FROM TIME
TO TIME
(1 TO 3 TIMES A MONTH)
(PLAYERS AGED 10-80: 10%)

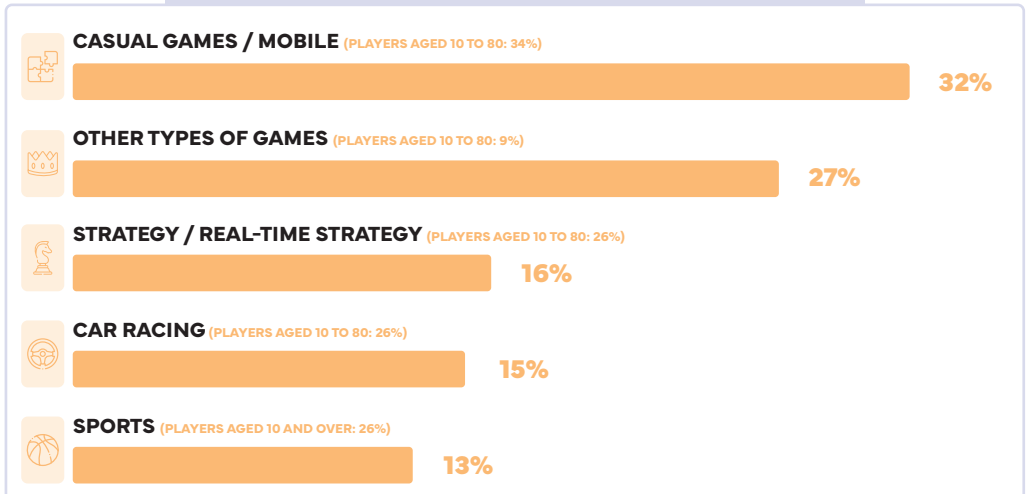
19%
PLAY SEVERAL TIMES A DAY
(PLAYERS AGED 10-80: 20%)

20%
PLAY REGULARLY
(ONCE OR
TWICE A WEEK)
(PLAYERS AGED 10-80: 25%)

DEVICES USED TO PLAY VIDEO GAMES



TYPE OF VIDEO GAMES PLAYED OVER THE LAST 12 MONTHS



CHAPTER 2

A RESPONSIBLE INDUSTRY

34



PARENT BEHAVIOUR TOWARDS VIDEO GAMES

HOW ATTENTIVE PARENTS ARE TO THEIR CHILDREN'S VIDEO GAME PRACTICES

7% I'M ALWAYS NEXT TO THEM WHEN THEY PLAY VIDEO GAMES.

27%

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

34%

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

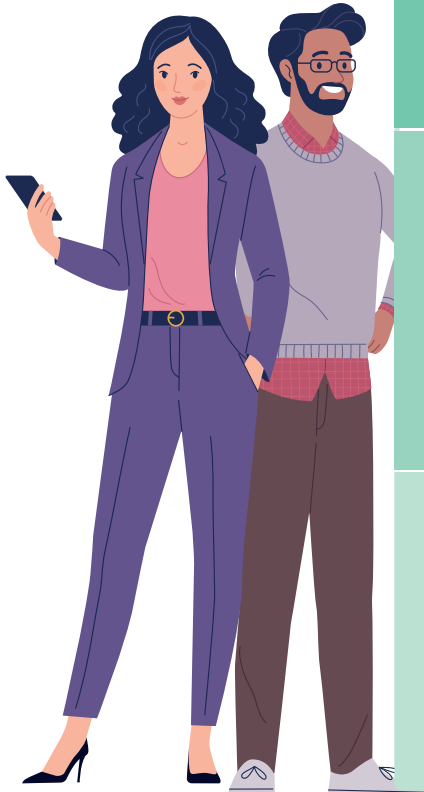
32%

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

+6 pts
VS 2022

68%

OF PARENTS ARE CAREFUL ABOUT HOW THEIR CHILDREN PLAY VIDEO GAMES



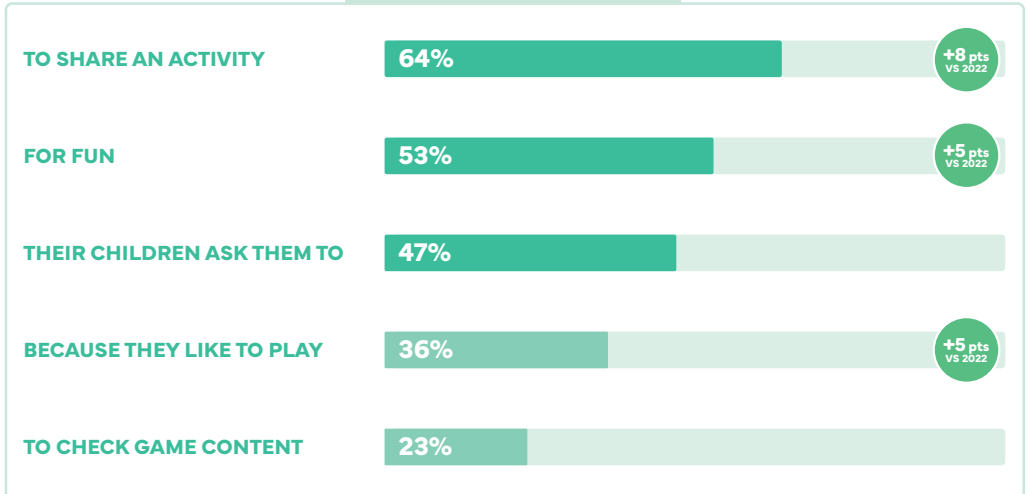
HOW OFTEN PARENTS PLAY WITH THEIR CHILDREN



69% OF PARENTS SAY THEY PLAY WITH THEIR CHILDREN AT LEAST OCCASIONALLY

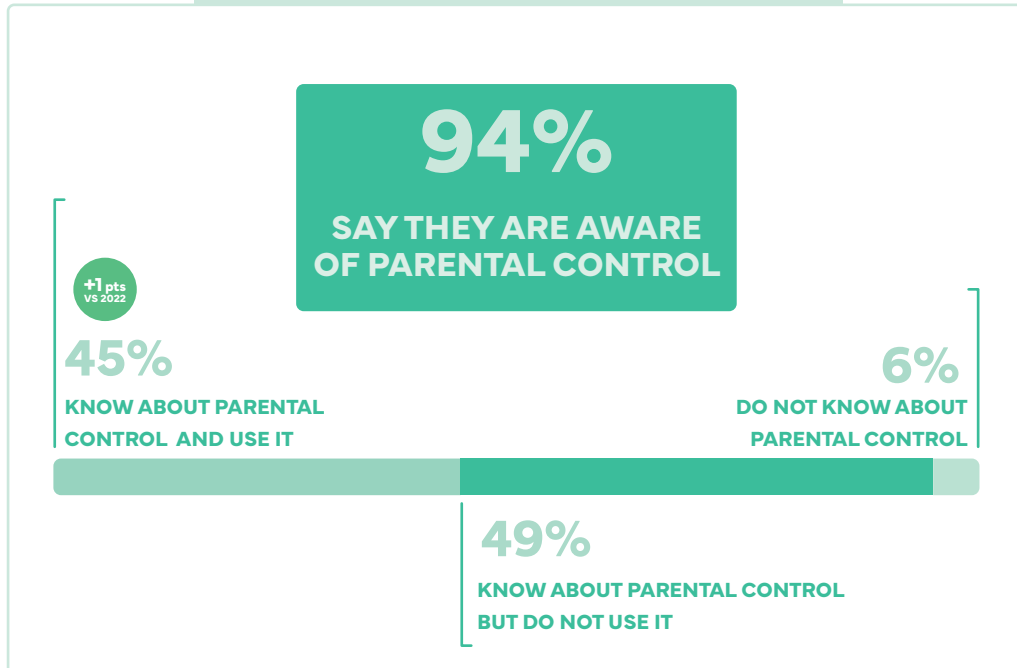
+6 pts vs 2022

WHY DO PARENTS PLAY WITH THEIR CHILDREN?

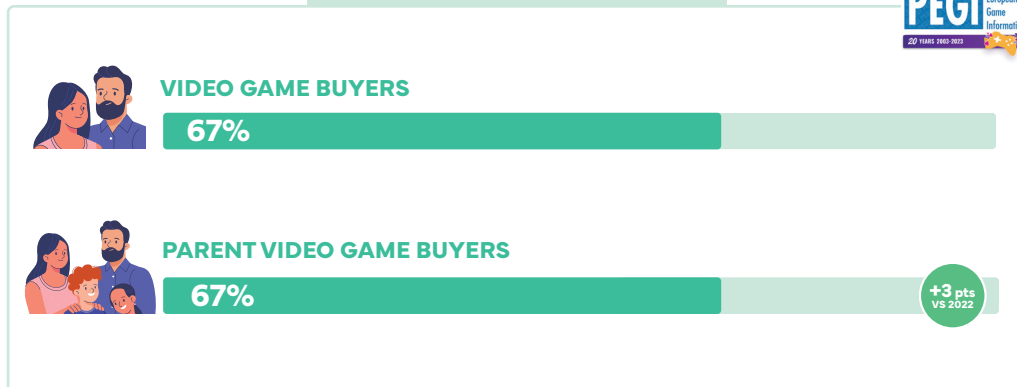


PARENT BEHAVIOUR TOWARDS VIDEO GAMES

KNOWLEDGE AND USE OF PARENTAL CONTROL SYSTEMS

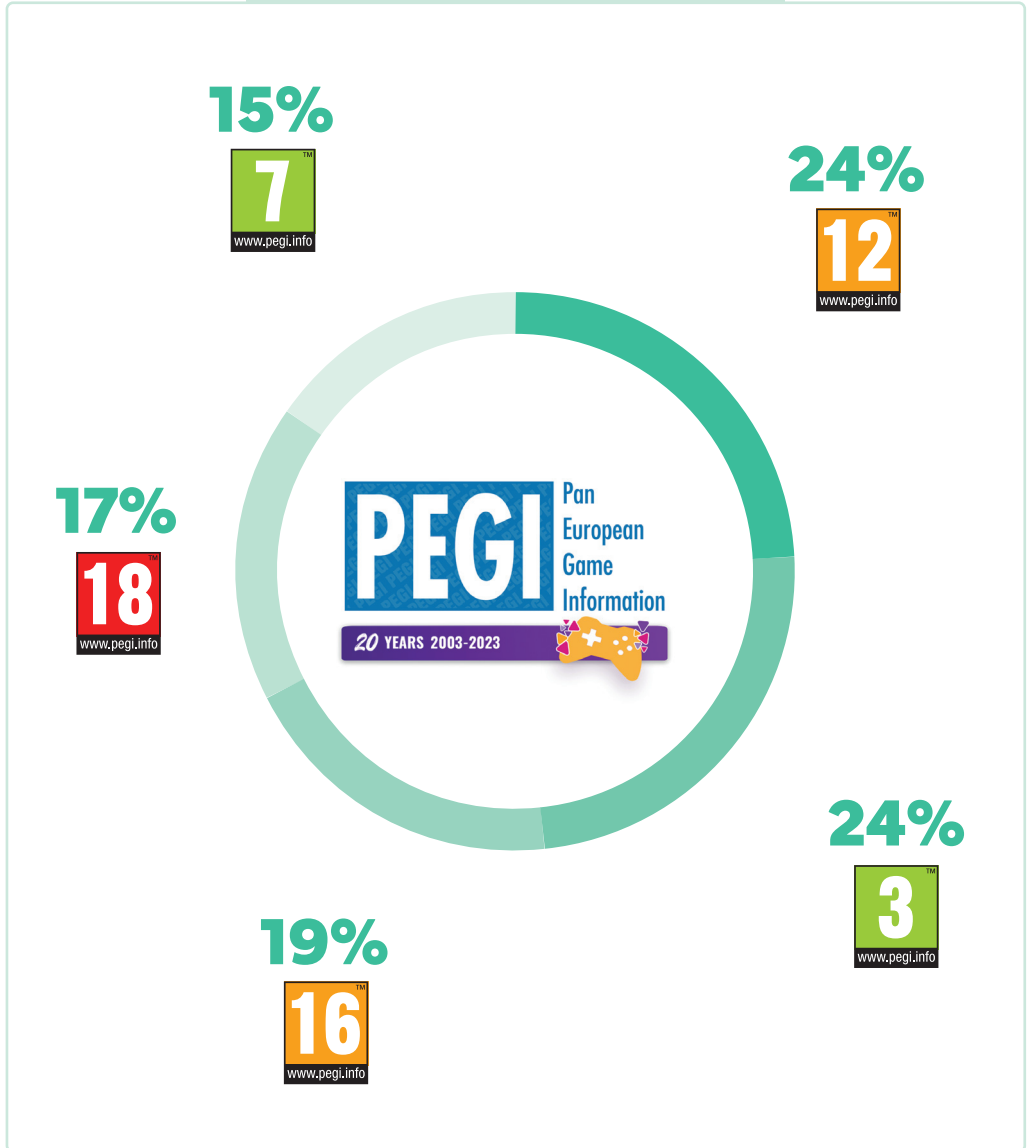


KNOWLEDGE OF THE PEGI SYSTEM



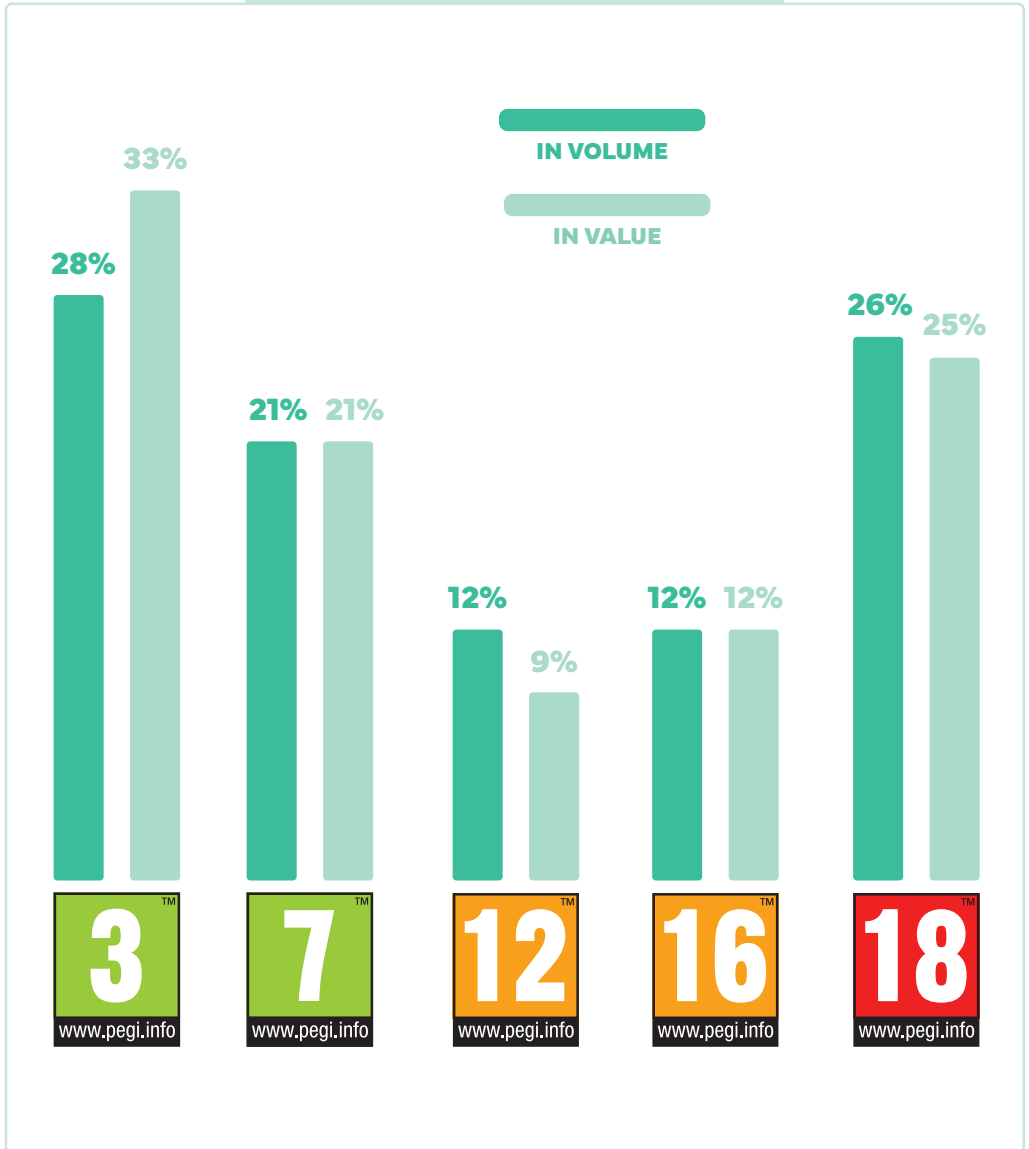
BREAKDOWN OF THE VIDEO GAME MARKET

PHYSICAL + DIGITAL MARKET 2022 ☁️ 🌐



BREAKDOWN OF VIDEO GAME SALES

PHYSICAL + DIGITAL MARKET 2022 ☁️🌐



Source: SELL data, from GSD/GameTrack panels at end 2022. Excluding bundles. This listing does not include Nintendo digital sales data.

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. PEGI is celebrating its 20th anniversary this year! (<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 ISFE - the Interactive Software Federation of 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 38 COUNTRIES**

**NEARLY 35,000
RATED GAMES AND
MILLIONS OF APPS**

**FEDERATING OVER
2,700 MEMBER
COMPANIES**



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

AGE LABELS



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



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



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



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



This game contains bad language.

CONTENT DESCRIPTORS



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. Includes random content.



This game contains violent scenes.



This game may frighten young children.



This game contains images which may encourage discrimination.

HOW DOES PEGI 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 VSC (responsible for PEGI 12, 16 and 18 games) to smooth the process.

NICAM

The **NICAM** (Netherlands 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 **VSC** (Video Standard Council) 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 VSC 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 themselves 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

INITIATIVES & CAMPAIGNS

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, 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 is an age for everything. There is a video game for every age."
Cinema & web campaign



2017 Three rules for better video games
Publication of an advertorial in 11 mainstream press titles



2018 PEGI documentary
PEGI teams explain how the organisation operates, as well as each stage of the rating process



2018 The PEGI Guide
An information guide on the PEGI system



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



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



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/



To find out more and install your parental control systems step by step, please visit the PédaGoJeux website pedagojeux.fr/accompagner-mon-enfant/

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 organised into folders. Parental control systems can restrict access to certain areas, applications and folders.



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 to Safer Internet Day
Campaign for a safer internet

ONLINE INTERACTIONS AND MODERATION



Some video games allow players to connect and interact with others while playing. In the case of children, these interactions could be with school friends or other players that you or your child do not know. As a parent, you always have the option to block your child's online interactions while they are playing, including the option to block other players, restrict communication features entirely or limit the features of certain games.

While playing, and without interfering with the game, your child can block or unblock troublemaker players, preventing them from sending messages or taking part in voice chats. When these players are blocked, your child will no longer receive friend requests, messages or invitations to play from them. Even if you don't play with your child, make sure they know that they are able to do that. As a parent, you want to give your child the tools they need to make the right decisions. And if your child knows that you are paying attention, it will be easier and more natural for them to share their online experience with you.

Although rare, if you or your child come across inappropriate behaviour, such as foul language, bullying, trolling, unwanted or inappropriate advances, threatening behaviour or other players encouraging self-harm, you can report it immediately using the built-in reporting tools. Each report is reviewed by a team of moderators to determine whether the behaviour violates community rules or the code of conduct of the online platform on which it is posted.

If this is the case, the content will be removed and appropriate action will be taken against the player who shared it. It should also be noted that suspended players have no way of knowing who filed the complaint at the time of registration. This protects your privacy and ensures your safety.

For more information, please visit the [SELL](#) website.

PÉDAGOJEUX VIDEO GAMES EXPLAINED TO PARENTS

For some parents, it can be difficult to understand the uses and practices surrounding video games. How to support your child? How to know which game to choose for your child? Why and how to set the rules? What games should you play with them? Where can you go for advice if you think your child is spending too long playing video games? You can find practical answers to all these questions on www.pedagojeux.fr

Founded in 2008, the aim of the PédaGoJeux collective is to inform parents and educational providers about the practices and uses of video games.

Run by Unaf (National Union of Family Associations), PédaGoJeux draws on the expertise and diversity of its members (Unaf, Ministry of Family Affairs, Internet sans crainte [Internet without fear], SELL [Union of Video Game Publishers], JeuxOnLine [Online Games], Eyesight Improvement Association (Asnav) and Action Innocence Monaco) to provide independent and objective information.

PédaGoJeux explains the challenges of video games, providing the keys to a pleasant video

game experience and addressing things to watch out for. On the PédaGoJeux website, parents and professionals can access advice, practical information sheets, files and many other resources that address all these aspects of video games.

To extend its action on the ground and operate as closely as possible to parents, PédaGoJeux has been federating a network of Ambassadors since 2014. More than 200 associations and public organisations are engaged in many efforts in the field, at both the national and local levels (schools, local authorities, libraries, media libraries, toy libraries, sports associations, etc.), to promote a pleasant video game experience in family households.





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CHAPTER 3

THE UNION OF VIDEO GAME PUBLISHERS



SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

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 25 five members, comprising 21 publishers and four 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.

Inter-ministerial working group made up of the General Directorate for Enterprise (DGE), the CNC, the National Video Game Union (SNJV), SELL and Ubisoft.

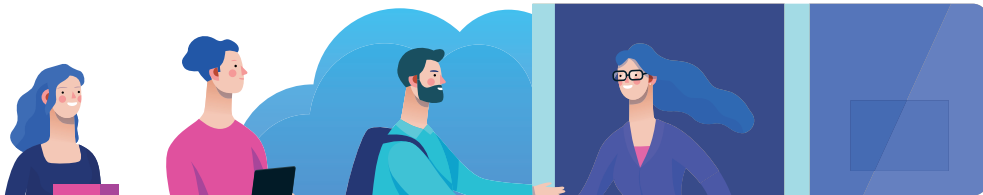
CNC: member of the Commission for Diversity in the Cultural Sector.

Arcom: member of the Child Protection Commission.

Strategic guidance for the National Digital Council.

ISFE (Interactive Software Federation of Europe): board member.

France Esports: member of the Board of Directors.



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 38 countries, has ratified over 35,000 games and millions of apps and has over 2,500 member companies.

PédaGoJeux: a collective created in 2008 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 game playing.

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) launched 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.

In 2022, SELL launched an ambitious project to mobilise its members around a unifying project, the drafting of a *Green Guide*, which will provide a clear picture 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, it represents an important first step by listing the best practices undertaken and offering an initial overview of the initiatives and actions already implemented.

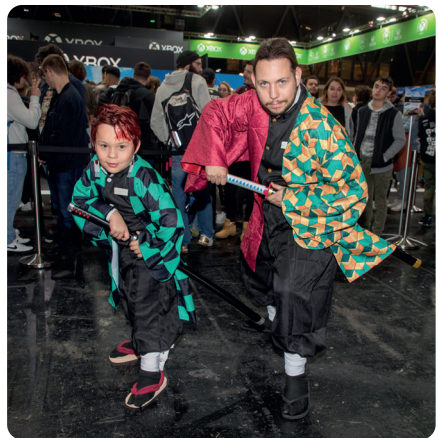
Energy efficiency, reducing the environmental footprint of production, carbon offsetting, responsible purchasing, distribution (transport, packaging) - this *Green Guide*, directly inspired by the work of the Ukie trade body in the UK, is an essential first step for our industry.

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 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 will continue 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.





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 manufacturers and distributors come together for business meetings to structure the end of the year.

Paris Games Week: since 2010, Paris Games Week has been inviting all video game players and their families and friends to come and celebrate the wealth, creativity and innovation of an entire industry. The RESTART 2022 edition hosted 150,000 visitors and 117 exhibitors in the 45,000 m² of Hall 1 at the Porte de Versailles exhibition centre.



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): ISFE/Sparkers

GameTrack panel (consumers): ISFE/IPSOS

datai.ai panel (mobile): ISFE

IDC panel (PC gaming hardware and screens): SELL

Other surveys: French people and video games – SELL/Médiamétrie

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