

FEBRUARY 2020

# ESSENTIAL

## VIDEO GAME NEWS



## FRENCH MARKET REPORT 2019

FEBRUARY 2020

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## VIDEO GAME NEWS

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# NEW PANELS

Estimations for 2019 turnover are the result of collaboration between three organisations providing SELL their data, for precise analysis of the sector's activity.

- GSD: for the physical market
- GSD and GameTrack: for the digital market
- App Annie and GameTrack: for the mobile market



## ABOUT GSD (GAME SALES DATA)

Launched in 2013, the GSD project is the result of a European project run by the ISFE (Interactive Software Federation of 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 23 European countries. The GSD digital panel today covers 43 countries in Europe, the Middle East, Africa and Asia-Pacific. The panel is operated by B2Boost.

### METHODOLOGY:

- Retail panel: the data on video game sales is sent by distributors from each country on a weekly basis. The data is standardised, combined, anonymised 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 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. The sales figures are sent each week directly by the video game publishers taking part in the project and therefore do not require any extrapolation. GSD is the only data source for game downloads based on real sales.

## GAMETRACK



## ABOUT GAMETRACK

GameTrack is an additional project set up in 2011, built around a consumer panel operated by Ipsos for the ISFE. GameTrack data comes from monthly survey data published quarterly. The data analyses the demographics of European gamers, their buying behaviour across all platforms, helping to generate

an in-depth view of their gaming habits and uses. The countries covered are France, the UK, Germany and Spain and also the United States and Russia. GameTrack supports the GSD project by providing a more global vision of the markets in which it operates.

### 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.
- An online survey, carried out monthly with a sample of (the same) 3,000 people per quarter, aged 6 to 64.



## APP ANNIE

## ABOUT APP ANNIE

App Annie analyses data from app stores (scores, rankings, comments, etc.) and combined, anonymised transactional data from over a million applications. With this data, App Annie produces estimations about app download and revenue performance.





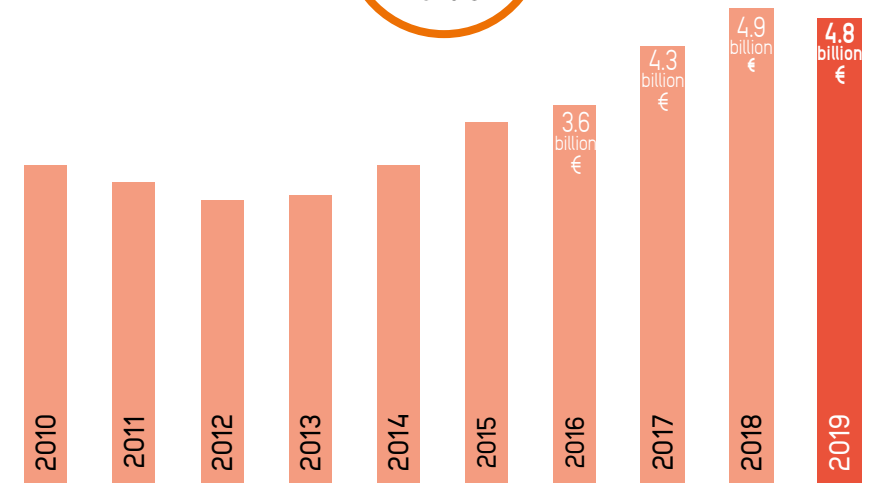
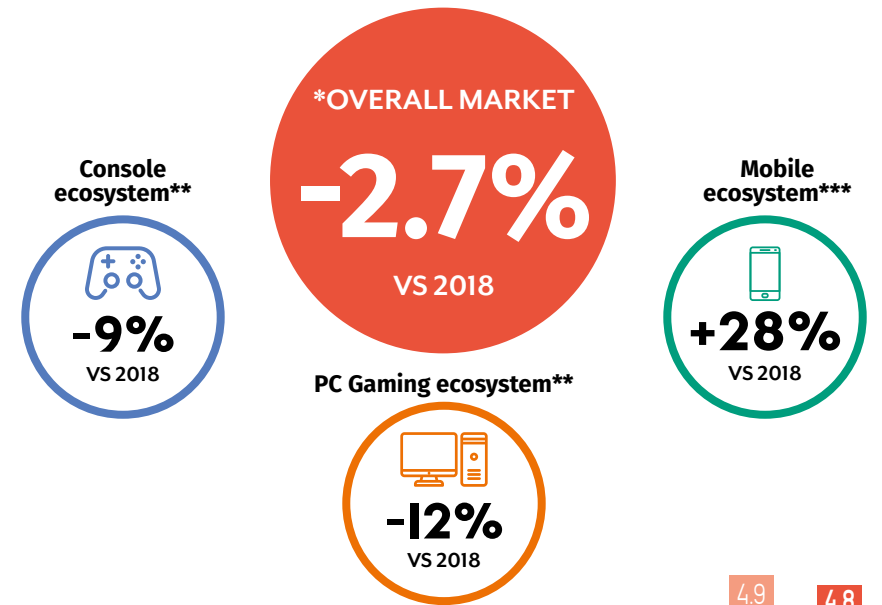
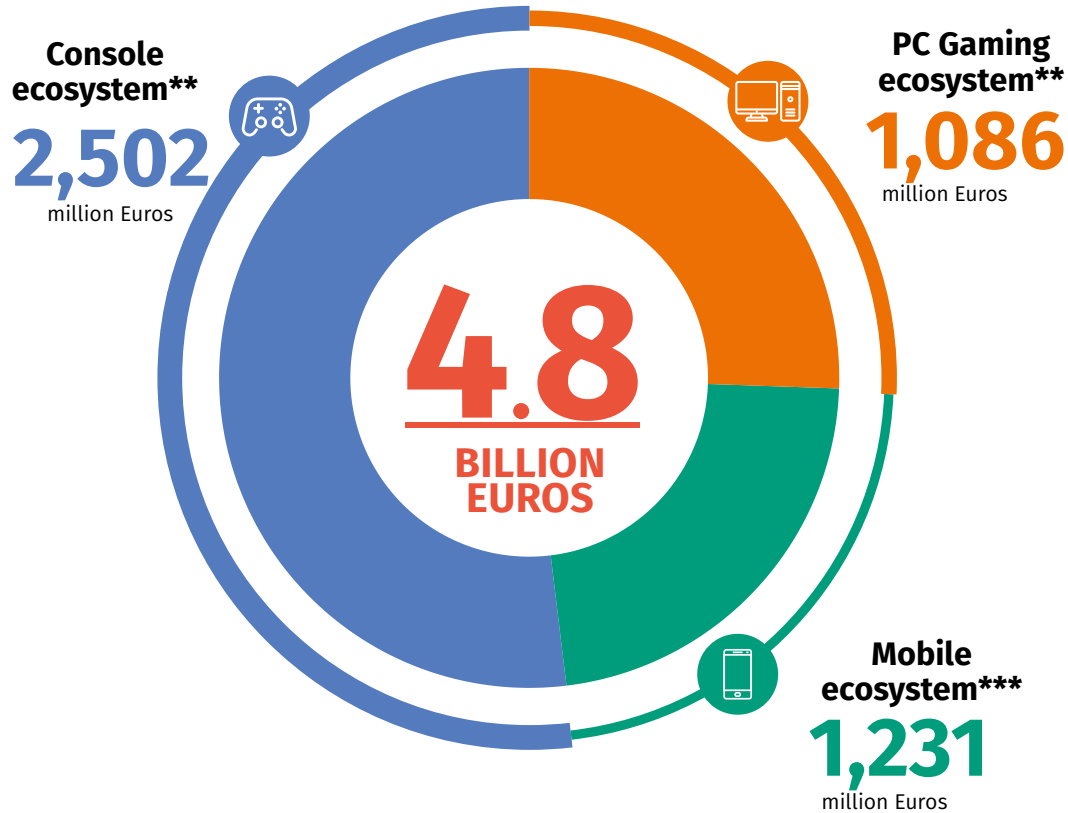
CHAPTER 1  
**THE FRENCH VIDEO  
GAME MARKET**

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# 2019 MARKET REPORT TURNOVER

# GROWTH IN SALES

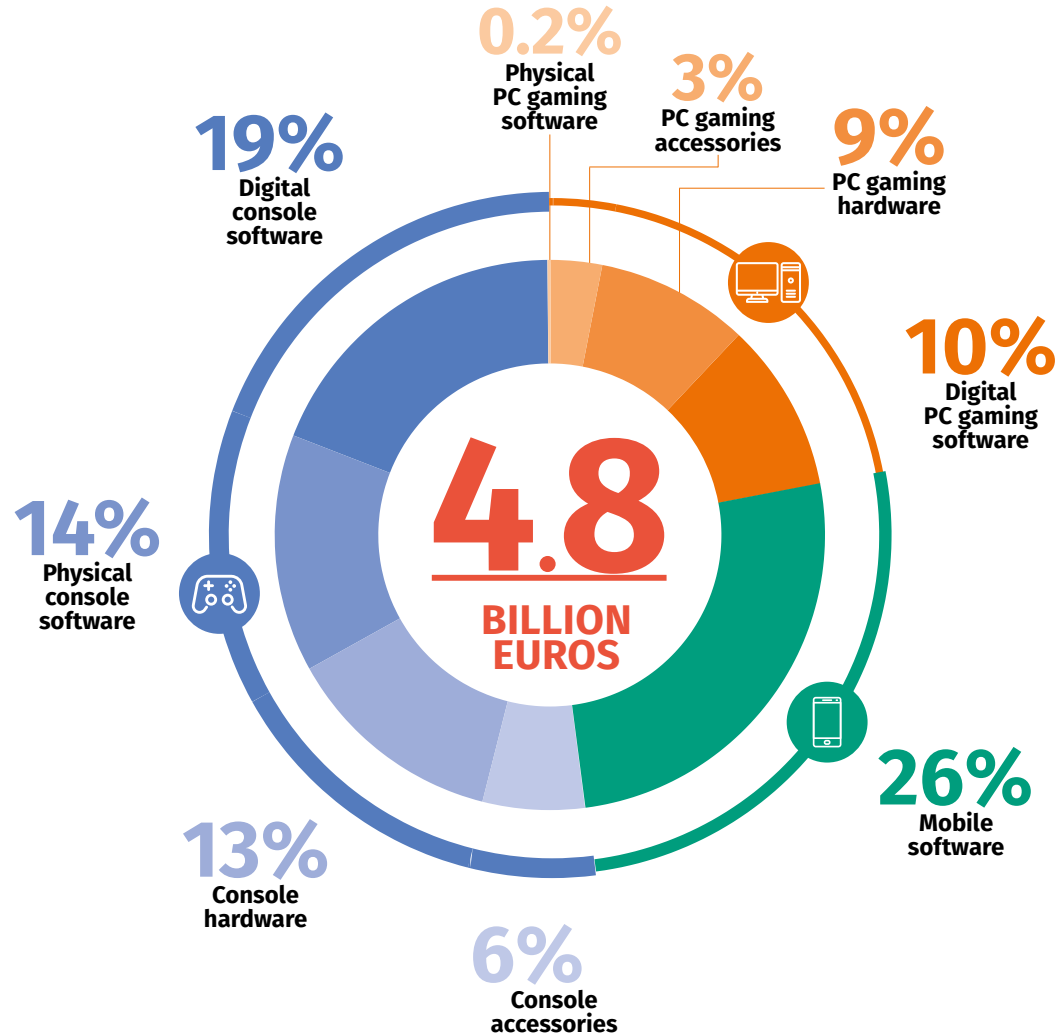


\*Ecosystems: Console + PC + mobile, physical and digital.  
 \*\*Source: SELL data, from GSD/GameTrack panels at end 2019.  
 \*\*\*Source: GameTrack estimations using user spending data from App Annie 2019, converted into euros and including French taxes.

\*Ecosystems: Console + PC + mobile, physical and digital.  
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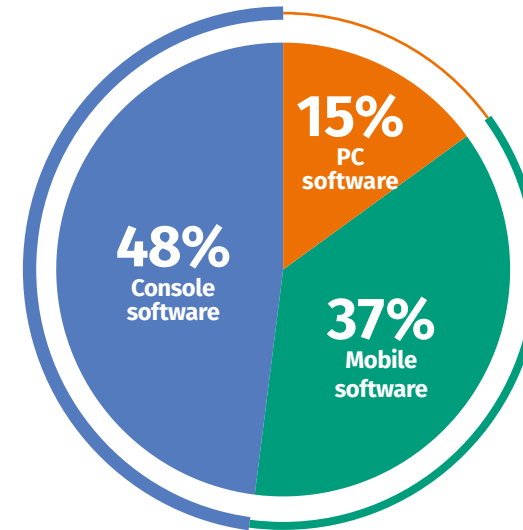


# CLOSE-UP: MARKET SEGMENTS

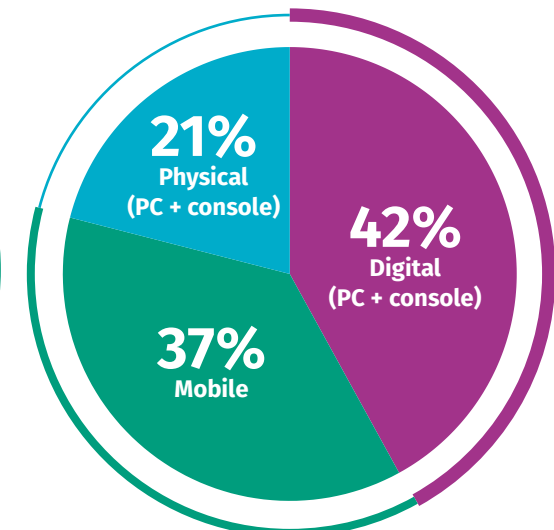


# CLOSE-UP: SOFTWARE

BREAKDOWN  
OF TURNOVER  
BY PLATFORM



BREAKDOWN  
OF TURNOVER  
BY FORMAT



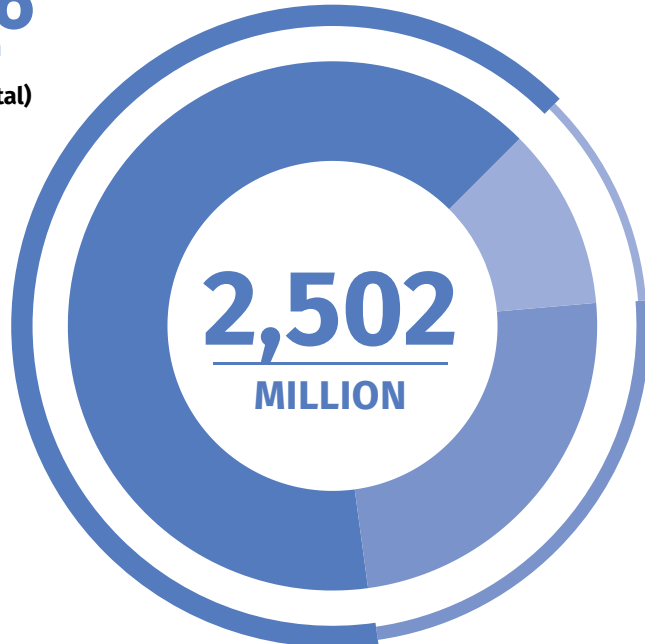


# CONSOLE ECOSYSTEM

BREAKDOWN OF 2019 TURNOVER IN EUROS



**64%**  
1,604 million  
**Software**  
(physical + digital)



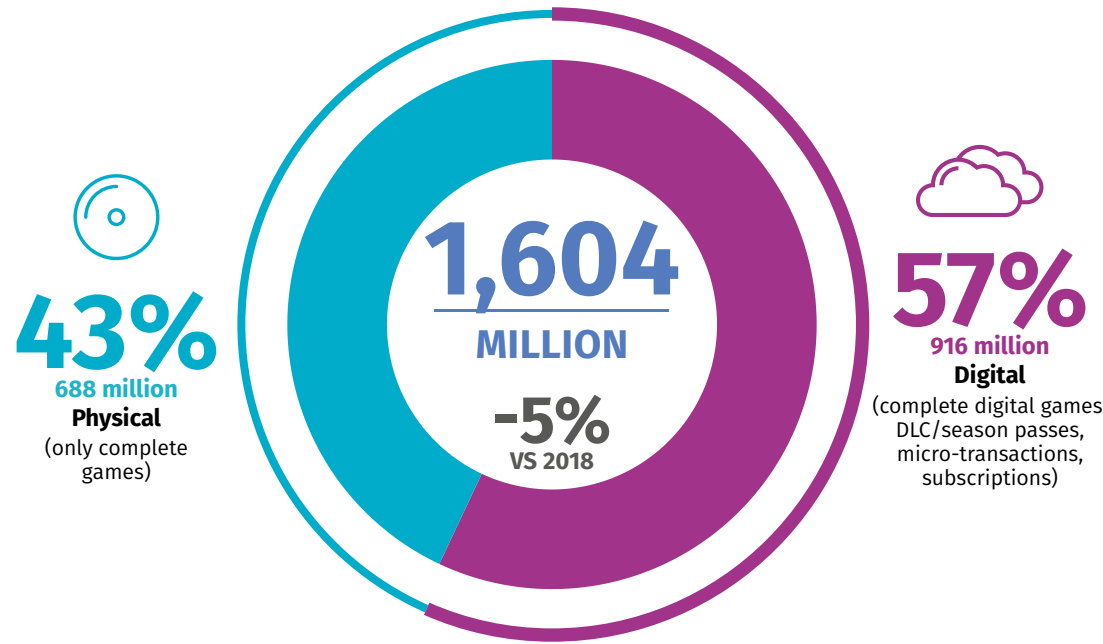
**11%**  
286 million  
**Accessories**

**24%**  
612 million  
**Hardware**

# CONSOLE ECOSYSTEM

BREAKDOWN OF 2019 TURNOVER IN EUROS

## SOFTWARE



**43%**  
688 million  
**Physical**  
(only complete games)

**57%**  
916 million  
**Digital**  
(complete digital games, DLC/season passes, micro-transactions, subscriptions)

**PHYSICAL**  
**-11%**  
vs 2018

**DIGITAL**  
**0% INCREASE**  
vs 2018



# CONSOLE ECOSYSTEM


GROWTH IN SALES FOR 2019


## HARDWARE

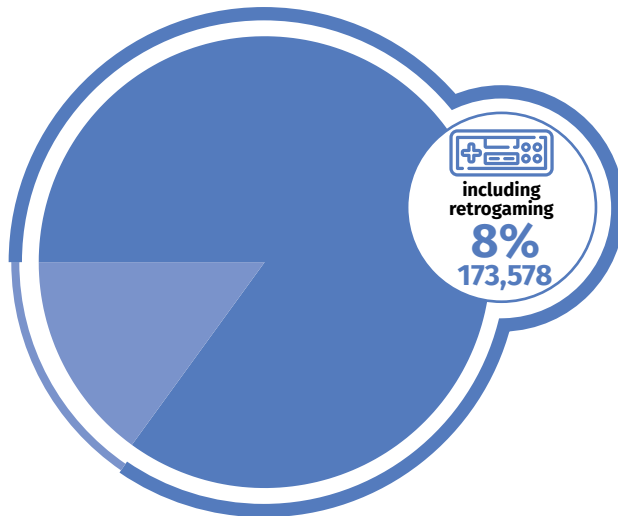
**612** MILLION EUROS

**-21%**  
VS 2018

## SHARE OF CONSOLE SALES IN 2019

  
**85%**  
1,931,288  
Home consoles

  
**15%**  
349,641  
Handheld consoles



Sources: SELL data, from GSD/GameTrack panels at end 2019.

# CONSOLE ECOSYSTEM

GROWTH IN SALES FOR 2019

## ACCESSORIES

**286** MILLION EUROS




**+3%**  
VS 2018

## TOP 3 CONSOLE ACCESSORIES

### IN VALUE

-  **1** CONTROLLERS
-  **2** AUDIO
-  **3** MISCELLANEOUS (styluses, protective gear, etc.)

### IN VOLUME

-  **1** CONTROLLERS
-  **2** AUDIO
-  **3** MISCELLANEOUS (styluses, protective gear, etc.)

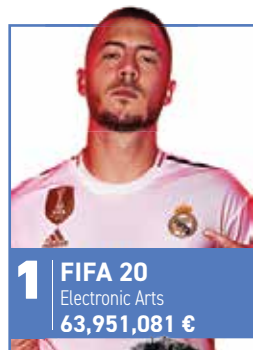
Sources: SELL data, from GSD/GameTrack panels at end 2019.



# TOP 20 GAMES FOR 2019

## ALL PLATFORMS

PHYSICAL MARKET IN VALUE



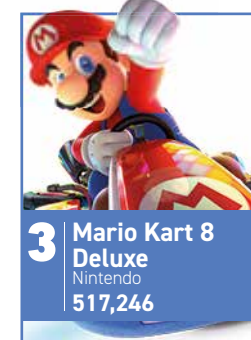
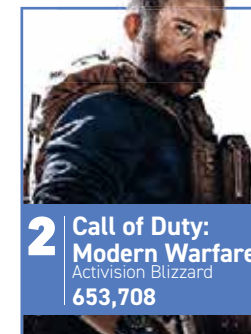
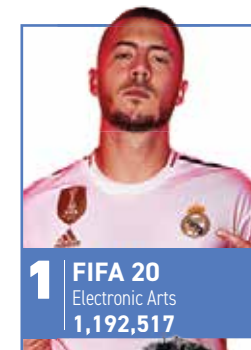
4	New Super Mario Bros. U Deluxe	Nintendo	<b>22,215,910 €</b>
5	Luigi's Mansion 3	Nintendo	<b>19,561,342 €</b>
6	Pokémon Sword	Nintendo	<b>18,144,035 €</b>
7	Super Mario Party	Nintendo	<b>15,096,293 €</b>
8	Super Smash Bros. Ultimate	Nintendo	<b>14,512,591 €</b>
9	The Legend Of Zelda: Link's Awakening	Nintendo	<b>13,880,212 €</b>
10	The Legend Of Zelda: Breath of the Wild	Nintendo	<b>13,216,857 €</b>
11	Super Mario Maker 2	Nintendo	<b>13,164,256 €</b>
12	Pokémon Shield	Nintendo	<b>12,130,081 €</b>
13	Star Wars Jedi: Fallen Order	Electronic Arts	<b>11,903,588 €</b>
14	Days Gone	Sony Interactive Entertainment	<b>10,311,596 €</b>
15	FIFA 19	Electronic Arts	<b>9,527,161 €</b>
16	Ring Fit Adventure	Nintendo	<b>8,845,897 €</b>
17	Red Dead Redemption 2	Take-Two interactive	<b>8,371,717 €</b>
18	Crash Team Racing Nitro-Fueled	Activision Blizzard	<b>8,162,026 €</b>
19	Call Of Duty: Black Ops 4	Activision Blizzard	<b>7,469,404 €</b>
20	Super Mario Odyssey	Nintendo	<b>7,250,004 €</b>

# TOP 20 GAMES FOR 2019

## ALL PLATFORMS

PHYSICAL MARKET IN VOLUME

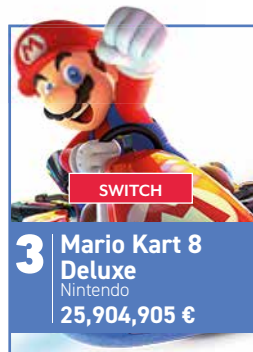
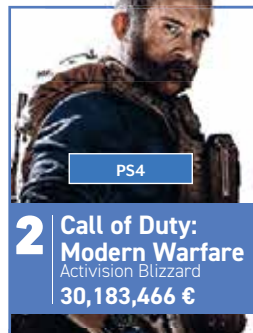
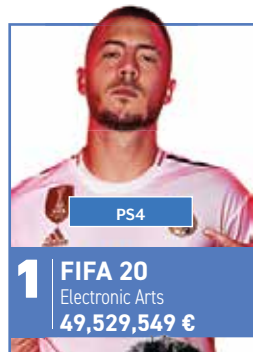
4	New Super Mario Bros. U Deluxe	Nintendo	<b>429,628</b>
5	Luigi's Mansion 3	Nintendo	<b>395,355</b>
6	Pokémon Sword	Nintendo	<b>376,637</b>
7	Super Mario Party	Nintendo	<b>297,399</b>
8	The Legend Of Zelda: Link's Awakening	Nintendo	<b>260,012</b>
9	Minecraft: Nintendo Switch Edition	Microsoft	<b>258,862</b>
10	Super Mario Maker 2	Nintendo	<b>255,091</b>
11	Pokémon Shield	Nintendo	<b>251,816</b>
12	Super Smash Bros. Ultimate	Nintendo	<b>250,273</b>
13	Crash Team Racing Nitro-Fueled	Activision Blizzard	<b>243,292</b>
14	The Legend Of Zelda: Breath of The Wild	Nintendo	<b>233,887</b>
15	FIFA 19	Electronic Arts	<b>207,723</b>
16	Star Wars Jedi: Fallen Order	Electronic Arts	<b>197,408</b>
17	Red Dead Redemption 2	Take-Two interactive	<b>191,924</b>
18	Grand Theft Auto V	Take-Two interactive	<b>171,033</b>
19	Days Gone	Sony Interactive Entertainment	<b>163,805</b>
20	Super Mario Odyssey	Nintendo	<b>144,793</b>



# TOP 20 GAMES FOR 2019

## BY PLATFORM

PHYSICAL MARKET IN VALUE



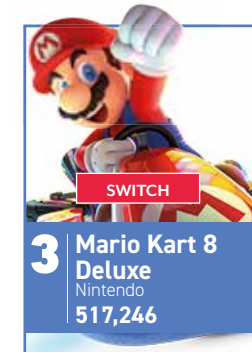
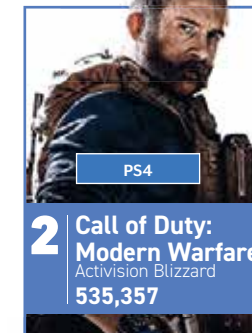
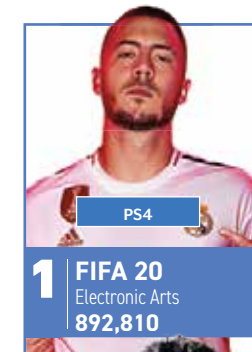
4	New Super Mario Bros. U Deluxe	SWITCH	Nintendo	22,215,909 €
5	Luigi's Mansion 3	SWITCH	Nintendo	19,561,342 €
6	Pokémon Sword	SWITCH	Nintendo	18,144,035 €
7	Super Mario Party	SWITCH	Nintendo	15,096,293 €
8	Super Smash Bros. Ultimate	SWITCH	Nintendo	14,473,659 €
9	The Legend Of Zelda: Breath Of The Wild	SWITCH	Nintendo	13,105,414 €
10	Pokémon Shield	SWITCH	Nintendo	12,130,081 €
11	The Legend Of Zelda: Link's Awakening	SWITCH	Nintendo	11,990,812 €
12	Super Mario Maker 2	SWITCH	Nintendo	10,072,142 €
13	Star Wars Jedi: Fallen Order	PS4	Electronic Arts	9,609,430 €
14	Days Gone	PS4	Sony Interactive Entertainment	9,136,440 €
15	Ring Fit Adventure	SWITCH	Nintendo	8,845,896 €
16	FIFA 20	XBOX ONE	Electronic Arts	8,334,902 €
17	Super Mario Odyssey	SWITCH	Nintendo	7,250,004 €
18	Minecraft: Nintendo Switch Edition	SWITCH	Microsoft	7,158,240 €
19	Mario & Sonic at the Olympic Games Tokyo 2020	SWITCH	Sega	6,636,732 €
20	Red Dead Redemption 2	PS4	Take-Two Interactive	6,542,222 €

# TOP 20 GAMES FOR 2019

## BY PLATFORM

PHYSICAL MARKET IN VOLUME

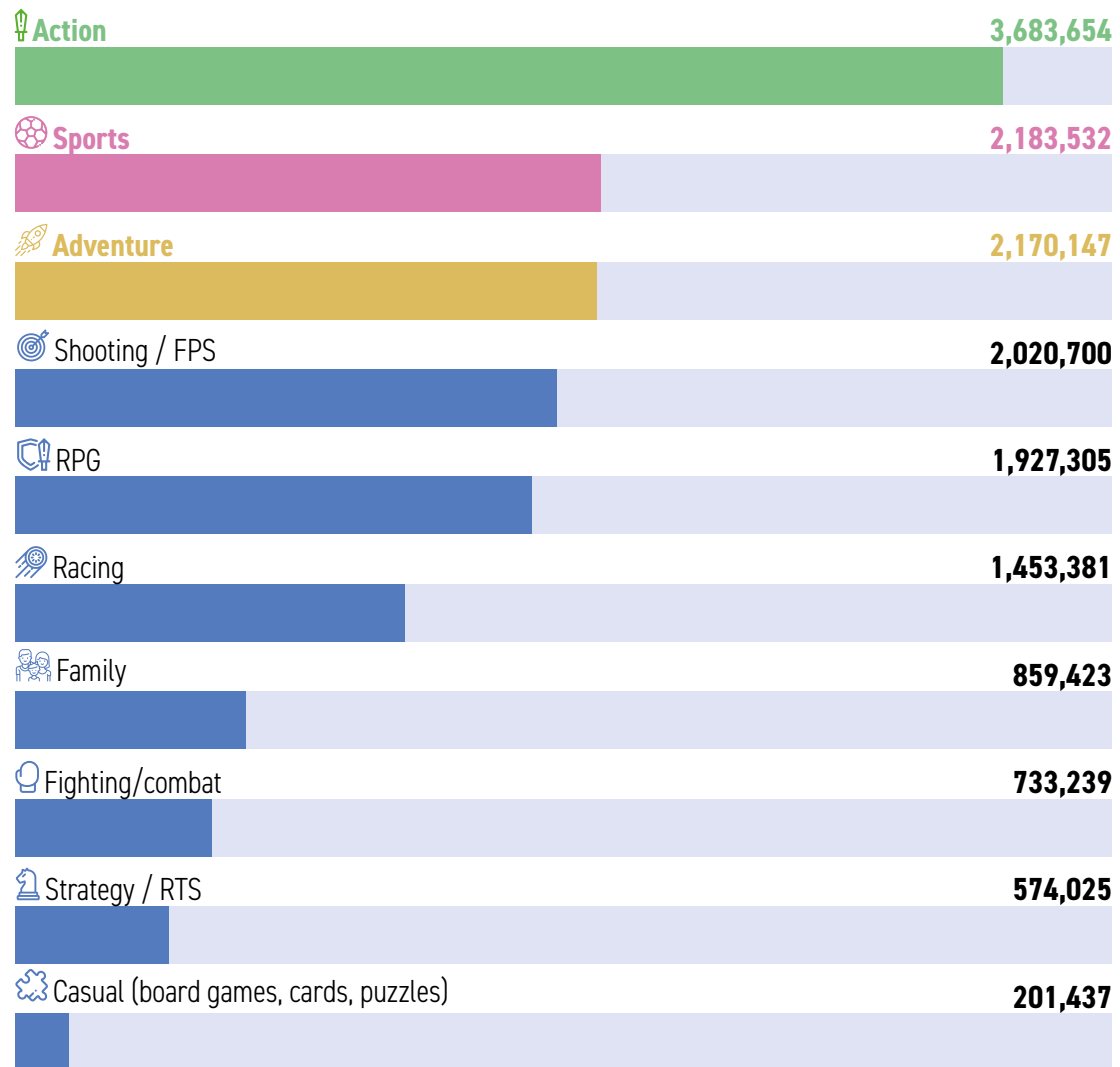
4	New Super Mario Bros. U Deluxe	SWITCH	Nintendo	429,628
5	Luigi's Mansion 3	SWITCH	Nintendo	395,355
6	Pokémon Sword	SWITCH	Nintendo	376,637
7	Super Mario Party	SWITCH	Nintendo	297,399
8	Minecraft: Nintendo Switch Edition	SWITCH	Microsoft	258,862
9	Pokémon Shield	SWITCH	Nintendo	251,816
10	Super Smash Bros. Ultimate	SWITCH	Nintendo	249,790
11	The Legend Of Zelda: Link's Awakening	SWITCH	Nintendo	240,401
12	The Legend Of Zelda: Breath Of The Wild	SWITCH	Nintendo	230,915
13	Super Mario Maker 2	SWITCH	Nintendo	202,724
14	Star Wars Jedi: Fallen Order	PS4	Electronic Arts	158,839
15	Red Dead Redemption 2	PS4	Take-Two Interactive	151,704
16	Days Gone	PS4	Sony Interactive Entertainment	150,433
17	FIFA 20	XBOX ONE	Electronic Arts	150,190
18	FIFA 20 - Legacy Edition	SWITCH	Electronic Arts	148,345
19	Super Mario Odyssey	SWITCH	Nintendo	144,793
20	Crash Team Racing Nitro-Fueled	PS4	Activision Blizzard	140,108





# TOP 10 TYPES OF VIDEO GAMES BOUGHT IN 2019

PHYSICAL MARKET IN VOLUME



## TOP WEEKLY SALES

Every Monday, discover  
the top video game sales in France

# SELL.FR

ON SOCIAL MEDIA

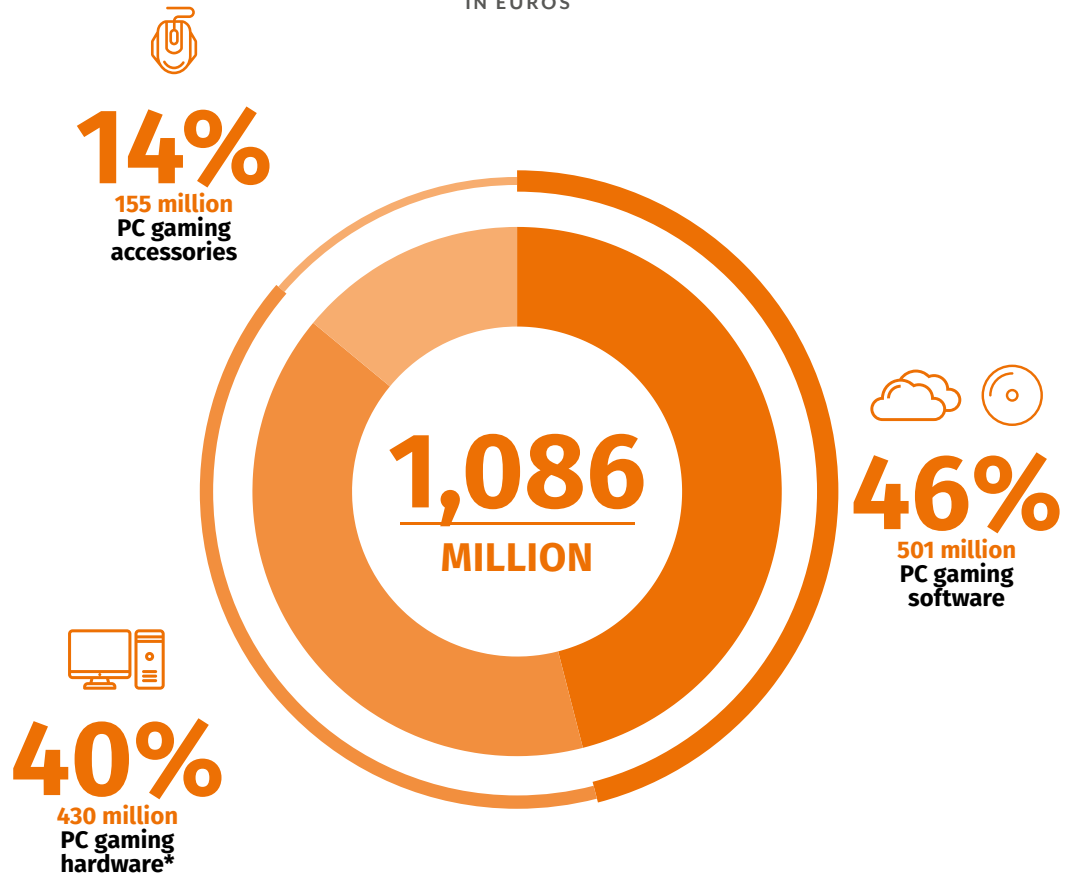


OR SUBSCRIBE TO OUR DEDICATED NEWSLETTER



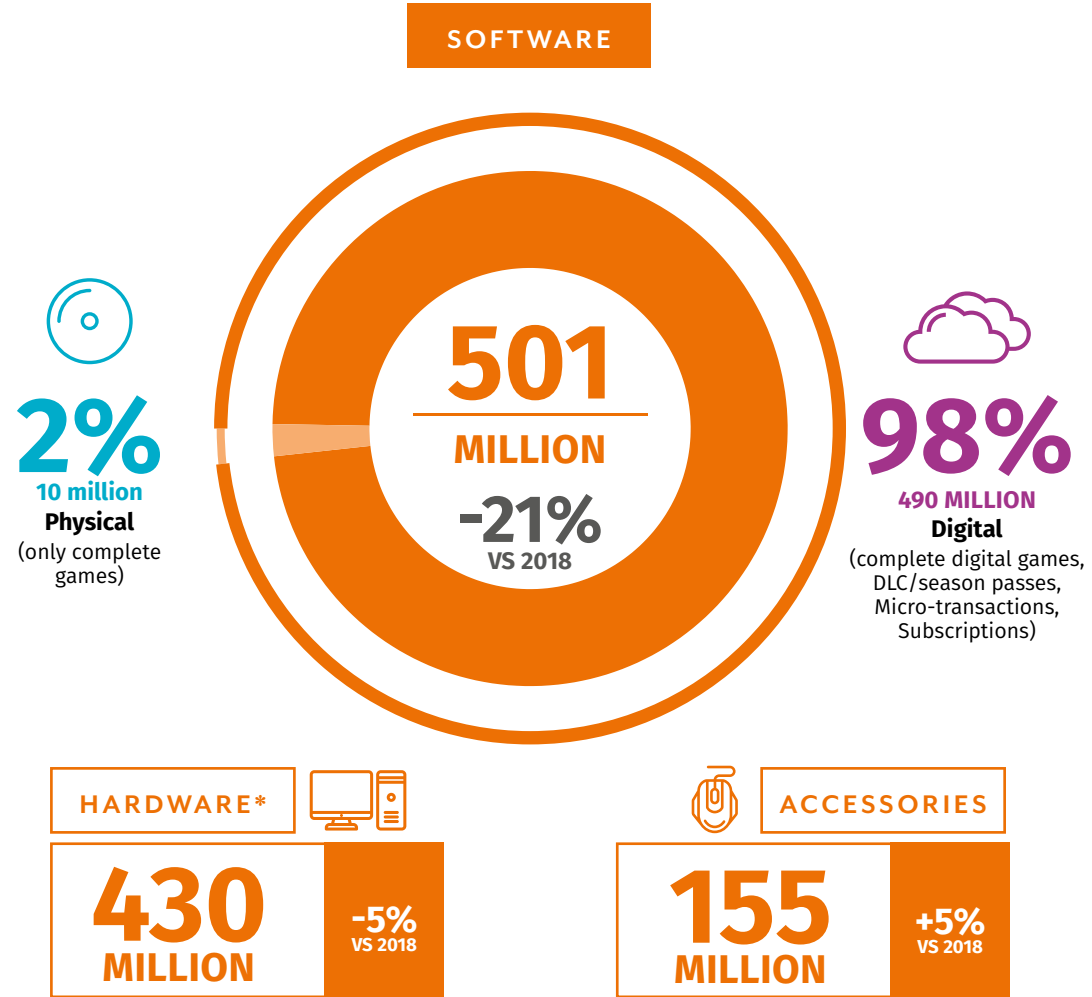
# PC GAMING ECOSYSTEM

BREAKDOWN OF 2019 TURNOVER IN EUROS



# PC GAMING ECOSYSTEM

SALES GROWTH AND BREAKDOWN FOR 2019 IN EUROS



Source: SELL data, from GSD/GameTrack panels at end 2019. Excluding bundles.  
\*Hardware: sales of PCs with high-performance graphics card; accessories: mice, keyboards, screens for PC gaming.

Source: SELL data, from GSD/GameTrack panels at end 2019. Excluding bundles.  
\*Hardware: sales of PCs with high-performance graphics card; accessories: mice, keyboards, screens for PC gaming.



# TOP 20 GAMES IN 2019 PC GAMING ECOSYSTEM

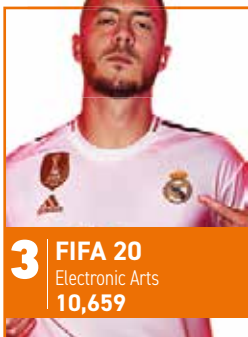
PHYSICAL MARKET IN VOLUME



**1** The Sims 4  
Electronic Arts  
28,356



**2** Farming Simulator 19  
Focus Home Interactive  
26,253



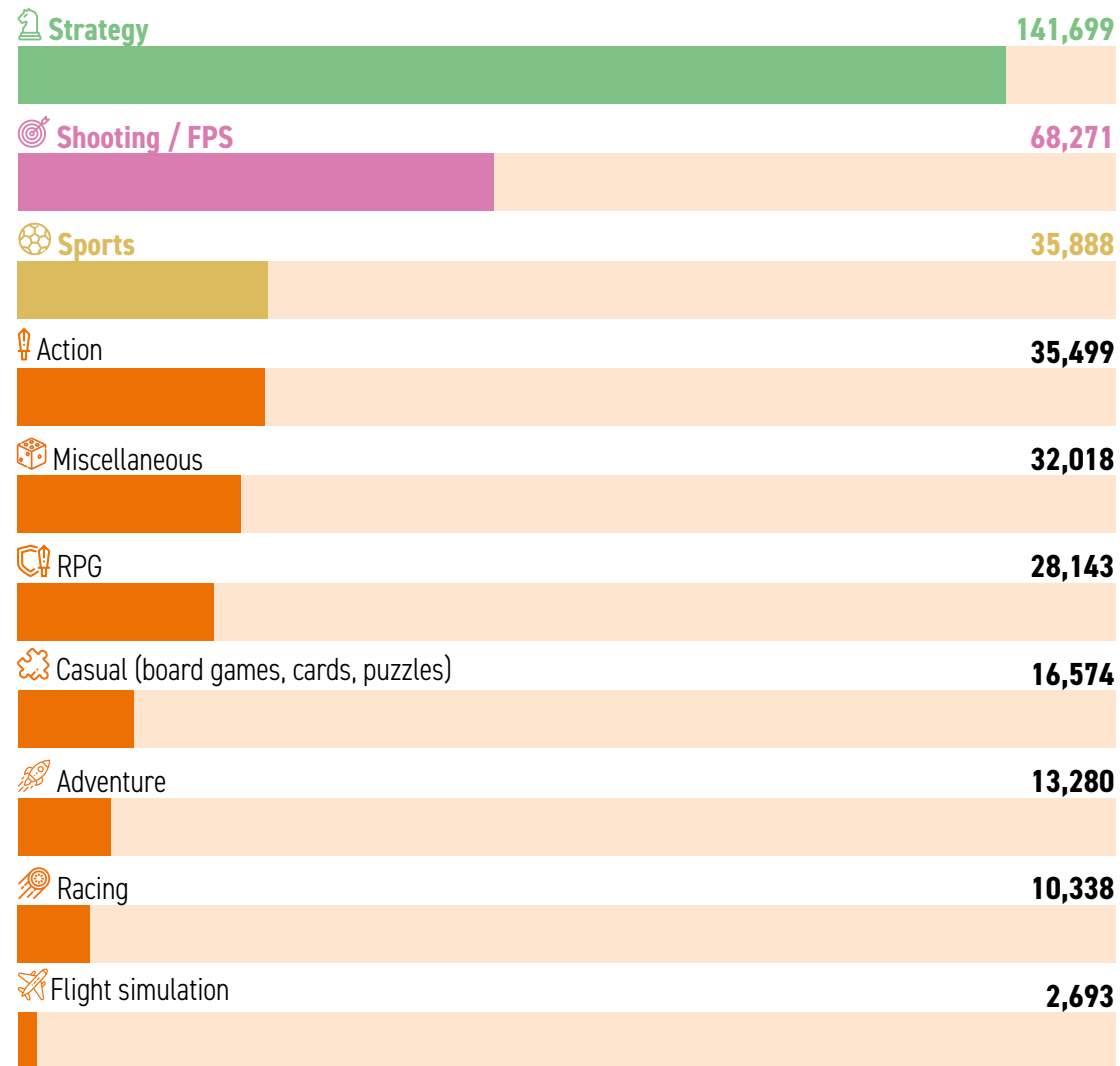
**3** FIFA 20  
Electronic Arts  
10,659

4	Call Of Duty: Black Ops 4	Activision Blizzard	10,025
5	Football Manager 2020	Sega	9,492
6	Borderlands 3	Take-Two Interactive	7,864
7	The Sims 4 - Cats & Dogs	Electronic Arts	7,575
8	Star Wars Jedi: Fallen Order	Electronic Arts	7,456
9	Overwatch	Activision Blizzard	7,236
10	The Sims 4 - Island Living	Electronic Arts	7,163
11	Star Wars Battlefront II	Electronic Arts	5,846
12	Grand Theft Auto V	Take-Two Interactive	5,518
13	The Sims 4 - Seasons	Electronic Arts	5,447
14	The Sims 4 - Get Famous	Electronic Arts	5,288
15	World Of Warcraft - Battle For Azeroth	Activision Blizzard	5,118
16	Battlefield V	Electronic Arts	4,832
17	The Sims 4 - Discover University	Electronic Arts	4,712
18	The Sims 4 - City Living	Electronic Arts	4,524
19	The Sims 4: Get to Work	Electronic Arts	4,408
20	Football Manager 2019	Sega	4,002

# TOP 10

## TYPES OF VIDEO GAMES BOUGHT IN 2019

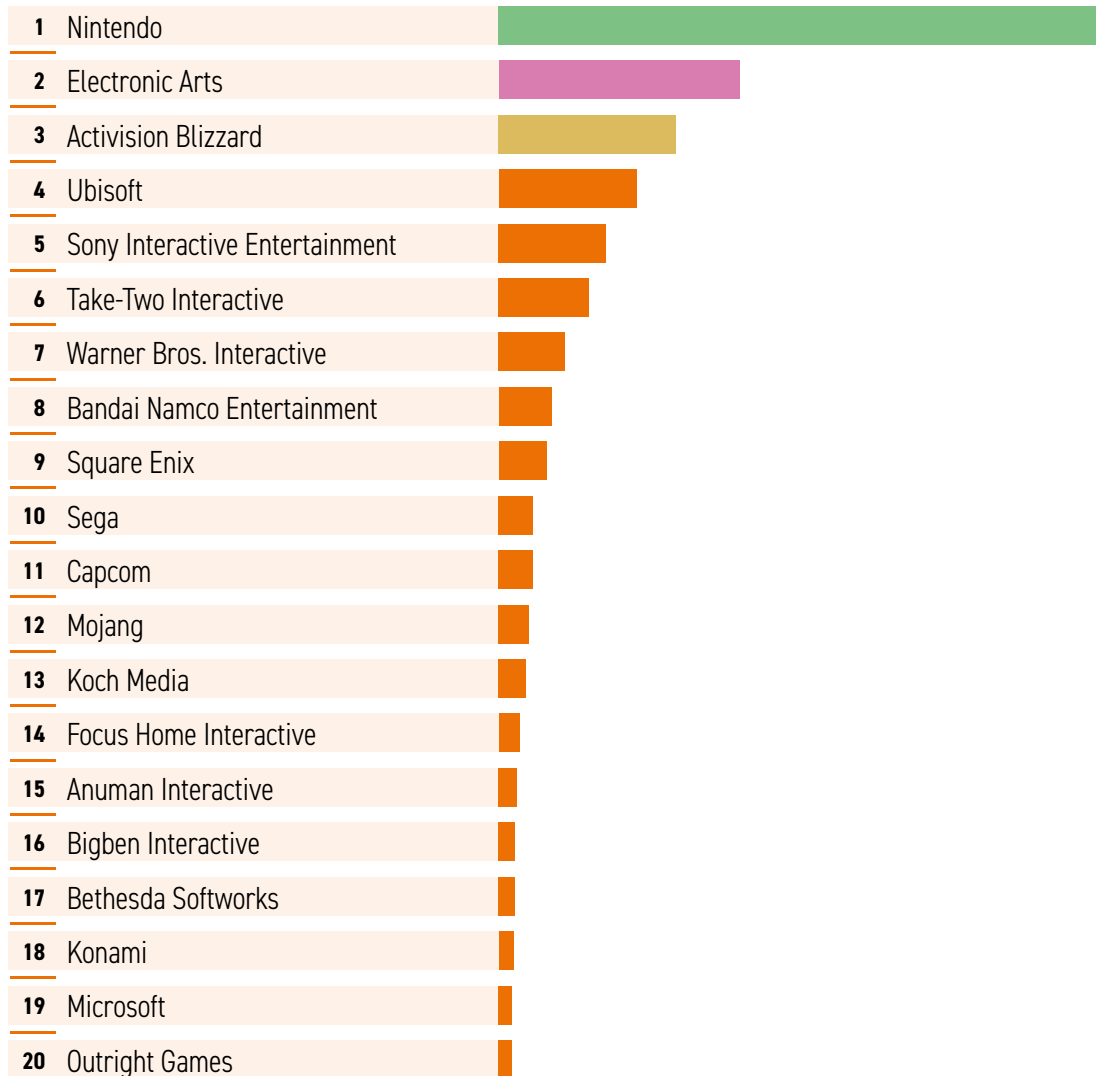
PHYSICAL MARKET IN VOLUME





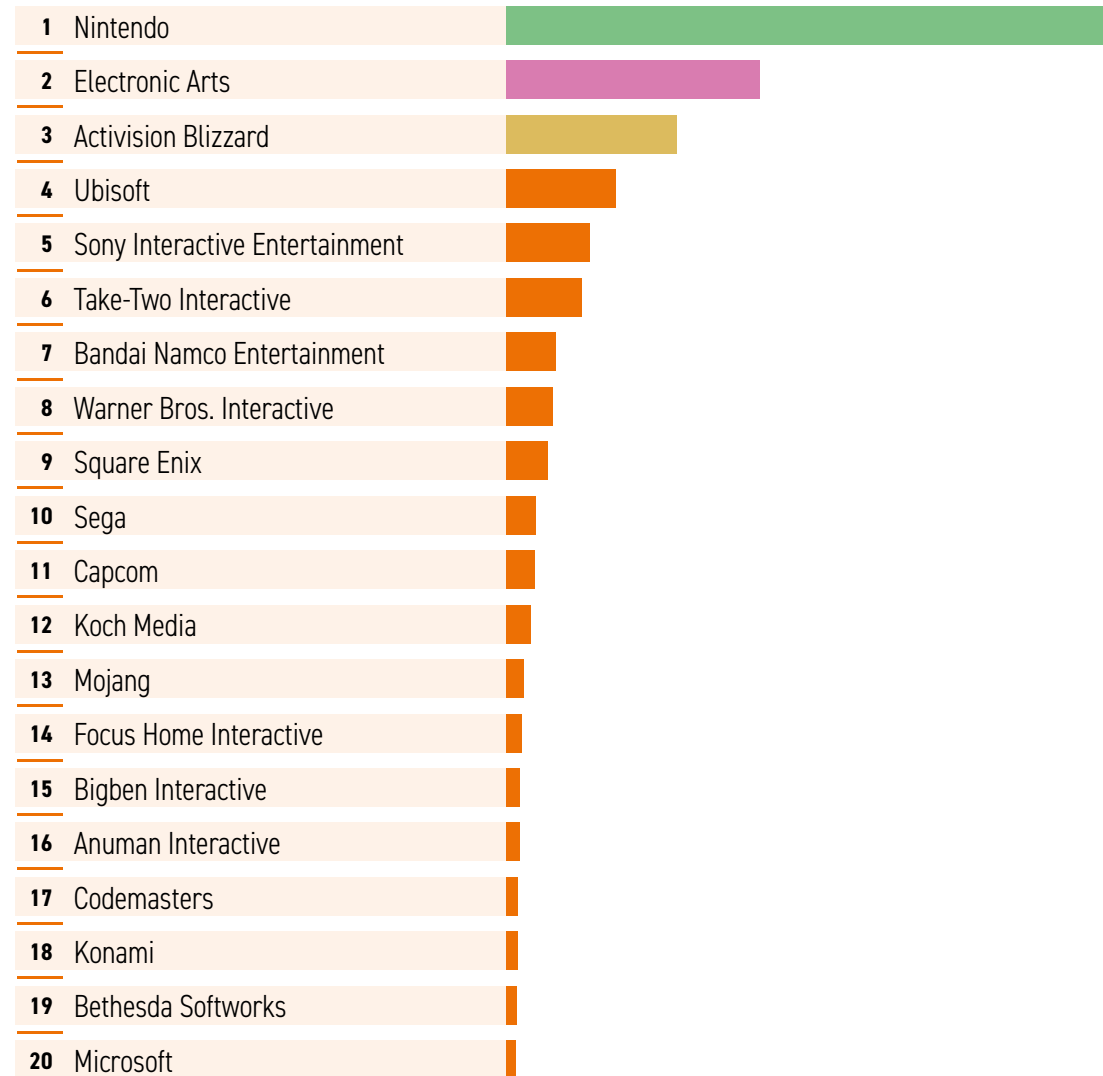
# TOP 20 PUBLISHERS SOFTWARE

PHYSICAL MARKET IN VOLUME



# TOP 20 PUBLISHERS SOFTWARE

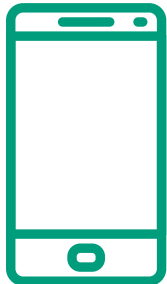
PHYSICAL MARKET IN VALUE



# ECOSYSTEM MOBILE

GROWTH IN SALES FOR 2019

SOFTWARE



1,231  
MILLION  
EUROS

+28%  
VS 2018

# TOP 10 GAMES IN 2019 MOBILE ECOSYSTEM

DOWNLOADS

FREE APPS











PAYABLE APPS

FREE APPS			PAYABLE APPS				
1	Mario Kart Tour	Nintendo		1	Minecraft Pocket Edition	Mojang	
2	Brawl Stars	Supercell		2	Football Manager 2019	Sega	
3	Homescapes	Playrix		3	Plague Inc	Miniclip.com	
4	Call of Duty: mobile	Activision		4	Grand Theft Auto: San Andreas	Rockstar Games	
5	Run Race 3D	Good Job Games		5	Evertale	ZigZaGame Inc.	
6	Magic Tiles 3	AMANOTES		6	Geometry Dash	RobTop Games	
7	Color Bump 3D	Pavlos Mavris		7	Rebel Inc	Ndemic Creations	
8	Fun Race 3D	Good Job Games		8	Mini Metro	Dinosaur Polo Club	
9	Subway Surfers	SYBO Games		9	True Skate	True Axis	
10	CodyCross	Fanatee, Inc.		10	Farming Simulator 18	GIANTS Software	

# TOP 10 GAMES IN 2019

## MOBILE ECOSYSTEM

### USER SPENDING

1	Clash of Clans	Supercell	
2	Dragon Ball Z Dokkan Battle	BANDAI NAMCO Entertainment Inc.	
3	Brawl Stars	Supercell	
4	Candy Crush Saga	King	
5	Clash Royale	Supercell	
6	Summoners War	Com2uS	
7	Homescapes	Playrix	
8	Dragon Ball Legends	BANDAI NAMCO Entertainment Inc.	
9	Pokémon GO	Niantic, Inc.	
10	Rise of Kingdoms	Lilith Games	

Source: App Annie Intelligence end 2019. iOS and Google Play Data combined.

## CHAPTER 2

# PROFILES OF FRENCH GAMERS



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

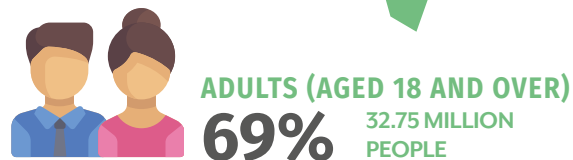
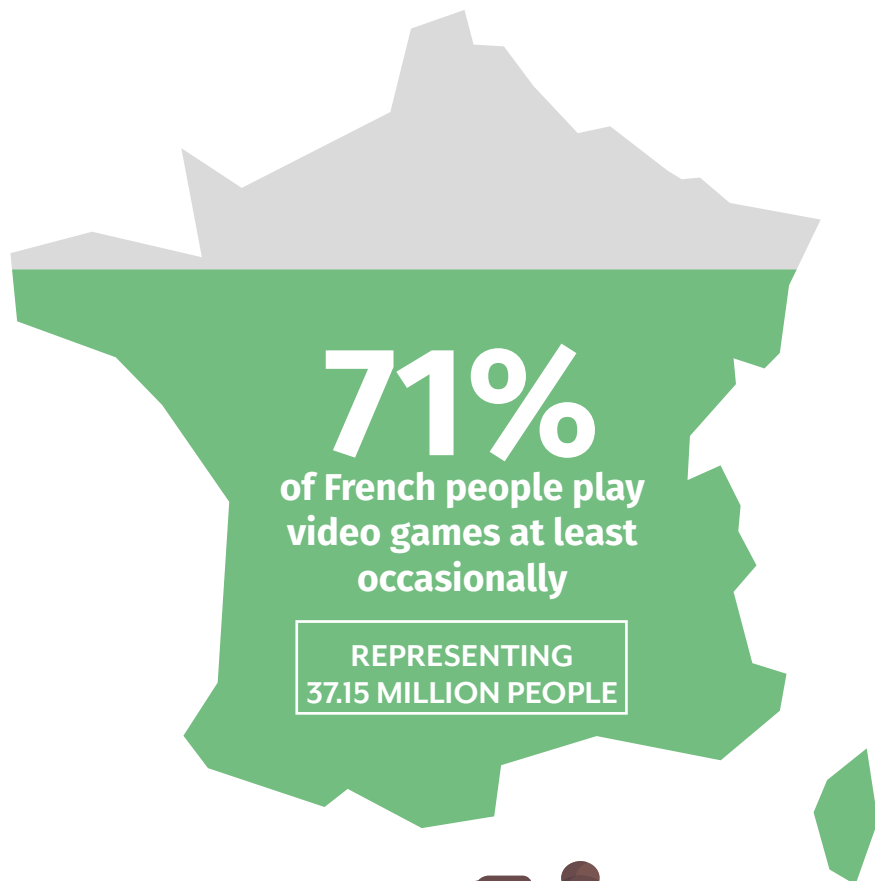
**M**  
Mediametrie

About the SELL "French public and Video gaming" survey  
Data collected and analysed by Médiamétrie for SELL with the aim of measuring and understanding video game uses and purchases in France.  
Survey carried out online from 2nd to 27th September 2019 with a sample of 4,049 people aged 10 and over, representing web users living in France.  
All rights reserved © 2019 Médiamétrie - [www.mediametrie.fr](http://www.mediametrie.fr)

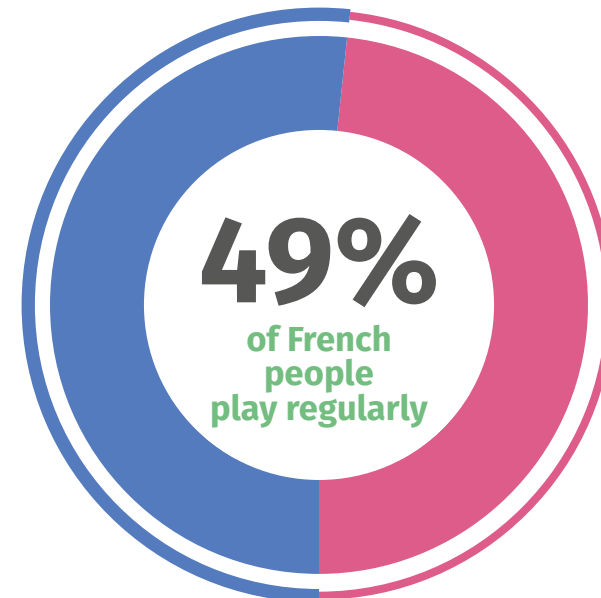




# VIDEO GAMING IN FRANCE



**52%**



**48%**

**40**

AVERAGE AGE OF REGULAR GAMERS

Men  
**42**

Women  
**39**



**1 OUT OF 2 CHILDREN**  
PLAYS EVERY DAY

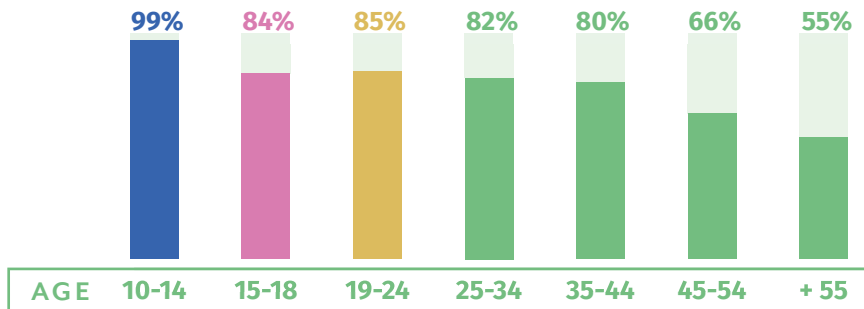


**1 OUT OF 3 ADULTS**  
PLAYS EVERY DAY



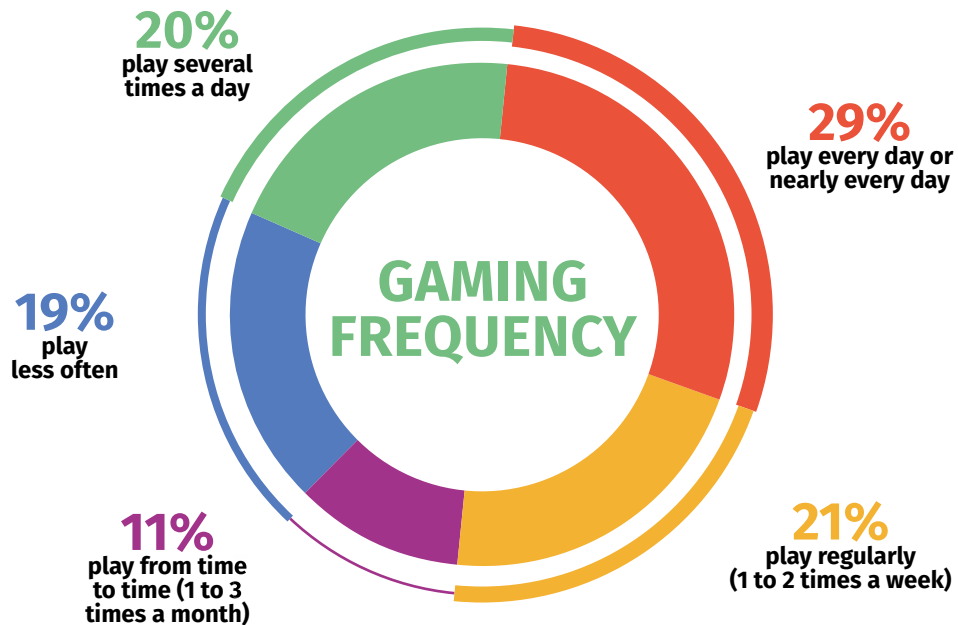
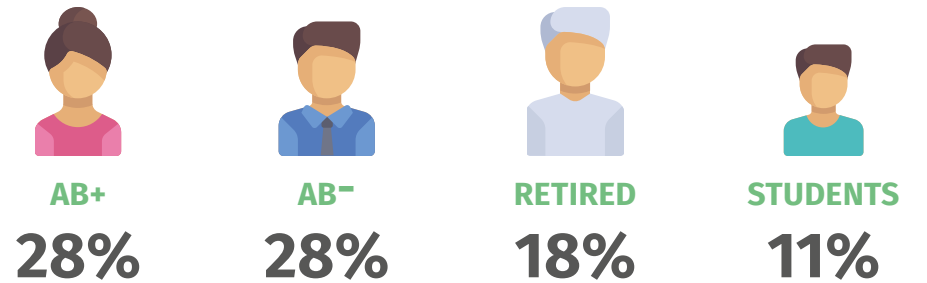
# FRENCH GAMERS

PERCENTAGE OF GAMERS BY AGE GROUP

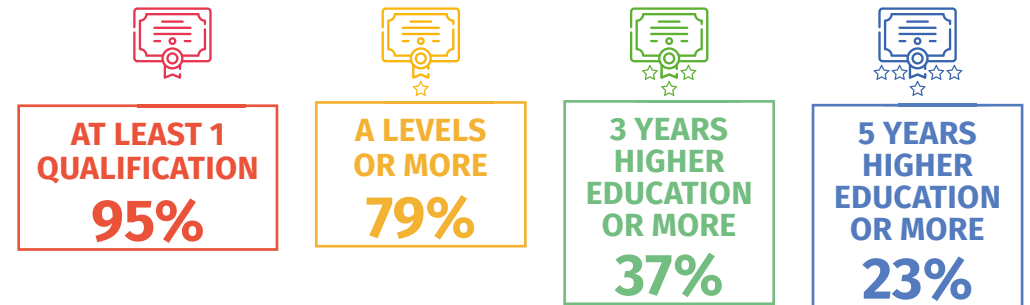


# FRENCH GAMERS

PERCENTAGE OF GAMERS BY SOCIO-PROFESSIONAL CATEGORY



PERCENTAGE OF GAMERS BY EDUCATIONAL QUALIFICATIONS



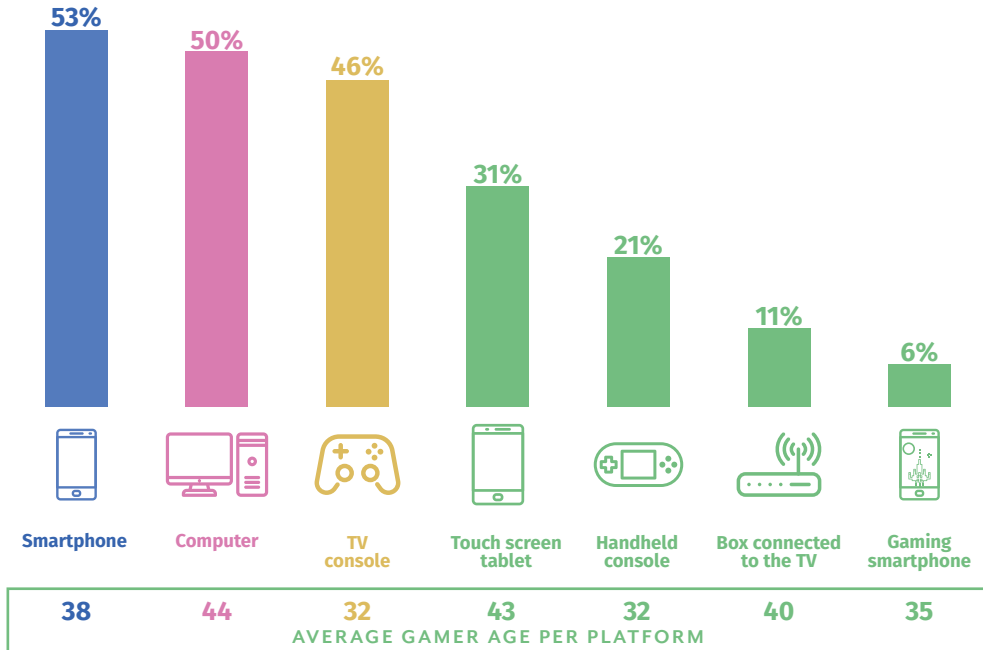
PERCENTAGE OF GAMERS BY REGION



Source: online SELL/Médiamétrie study "French people and video games", from 2nd to 27th September 2019, with a sample of 4,049 web users aged 10 and over.



# DEVICES USED TO PLAY VIDEO GAMES

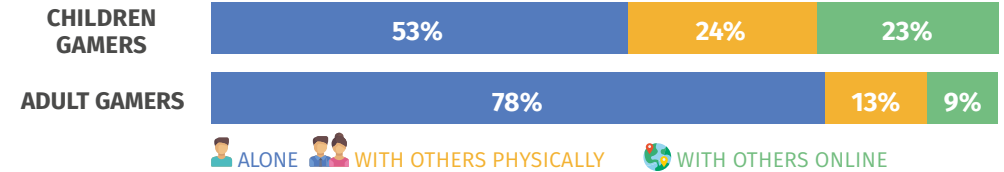


## NUMBER OF DEVICES USED FOR GAMING



# SOCIAL ASPECT OF VIDEO GAMING

## PLAY ALONE OR WITH OTHERS



## MORE THAN A THIRD OF VIDEO GAMERS PLAY ONLINE WITH OTHER PEOPLE

**65%**  
Non-players on line with other players



**35%**  
Players online with other players of which  
60% children  
31% adults



**1 out of 5 gamers**

FEELING OF BELONGING TO A COMMUNITY



**Nearly 1 out of 2 children**

## CHAPTER 3

# A RESPONSIBLE INDUSTRY



## TO HELP PARENTAL CONTROL

To help families establish rules for playing video games, all gaming platforms have a parental control system. This parental control, which is part of all consoles and computers, enables parents to supervise the games their children play.

For several years, console manufacturers (Sony, Microsoft and Nintendo), Mac and Windows operating systems and also Google and most mobile terminals have been offering simple and effective solutions. Just a few minutes are required to configure the parental control and benefit from all its functions. These systems block access to games above a certain age or category in the PEGI rating system. They also control online purchases, limit web browsing, keep track of the time spent gaming and can limit online interaction.

These systems strive to protect young audiences from content and behaviour unsuitable for their age. Nevertheless, it is essential for parents to keep an eye on what video games their children are playing, find out information about the games and take an interest in this hobby, gaming, chatting with their children and more. The website PédagoJeux.fr - 'Video games explained to parents' is a mine of information: understand the gaming world, get information about the most talked about games, understand the PEGI symbols, best practices, etc.

HERE IS A LIST OF DIFFERENT EQUIPMENT AND SOFTWARE THAT HAS AN INTEGRATED PARENTAL CONTROL SYSTEM THAT CAN BE CONFIGURED TO THE PEGI SYSTEM.



### HOME CONSOLES

Microsoft Xbox 360  
Microsoft Xbox One  
Nintendo Wii  
Nintendo Wii U  
Nintendo Switch  
Sony PlayStation 3  
Sony PlayStation 4

### HANDHELD CONSOLES

Nintendo DS  
Nintendo 3DS  
Sony PSP  
Sony PlayStation Vita

### MOBILES

Smart phones using  
Android  
Tablets using Android

### COMPUTERS

Windows operating  
system  
Mac operating system

### WEB BROWSERS

Google Chrome  
Apple Safari /WebKit  
Mozilla Firefox



# PEGI

## PAN EUROPEAN GAME INFORMATION

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

Launched in spring 2003, 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 interactive 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, 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 below) on the back cover indicate the main reasons why a game has a specific age rating.

	VIOLENCE	HARSH LANGUAGE	FRIGHTENING	SEX	DRUGS	GAMBLING	DISCRIMINATION	INTEGRATED PURCHASING
<b>3</b> www.pegi.info								
<b>7</b> www.pegi.info	✓		✓					
<b>12</b> www.pegi.info	✓	✓	✓	✓	✓	✓		
<b>16</b> www.pegi.info	✓	✓		✓	✓	✓		
<b>18</b> www.pegi.info	✓	✓		✓	✓	✓	✓	✓

CREATED IN 2003	PRESENT IN 38 COUNTRIES	NEARLY 30,000 GAMES ENDORSED	FEDERATING 1,800 MEMBER COMPANIES
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**3**  
www.pegi.info

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

**12**  
www.pegi.info

Violence towards fantasy characters or unrealistic violence towards human characters. Moderate foul language, nudity, horror.

**THE LABELS**

**16**  
www.pegi.info

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

**7**  
www.pegi.info

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

**18**  
www.pegi.info

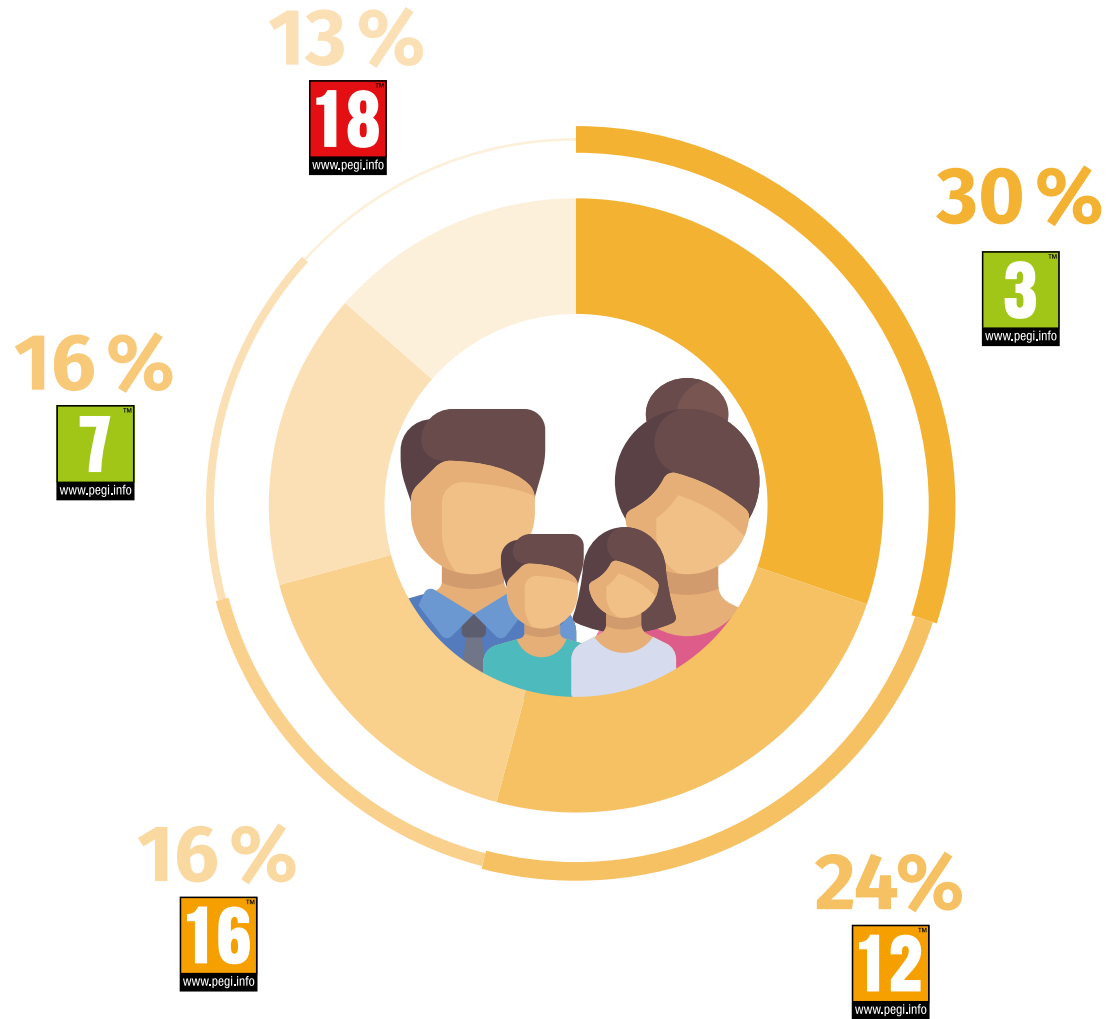
Extreme violence to defenceless or innocent human characters. Idealisation of drug use. Sexual expression or activity.

<b>BAD LANGUAGE</b> This game contains bad language.	<b>DISCRIMINATION</b> This game contains images which may encourage discrimination.	<b>GAMBLING</b> This game encourages and/or teaches gambling.
<b>DRUGS</b> This game refers to the use of drugs (including tobacco and alcohol).	<b>SEX</b> This game shows nudity and/or sexual behaviour or makes sexual references.	<b>INTEGRATED PURCHASING</b> The game allows the player to buy virtual goods with real money.
<b>VIOLENCE</b> This game contains violent scenes.	<b>FRIGHTENING</b> This game may frighten young children.	



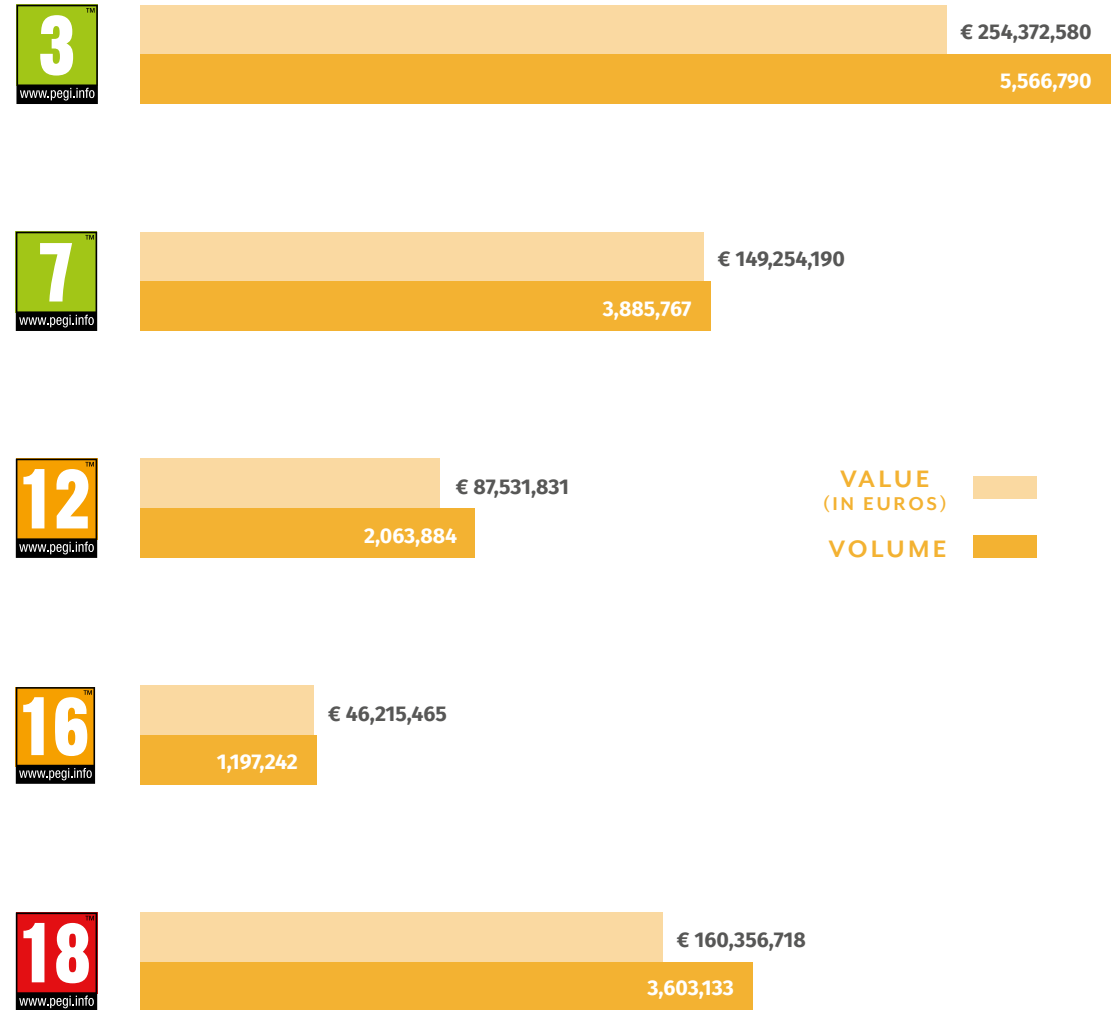
# PEGI ANALYSIS OF THE 2019 OFFER

PHYSICAL MARKET



# PEGI SALES ANALYSIS, MARKET SHARE IN 2019

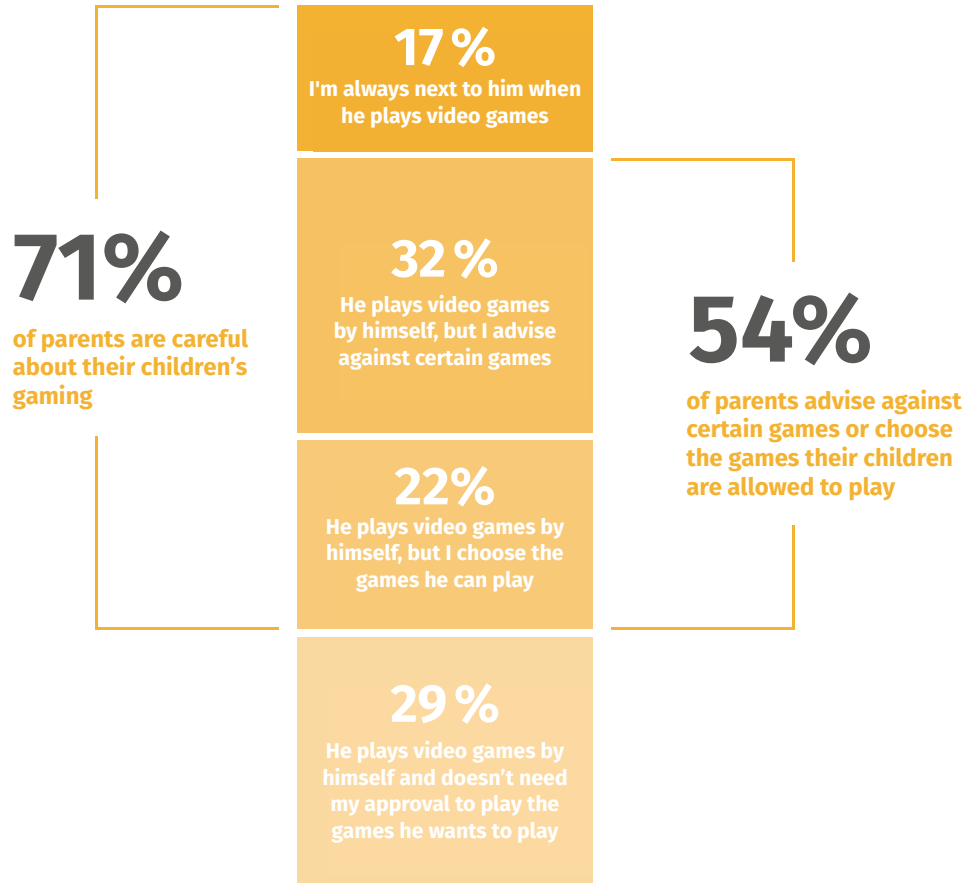
PHYSICAL MARKET



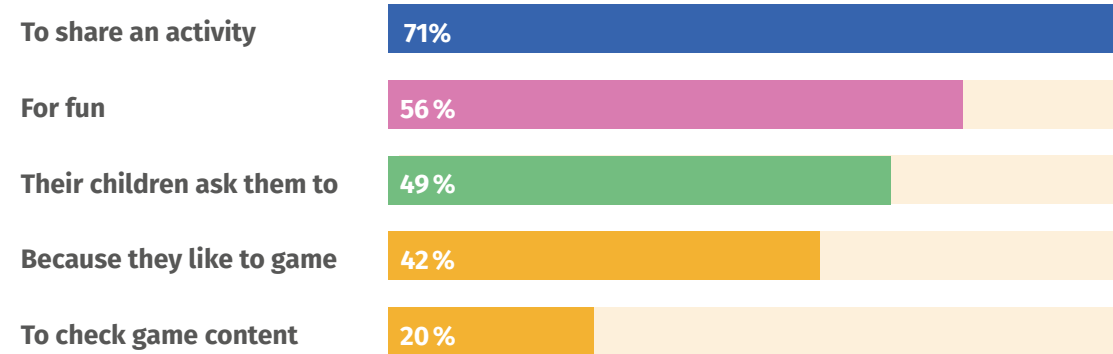


# PARENT BEHAVIOUR TOWARDS VIDEO GAMES

## HOW ATTENTIVE PARENTS ARE TO THEIR CHILDREN'S VIDEO GAMING PRACTICES

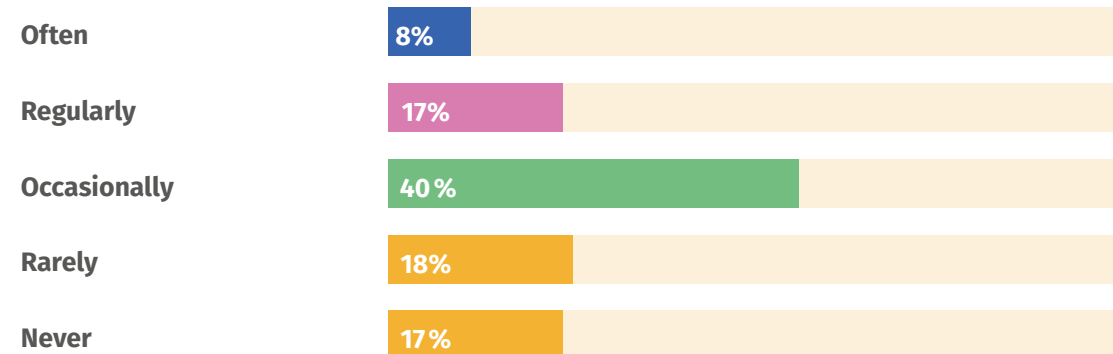


## WHY DO PARENTS GAME WITH THEIR CHILDREN?



**65%** of parents say they play with their children at least occasionally

## HOW OFTEN PARENTS GAME WITH THEIR CHILDREN





# PARENT BEHAVIOUR TOWARDS VIDEO GAMES

KNOWLEDGE AND USE OF PARENTAL CONTROL

**91%**  
say they are aware of it

**32%**

Know about parental control and use it

**9%**

Do not know about parental control

**59%**

Know about parental control but do not use it

KNOW ABOUT THE PEGI SYSTEM



Children

**73%**

YES

NO



Adults

**56%**

YES

NO

# THE ACT OF BUYING AND THE PEGI RATING SYSTEM

ATTITUDE TO THE PEGI\* RATING SYSTEM

PARENTS

PAY ATTENTION TO THE PEGI SYSTEM

**56%**  
yes



**44%**  
no

CHILDREN

PAY ATTENTION TO THE PEGI SYSTEM

**46%**  
yes



**54%**  
no



## CHAPTER 4

# SELL: SYNDICAT DES EDITEURS DE LOGICIELS DE LOISIRS, THE UNION OF VIDEO GAME PUBLISHERS



## THE MISSIONS OF SELL

The Union of Video Game Publishers (SELL) was founded in 1995 by key players on the video game market. To support the growing video game industry and its accessibility, video game professionals (console manufacturers, game publishers, accessory manufacturers, etc.) needed to speak with the same voice. Following the example of the Interactive Software Federation of Europe (ISFE) which defends the interests of the video gaming sector on a European level, SELL immediately became the primary contact for French public institutions, the media and different associations.

In twenty-five years, SELL has taken many decisive actions to ensure video gaming is recognised as one of France's favourite leisure activities. This success is not solely down to the quality of games sold by SELL members. Aware of their responsibilities to gamers and their friends and families, in 2003 SELL members implemented a simple, complete and independent video game rating system: PEGI (Pan European Game Information). SELL expressed the industry's desire to be responsible through the PEGI rating system and through an information resource for parents (PédaGoJeux). In 2015 this commitment to society became concrete with the PEGI system's approval from the French Home Secretary as the rating system for video games in France.

SELL's main objective is to promote video games and gaming with the general public, national and European stakeholders and the authorities. For this, SELL organises two shows every year, the Interactive & Digital Entertainment Festival (IDEF) and Paris Games Week (PGW), federating the main operators in the video game sector.



# THE MISSIONS OF SELL

## 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 its objectives, SELL has invested in several organisations and working groups:

- The inter-ministerial working group comprising the General Directorate for Enterprise (DGE), the CNC, Ubisoft, the National Video Game Union (SNJV) and SELL
- CSA: member of the Child Protection Commission
- CNC: member of the Commission for Diversity in the Cultural Sector
- ISFE: member of the Board of Directors



## INFORM AND PROTECT

Since its beginnings, SELL has been committed to a corporate social responsibility initiative to inform and protect the consumer.

In this way, the organisation operates in many areas to raise the awareness of gamers, parents and families about how to play video games. This investment is represented by concrete actions:

- PEGI: created in 2003 and approved in 2015 by the French government, this European video game system that rates the games according to content and age provides clear and precise information about video games.
- PédaGoJeux: a collective created in 2008 by bringing together people from public bodies, the gaming industry and associations. Its aim is to guide parents and educators through the world of video gaming.
- Support for organisations in the sector who are looking to develop the video game industry with a key focus on responsibility: Women in Games, CapGame, France eSports and also Silver Geek.

## PROMOTE VIDEO GAMES

SELL's mission is to promote video gaming, the industry's innovations and creativity with the general public, national and European stakeholders and also the media. It achieves this through regular communication and most importantly via two essential annual events:

- IDEF: created in June 2006, this trade show brings together manufacturers, publishers, accessory manufacturers and buyers to generate business.
- Paris Games Week: created in October 2010, this general public exhibition promotes the entire gaming ecosystem every year to share the sector's new products with gamers. The 2019 brought together 317,000 visitors and 194 exhibitors.



## STRUCTURE MARKET INFORMATION

SELL works with partners to provide the whole ecosystem with reliable studies on the video game market, gamer profiles and also their habits when it comes to buying and use. Several panels are used to provide this analysis:

- GSD panel: Game Sales Data (distributors and digital) – ISFE/B2Boost
- GameTrack panel (consumers) – ISFE/IPSOS
- App Annie panel (mobiles) – ISFE
- Occasional studies: French people and video games – SELL/ Médiamétrie



# PROMOTING THE INDUSTRY'S INNOVATIONS, GAMERS AND RESPONSIBILITY

SELL has developed key devices to shed light on essential issues for the sector. Embracing an informative, educational and promotional approach to the video game industry, throughout the year SELL gives a voice to gamers, talented people and experts through documentaries and video series.

## TERRAINS DE JEUX



This video documentary will be accompanied by a special issue of Essential Video Games exploring fifty years of technological innovations. What are the major phases that represented this industry's development? Which technologies from video games have spread to other sectors? What are the current video game trends that are shaping our future? A panel of video game industry experts attempts to answer all these questions.

## PLAYER PROFILE



Through this new web series, SELL interviews men and women gamers and particularly focuses on their many different passions. Fashion, running, painting, cinema... These hobbies may initially seem unconnected, but they are all linked. Creativity, competition, sharing... these talents are communicable and complement each other perfectly.

## PLAY AS YOU ARE 2



This 9-minute video shows how video gaming is an inclusive activity for people with disabilities. Professionals, charity workers and people with disabilities discuss initiatives that have made gaming accessible to all and helped change society's views of disability. Video gaming is a fantastic tool for breaking down barriers and getting everyone to play together.

## ART AND VIDEO GAMES



Through this documentary series of five episodes, SELL spotlights the relationship between classical art and video gaming. The process of creating a video game involves many artists and artistic references, drawing inspiration from the arts to create original works of great scope and diversity. From architecture to music, visual arts to literature and all other sources of inspiration, Art & video games invites gamers to learn more about the close links that bind them together.

# YOU CAN FIND ALL THIS CONTENT AND MUCH MORE ON THE SELL.FR WEBSITE OR ON OUR YOUTUBE CHANNEL YOUTUBE.COM/SELLTV.

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