

NOVEMBER 2021

# ESSENTIAL

## VIDEO GAME NEWS



# FRENCH PEOPLE AND VIDEO GAMES



UNION  
OF VIDEO  
GAME  
PUBLISHERS

NOVEMBER 2021

# ESSENTIAL

## VIDEO GAME NEWS

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# FOREWORD FROM THE GENERAL DELEGATE



Wear all, 2021 has really been a great year of confirmation for video games. We have never played so much in France. We have never played so much in France. What a better way of assessing the popularity of video games in

our country than via our very own *Essential Video Game News*! 73% of French people play at least occasionally! This is a two-point increase over 2020. Video games have established themselves as French people's preferred digital pastime for the foreseeable future.

The trends we saw developing in 2020, which we thought were the result of the unique pandemic situation, are in fact underlying trends that have become increasingly amplified over the course of 2021!

2020 was not a parenthesis, but rather a watershed moment that heralded the start of a new era in playing video games.

So, one preconceived notion this *Essential Video Game News* puts to rest: the new players who arrived with the lockdown did not leave us the minute it was over. In fact, quite the opposite. 2021 showed that video games have successfully generated "loyalty" in an increasing number of players. While more and more French people play video games occasionally, there is also a clear progression in their level of commitment and involvement. In 2021, 58% of French people played regularly (at least once a week), which is 7 points more than in 2020. In other words, there are more French players and they are more active.

Players consider video games to be the ideal medium for entertainment, meeting up with friends and playing as a family, just as they did in 2021.

We highlighted the social dimension of video games in 2020, demonstrating the degree to which they are an antidote to the stress and isolation caused by the pandemic. And this is reason enough for video games to be recognised as "essential goods". In 2021, 61% of video game players spontaneously told us that video games help connect people socially, which is 9 points more than last year!

## FOREWORD FROM THE GENERAL DELEGATE

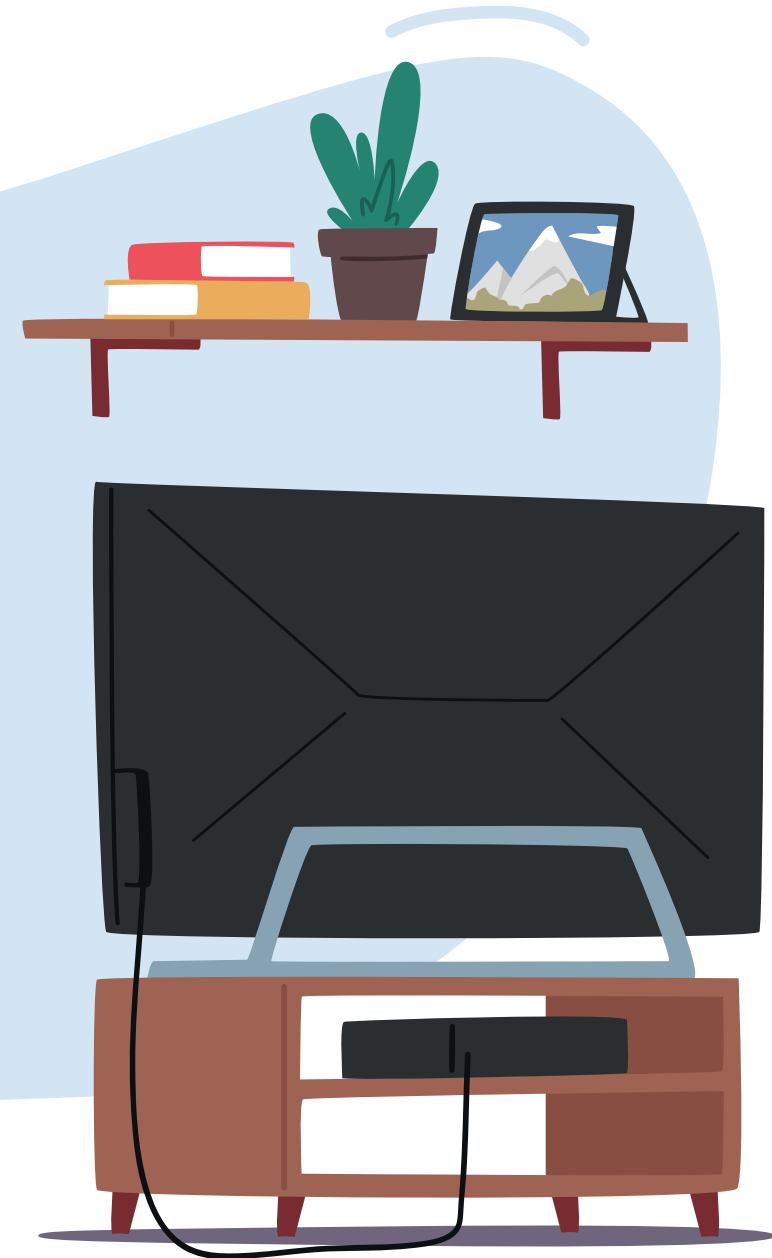
We have also highlighted the role of video games within the family, parents' growing interest and the major comeback of the console in the living room. This trend, which was observed last year, is expected to continue in 2021. 77% of parents play with their children, mostly to "share an activity with them" and because "it's fun". This is an increase of 11 points in one year.

This trust on the part of the youngest video game players and their parents can be attributed in large part to the safe and healthy environment that we have successfully created through the development of video games. Of course, more work is still needed to protect the youngest players and we need to make sure that we continue to progress in this area, but the "responsible video game" is now largely a reality, and this is backed up by what parents and children tell us.

SELL's work over the years, in conjunction with the work of developers and publishers, is now paying off. Take a look at the progress made in just two years on the critical question of parental control! In 2019, 32% of parents were aware of these systems and used them, in 2020, it was 37% and in 2021, 48% of parents use them! +50% in two years, thanks to the massive information campaigns we have relentlessly carried out over the last few years and the arrival of "new parents" who already have experience in video game and digital culture. At a point in time when Europe, like the French authorities, is increasing its demands for the protection of its youngest citizens in the digital world, the video games sector can demonstrate that it has been active in this area - along with its many communities - for a long time.

Attracting an ever-growing player audience raises new expectations and demands in terms of the protection of minors, diversity in all its forms and environmental stewardship. SELL, along with developers and publishers, is already actively involved in a continuous dialogue with the authorities. The tremendous dynamic experienced in 2021, the presence of video games in almost all French families, the continuous expansion of its audiences, and its social dimension make it more important than ever for us to take positive action to promote responsible video games that reflect the challenges of the times.

# PROFILES OF FRENCH PLAYERS



**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 6th to 27th September 2021 with a sample of 4,016 people aged 10 and over, representing web users living in France.

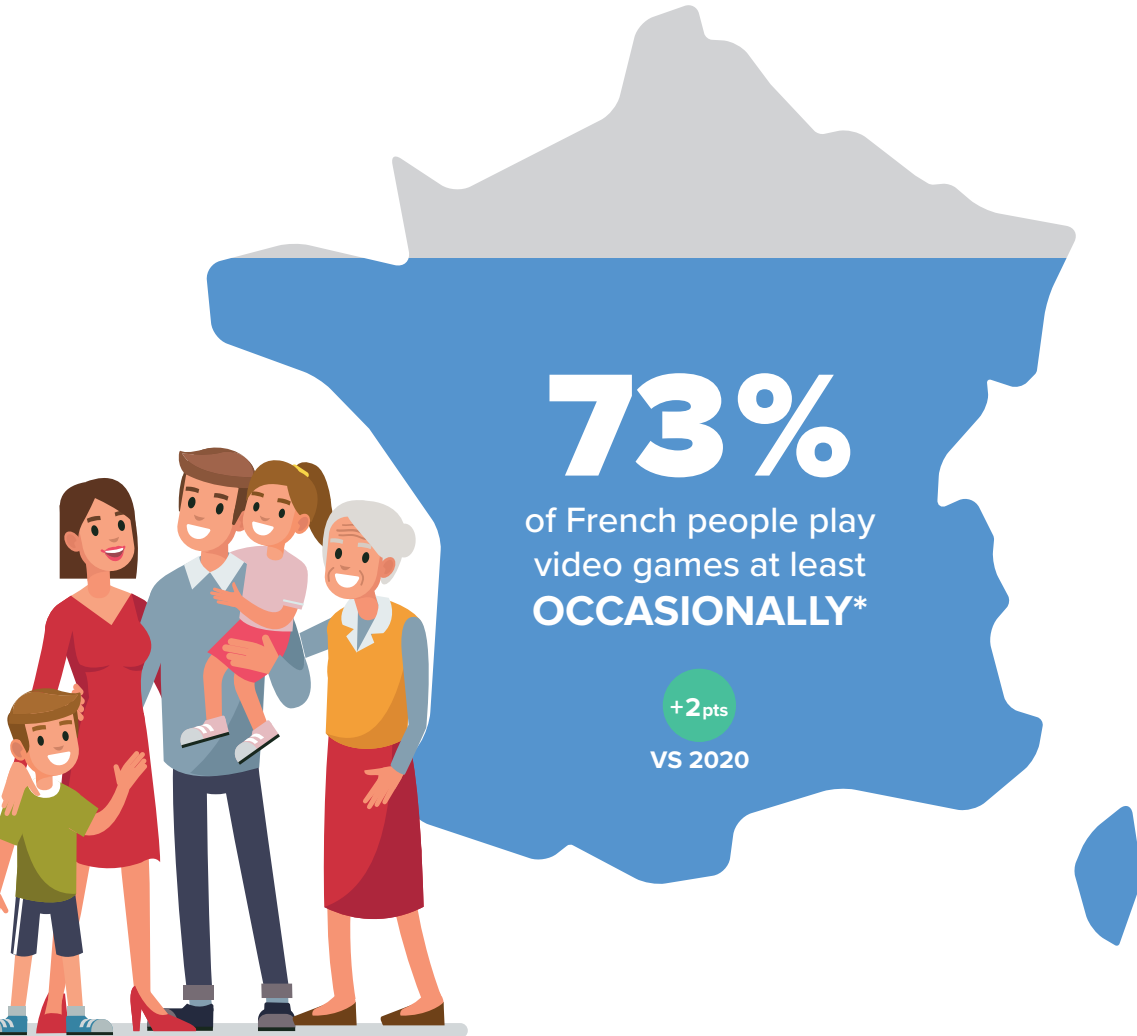
All rights reserved © 2021 Médiamétrie - [www.mediametrie.fr](http://www.mediametrie.fr)



Médiamétrie

# VIDEO GAMES IN FRANCE

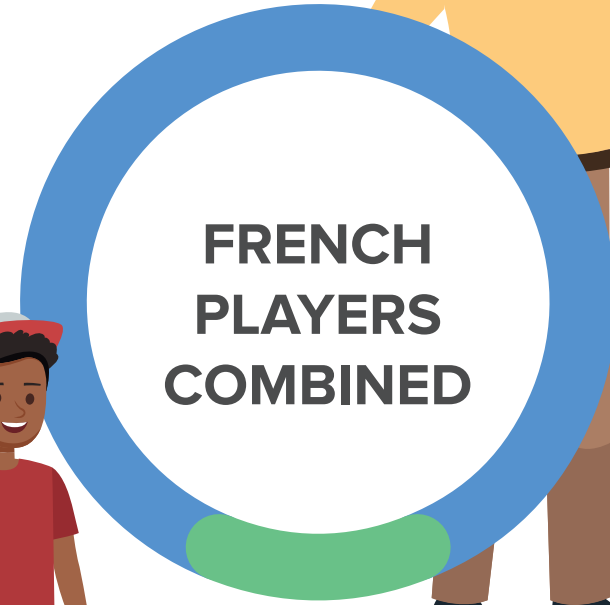
**38.29 MILLION PLAYERS**



# VIDEO GAMES IN FRANCE

**88%**

Adults (18 and over)  
33.51 MILLION PEOPLE



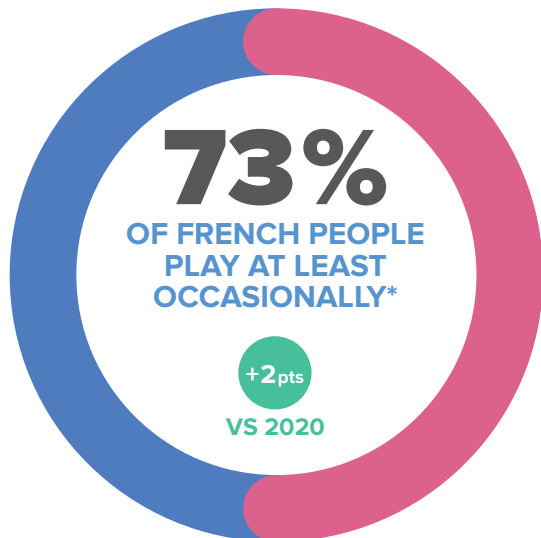
**12%**

Children (aged 10-17)  
4.78 MILLION PEOPLE

# PROFILES OF FRENCH PLAYERS



**50%**

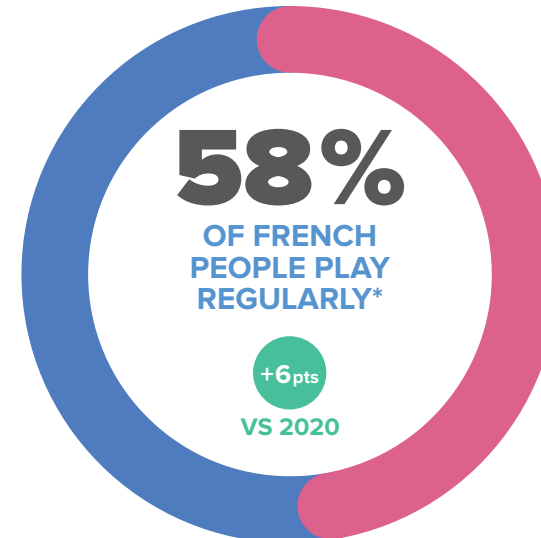


**50%**

# PROFILE OF A REGULAR FRENCH PLAYER



**53%**



**47%**

Men **41**      **39**      Women **38**  
AVERAGE AGE OF PLAYERS

Men **39**      **38**      Women **37**  
AVERAGE AGE OF REGULAR PLAYERS\*

**98%**  
OF CHILDREN  
PLAY VIDEO GAMES

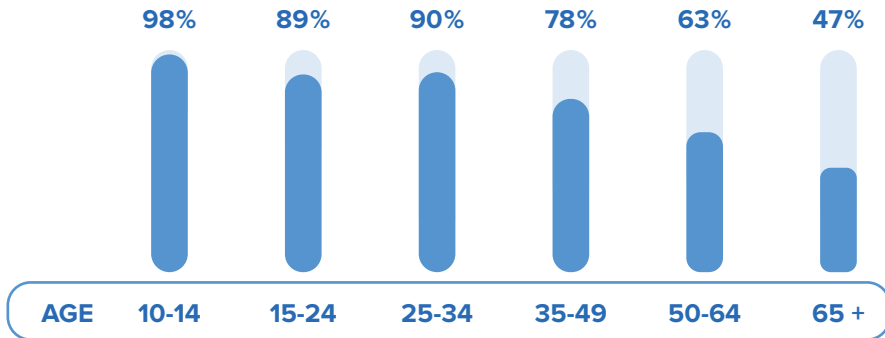
**71%**  
OF ADULTS  
PLAY VIDEO GAMES

**2 OUT OF 3 CHILDREN**  
PLAY EVERY DAY OR  
NEARLY EVERY DAY  
**67%** +15pts VS 2020

**1 OUT OF 3 ADULTS**  
PLAYS EVERY DAY OR  
NEARLY EVERY DAY  
**37%**

# FRENCH PLAYERS

PERCENTAGE OF PLAYERS BY AGE GROUP



# FRENCH PLAYERS

BREAKDOWN OF PLAYERS BY SOCIO-PROFESSIONAL CATEGORY



BREAKDOWN OF PLAYERS BY EDUCATION



**22%**

play several times a day

+2pts

VS 2020

**33%**

play every day or nearly every day

+1pt

VS 2020

**13%**

play less often

**9%**

play from time to time (1 to 3 times a month)

**24%**

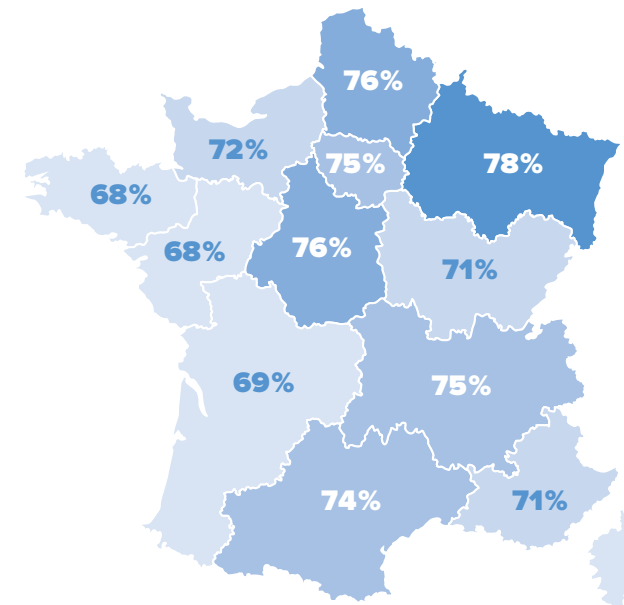
play regularly (1 to 2 times a week)

+3pts

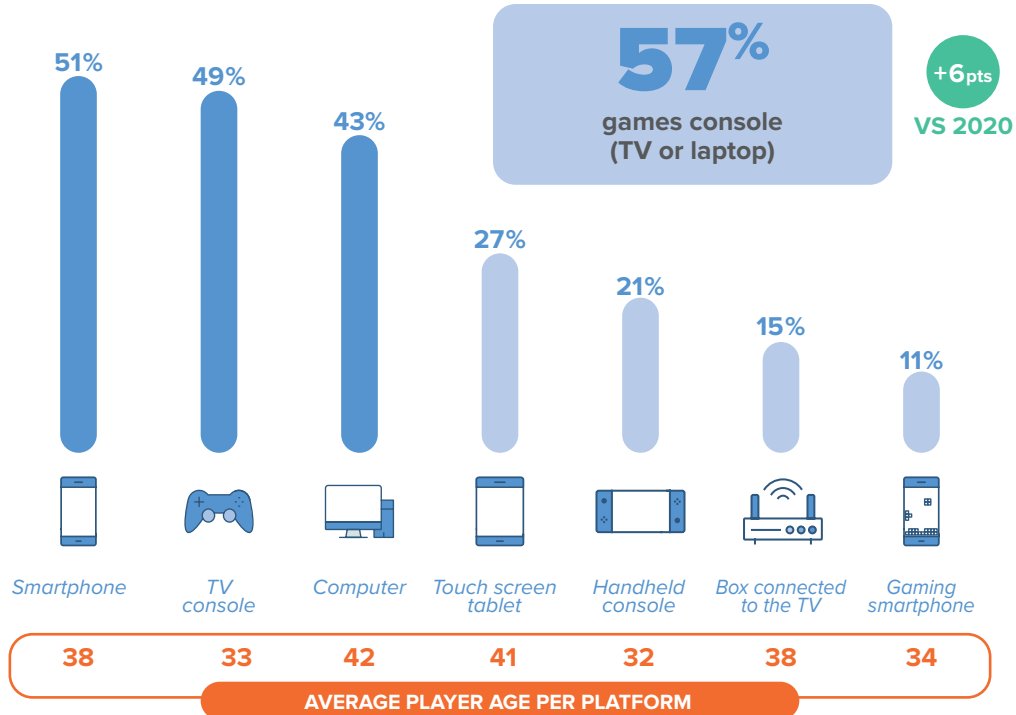
VS 2020

## GAMEPLAY FREQUENCY

RATE OF PLAYERS IN EACH REGION

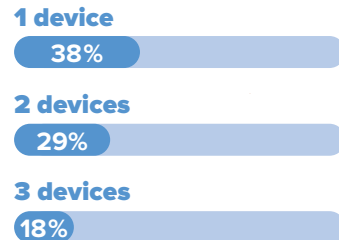


# DEVICES USED TO PLAY VIDEO GAMES

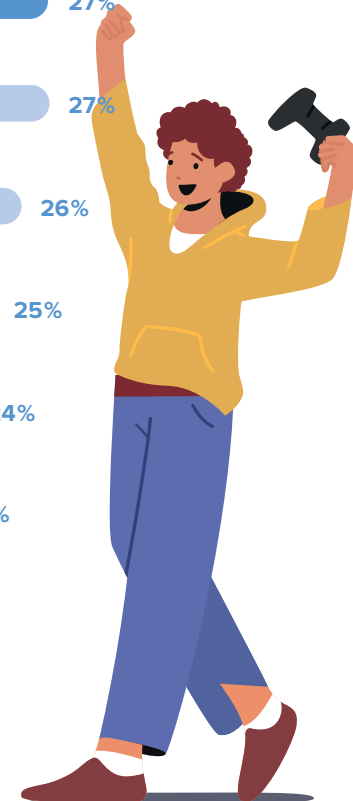
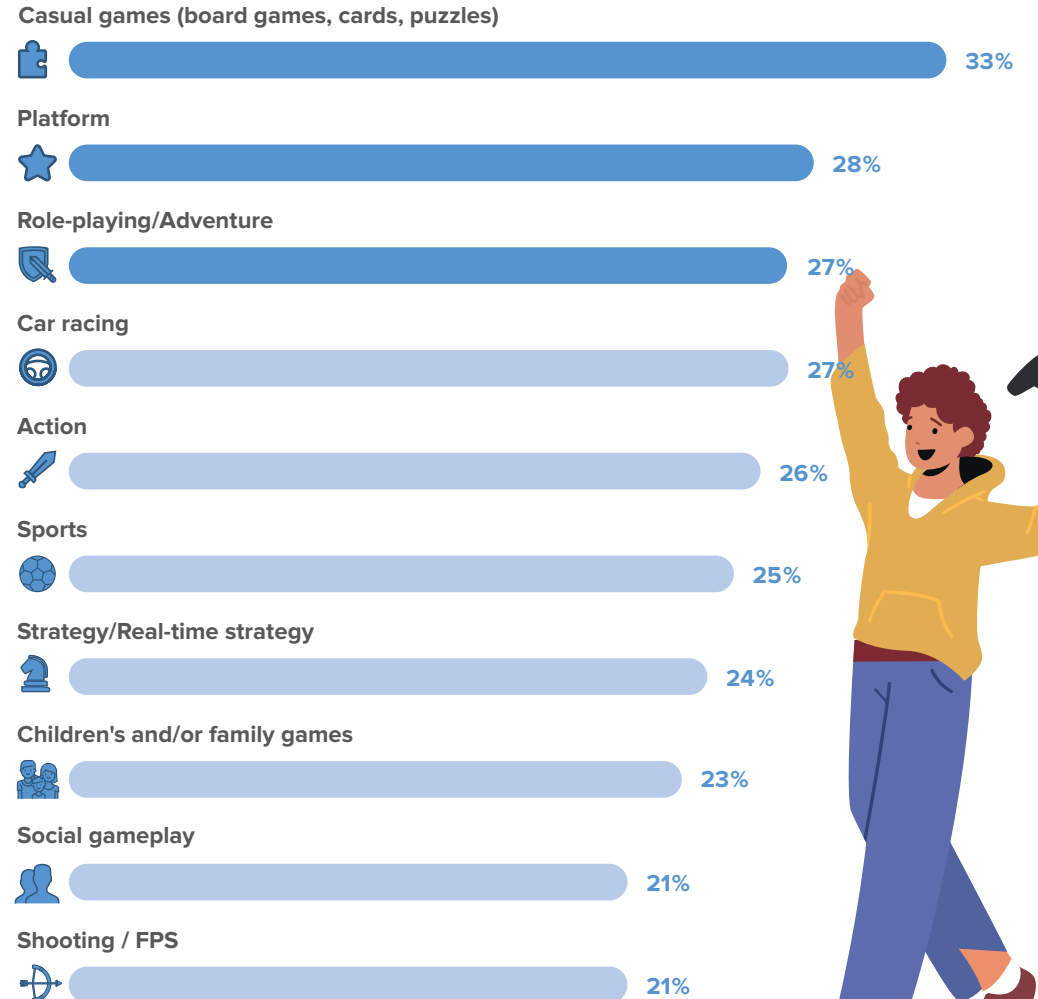


## NUMBER OF DEVICES USED FOR PLAYING VIDEO GAMES

**2.2**  
average



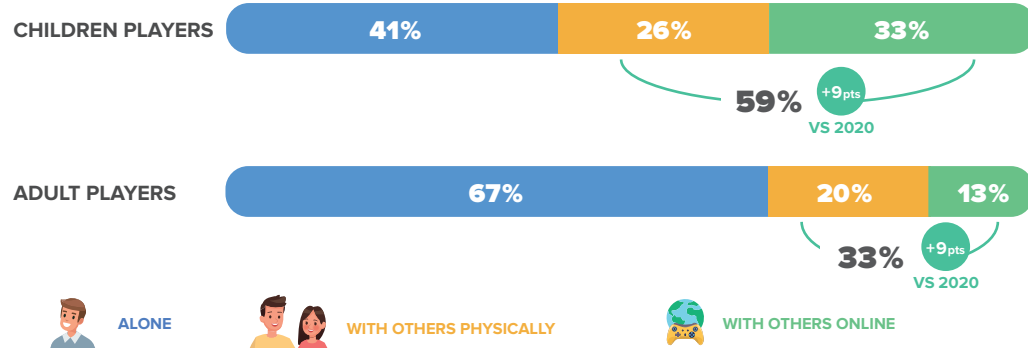
# TOP 10 TYPES OF VIDEO GAMES IN FRANCE IN 2021





# SOCIAL ASPECT OF VIDEO GAMES

PLAYING ALONE OR WITH OTHERS



MORE THAN A THIRD OF VIDEO GAME PLAYERS PLAY ONLINE WITH OTHER PEOPLE

43% of players play online games

+6pts VS 2020

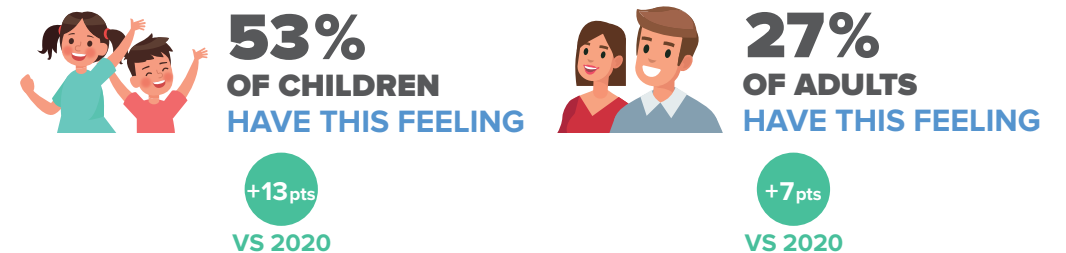


57% of players do not play online games

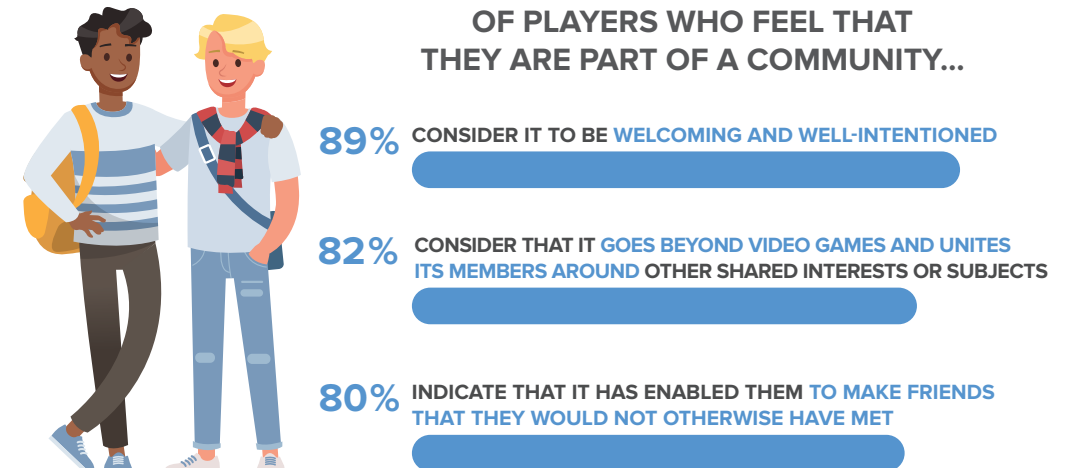


33% say that video games have helped them to make friends

# SOCIAL ASPECT OF VIDEO GAMES



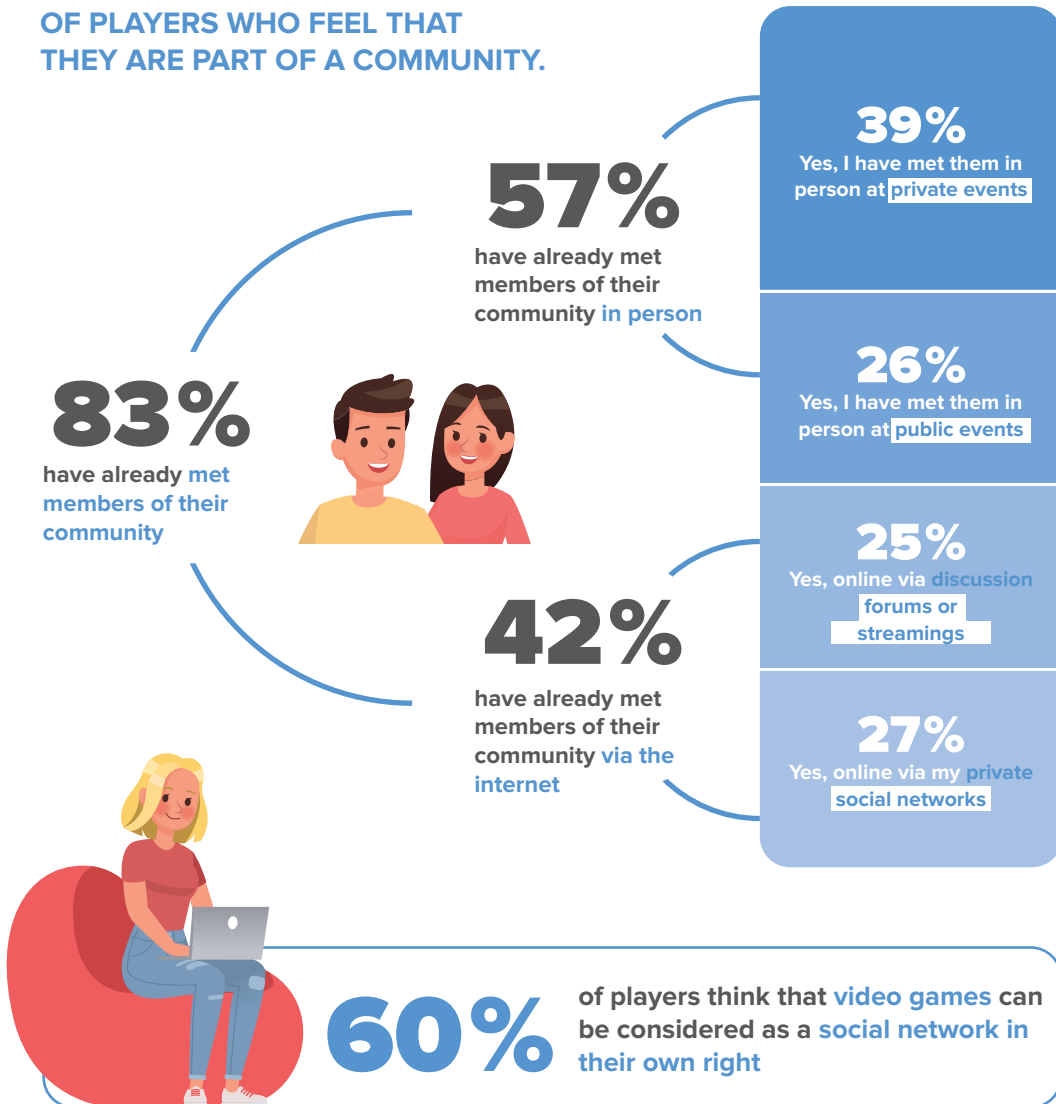
OF PLAYERS WHO FEEL THAT THEY ARE PART OF A COMMUNITY...



# SOCIAL ASPECT OF VIDEO GAMES

CONTACT WITH MEMBERS OF A COMMUNITY

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



# DATA AND PURCHASING BEHAVIOUR

PREFERRED PLACE TO BUY VIDEO GAMES



PREFERRED FORMAT OF VIDEO GAMES PURCHASED

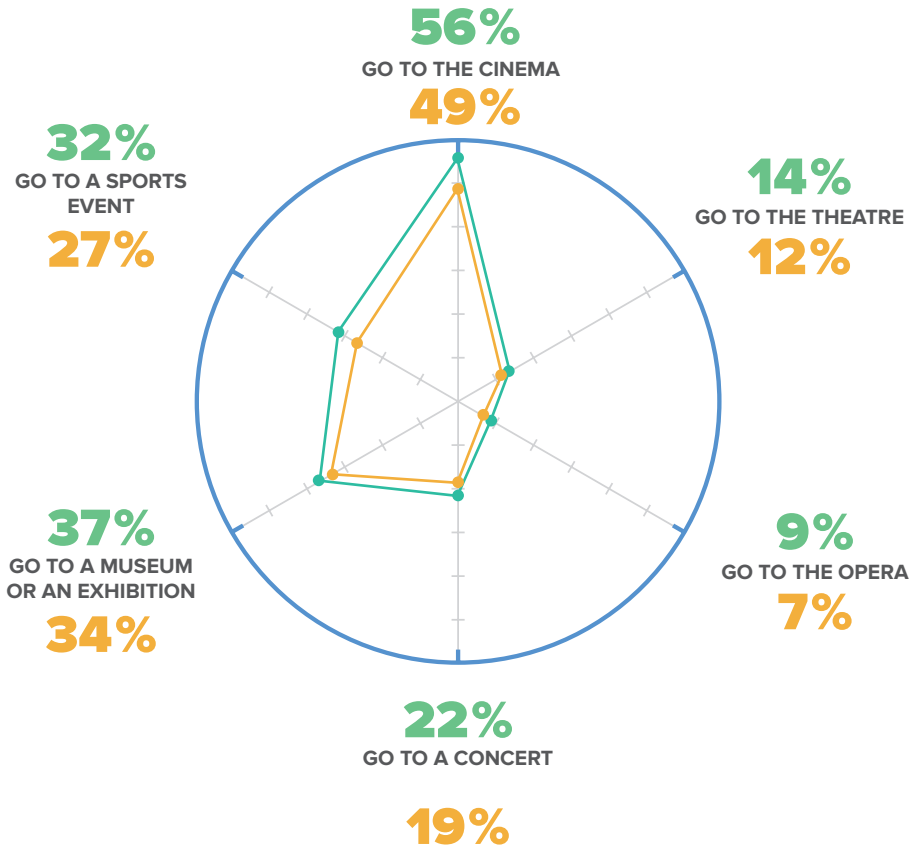


# CULTURAL HABITS OF PLAYERS

CULTURAL ACTIVITIES OVER THE LAST 6 MONTHS

VIDEO GAME PLAYERS

ALL WEB USERS AGED 10 AND OVER



PLAY SPORT OR EXERCISE REGULARLY

64% OUI

36% NON

60% OUI

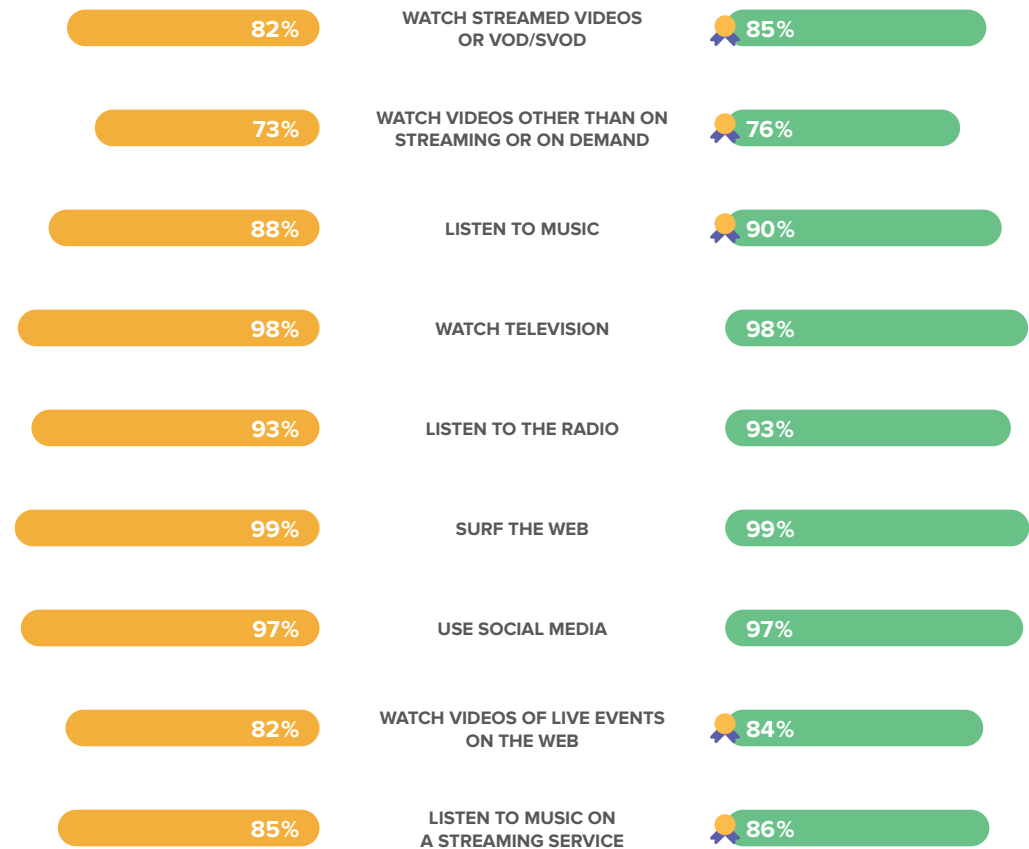
40% NON

# MULTIMEDIA HABITS OF PLAYERS

ALL INTERNET USERS

CULTURAL ACTIVITIES OVER THE LAST 7 DAYS

VIDEO GAME PLAYERS

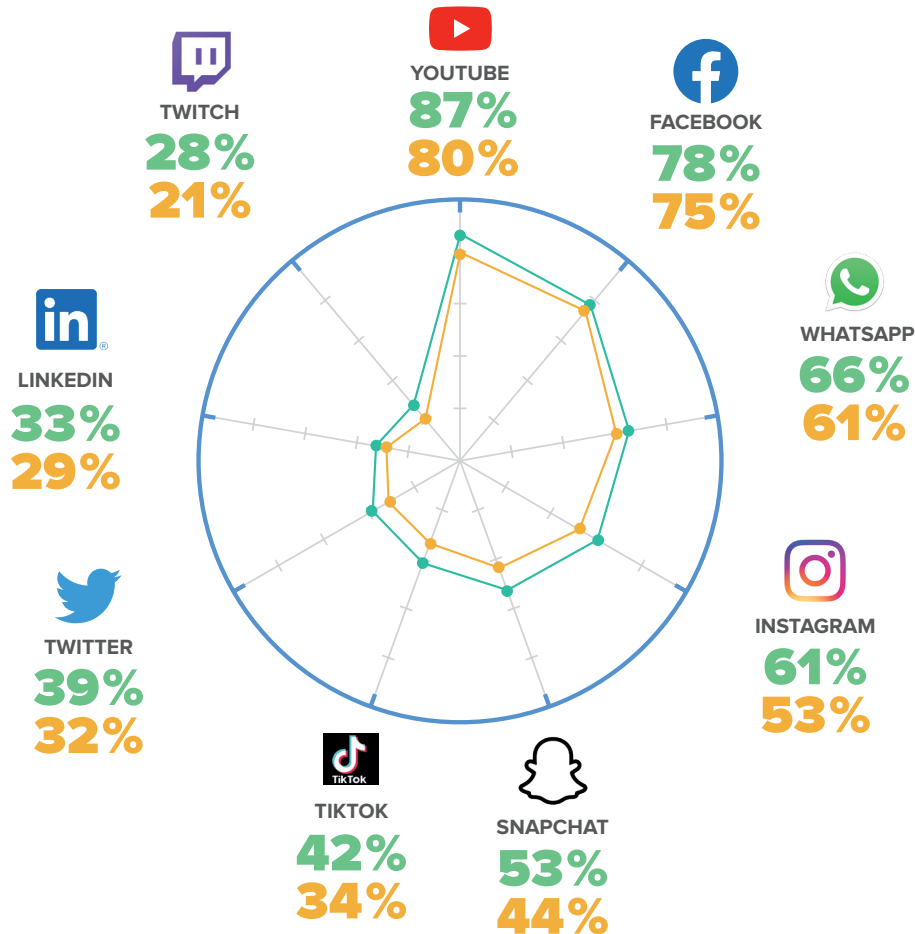


# PLAYERS AND SOCIAL MEDIA

## USE OF SOCIAL MEDIA

VIDEO GAME PLAYERS

ALL WEB USERS AGED 10 AND OVER



# FRENCH PEOPLE AND VIDEO GAMES



**61%** <sup>+9pts</sup>  
VS 2020

of players consider that video games help people connect socially.



**82%**  
OF FRENCH PEOPLE CONSIDER VIDEO GAMES AN INNOVATIVE SECTOR

**61%**  
OF FRENCH PEOPLE THINK THAT MVIDEO GAMES HELP DEVELOP SKILLS

**78%**  
OF FRENCH PEOPLE THINK THAT VIDEO GAMES ARE CREATED BY ARTISTS

**74%**  
OF FRENCH PEOPLE CONSIDER PLAYING VIDEO GAMES A LEISURE ACTIVITY FOR THE WHOLE FAMILY

**62%**  
OF FRENCH PEOPLE CONSIDER VIDEO GAMES TO BE A POSITIVE ACTIVITY

# GENERATION Z (15-24 ANS) AND VIDEO GAMES

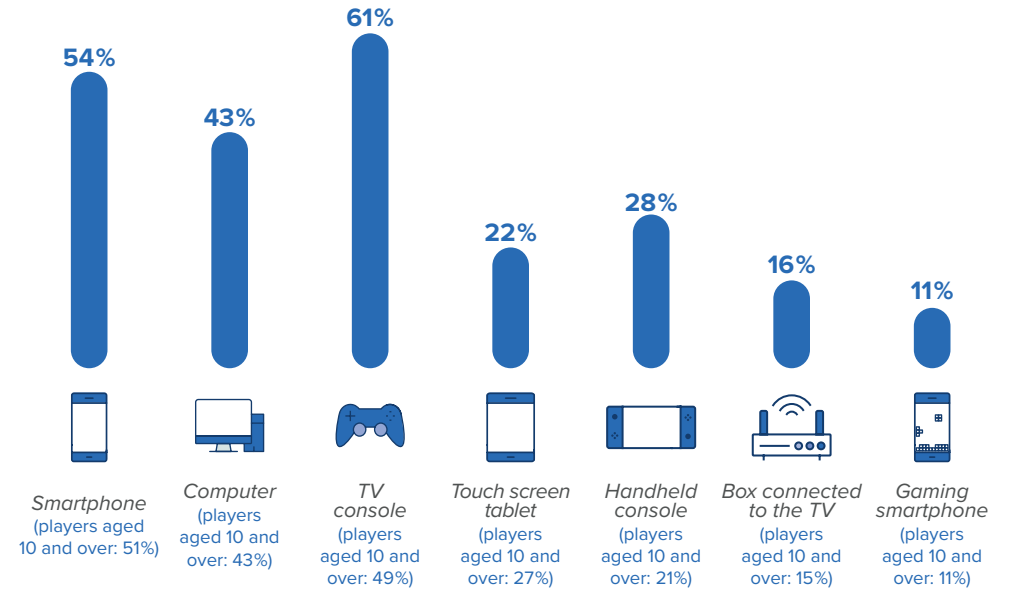
**6.64 MILLION PLAYERS**



**17%**  
of video game players are aged 15-24

**20**  
AVERAGE AGE

## DEVICES USED TO PLAY VIDEO GAMES

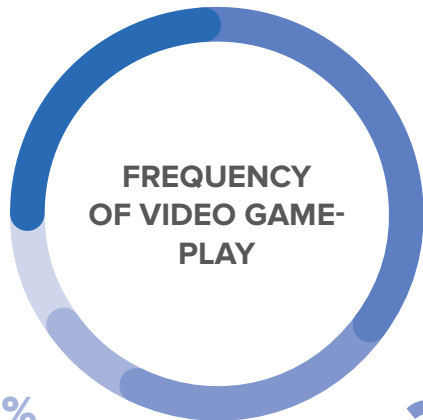


**24%**  
play several times a day (players aged 10 and over: 22%)

**10%**  
play less often (players aged 10 and over: 13%)

**8%**

play from time to time (1 to 3 times a month) (players aged 10 and over: 9%)

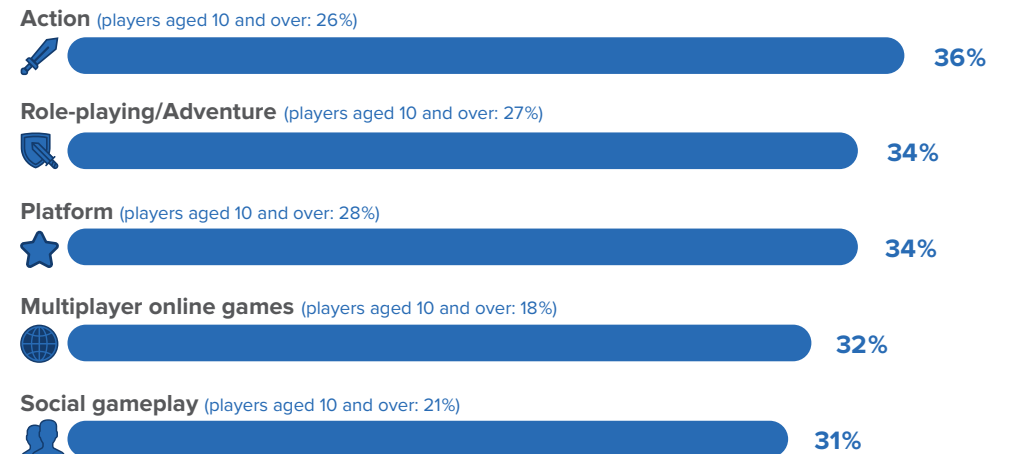


**36%**  
play every day or nearly every day (players aged 10 and over: 33%)

**22%**

play regularly (once or twice a week) (players aged 10 and over: 24%)

## FAVOURITE VIDEO GAME GENRES



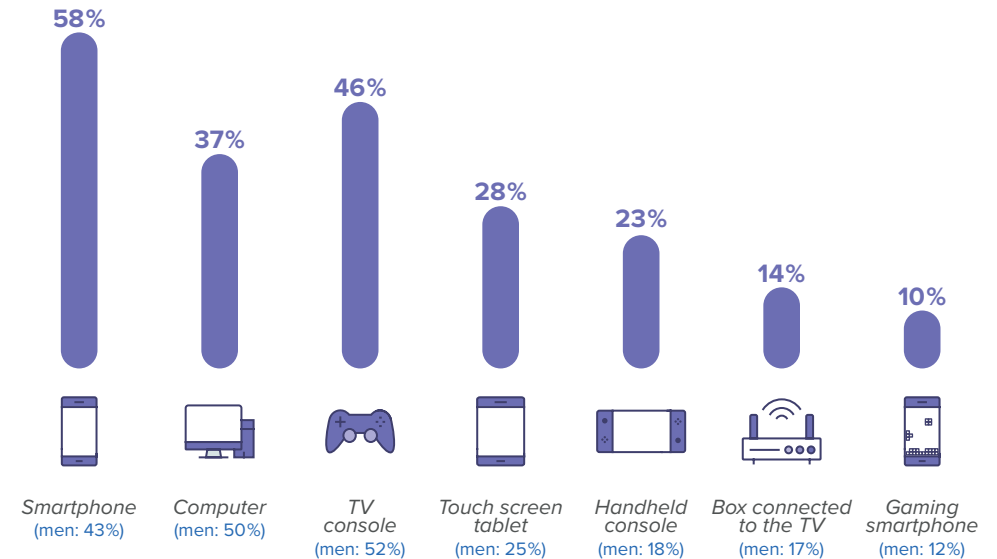
# WOMEN AND VIDEO GAMES

**19.1 MILLION FEMALE PLAYERS**



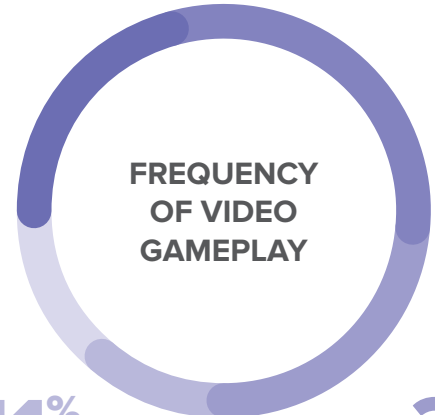
**38**  
AVERAGE AGE

# DEVICES USED TO PLAY VIDEO GAMES



**21%**  
play several times a day  
(men: 23%)

**14%**  
play less often  
(men: 11%)

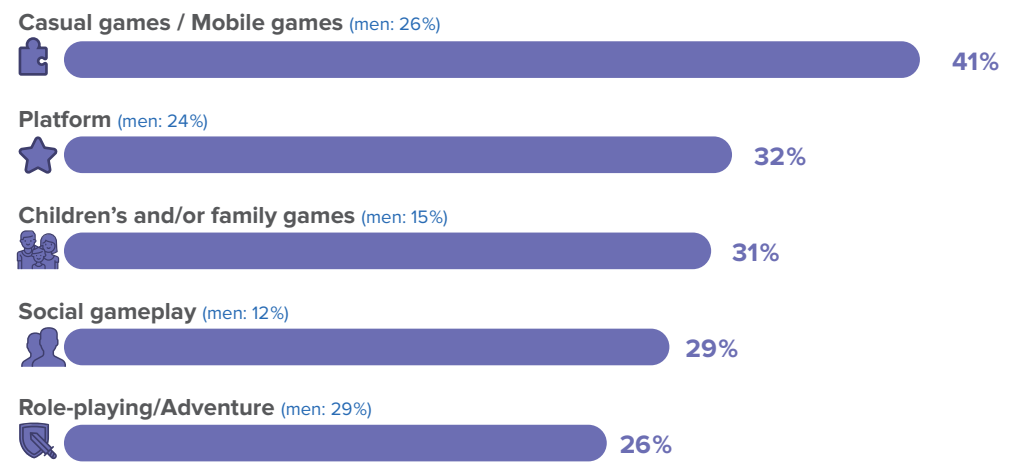


**11%**  
play from time to time  
(1 to 3 times a month)  
(men: 7%)

**31%**  
play every day or nearly every day  
(men: 35%)

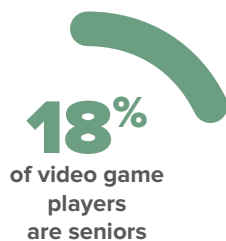
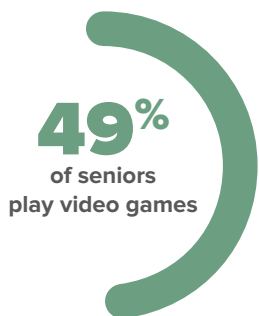
**24%**  
play regularly  
(1 to 2 times a week)  
(men: 25%)

# FAVOURITE VIDEO GAME GENRES

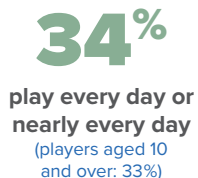
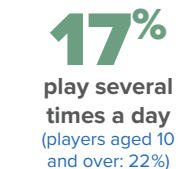


# SENIORS (60+ YEARS) AND VIDEO GAMES

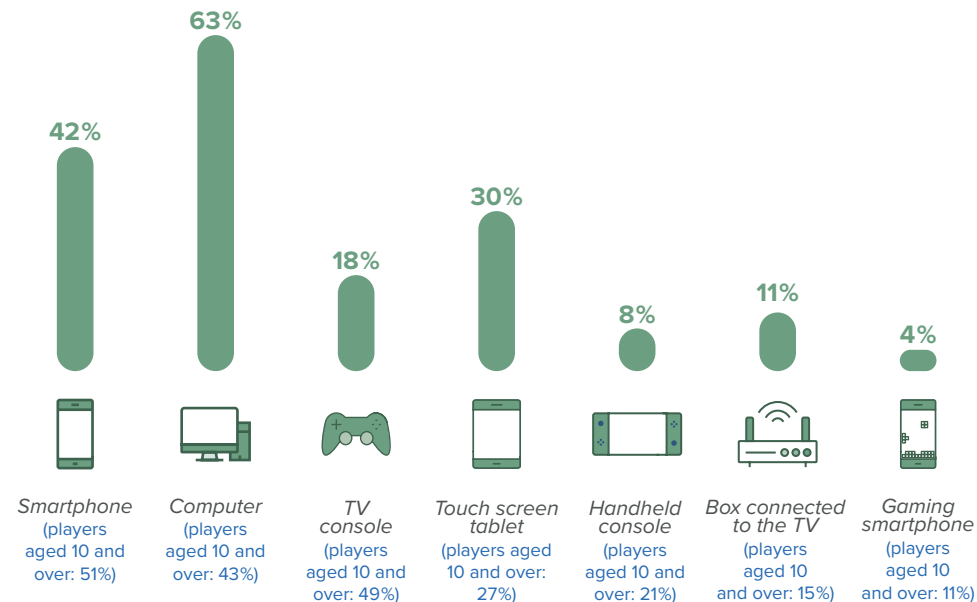
**6.94 MILLION PLAYERS**



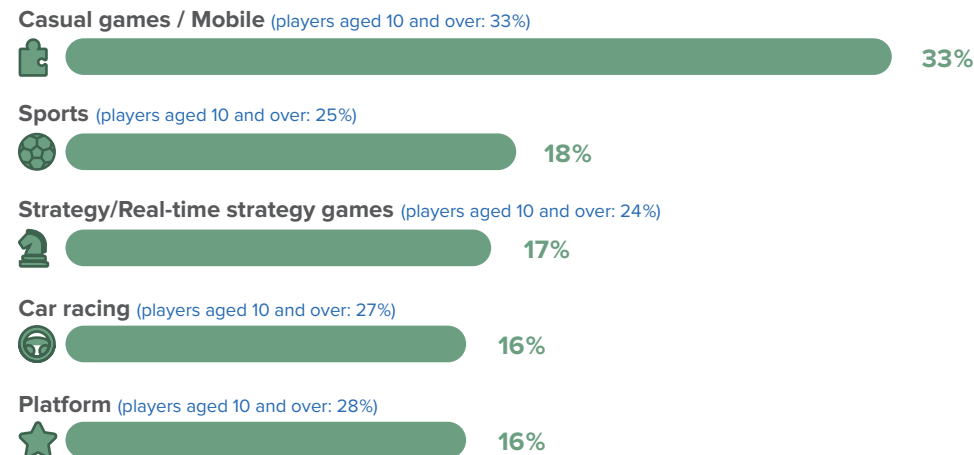
**68**  
AVERAGE AGE



# DEVICES USED TO PLAY VIDEO GAMES



# FAVOURITE VIDEO GAME GENRES



CHAPTER 2

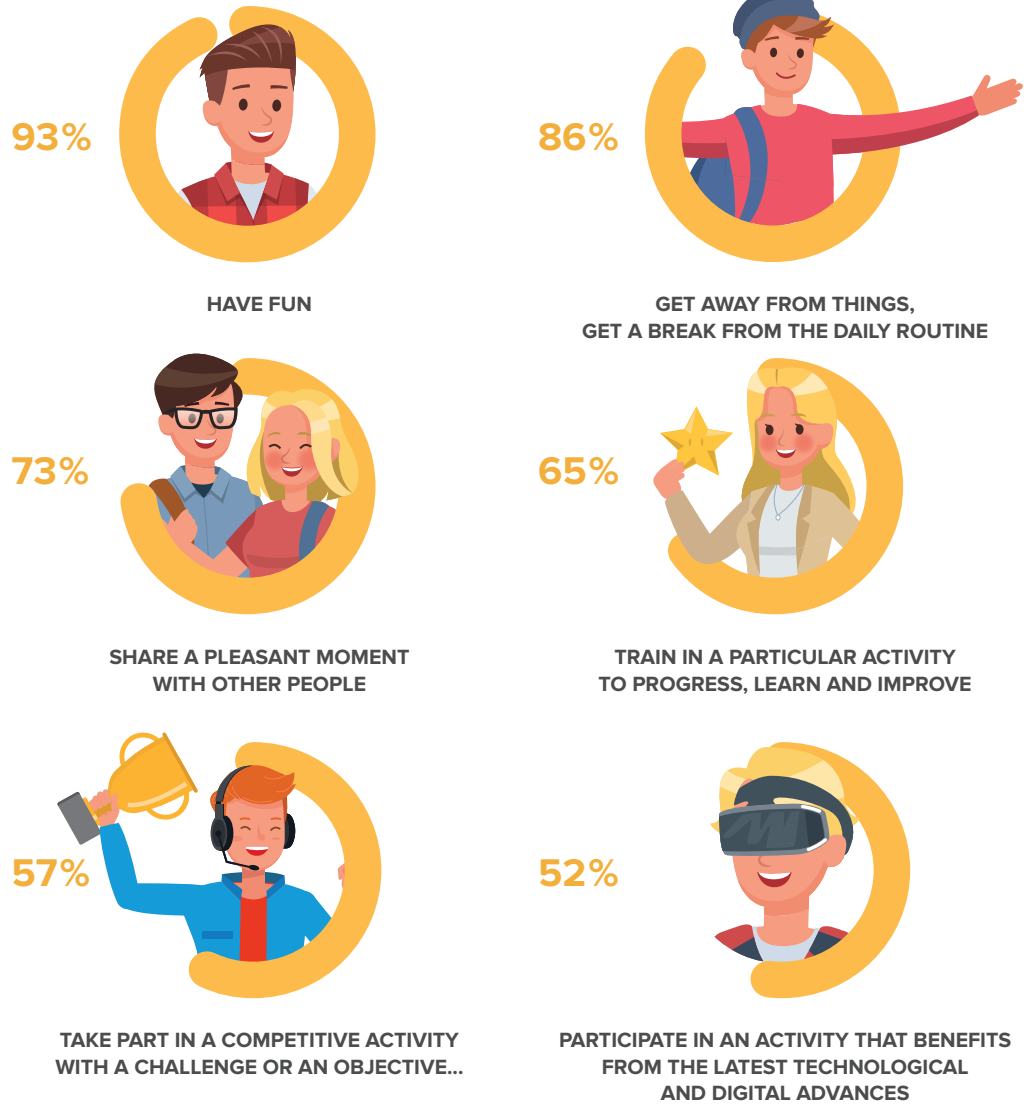
# VIDEO GAMES AND YOU



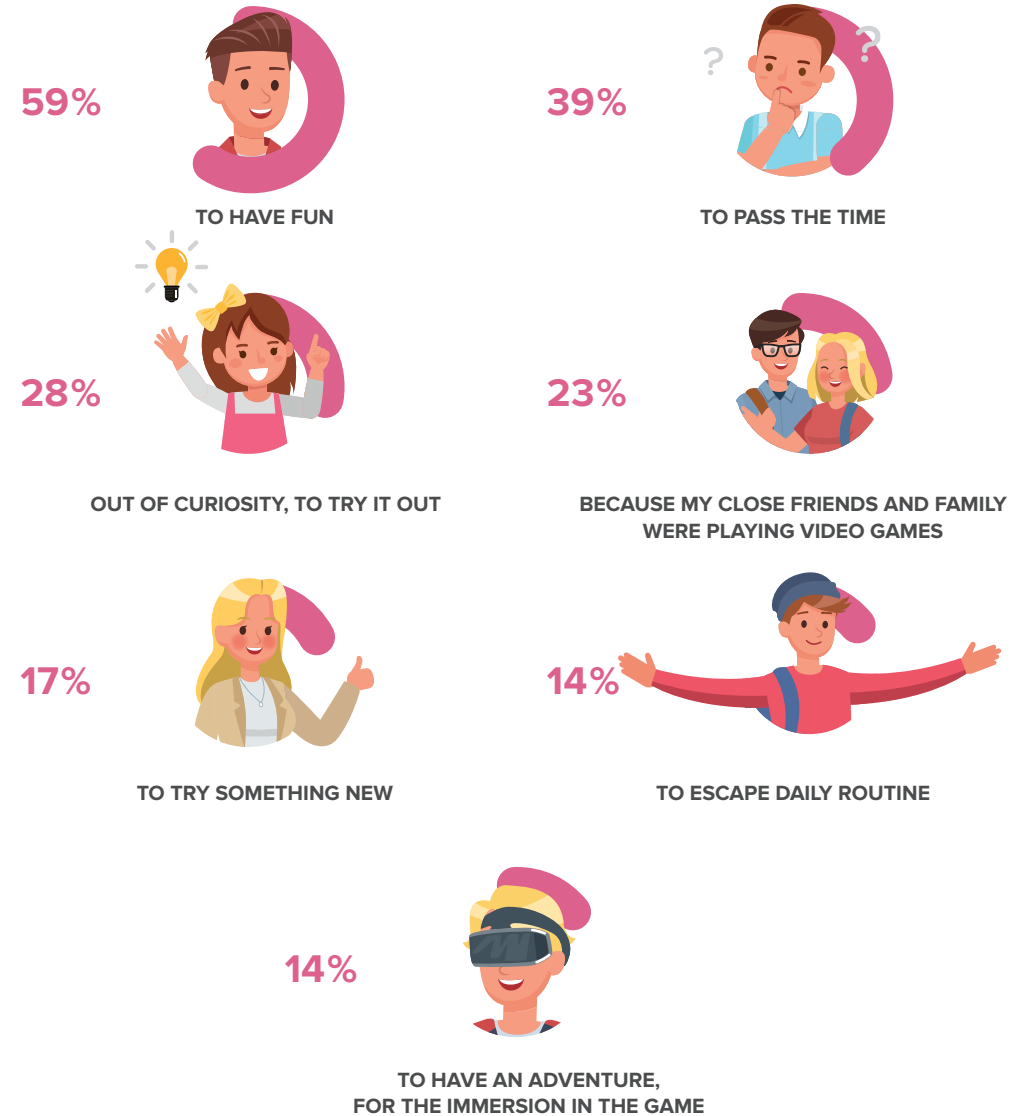


# REASONS FOR PLAYING VIDEO GAMES

PLAYING VIDEO GAMES ENABLES YOU TO...

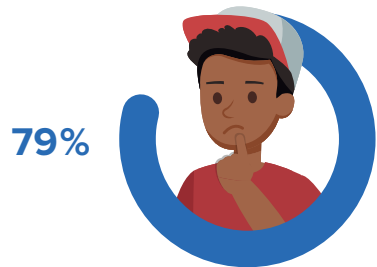


# THE REASONS WHY PLAYERS STARTED TO PLAY

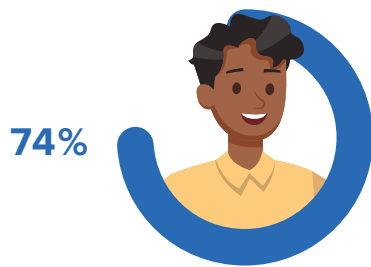


# BENEFITS OF VIDEO GAMES IN YOUR LIFE

IMPACT OF VIDEO GAMES ON THE PLAYER'S LIFE



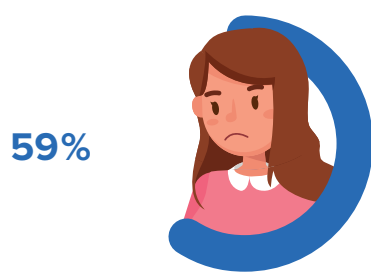
REDUCES BOREDOM THAT YOU CAN SOMETIMES EXPERIENCE



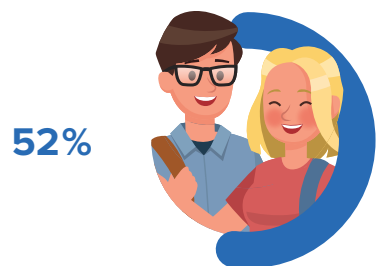
BRINGS YOU PLEASURE, MAKES YOU HAPPIER



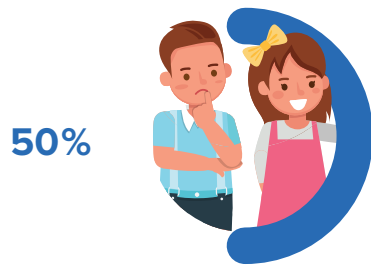
FIGHTS AGAINST STRESS OR PRESSURE



FIGHTS AGAINST ANXIETY, APPREHENSION, WORRY



CREATES OR MAINTAINS A BOND WITH OTHER PEOPLE



REDUCES ISOLATION THAT YOU CAN SOMETIMES EXPERIENCE

# EASE AND APPRECIATION IN TERMS OF NEW TECHNOLOGIES

73%

of adult video game players consider that video games help them to be more comfortable and confident with new technologies

27%  
no

AND AMONGST THEM

92%

consider that video games have helped them get more out of the use of new technologies which equates to 67% of adult players

8%  
no



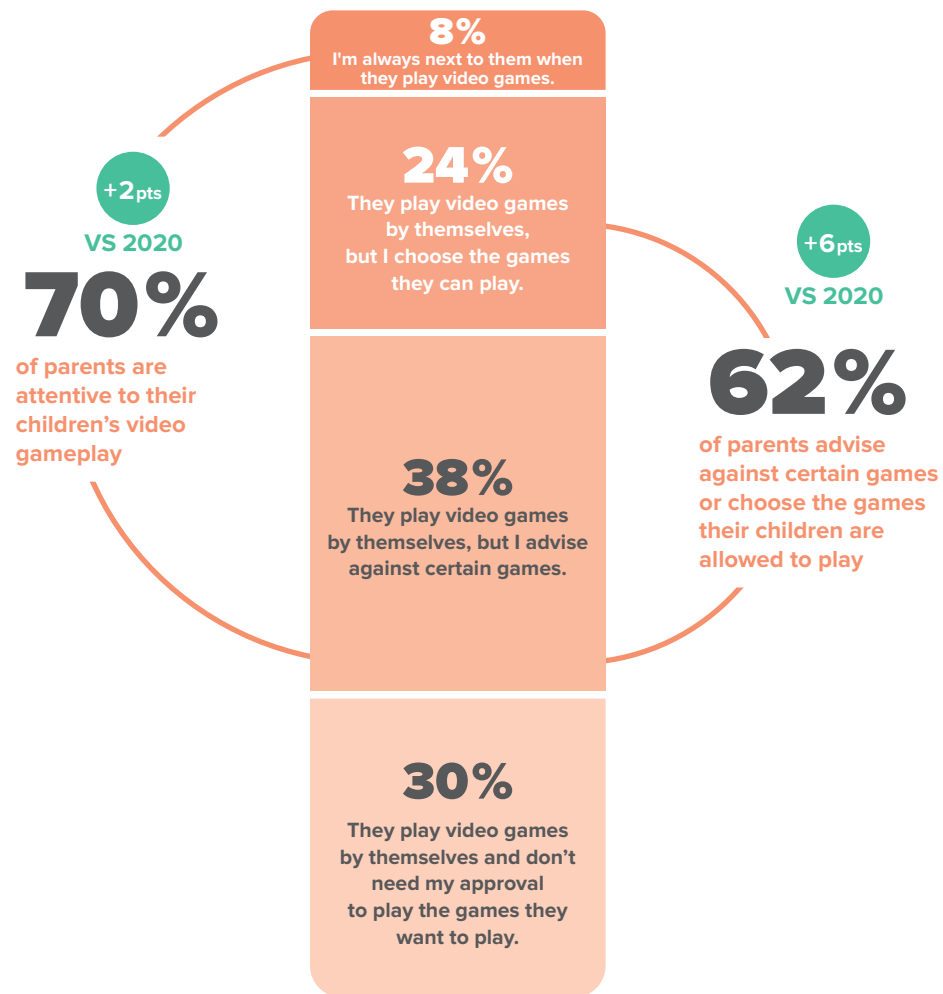
CHAPTER 3

# A RESPONSIBLE INDUSTRY

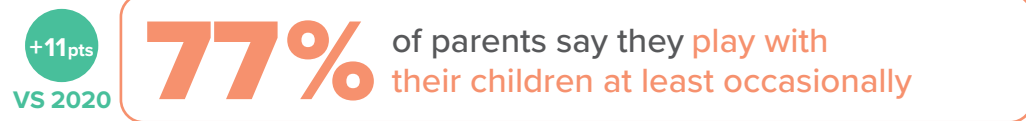
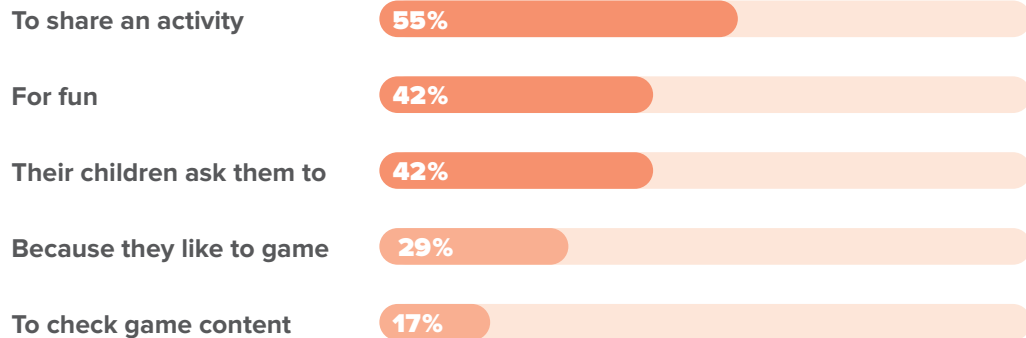


## PARENT BEHAVIOUR TOWARDS VIDEO GAMES

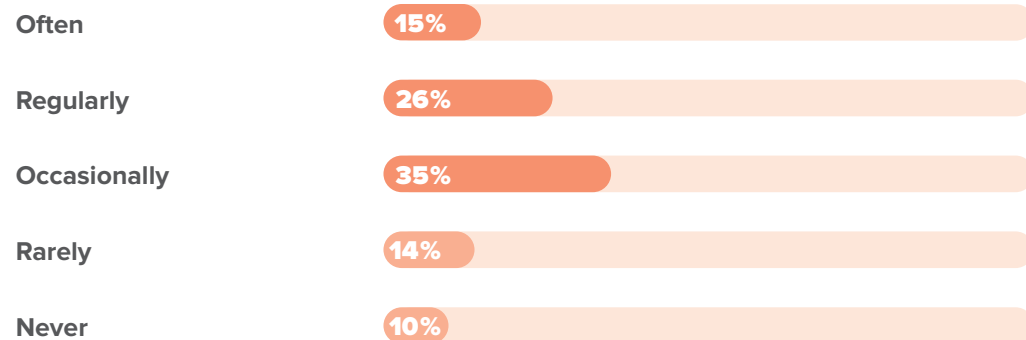
HOW ATTENTIVE PARENTS ARE TO THEIR CHILDREN'S VIDEO GAME PRACTICES



### WHY DO PARENTS PLAY VIDEO GAMES WITH THEIR CHILDREN?

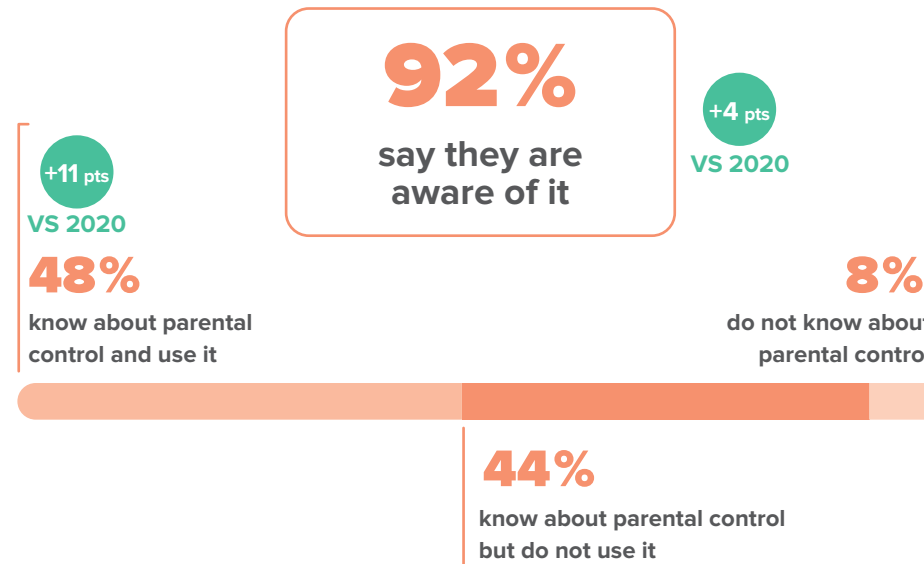


### HOW OFTEN PARENTS PLAY VIDEO GAMES WITH THEIR CHILDREN

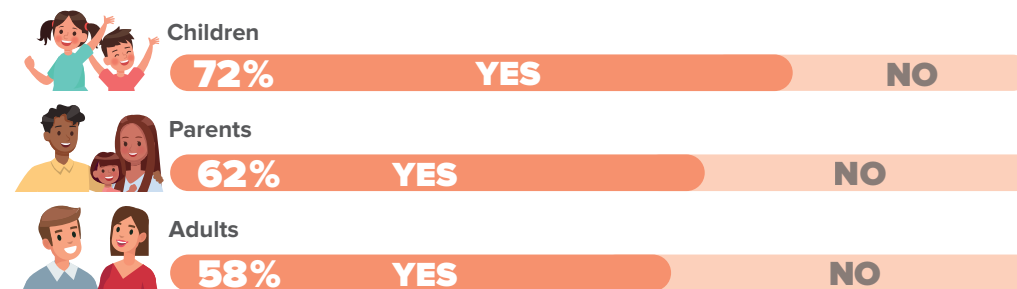


# PARENT BEHAVIOUR TOWARDS VIDEO GAMES

## KNOWLEDGE AND USE OF PARENTAL CONTROL



## KNOW ABOUT THE PEGI SYSTEM



# THE ACT OF BUYING AND THE PEGI RATING SYSTEM

ATTITUDE TO THE PEGI RATING SYSTEM

## PARENTS

PAY ATTENTION TO THE PEGI SYSTEM

7pts  
VS 2020

67%  
YES



33%  
NO

## CHILDREN

PAY ATTENTION TO THE PEGI SYSTEM

56%  
YES



44%  
NO

# PEGI ANALYSIS OF THE 2020 OFFER

PHYSICAL + VIRTUAL MARKETS

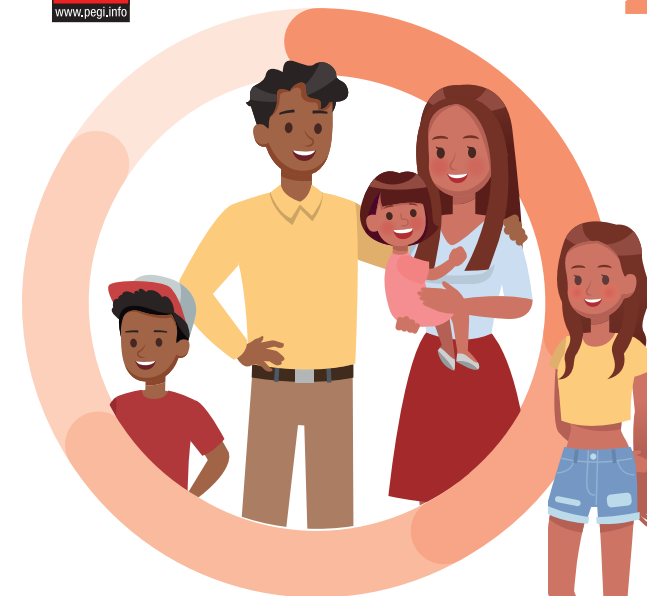
16%



27%



18%



15%

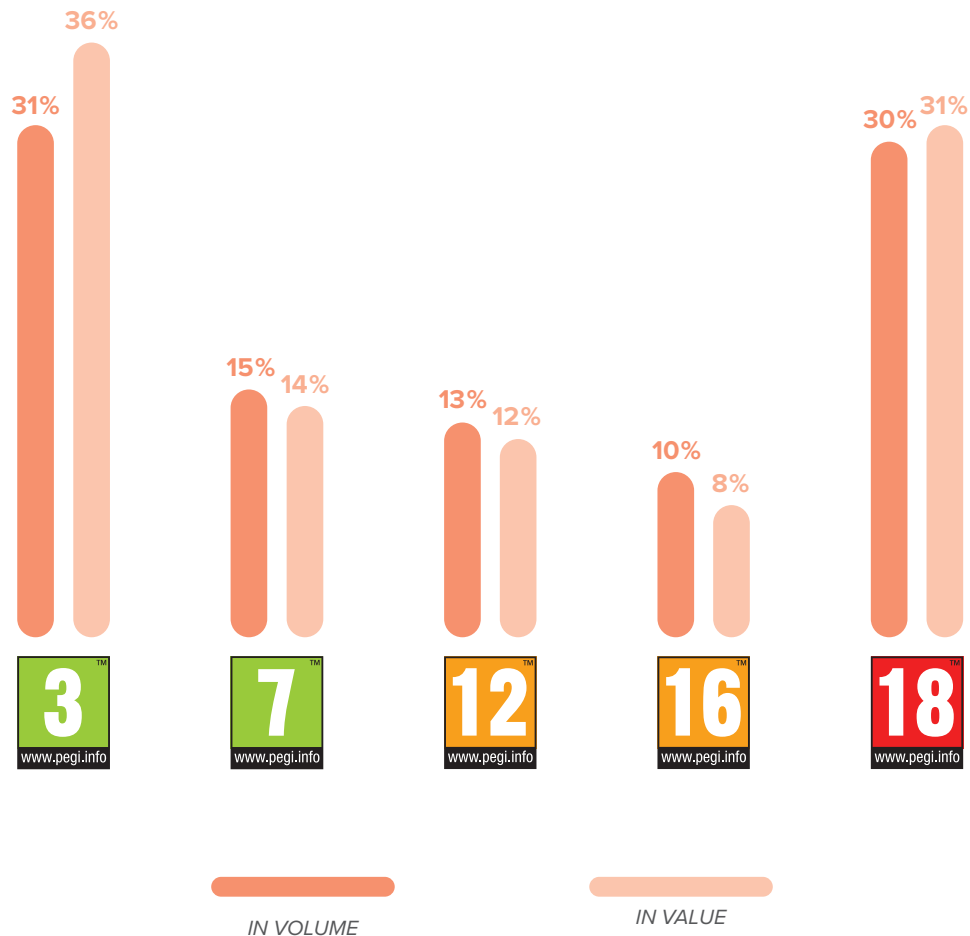


24%



# PEGI SALES ANALYSIS, MARKET SHARE IN 2020

## PHYSICAL + VIRTUAL MARKETS



# TO HELP PARENTAL CONTROL

**TO HELP FAMILIES ESTABLISH RULES FOR PLAYING VIDEO GAMES, ALL 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 playing 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, playing, chatting with their children and more. The website PédaGoJeux.fr – Video games explained to parents is a mine of information: understand the video game 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.



HOME CONSOLES	HANDHELD CONSOLES	MOBILES	COMPUTERS	WEB BROWSERS
Microsoft Xbox 360 Microsoft Xbox One Microsoft Xbox Series Nintendo Wii Nintendo Wii U Nintendo Switch Sony PlayStation 3 Sony PlayStation 4 Sony PlayStation 5	Nintendo DS Nintendo 3DS Nintendo Switch Lite Sony PSP Sony PlayStation Vita	Smart phones using Android Tablets using Android	Windows operating system Windows operating MacOS	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 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, 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.

CREATED IN 2003	PRESENT IN 38 COUNTRIES	NEARLY 35,000 RATIFIED GAMES AND MILLIONS OF APPS	FEDERATING 2600 MEMBER COMPANIES
-----------------	-------------------------	---	----------------------------------




Suitable for all ages. Mild violence in a comical context. Fantasy characters. 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. Moderate foul language, nudity, horror.



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



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

Age Rating	Violence	Bad Language	Fear	Sex	Drugs	Gambling	Discrimination	In-Game Purchases
3	✓							
7	✓							
12	✓	✓	✓	✓	✓			
16	✓	✓	✓	✓	✓			
18	✓	✓		✓	✓	✓	✓	✓

## THE LABELS



This game contains bad language.



This game contains images which may encourage discrimination.



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 virtual goods and random content with real money.



This game contains violent scenes.



This game may frighten young children.

## CHAPTER 4

# THE UNION OF VIDEO GAME PUBLISHERS



## WHO WE ARE

**THE SELL, THE ASSOCIATION REPRESENTING 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 members, including 20 publishers and three associate members, SELL is the spokesperson for video game businesses in contact with organisations, 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.

As such, 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 all players' and their families' awareness of 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 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.

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

**Strategic Guidance** for the National Digital Council.

**ISFE (Interactive Software Federation of Europe):** member of the Board of Directors.

**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.

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

**PédaGoJeux:** PédaGoJeux is a collective created in 2008 by bringing together people from public bodies, the video games industry and associations. SELL is one of its founding members and works hard to develop it. The collective has the mission to raise awareness and help people understand video games. PédaGoJeux guides parents by providing advice and information on the tools that will help them better support their children in this leisure activity, and supervise their gameplay. Every year SELL implements extensive information and awareness-raising campaigns on good practices. To extend the scope of PédaGoJeux actions, it is developing a network of ambassadors across the entire country: state or charity organisations working in the fields of family awareness and information.



SELL places CSR at the heart of its initiatives: inclusion, diversity, digital sobriety and accessibility are priorities. The year 2020 will have marked an increase in the actions implemented by our association.

The health crisis has led to a change in the way video games are viewed. As an increasingly popular 21st century medium and a leading sector among the major cultural industries, the video games industry also faces many challenges.

New issues have emerged in recent years that we must continue to address collectively.

Through the support of leading associations on these issues, the SELL wishes to affirm its commitment to a more diverse, inclusive and accessible industry.

We want to increase this dynamic and implement concrete actions for our members. The signing of the Charter for the Promotion of Diversity in

December 2020 is a good example of a concrete action taken by the whole eco-system, with the support of the public authorities, that we intend to continue with the implementation of pledges and commitments.

Digital sobriety is a subject of growing attention on which we are mobilized to better understand the impact of our industry, to better respond to this major challenge. SELL is currently working on the publication of a Guide detailing the challenges faced by the sector and presenting all of the levers for action, and good practices.

Video games are a universal and inter-generational leisure activity that help to bridge the digital divide. Similarly, accessible video games must become the norm.

2020 will have been a pivotal year for the image of video games and the sector's commitment to these fundamental issues. 2021 will allow us to pick up speed!

## STRUCTURING MARKET INFORMATION

SELL works with partners to provide the whole ecosystem with reliable studies on the video game market, player profiles and also 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;  
**App Annie Panel (mobile)** – ISFE;  
**Other surveys: “The French and video games”** – SELL/Médiamétrie.



## 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. It carries out these promotional actions through regular communication and most importantly via two essential annual events:

**IDEF:** Interactive & Digital Entertainment Festival. Created in 2006, this professional event is organised by SELL for French stakeholders in the video game and interactive leisure activity market. It takes place every year in the early summer. Developers, publishers, prop managers 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 2019 edition welcomed 317,000 visitors and 194 exhibitors in the 80,000m<sup>2</sup> of the Porte de Versailles exhibition centre.

It has quickly become a must-attend event in the French video game calendar, and every year it changes to reflect the evolution of a fast-growing industry, thanks in particular to the presence of major stakeholders such as console producers, publishers, design studios and accessory manufacturers. Noted and praised for its unique atmosphere and the quality of its entertainment, the show now brings together a community of passionate players who come to enjoy a festive and immersive experience.

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