

MARCH 2023

ESSENTIAL

VIDEO GAME NEWS



FRENCH MARKET

REPORT 2022



SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

MARCH 2023

ESSENTIAL

VIDEO GAME NEWS

CHAPTER 1	THE FRENCH VIDEO GAME MARKET	08
CHAPTER 2	PROFILES OF FRENCH PLAYERS	40
CHAPTER 3	A RESPONSIBLE INDUSTRY	46
CHAPTER 4	SELL	56

EDITORIAL

**A WORD
FROM THE
CHAIRWOMAN**



The figures in the 2022 market report have been eagerly awaited. Given the very specific context of the pandemic, the historical peak reached by the video game industry over the last two years could be considered atypical. But the year's figures refuted that. Far from declining, French people's enthusiasm for video games is confirmed, as are the extremely solid foundations underlying the market based on three elements: very sustained demand, a diversified offer and a hardware market with great potential.

In a difficult economic, energy and geopolitical context, our market has demonstrated a strong capacity for resilience, posting one of its best performances ever with a turnover of 5.5 billion euros. This quasi-stability (decline is 1.6%) compared to 2021 is in itself the major lesson of 2022, after a year that was exceptional in all respects and during which our market achieved a historic performance of 5.6 billion euros.

Looking further than this economic analysis, the French video game market is based on solid and sustainable foundations with consolidation of strong demand as the main driver. Market growth between 2019 and 2022 was over 12%.

However, 2022 was a unique year. Where the 2021 market was clearly driven by the dynamics of console and PC gaming hardware and the

installation of new consoles - up 22 points to 1.7 billion euros - 2022 is marked by supply difficulties that clearly hampered the growth of the same console and PC gaming hardware. The latter is down by 10 percentage points compared to 2021 at 1.5 billion euros.

Conversely, after a year of decline in 2021, the console and PC gaming software segment returned to solid 6-point growth over 2022 at 2.1 billion euros. Sales of PC games in particular helped to boost this market segment with growth of 40 percentage points. Console software, generally stable, is performing very well in physical sales, up 4 points compared to 2021. The year was marked by the release of many new products that outperformed expectations. If you add mobile sales - €1.4 billion - the console, PC gaming and mobile software market is worth €3.5 billion.

In the end, demand remained very high in this post-Covid year, driven by the success of major games that boosted all ecosystems throughout the year. In a largely unfavourable inflationary and macro economic context, this continued strong demand confirms the industry's formidable potential and the sector's strong margin for growth.

JULIE CHALMETTE
CHAIRWOMAN OF SELL

PANELS AND METHODOLOGY

Estimations for 2022 turnover are the result of collaboration between four 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
- data.ai and GameTrack: for the mobile market
- IDC for PC Gaming hardware and screens



ABOUT GSD (GAME SALES DATA)

Launched in 2013, the GSD project is the result of a European 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 25 European countries. The GSD digital panel today covers 50 countries in Europe, the Middle East, Africa and Asia-Pacific. The panel is operated by Sparkers.

METHODOLOGY

- Retail panel: the data on video game sales is sent by 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 (Steam, Epic, proprietary stores). 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 operated by Ipsos for the ISFE. GameTrack data comes from monthly survey data published quarterly. The data analyses the demographics of European players and their playing and buying behaviour across all platforms, helping to generate an in-depth view of their video game habits and uses. The countries covered are France, the UK, Germany, Spain and Italy. GameTrack and the GSD project provide a more global vision of the markets in which they operate.

METHODOLOGY

GameTrack data is collated quarterly from two surveys:

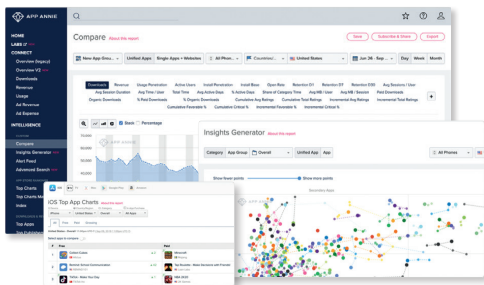
- An offline survey carried out annually on a sample 1,000 people aged 15 and over. It is used to balance answers from a more detailed online survey that helps contextualise the results.
- An online survey, carried out monthly with a total sample of 3,000 people per quarter, aged 6 to 64.

IDC ABOUT IDC

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

METHODOLOGY

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



ABOUT DATA.AI

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

08

CHAPTER 1

**THE FRENCH
VIDEO GAME
MARKET**



2022 MARKET REPORT TOTAL TURNOVER

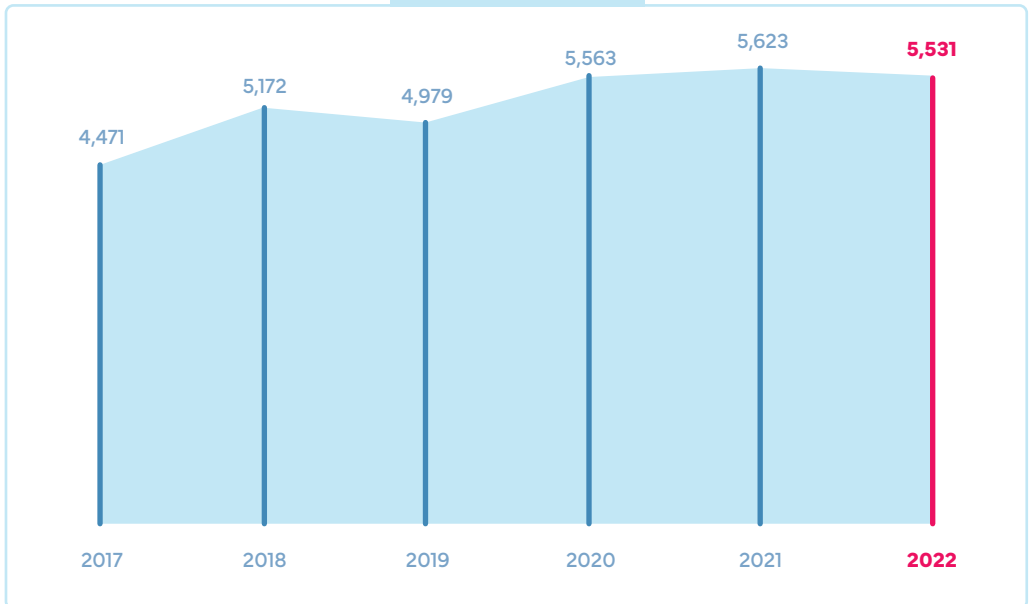
5.5
BILLION
EUROS

*OVERALL
MARKET

-1.6%
VS 2021

MARKET SALES**

IN MILLION EUROS



Sources: SELL data, from GSD/GameTrack/data.ai/IDC panels at end 2022.

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

**Revised historical PC 2021 hardware data.

SALES

BY ECOSYSTEM* IN 2022



SALES BY ECOSYSTEM*

IN MILLION EUROS



Sources: SELL data, from GSD/GameTrack/data.ai/IDC panels at end 2022.

*Console, PC gaming, mobile, physical and digital ecosystems.

**Revised historical PC 2021 hardware data.

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

SALES*

IN MILLION EUROS

5,623

17
48



2021

-1.6%
VS 2021

5,531

16
79



2022



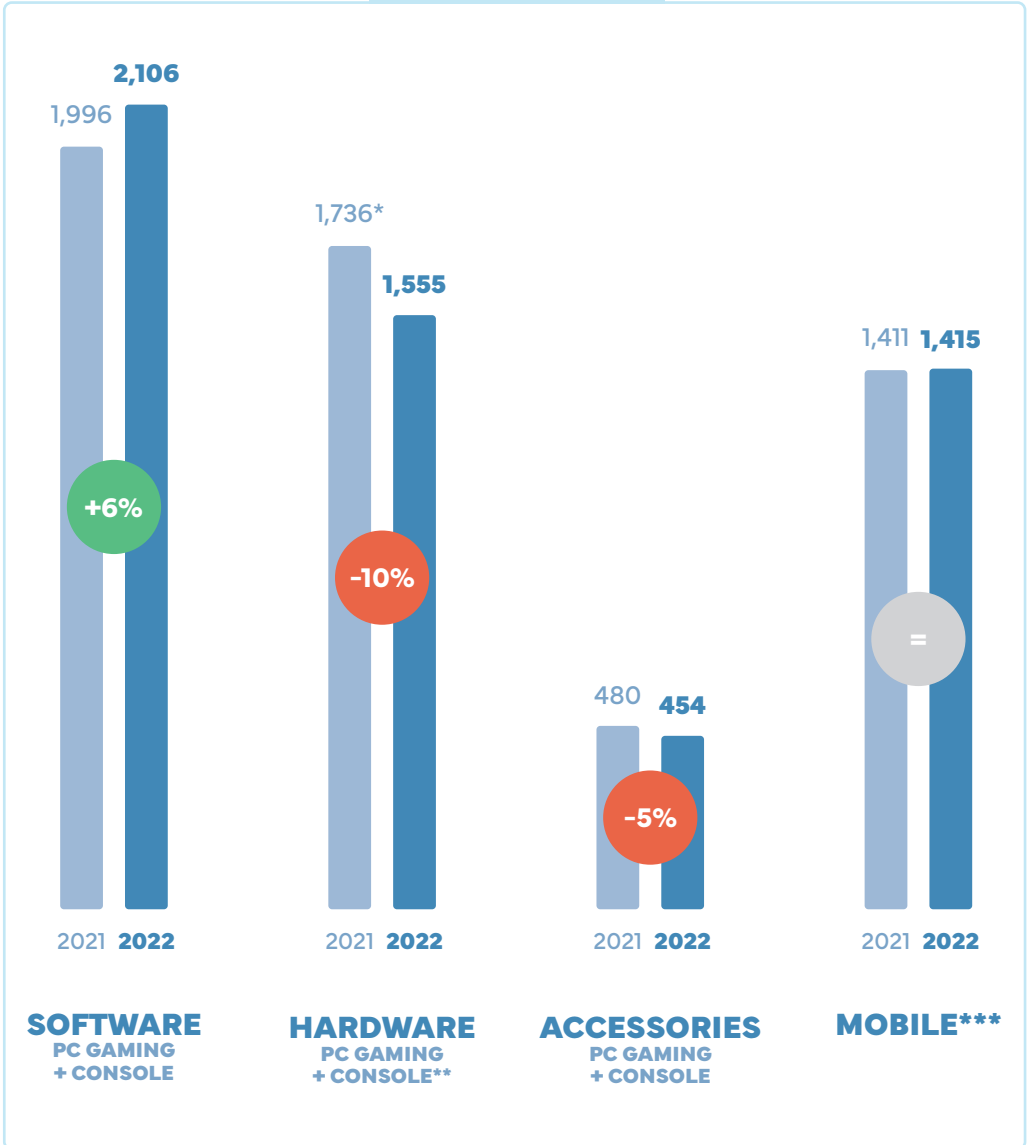
Sources: SELL data, from GSD/GameTrack/data.ai/IDC panels at end 2022.

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

**Revised historical PC 2021 hardware data.

MARKET SEGMENTS BREAKDOWN OF TURNOVER*

IN MILLION EUROS



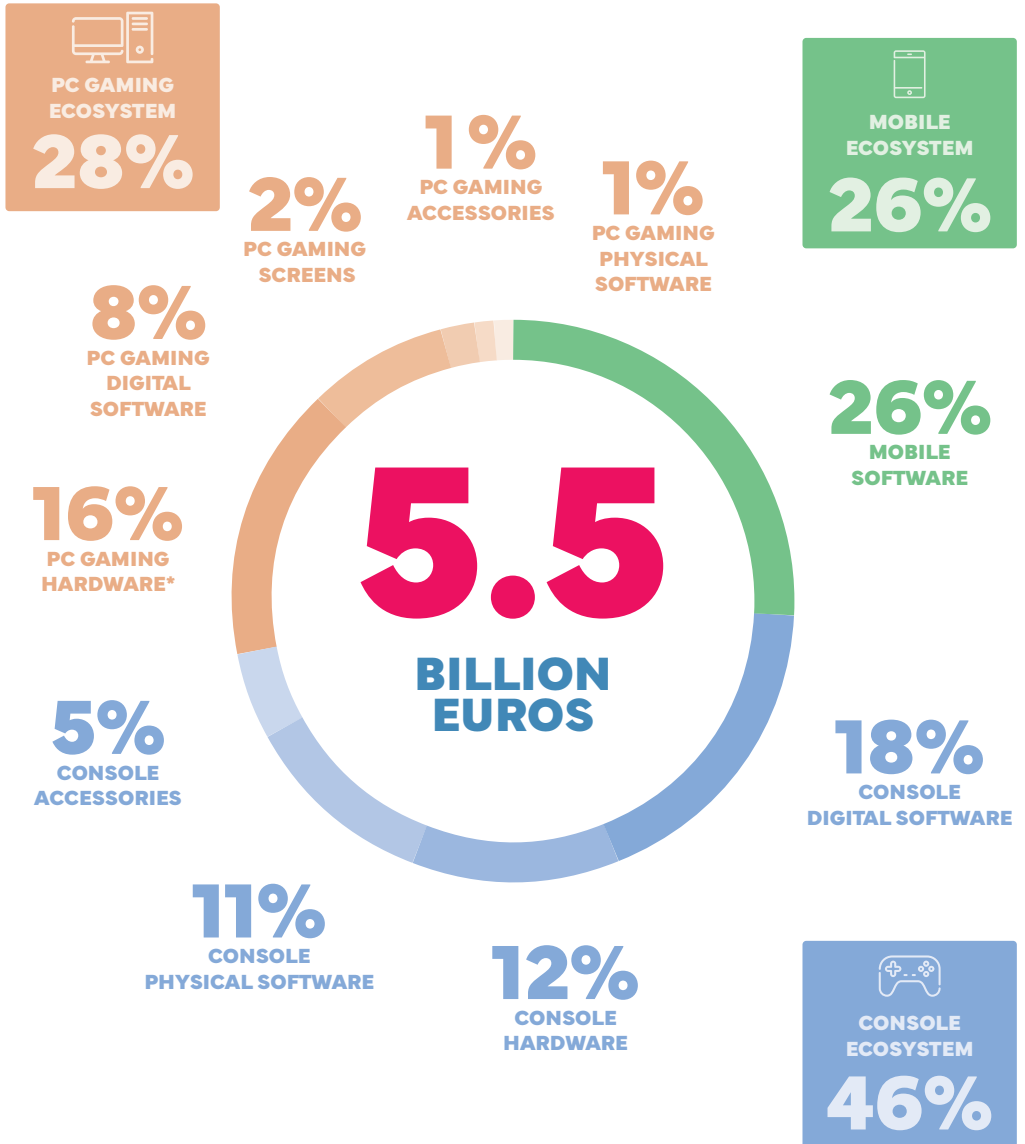
Sources: SELL data, from GSD/GameTrack/data.ai/IDC panels at end 2022.

*Console, PC gaming, mobile, physical and digital ecosystems.

**Revised historical PC 2021 hardware data.

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

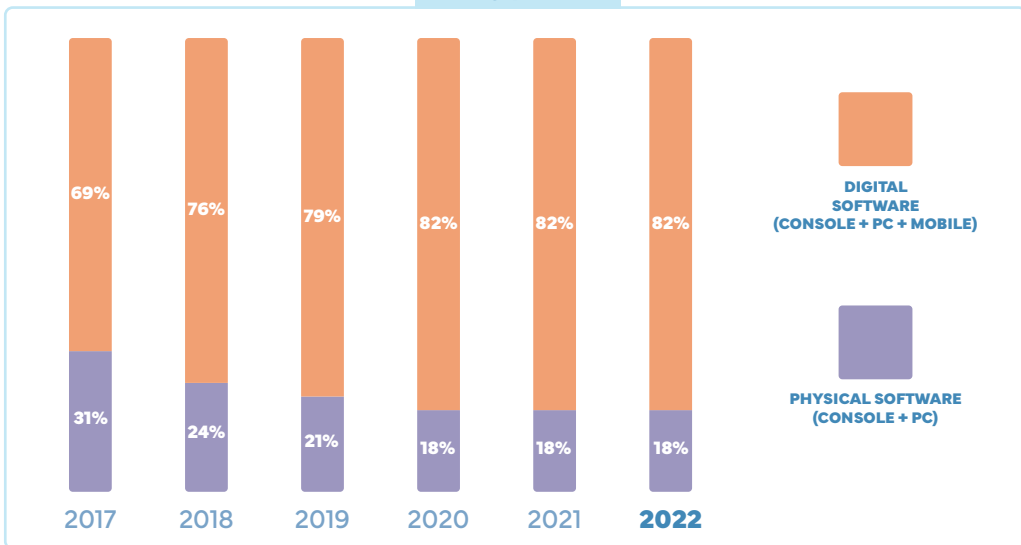
CLOSE-UP: SEGMENT MARKET SHARE



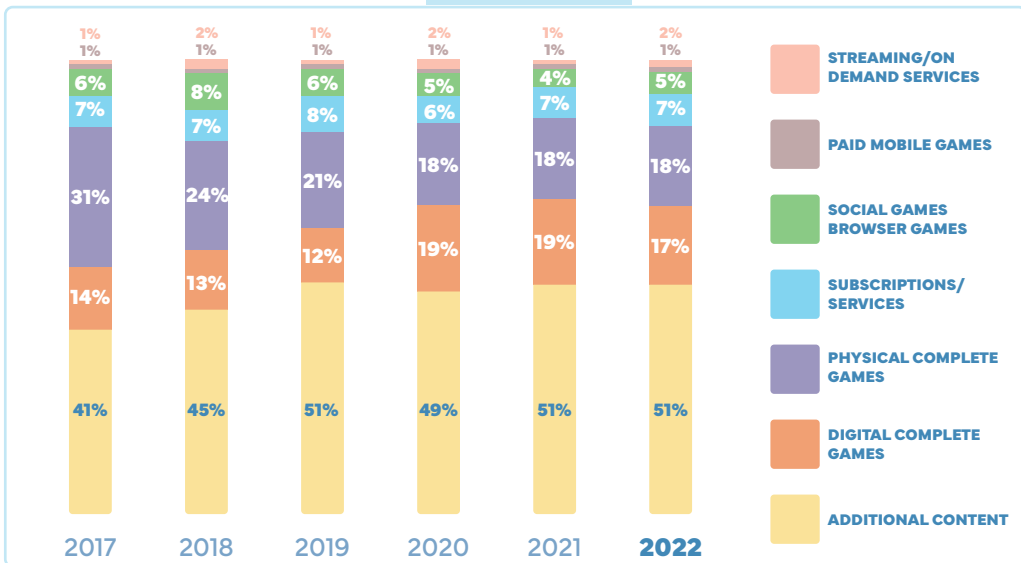
Sources: SELL data from GSD/GameTrack/data.ai/IDC panels at end 2022.
* Revised historical PC 2021 hardware data.

CLOSE-UP: BREAKDOWN OF SOFTWARE SALES

FORMAT

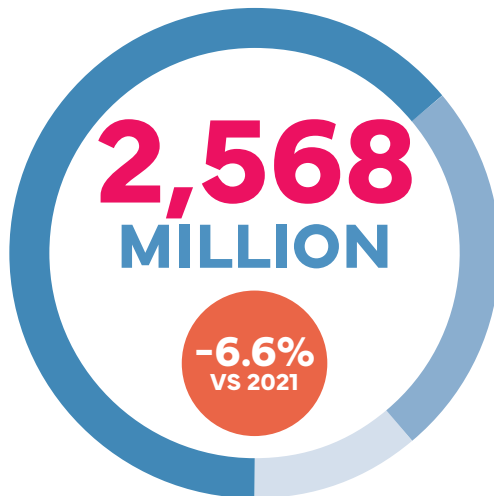
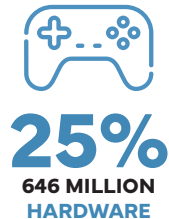
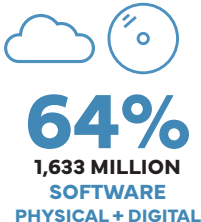


CONTENT TYPE



CONSOLE ECOSYSTEM

BREAKDOWN OF 2022 SALES IN EUROS



CONSOLE ECOSYSTEM

BREAKDOWN OF 2022 SALES IN EUROS

SOFTWARE

38%
622 MILLION
PHYSICAL GAMES

+4%
VS 2021

31%
506 MILLION
COMPLETE
DIGITAL GAMES

-13%
VS 2021

**1,633
MILLION**

-1%
VS 2021

4%
70 MILLION
ON-DEMAND
SERVICES

+49%
VS 2021

10%
158 MILLION
SUBSCRIPTIONS

-11%
VS 2021

17%
277 MILLION
DLC
MICRO-TRANSACTIONS

+12%
VS 2021



PHYSICAL

38%
622 MILLION

+4%
VS 2021



DIGITAL

62%
1,011 MILLION

-4%
VS 2021

CONSOLE ECOSYSTEM

SALES FOR 2022

HARDWARE



646

MILLION EUROS

-19%
VS 2021

CONSOLE ECOSYSTEM

IN SALES FOR 2022

ACCESSORIES



289

**MILLION
EUROS**

-3%
VS 2021

TOP 5

CONSOLE ACCESSORIES

IN VALUE

IN VOLUME

IN VALUE		IN VOLUME				
	CONTROLLERS	-3%	1		CONTROLLERS	-5%
	HEADSETS AND AUDIO	-14%	2		HEADSETS AND AUDIO	-17%
	STEERING WHEELS	+39%	3		STORAGE	-1%
	GAMING CHAIRS	-36%	4		MISCELLANEOUS (STYLUSES, PROTECTIVE GEAR, ETC.)	-14%
	STORAGE	-2%	5		CHARGERS	-7%

TOP 20 GAMES IN 2022 ALL PLATFORMS

PHYSICAL MARKET IN VALUE

 <p>1 FIFA 23 ELECTRONIC ARTS €59,567,113</p>	4	MARIO KART 8 DELUXE	NINTENDO	€21,749,026
	5	HORIZON FORBIDDEN WEST	SONY INTERACTIVE ENTERTAINMENT	€20,198,188
	6	POKÉMON VIOLET	NINTENDO	€19,888,155
	7	GOD OF WAR RAGNARÖK	SONY INTERACTIVE ENTERTAINMENT	€19,016,652
 <p>2 POKÉMON LEGENDS: ARCEUS NINTENDO €29,035,496</p>	8	GRAN TURISMO 7	SONY INTERACTIVE ENTERTAINMENT	€17,078,761
	9	NINTENDO SWITCH SPORTS	NINTENDO	€16,968,074
	10	POKÉMON SCARLET	NINTENDO	€14,367,352
	11	MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	NINTENDO	€13,003,991
 <p>3 CALL OF DUTY: MODERN WARFARE II ACTIVISION BLIZZARD €27,445,673</p>	12	SPLATOON 3	NINTENDO	€12,241,775
	13	ANIMAL CROSSING: NEW HORIZONS	NINTENDO	€12,173,455
	14	MARIO PARTY SUPERSTARS	NINTENDO	€11,815,591
	15	KIRBY AND THE FORGOTTEN LAND	NINTENDO	€10,818,445
	16	ELDEN RING	BANDAI NAMCO ENTERTAINMENT	€10,221,318
	17	FIFA 22	ELECTRONIC ARTS	€7,733,951
	18	MINECRAFT: NINTENDO SWITCH EDITION	MICROSOFT	€7,061,517
	19	THE LEGEND OF ZELDA: BREATH OF THE WILD	NINTENDO	€6,764,995
	20	NEW SUPER MARIO BROS. U DELUXE	NINTENDO	€6,582,279

TOP 20 GAMES IN 2022 ALL PLATFORMS

PHYSICAL MARKET IN VOLUME

 <p>1 FIFA 23 ELECTRONIC ARTS 1,080,586</p>	4 NINTENDO SWITCH SPORTS	NINTENDO	432,685
	5 POKÉMON VIOLET	NINTENDO	416,537
	6 CALL OF DUTY: MODERN WARFARE II	ACTIVISION BLIZZARD	414,780
 <p>2 POKÉMON LEGENDS: ARCEUS NINTENDO 589,375</p>	7 POKÉMON SCARLET	NINTENDO	300,489
	8 HORIZON FORBIDDEN WEST	SONY INTERACTIVE ENTERTAINMENT	288,973
	9 GOD OF WAR RAGNARÖK	SONY INTERACTIVE ENTERTAINMENT	276,343
	10 MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	NINTENDO	270,772
 <p>3 MARIO KART 8 DELUXE NINTENDO 451,254</p>	11 SPLATOON 3	NINTENDO	257,309
	12 ANIMAL CROSSING: NEW HORIZONS	NINTENDO	256,557
	13 GRAN TURISMO 7	SONY INTERACTIVE ENTERTAINMENT	254,171
	14 MINECRAFT: NINTENDO SWITCH EDITION	MICROSOFT	252,994
	15 MARIO PARTY SUPERSTARS	NINTENDO	246,328
	16 KIRBY AND THE FORGOTTEN LAND	NINTENDO	218,473
	17 FIFA 22	ELECTRONIC ARTS	161,706
	18 ELDEN RING	BANDAI NAMCO ENTERTAINMENT	154,773
	19 GRAND THEFT AUTO V	TAKE-TWO INTERACTIVE	142,724
	20 NEW SUPER MARIO BROS. U DELUXE	NINTENDO	135,441

TOP 20 GAMES IN 2022 ALL PLATFORMS

PHYSICAL + DIGITAL MARKET IN VALUE

	1	FIFA 23 ELECTRONIC ARTS €107,332,121		
	2	CALL OF DUTY: MODERN WARFARE II ACTIVISION BLIZZARD €58,539,523		
	3	POKÉMON LEGENDS: ARCEUS NINTENDO €29,035,496		
	4	GOD OF WAR RAGNARÖK	SONY INTERACTIVE ENTERTAINMENT	€26,105,041
	5	HORIZON FORBIDDEN WEST	SONY INTERACTIVE ENTERTAINMENT	€25,111,592
	6	GRAN TURISMO 7	SONY INTERACTIVE ENTERTAINMENT	€24,321,249
	7	MARIO KART 8 DELUXE	NINTENDO	€21,749,026
	8	ELDEN RING	BANDAI NAMCO ENTERTAINMENT	€20,449,333
	9	POKÉMON VIOLET	NINTENDO	€19,888,155
	10	NINTENDO SWITCH SPORTS	NINTENDO	€16,968,074
	11	FIFA 22	ELECTRONIC ARTS	€15,204,707
	12	POKÉMON SCARLET	NINTENDO	€14,367,352
	13	MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	NINTENDO	€13,003,991
	14	SPLATOON 3	NINTENDO	€12,241,775
	15	ANIMAL CROSSING: NEW HORIZONS	NINTENDO	€12,173,455
	16	MARIO PARTY SUPERSTARS	NINTENDO	€11,815,591
	17	KIRBY AND THE FORGOTTEN LAND	NINTENDO	€10,818,445
	18	NBA 2K23	TAKE-TWO INTERACTIVE	€10,047,600
	19	F1 22	ELECTRONIC ARTS	€9,354,146
	20	GRAND THEFT AUTO V	TAKE-TWO INTERACTIVE	€8,949,876

TOP 20 GAMES IN 2022 ALL PLATFORMS

PHYSICAL + DIGITAL MARKET IN VOLUME

 <p>1 FIFA 23 ELECTRONIC ARTS 1,755,857</p>	4	MARIO KART 8 DELUXE	NINTENDO	451,254
	5	NINTENDO SWITCH SPORTS	NINTENDO	432,685
	6	FIFA 22	ELECTRONIC ARTS	423,702
	7	POKÉMON VIOLET	NINTENDO	416,537
 <p>2 CALL OF DUTY: MODERN WARFARE II ACTIVISION BLIZZARD 791,338</p>	8	GRAND THEFT AUTO V	TAKE-TWO INTERACTIVE	400,953
	9	GOD OF WAR RAGNARÖK	SONY INTERACTIVE ENTERTAINMENT	368,726
	10	HORIZON FORBIDDEN WEST	SONY INTERACTIVE ENTERTAINMENT	354,402
 <p>3 POKÉMON LEGENDS: ARCEUS NINTENDO 589,375</p>	11	GRAN TURISMO 7	SONY INTERACTIVE ENTERTAINMENT	353,771
	12	ELDEN RING	BANDAI NAMCO ENTERTAINMENT	302,597
	13	POKÉMON SCARLET	NINTENDO	300,489
	14	MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	NINTENDO	270,772
	15	SPLATOON 3	NINTENDO	257,309
	16	ANIMAL CROSSING: NEW HORIZONS	NINTENDO	256,557
	17	MINECRAFT: NINTENDO SWITCH EDITION	MICROSOFT	252,994
18	MARIO PARTY SUPERSTARS	NINTENDO	246,328	
19	KIRBY AND THE FORGOTTEN LAND	NINTENDO	218,473	
20	NBA 2K23	TAKE-TWO INTERACTIVE	171,291	

TOP 20 GAMES IN 2022 BY PLATFORM

PHYSICAL MARKET IN VALUE

 <p>1 FIFA 23 PS4 ELECTRONIC ARTS €31,902,001</p>	4	POKÉMON VIOLET	SWITCH	NINTENDO	€19,888,155
	5	NINTENDO SWITCH SPORTS	SWITCH	NINTENDO	€16,968,074
	6	POKÉMON SCARLET	SWITCH	NINTENDO	€14,367,352
	7	FIFA 23	PS5	ELECTRONIC ARTS	€14,077,724
 <p>2 POKÉMON LEGENDS: ARCEUS SWITCH NINTENDO €29,035,496</p>	8	MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	SWITCH	NINTENDO	€13,003,991
	9	HORIZON FORBIDDEN WEST	PS5	SONY INTERACTIVE ENTERTAINMENT	€12,675,212
	10	SPLATOON 3	SWITCH	NINTENDO	€12,241,775
 <p>3 MARIO KART 8 DELUXE SWITCH NINTENDO €21,749,026</p>	11	ANIMAL CROSSING: NEW HORIZONS	SWITCH	NINTENDO	€12,173,455
	12	CALL OF DUTY: MODERN WARFARE II - CROSS-GEN BUNDLE	PS4	ACTIVISION BLIZZARD	€11,931,552
	13	GOD OF WAR RAGNARÖK	PS5	SONY INTERACTIVE ENTERTAINMENT	€11,879,364
	14	MARIO PARTY SUPERSTARS	SWITCH	NINTENDO	€11,815,591
	15	CALL OF DUTY: MODERN WARFARE II	PS5	ACTIVISION BLIZZARD	€11,597,375
	16	GRAN TURISMO 7	PS5	SONY INTERACTIVE ENTERTAINMENT	€11,040,860
	17	KIRBY AND THE FORGOTTEN LAND	SWITCH	NINTENDO	€10,818,445
18	FIFA 23 ESSENTIAL EDITION	SWITCH	ELECTRONIC ARTS	€8,251,949	
19	MINECRAFT: NINTENDO SWITCH EDITION	SWITCH	MICROSOFT	€7,061,517	
20	THE LEGEND OF ZELDA: BREATH OF THE WILD	SWITCH	NINTENDO	€6,758,338	

TOP 20 GAMES IN 2022 BY PLATFORM

PHYSICAL MARKET IN VOLUME

 <p>1 POKÉMON LEGENDS: ARCEUS SWITCH NINTENDO 589,375</p>	4	NINTENDO SWITCH SPORTS	SWITCH	NINTENDO	432,685
	5	POKÉMON VIOLET	SWITCH	NINTENDO	416,537
	6	POKÉMON SCARLET	SWITCH	NINTENDO	300,489
	7	MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	SWITCH	NINTENDO	270,772
 <p>2 FIFA 23 PS4 ELECTRONIC ARTS 545,364</p>	8	SPLATOON 3	SWITCH	NINTENDO	257,309
	9	ANIMAL CROSSING: NEW HORIZONS	SWITCH	NINTENDO	256,557
	10	MINECRAFT: NINTENDO SWITCH EDITION	SWITCH	MICROSOFT	252,994
	11	MARIO PARTY SUPERSTARS	SWITCH	NINTENDO	246,328
 <p>3 MARIO KART 8 DELUXE SWITCH NINTENDO 451,254</p>	12	FIFA 23 ESSENTIAL EDITION	SWITCH	ELECTRONIC ARTS	235,583
	13	KIRBY AND THE FORGOTTEN LAND	SWITCH	NINTENDO	218,473
	14	FIFA 23	PS5	ELECTRONIC ARTS	212,511
	15	CALL OF DUTY: MODERN WARFARE II - CROSS-GEN BUNDLE	PS4	ACTIVISION BLIZZARD	181,175
	16	HORIZON FORBIDDEN WEST	PS5	SONY INTERACTIVE ENTERTAINMENT	180,055
	17	CALL OF DUTY: MODERN WARFARE II	PS5	ACTIVISION BLIZZARD	174,569
	18	GOD OF WAR RAGNARÖK	PS5	SONY INTERACTIVE ENTERTAINMENT	169,954
	19	GRAN TURISMO 7	PS5	SONY INTERACTIVE ENTERTAINMENT	159,060
	20	NEW SUPER MARIO BROS. U DELUXE	SWITCH	NINTENDO	135,441

TOP 20 GAMES IN 2022 BY PLATFORM

PHYSICAL + DIGITAL MARKET IN VALUE

 <p>1 FIFA 23 PS4 ELECTRONIC ARTS €42,822,567</p>	4	FIFA 23 - ULTIMATE EDITION	PS5	ELECTRONIC ARTS	€20,815,453
	5	POKÉMON VIOLET	SWITCH	NINTENDO	€19,888,155
	6	FIFA 23	PS5	ELECTRONIC ARTS	€19,830,173
 <p>2 POKÉMON LEGENDS: ARCEUS SWITCH NINTENDO €29,035,496</p>	7	NINTENDO SWITCH SPORTS	SWITCH	NINTENDO	€16,968,074
	8	GOD OF WAR RAGNARÖK	PS5	SONY INTERACTIVE ENTERTAINMENT	€15,165,187
	9	POKÉMON SCARLET	SWITCH	NINTENDO	€14,367,352
 <p>3 MARIO KART 8 DELUXE SWITCH NINTENDO €21,749,026</p>	10	HORIZON FORBIDDEN WEST	PS5	SONY INTERACTIVE ENTERTAINMENT	€14,288,737
	11	GRAN TURISMO 7	PS5	SONY INTERACTIVE ENTERTAINMENT	€13,831,046
	12	MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	SWITCH	NINTENDO	€13,003,991
	13	SPLATOON 3	SWITCH	NINTENDO	€12,241,775
	14	ANIMAL CROSSING: NEW HORIZONS	SWITCH	NINTENDO	€12,173,455
15	CALL OF DUTY: MODERN WARFARE II - CROSS-GEN BUNDLE	PS4	ACTIVISION BLIZZARD	€11,931,552	
16	MARIO PARTY SUPERSTARS	SWITCH	NINTENDO	€11,815,591	
17	CALL OF DUTY: MODERN WARFARE II	PS5	ACTIVISION BLIZZARD	€11,597,375	
18	KIRBY AND THE FORGOTTEN LAND	SWITCH	NINTENDO	€10,818,445	
19	CALL OF DUTY: MODERN WARFARE II - CROSS-GEN BUNDLE	PS5	ACTIVISION BLIZZARD	€9,569,716	
20	FIFA 23 ESSENTIAL EDITION	SWITCH	ELECTRONIC ARTS	€9,373,560	

TOP 20 GAMES IN 2022 BY PLATFORM

PHYSICAL + DIGITAL MARKET IN VOLUME



1 **FIFA 23**
PS4
ELECTRONIC ARTS
736,265



2 **POKÉMON LEGENDS: ARCEUS**
SWITCH
NINTENDO
589,375

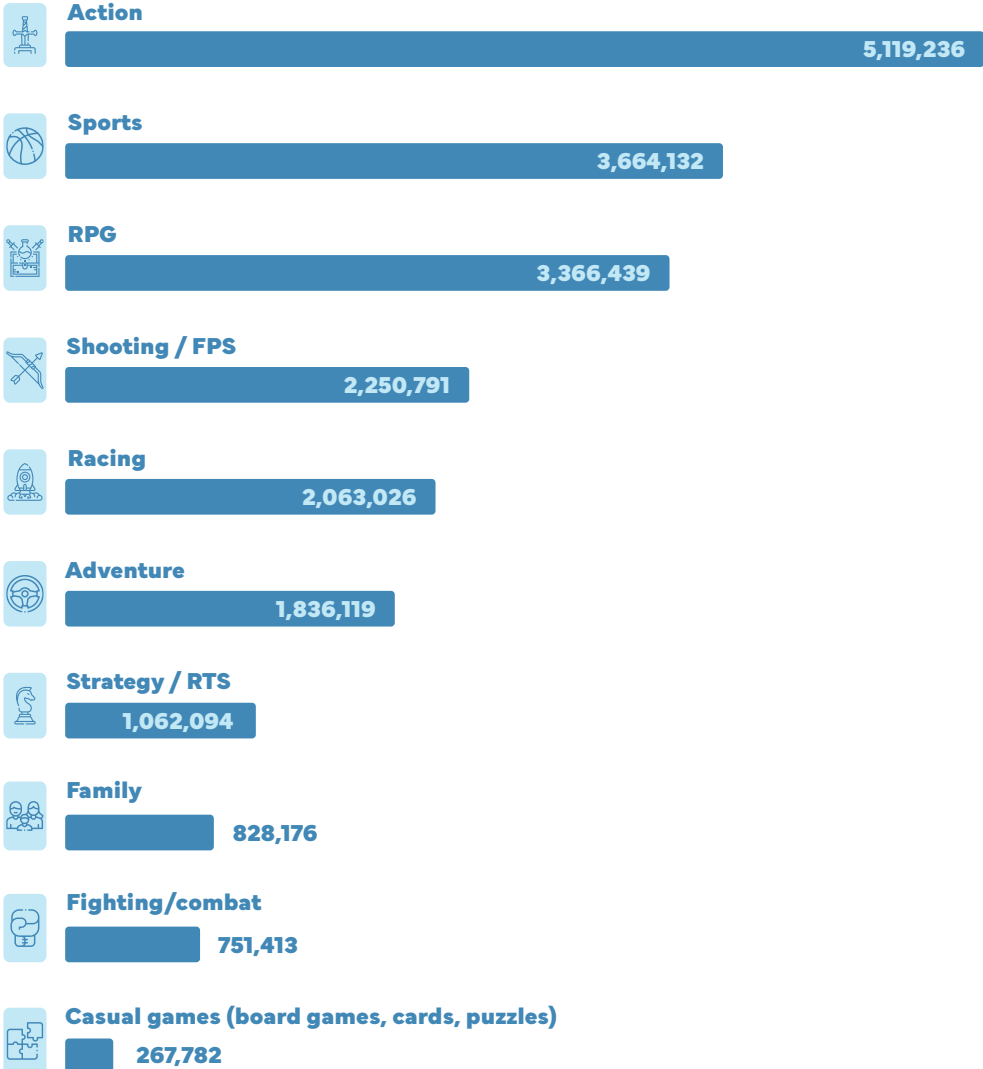


3 **MARIO KART 8 DELUXE**
SWITCH
NINTENDO
451,254

4	NINTENDO SWITCH SPORTS	SWITCH	NINTENDO	432,685
5	POKÉMON VIOLET	SWITCH	NINTENDO	416,537
6	FIFA 23	PS5	ELECTRONIC ARTS	303,635
7	POKÉMON SCARLET	SWITCH	NINTENDO	300,489
8	FIFA 23 ESSENTIAL EDITION	SWITCH	ELECTRONIC ARTS	271,983
9	MARIO STRIKERS: BATTLE LEAGUE FOOTBALL	SWITCH	NINTENDO	270,772
10	SPLATOON 3	SWITCH	NINTENDO	257,309
11	ANIMAL CROSSING: NEW HORIZONS	SWITCH	NINTENDO	256,557
12	MINECRAFT: NINTENDO SWITCH EDITION	SWITCH	MICROSOFT	252,994
13	MARIO PARTY SUPERSTARS	SWITCH	NINTENDO	246,328
14	FIFA 23 - ULTIMATE EDITION	PS5	ELECTRONIC ARTS	226,754
15	KIRBY AND THE FORGOTTEN LAND	SWITCH	NINTENDO	218,473
16	GOD OF WAR RAGNARÖK	PS5	SONY INTERACTIVE ENTERTAINMENT	213,922
17	HORIZON FORBIDDEN WEST	PS5	SONY INTERACTIVE ENTERTAINMENT	201,132
18	GRAN TURISMO 7	PS5	SONY INTERACTIVE ENTERTAINMENT	200,277
19	CALL OF DUTY: MODERN WARFARE II - CROSS-GEN BUNDLE	PS4	ACTIVISION BLIZZARD	181,175
20	FIFA 22	PS4	ELECTRONIC ARTS	179,871

TOP 10 TYPES OF VIDEO GAMES BOUGHT IN 2022

PHYSICAL + DIGITAL MARKET IN VOLUME  





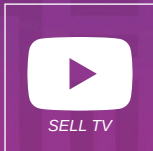
SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

TOP WEEKLY SALES

Every Monday, discover
the top video game sales in France

SELL.FR

ON SOCIAL MEDIA



OR SUBSCRIBE TO OUR DEDICATED NEWSLETTER

PC GAMING ECOSYSTEM

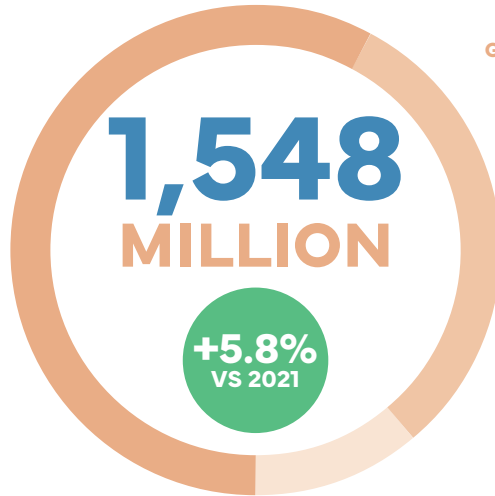
BREAKDOWN OF 2022 SALES IN EUROS



59%

909 MILLION
PC GAMING
HARDWARE*

-3%
VS 2021



+5.8%
VS 2021



31%

473 MILLION
PHYSICAL
+ DIGITAL PC
GAMING SOFTWARE

+40%
VS 2021



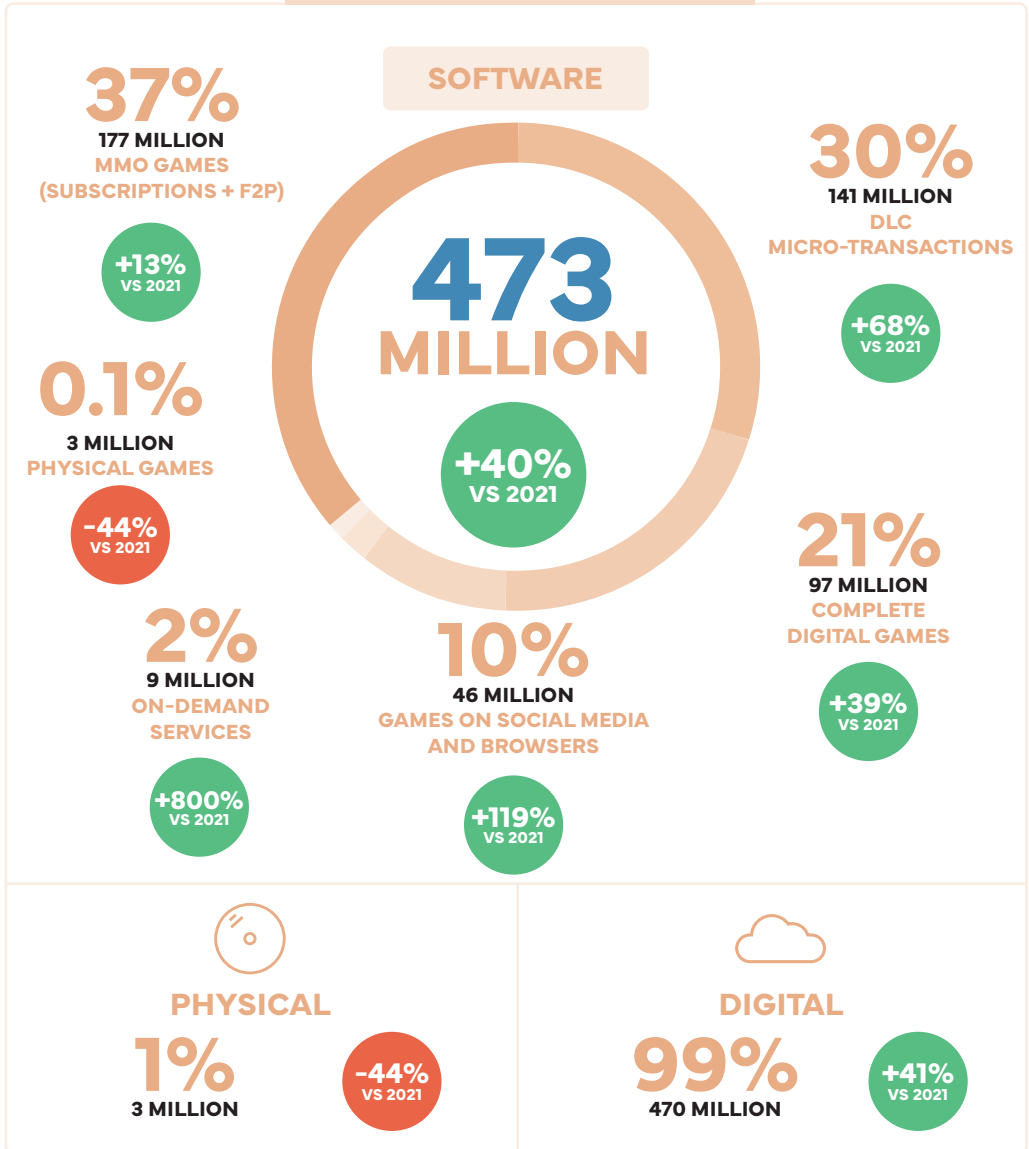
11%

165 MILLION
PC GAMING
ACCESSORIES

-10%
VS 2021

PC GAMING ECOSYSTEM

BREAKDOWN OF 2022 SALES IN EUROS



PC GAMING ECOSYSTEM

SALES FOR 2022

HARDWARE*

909

MILLION
EUROS

-3%
VS 2021



DESKTOP PC GAMING

253

MILLION EUROS

-11%
VS 2021



LAPTOP PC GAMING

656

MILLION EUROS

=
VS 2021

165

MILLION
EUROS

-10%
VS 2021



ACCESSORIES

SELL data, from GSD/IDC panels at end 2022.

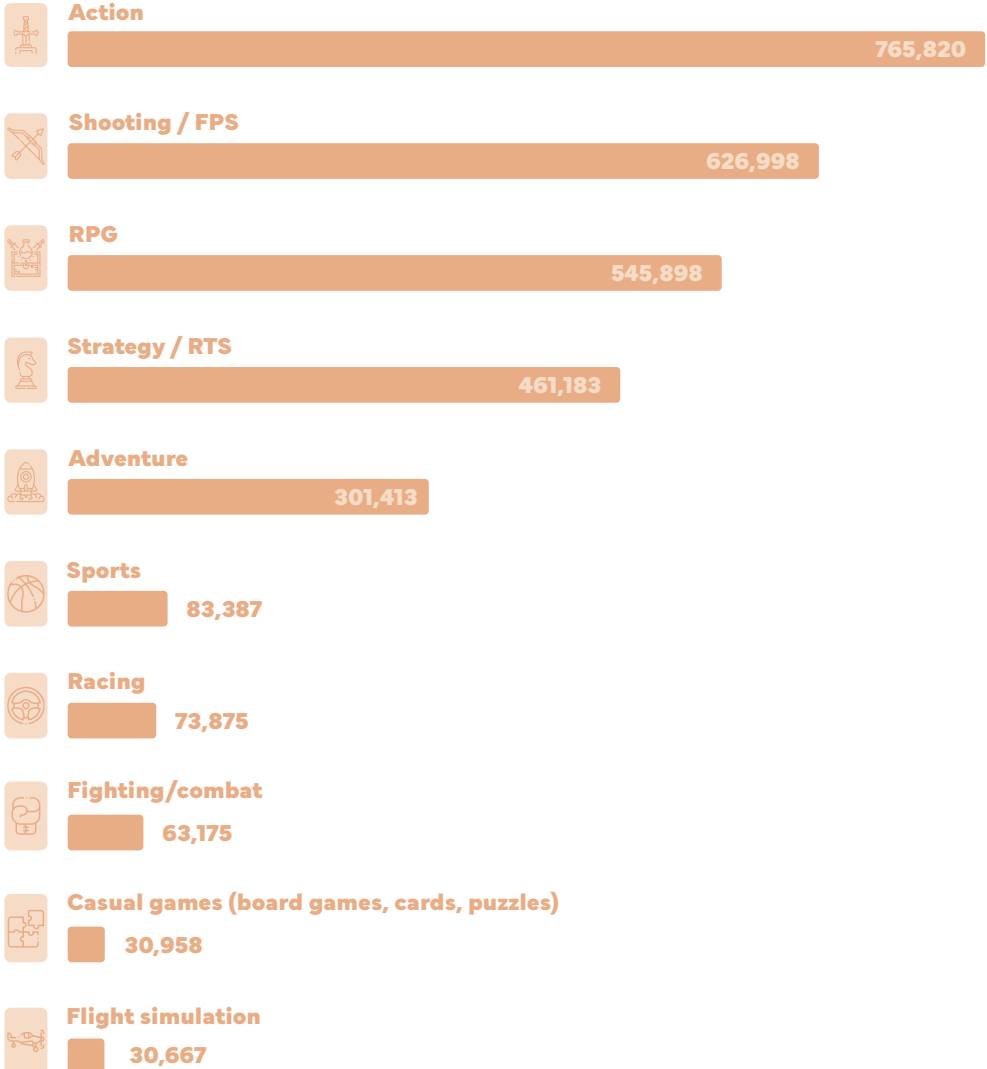
Hardware: sales of PCs fitted with a high-performance graphics card.

Accessories: mice, keyboards, screens for PC Gaming.

*Revised historical PC Gaming 2021 hardware data.

TOP 10 TYPES OF VIDEO GAMES BOUGHT IN 2022

PHYSICAL + DIGITAL MARKET IN VOLUME ☁️ ⌵



TOP 20 GAMES IN 2022 PC GAMING ECOSYSTEM

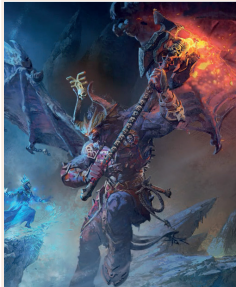
PHYSICAL + DIGITAL MARKET IN VALUE



1 **CALL OF DUTY:
MODERN WARFARE II**
ACTIVISION BLIZZARD
€16,031,274



2 **ELDEN RING**
BANDAI NAMCO
ENTERTAINMENT
€6,396,711



3 **TOTAL WAR:
WARHAMMER II**
SEGA
€2,651,894

4	RED DEAD REDEMPTION 2	TAKE-TWO INTERACTIVE	€2,250,336
5	GRAND THEFT AUTO V	TAKE-TWO INTERACTIVE	€1,958,932
6	FOOTBALL MANAGER 2023	SEGA	€1,489,493
7	GROUNDED	MICROSOFT	€1,407,004
8	FORZA HORIZON 5	MICROSOFT	€1,335,851
9	GOD OF WAR	SONY INTERACTIVE ENTERTAINMENT	€1,168,352
10	MONSTER HUNTER RISE	CAPCOM	€1,086,503
11	SEA OF THIEVES	MICROSOFT	€1,061,336
12	CALL OF DUTY: VANGUARD	ACTIVISION BLIZZARD	€944,711
13	LEGO STAR WARS: THE SKYWALKER SAGA	WARNER BROS. INTERACTIVE	€900,882
14	SPIDER-MAN REMASTERED	SONY INTERACTIVE ENTERTAINMENT	€851,888
15	AGE OF EMPIRES IV	MICROSOFT	€837,605
16	FOOTBALL MANAGER 2022	SEGA	€820,188
17	MICROSOFT FLIGHT SIMULATOR	MICROSOFT	€765,487
18	FINAL FANTASY VII REMAKE INTERGRADE	SQUARE ENIX	€751,609
19	CALL OF DUTY: MODERN WARFARE	ACTIVISION BLIZZARD	€661,962
20	TINY TINA'S WONDERLANDS	TAKE-TWO INTERACTIVE	€648,304

TOP 20 GAMES IN 2022 PC GAMING ECOSYSTEM

PHYSICAL + DIGITAL MARKET IN VOLUME



1 **CALL OF DUTY:
MODERN WARFARE II**
ACTIVISION BLIZZARD
217,288



2 **ELDEN RING**
BANDAI NAMCO
ENTERTAINMENT
105,552

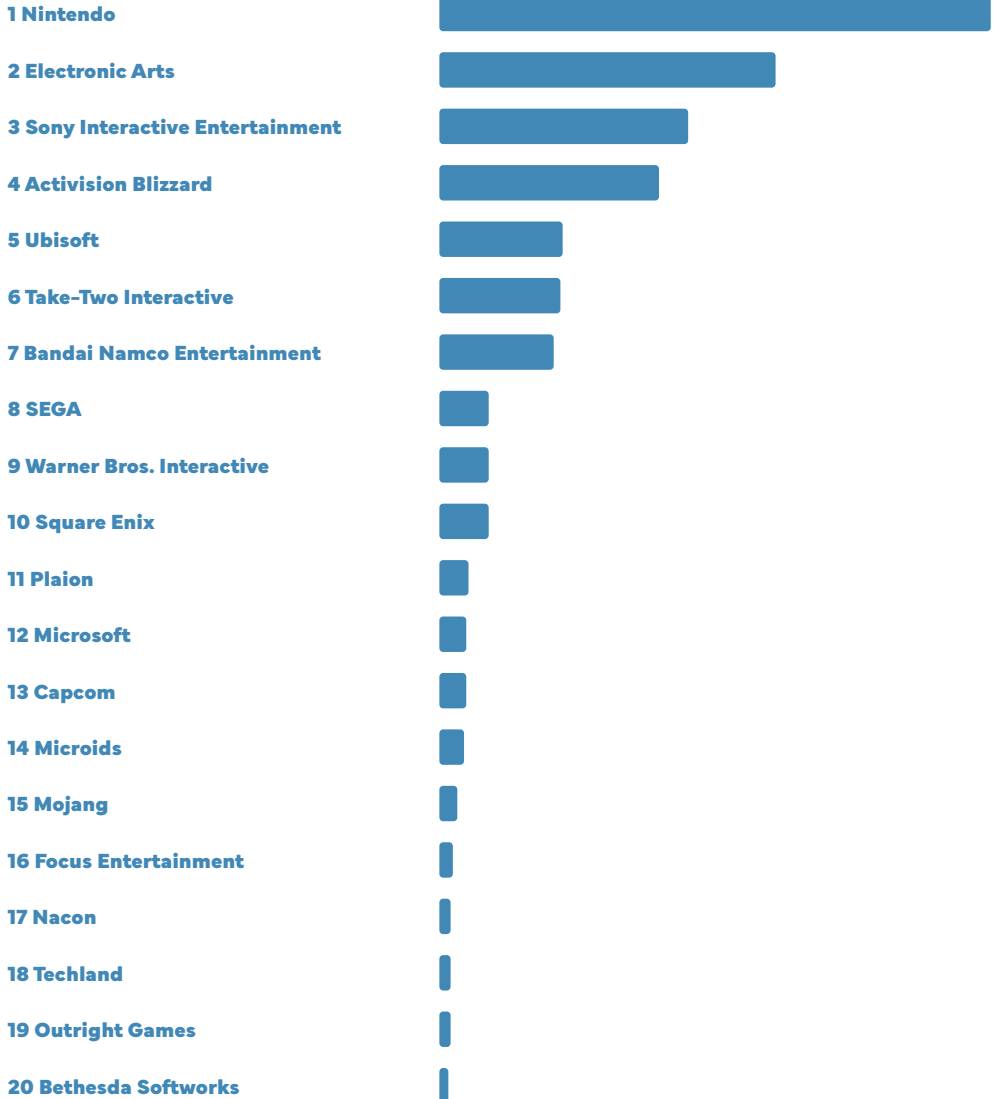


3 **GRAND THEFT AUTO V**
TAKE-TWO INTERACTIVE
104,041

4	RED DEAD REDEMPTION 2	TAKE-TWO INTERACTIVE	78,584
5	GROUNDED	MICROSOFT	54,213
6	SEA OF THIEVES	MICROSOFT	48,104
7	TOTAL WAR: WARHAMMER II	SEGA	45,262
8	TOM CLANCY'S RAINBOW SIX SIEGE	UBISOFT	41,665
9	GOD OF WAR	SONY INTERACTIVE ENTERTAINMENT	31,771
10	FOOTBALL MANAGER 2023	SEGA	28,875
11	SID MEIER'S CIVILIZATION VI	TAKE-TWO INTERACTIVE	28,871
12	FORZA HORIZON 5	MICROSOFT	28,135
13	AGE OF EMPIRES IV	MICROSOFT	23,364
14	HORIZON ZERO DAWN	SONY INTERACTIVE ENTERTAINMENT	22,632
15	MONSTER HUNTER RISE	CAPCOM	22,508
16	CALL OF DUTY: VANGUARD	ACTIVISION BLIZZARD	21,550
17	DIABLO II: RESURRECTED	ACTIVISION BLIZZARD	21,164
18	CALL OF DUTY: BLACK OPS III	ACTIVISION BLIZZARD	20,936
19	CALL OF DUTY: MODERN WARFARE	ACTIVISION BLIZZARD	20,673
20	FOOTBALL MANAGER 2022	SEGA	19,395

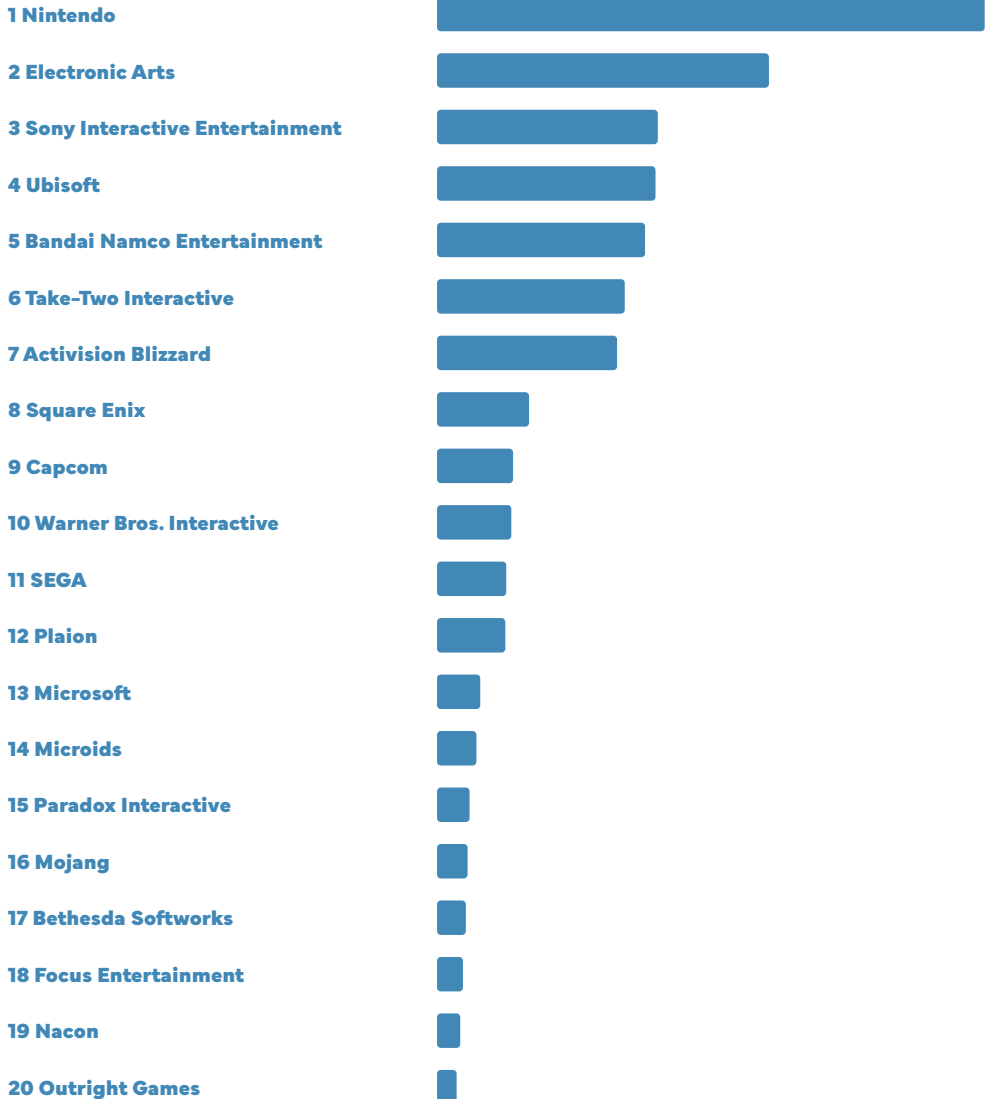
TOP 20 PUBLISHERS CONSOLE + PC GAMING SOFTWARE

PHYSICAL + DIGITAL MARKET IN VALUE



TOP 20 PUBLISHERS CONSOLE + PC GAMING SOFTWARE

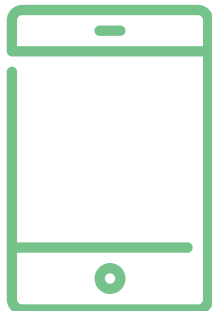
PHYSICAL + DIGITAL MARKET IN VOLUME



MOBILE ECOSYSTEM

SALES FOR 2022

SOFTWARE



1,415

MILLION
EUROS

=
VS 2021

BREAKDOWN OF 2022 SALES IN EUROS



97.3%

1,377 MILLION
FREE APPS

-1%
VS 2021

1.6%

22 MILLION
GAMES ON SOCIAL MEDIA
AND BROWSERS































+340%
VS 2021

1.1%

16 MILLION
PAID
APPS

-6%
VS 2021

TOP 10 GAMES IN 2022 MOBILE ECOSYSTEM

PAID APPS BY REVENUE GENERATED				PAID APPS BY NUMBER OF DOWNLOADS				FREE APPS BY NUMBER OF DOWNLOADS			
1	MINECRAFT POCKET EDITION	MICROSOFT		1	MINECRAFT POCKET EDITION	MICROSOFT		1	STUMBLE GUYS	KITKA GAMES	
2	FOOTBALL MANAGER 2022	SEGA		2	MONOPOLY BY MARMALADE	MARMALADE GAME STUDIO		2	SUBWAY SURFERS	SYBO GAMES	
3	MONOPOLY BY MARMALADE	MARMALADE GAME STUDIO		3	FOOTBALL MANAGER 2022	SEGA		3	CLASH ROYALE	SUPERCCELL	
4	BLOONS TD 6	NINJA KIWI		4	60 SECONDS! ATOMIC ADVENTURE	ROBOT GENTLEMAN		4	ROBLOX	ROBLOX CORPORATION	
5	GRAND THEFT AUTO: SAN ANDREAS	ROCKSTAR GAMES		5	GRAND THEFT AUTO: SAN ANDREAS	ROCKSTAR GAMES		5	MAGIC TILES 3	AMANOTES PTE LTD	
6	RFS - REAL FLIGHT SIMULATOR	RORTOS		6	PLAGUE INC.	NDEMIC CREATIONS		6	FISHDOM: DEEP DIVE	PLAYRIX	
7	60 SECONDS ATOMIC ADVENTURE	ROBOT GENTLEMAN		7	INCREDBOX	SO FAR SO GOOD		7	CANDY CRUSH SAGA	KING	
8	FARMING SIMULATOR 20	GIANTS SOFTWARE		8	BLOONS TD 6	NINJA KIWI		8	FIFA SOCCER	ELECTRONIC ARTS	
9	PLAGUE INC.	NDEMIC CREATIONS		9	RFS - REAL FLIGHT SIMULATOR	RORTOS		9	BRAWL STARS	SUPERCCELL	
10	INCREDBOX	SO FAR SO GOOD		10	FARMING SIMULATOR 20	GIANTS SOFTWARE		10	COIN MASTER	MOON ACTIVE	

40

CHAPTER 2

**PROFILES
OF FRENCH
PLAYERS**



VIDEO GAMES IN FRANCE

37.4 MILLION PLAYERS

AGED 10 AND OVER

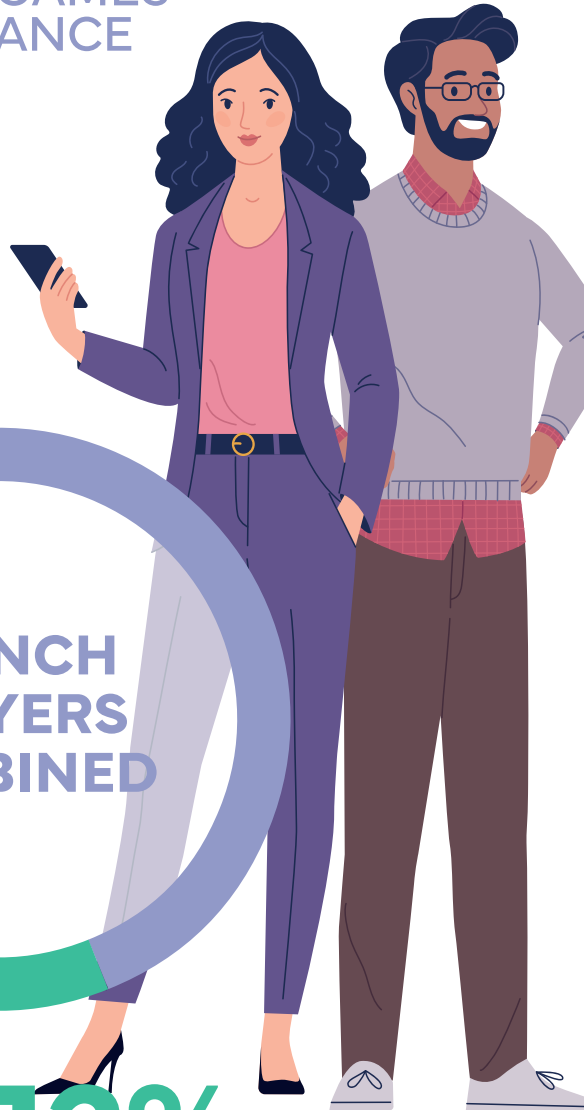


*Players who say they play video games at least once a year.

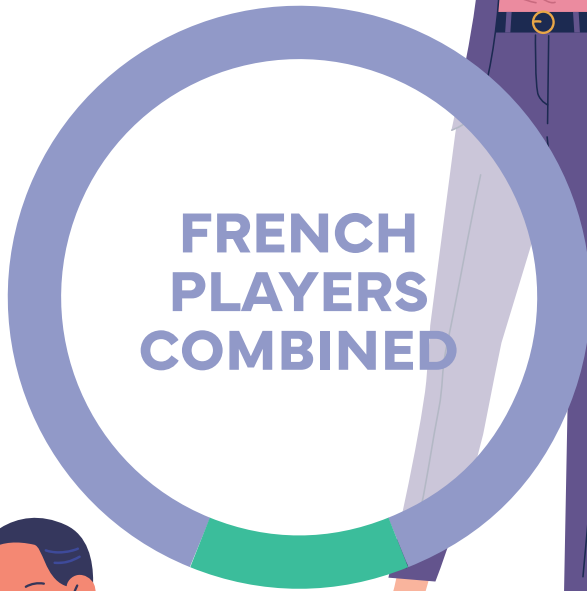
VIDEO GAMES IN FRANCE

88%

ADULTS (18 AND OVER)
32.8 MILLION PEOPLE



**FRENCH
PLAYERS
COMBINED**



12%

CHILDREN (AGED 10-17)
4.6 MILLION PEOPLE

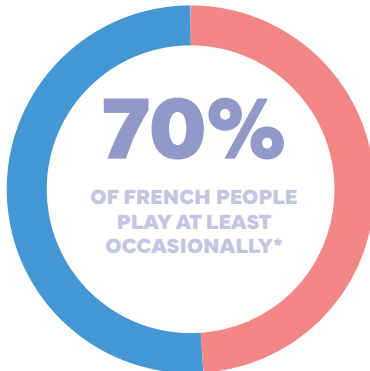


PROFILES OF FRENCH PLAYERS

ALL PLAYERS



51%



49%

MEN
40

39
AVERAGE AGE OF PLAYERS

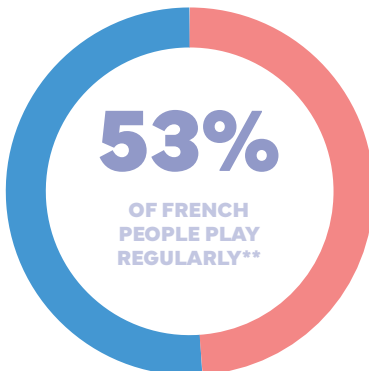
WOMEN
39

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

REGULAR PLAYERS



53%



47%

MEN
38

38
AVERAGE AGE OF PLAYERS

WOMEN
39

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

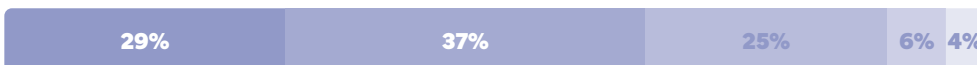
VIDEO GAMES IN FRANCE

VIDEO GAMES ARE ROOTED IN FRENCH PEOPLE'S DAILY LIVES:
 ¾ OF VIDEO GAME PLAYERS PLAY AT LEAST ONCE A WEEK

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

OVERALL



MEN



WOMEN



10-14



15-17



18-24



25-34



35-49



50-64



65 AND OVER



95%
 OF CHILDREN PLAY VIDEO GAMES (AGED 10-17)



68%
 OF ADULTS PLAY VIDEO GAMES (18 YEARS OR OLDER)

CHAPTER 3

A RESPONSIBLE INDUSTRY

46



PARENT BEHAVIOUR TOWARDS VIDEO GAMES

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

13%

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

22%

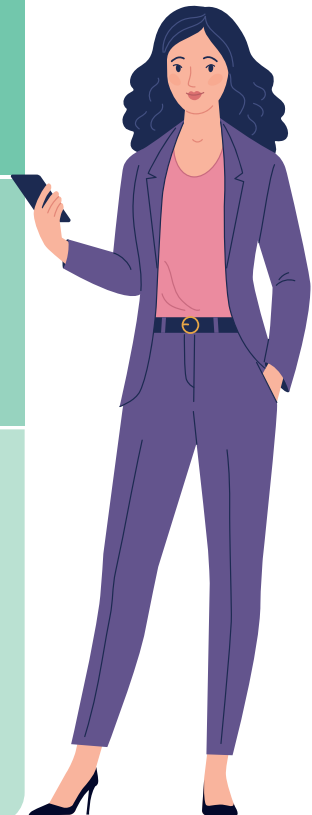
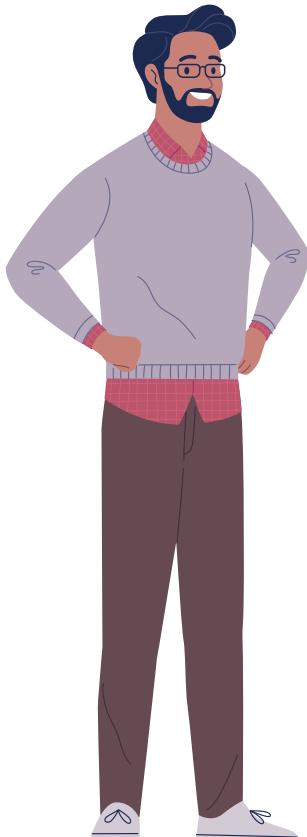
THEY PLAY VIDEO GAMES BY THEMSELVES, BUT I CHOOSE THE GAMES THEY CAN PLAY.

25%

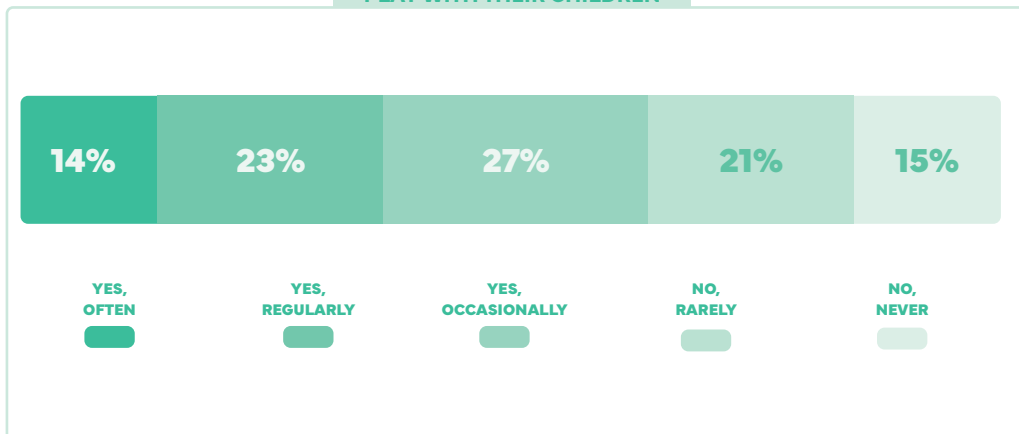
THEY PLAY VIDEO GAMES BY THEMSELVES, BUT I ADVISE AGAINST CERTAIN GAMES.

40%

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



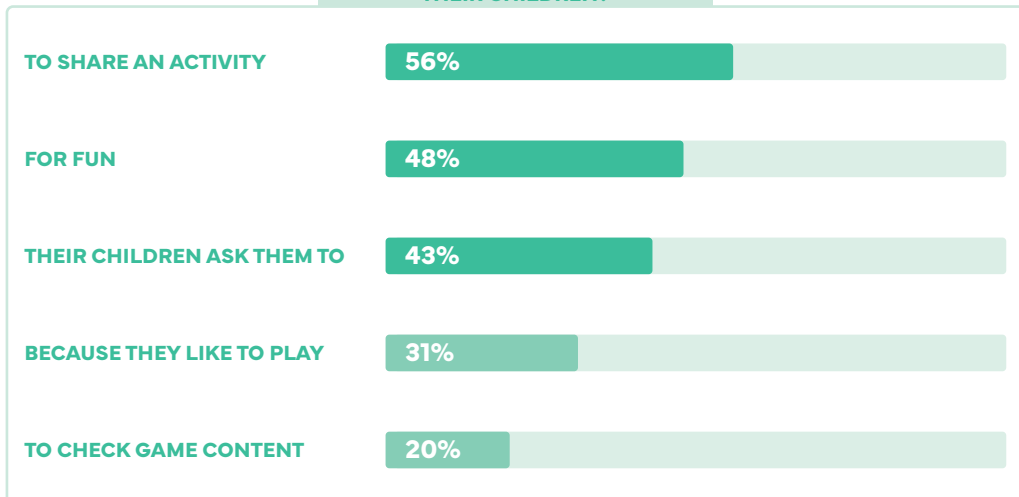
HOW OFTEN PARENTS PLAY WITH THEIR CHILDREN



64%

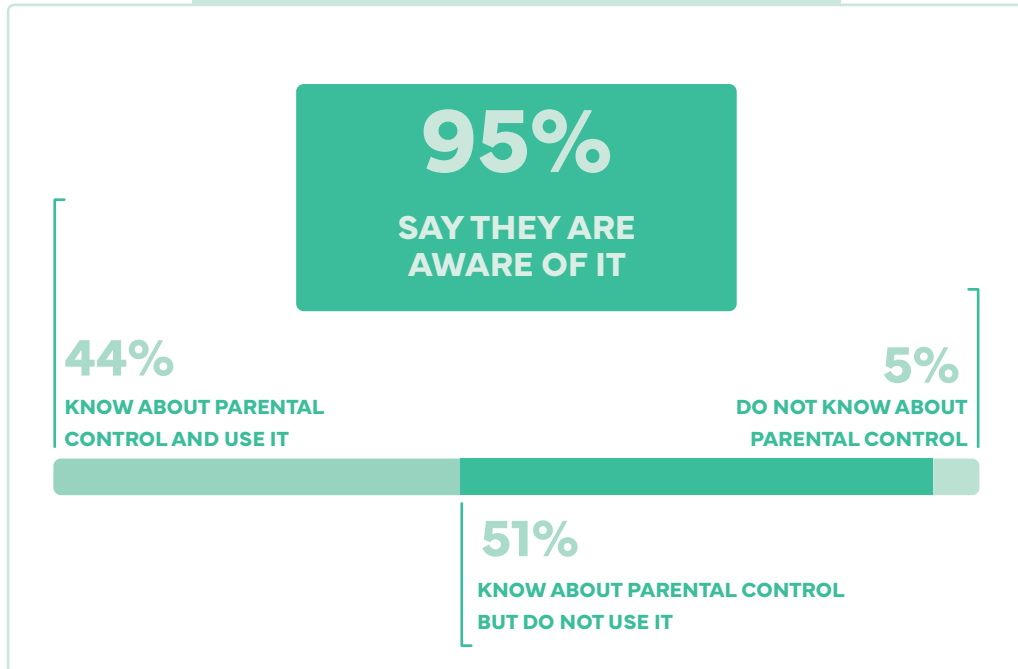
OF PARENTS SAY THEY PLAY WITH THEIR CHILDREN AT LEAST OCCASIONALLY

WHY DO PARENTS PLAY WITH THEIR CHILDREN?



PARENT BEHAVIOUR TOWARDS VIDEO GAMES

KNOWLEDGE AND USE OF PARENTAL CONTROL SYSTEMS



KNOWLEDGE OF THE PEGI SYSTEM



VIDEO GAME BUYERS

67%



PARENT VIDEO GAME BUYERS

64%

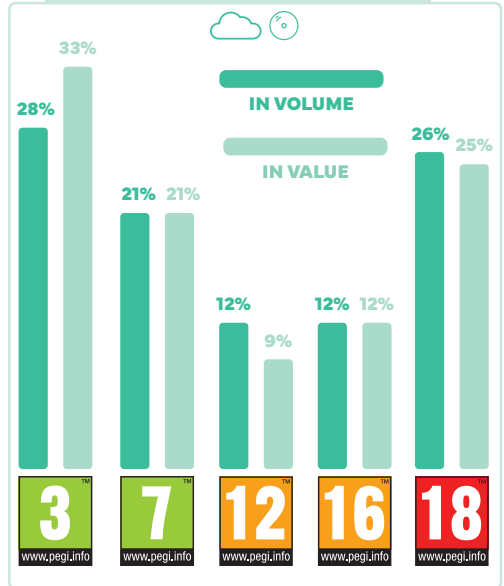
BREAKDOWN OF THE VIDEO GAME OFFER

PHYSICAL + DIGITAL MARKETS



BREAKDOWN OF VIDEO GAME SALES

PHYSICAL + DIGITAL MARKETS



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

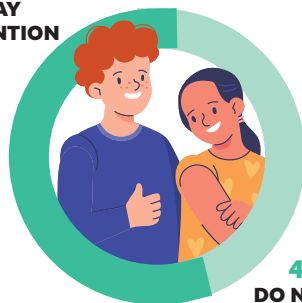
65%
PAY
ATTENTION



35%
DO NOT PAY
ATTENTION

CHILDREN VIDEO GAME BUYERS

54%
PAY
ATTENTION



46%
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.
Glamorisation 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 and random content
with real money.
Might include random items.
Includes random content.



This game contains
violent scenes.



This game may frighten young
children.



This game contains images
which may encourage
discrimination.

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 AND VSC, WHICH EVALUATE GAMES WITH 3 AND 7, AND 12, 16 AND 18 AGE RATINGS RESPECTIVELY TO SMOOTH THE PROCESS.

NICAM

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

INITIATIVES & CAMPAIGNS

The SELL's main aim is to provide information and raise awareness among families and players. As a founding member of the PédaGoJeux collective and a steering committee member of the PEGI age rating system, the SELL runs large-scale campaigns every year to raise awareness of these good practices among families and to encourage parents to adopt them.



2016 There 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/

control systems allow you to identify the exact sites to which your children have access, ensuring a pleasant browsing experience. Sometimes, it is even possible to identify keywords that should be blocked automatically.

PROTECTING YOUR PRIVACY

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

RESTRICTING ACCESS

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



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



56

CHAPTER 4

THE UNION OF VIDEO GAME PUBLISHERS



SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

WHO WE ARE

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 twenty-five members, including twenty-one 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.

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

OUR MISSIONS

REPRESENTING THE PUBLISHING INDUSTRY

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

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

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

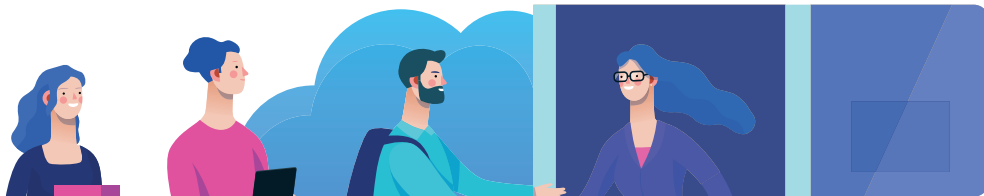
CNC: member of the Commission for Diversity in the Cultural Sector.

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

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

Supporting organisations promoting responsible inclusion: Women in Games to promote diversity, CapGame to develop accessibility and Silver Geek for intergenerational connection.

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 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.



Paris Games Week 2019

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 & screens): SELL

Other surveys: "French people and video games", SELL/Médiamétrie

THE BOARD OF DIRECTORS

CHRISTOPHE HAVART
Bandai Namco Entertainment

JULIE CHALMETTE
Bethesda

SOPHIE CARABALONA
Electronic Arts

JOHN BERT
Focus Entertainment

JAMES REBOURS
Plaion

INA GELBERT
Microsoft

PHILIPPE LAVOUÉ
Nintendo

GUILLAUME DE FONDAUMIÈRE
Quantic Dream

EMMANUEL GRANGE
Sony Interactive Entertainment

PATRICK BELLAICHE AND MICHEL MAGNE
Take-Two Interactive

BÉNÉDICTE GERMAIN
Ubisoft

YVES ELALOUF
Warner Bros. Interactive Entertainment

THE MEMBERS OF SELL



BANDAI NAMCO



Bethesda



CAPCOM®



Disney
INTERACTIVE
STUDIOS



DON'T NOD



EA



FOCUS
ENTERTAINMENT



innelec



Just
For
Games



KONAMI



MICROIDS



Microsoft



nacon



Nintendo®



orange™



PLAION



PLUG IN
DIGITAL



QUANTIC
DREAM



SEGA®



Sony
Interactive
Entertainment



SQUARE ENIX.



T2™
TAKE-TWO
INTERACTIVE



Tencent



UBISOFT



WB
WARNER BROS.
INTERACTIVE ENTERTAINMENT

A series of horizontal dotted lines for writing notes.



UNION OF
VIDEO GAME
PUBLISHERS

Julie Chalmette
Chairwoman

Nicolas Vignolles
Managing Director
n.vignolles@sell.fr

Anne-Sophie Montadier
Communication, Marketing & CSR Director
as.montadier@sell.fr

Read all of SELL's news on social media



@SELL_JeuxVideo



SELL TV

www.sell.fr