This new issue of Essential Video Game News presents the annual results of GfK’s consumer survey for SELL, to better understand the habits of the French population, decode gamer expectations and practices and continue to develop Paris Games Week. This year we were particularly interested in the arrival of virtual reality, the interest of 15-24 year-olds for the video gaming industry and its businesses and also French perception of eSport.

A stage for pop culture as a whole, the 7th edition of Paris Games Week invites you to discover the future of video gaming. The show is taking over 80,000 square metres of the Paris Exhibition Centre at Porte de Versailles, a 30% increase on last year.

Every year, the show’s growth improves and enriches the experience offered to gamers. They will discover technological innovations like virtual reality, new products for the Christmas season and also new games for 2017 presented as exclusive previews by French and European manufacturers, publishers, accessory manufacturers and studios. For the 3rd consecutive year, Game Connection Europe will be held jointly with Paris Games Week. This international event helps nearly 3,000 developers, distributors, publishers and service providers find new partners and customers.

As always, PGW will be an e-arena with this year a hall dedicated to the biggest international eSport competitions, an opportunity to discover the PGW Art Gallery by ARTitude, a unique bookshop and many new operators who are attending for the first time, not forgetting Junior PGW for the younger gamers.

Paris Games Week is also the place where our industry finds its structure. This year we have created PGW Business, a forum for all those who are hoping to work in the industry. Close to the Colleges & Courses area, PGW Business is built around presentations of colleges, talks by video game professionals and specialists and photo exhibitions to present all the businesses which make our industry so rich and exciting...

What if video gaming was designing tomorrow’s businesses?

Enjoy the show!

Jean-Claude Ghinozzi
Chairman of SELL
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ESSENTIAL VIDEO GAME NEWS
is produced by the Union of Video Game Publishers (SELL).
It reflects the market, consumption and use of the French video gaming industry.
CHAPTER 1

UNDERSTANDING THE VIDEO GAME MARKET
In the early 2000s, only 20% of the French population said they played video games, a large proportion being men with an average age of 21. 16 years later and one out of every two French people now say they play video games with almost equal sexual parity and an average age that extends way beyond 30.

The history of video gaming in France dates back to the 1980s. The last twenty years have seen the industry and how it is used change dramatically. Today it is the 2nd largest cultural industry behind books. Gaming has slowly become generalised, entering every French home.

GAMER NUMBERS DOUBLED IN ONLY 10 YEARS!

The history of video gaming in France dates back to the 1980s. The last twenty years have seen the industry and how it is used change dramatically. Today it is the 2nd largest cultural industry behind books. Gaming has slowly become generalised, entering every French home.

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage of Regular Gamers</th>
<th>Average Age of Gamers</th>
<th>Male/Female Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>29%</td>
<td>34 years old</td>
<td>M:54% W:46%</td>
</tr>
<tr>
<td>2016</td>
<td>52%</td>
<td>35 years old</td>
<td>M:54% W:46%</td>
</tr>
</tbody>
</table>

In the early 2000s, only 20% of the French population said they played video games, a large proportion being men with an average age of 21. 16 years later and one out of every two French people now say they play video games with almost equal sexual parity and an average age that extends way beyond 30.

Source: GfK 2005 Gamers Study and GfK/SELL 2016 Study
2.87 BILLION EUROS
(PHYSICAL MARKET + VIRTUAL MARKET EXCLUDING HARDWARE AND ACCESSORIES Gaming PC)

TURNOVER FRANCE

+6% MARKET GROWTH

FRANCE IS IN THE TOP 3 EUROPEAN MARKETS (with England and Germany)

1.3 MILLIONS OF UNITS

FIFA 16

CALL OF DUTY: BLACK OPS 3

1.1 MILLIONS OF UNITS

2 VIDEO GAMES BROKE THE BARRIER OF A MILLION UNITS SOLD IN 2015*

FIFA 16: 1.3 million
Call Of Duty: Black Ops 3: 1.1 million

The 2nd most sold cultural product in France in 2015 was a video game: fifa 16

Sources: SELL estimation, using GfK panel data at end 2015
CLOSE-UP: MARKET SEGMENTS 2015
Breakdown of turnover
En millions of Euros

<table>
<thead>
<tr>
<th></th>
<th>Consoles</th>
<th>Software (Console + PC, Physical + Virtual)</th>
<th>Handheld</th>
<th>Accessories</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>758</td>
<td>1492</td>
<td>200</td>
<td>270</td>
</tr>
<tr>
<td>2015</td>
<td>712</td>
<td>1593</td>
<td>260</td>
<td>305</td>
</tr>
</tbody>
</table>

-6% +7% +30% +13%

+9.5%

TURNOVER FOR GLOBAL SOFTWARE MARKET
(Console + PC + Mobile, Physical + Virtual)

Sources: SELL estimation, using GfK panel data at end 2015
CLOSE-UP: MARKET SEGMENTS 2015

2.87 BILLION EUROS

10% CONSOLE ACCESSORIES
25% CONSOLE HARDWARE
28% PHYSICAL CONSOLE SOFTWARE
9% MOBILE SOFTWARE
12% VIRTUAL PC SOFTWARE
2% PHYSICAL PC SOFTWARE
14% VIRTUAL SOFTWARE CONSOLE

46% PHYSICAL RETAIL
14% MOBILE RETAIL
21% PC
65% CONSOLE
14% MOBILE VIRTUAL (PC+CONSOLE)

Sources: SELL estimation, using GfK panel data at end 2015
THE CYCLE OF VIDEO GAMING CONSOLES
Hardware + Software + Accessories

THE VIDEO GAME CONSOLE MARKET OPERATES IN CYCLES.

Sources: SELL estimation, from GFK panel data at end 2015
20 YEARS OF CONSOLES

5TH GENERATION

1993 Amiga CD32
1993 Atari Jaguar
1994 3DO
1995 Sega Saturn
1995 PlayStation
1997 Nintendo 64
1998 Game Boy Color

6TH GENERATION

1999 Sega Dreamcast
2000 PlayStation 2
2001 Game Boy Advance
2002 Xbox

Sources: GfK
20 YEARS OF CONSOLES

2002
GameCube

2003
Game Boy Advance SP

2003
Nokia N-Gage

2005
Game Boy Micro

7TH GENERATION

2005
Nintendo DS

2005
PSP

2005
Xbox 360

2006
Nintendo Wii

2007
PlayStation 3

Sources: GfK
20 YEARS OF CONSOLES

8TH GENERATION

2011
Nintendo 3DS

2012
PS Vita

2012
Nintendo Wii U

2013
Xbox One

2013
PlayStation 4

Source: GfK
TRENDS AND INNOVATIONS
A market in perpetual change
UNDERSTANDING THE VIDEO GAME MARKET

TRENDS AND INNOVATIONS
Virtual reality focus

7 out of 10 French people have heard of virtual reality.

9% of French people have already tested virtual reality devices.

49% say they would like to try it.

1 out of 6 French people say they are “fully aware” of the possibilities generated by VR technology.

21% realistic graphics in games.

33% an immersive & flowing experience.

19% the possibility of watching 360° films and videos.

20% not interested in virtual reality.

4% to be able to play with other people.

3% surf the web & social media.

9% of French people have already tested virtual reality devices.

49% say they would like to try it.

7 out of 10 French people have heard of virtual reality.

1 out of 6 French people say they are “fully aware” of the possibilities generated by VR technology.

GAMER EXPECTATIONS FOR VIRTUAL REALITY

Sources: SELL / GFK “French public and Video gaming” survey
Based on 1,002 people aged between 10 and 65 / October 2016
IMPROVING RECOGNITION OF ESPORTS IN FRANCE

SEPTEMBER 2015: SELL proposes an amendment to the framework of the draft Law on the digital republic proposed by Axelle Lemaire and intended to give electronic sports a safe legal framework which can promote growth in the sector. With over 4000 votes in favour, this amendment is at the head of the queue.

JANUARY 2016: During debates in the National Assembly, Prime Minister Manuel Valls launched a parliamentary mission under the auspices of the UDI Deputy Rudy Salles and the PS senator Jérôme Durain, intended to promote the development of video gaming competition in France.

MARCH 2016: Rudy Salles and Jérôme Durain officially submit their interim report to Axelle Lemaire for the Law to be examined by the Senate.

MAY 2016: the Senate officially recognises eSport and professional gamers.

JUNE 2016: A joint Senate / National Assembly meeting is held to finalise the framework of the text of the digital Law.

JULY 2016: The National Assembly adopts the law.

SEPTEMBER 2016: The Senate unanimously approved the law on the Digital Republic.

CREATION OF THE “FRANCE ESPORTS” ASSOCIATION: THE FIRST STEP TOWARDS A FEDERATION OF ESPORT AMATEURS AND PROFESSIONALS

The main historical actors of eSport come together to create “France eSports”, a non-profit association under Law 1901 which was officially launched on 27 April 2016 by Axelle Lemaire at the Ministère de l’Économie. The purpose of the association is to represent the common interests of the economic actors, professionals and amateurs in the sector and to promote its development in a context of professionalism and structuring of the practices used in electronic sports.

The 10 founding members include: Association Futoorlan, LDLC Event, ESL, Lyon e-Sport, Malorian, O’Gaming TV, Oxent, SELL, SNJV and Webedia. The Association is chaired by Matthieu Dallon (ESWC) and the General Secretary is Stéphan Euthine (LDLC).
FORECASTS FOR THE FRENCH VIDEO GAME INDUSTRY
End of 2016

ECOSYSTEMS
CONSOLES +
PC GAMING + MOBILE,
PHYSICAL + DIGITAL

3.4 BILLION EUROS

+3% IN VALUE

Sources: SELL estimate, using GfK panel data
MARCHET PERSPECTIVES 2016
End of 2016

PC GAMING (INCLUDING DIGITAL)
847 MILLION EUROS

- HARDWARE*
383 MILLION EUROS
45% OF CONSOLE ECOSYSTEM TURNOVER
+8% IN VALUE

- SOFTWARE* (INCLUDING DIGITAL)
385 MILLION EUROS
46% OF CONSOLE ECOSYSTEM TURNOVER

- ACCESSORIES*
79 MILLION EUROS
+34% OF CONSOLE ECOSYSTEM TURNOVER

CONSOLE ECOSYSTEM
2,259 MILLION EUROS

- HARDWARE*
652 MILLION EUROS
29% OF CONSOLE ECOSYSTEM TURNOVER
-8% IN VALUE

SOFTWARE* (INCLUDING DIGITAL)
1,298 MILLION EUROS
57% OF CONSOLE ECOSYSTEM TURNOVER
+8% IN VALUE

ACCESSORIES*
310 MILLION EUROS
14% OF CONSOLE ECOSYSTEM TURNOVER
+2% IN VALUE

* PC gaming includes: Software (physical/digital) Hardware (sales of PCs fitted with high-performance graphics cards) Accessories (mouse, keyboard, screen) for PC gaming

Sources: SELL estimate, using GfK panel data
THE VIDEO GAME ECOSYSTEM

DESIGNERS
STUDIOS
VIDEO GAME
PUBLISHERS
DISTRIBUTORS
BUSINESS MODELS
The 3 business models of video gaming
WITHIN VIDEO GAMING, WHICH BUSINESSES APPEAL THE MOST TO THE 15–24 AGE GROUP?

CINEMA 17%
MUSIC 15%
IT 13%
TOURISM 12%
VIDEO GAMES 11%
CARE INDUSTRY 11%
RENEWABLE ENERGIES 9%
FOOD INDUSTRY 5%
BANKING / FINANCE 5%
PUBLISHING 2%

WITHIN VIDEO GAMING, WHICH INDUSTRIES APPEAL THE MOST TO THE 15–24 AGE GROUP?

34% DESIGN (AUDIO, ILLUSTRATIONS, SCRIPTS, ETC.)
19% PUBLISHING (MARKETING, SALES, COMMUNICATION, ETC.)
20% DEVELOPMENT (PROGRAMMING, QUALITY TESTS, LEVEL DESIGN, ETC.)
12% SUPPORT (FINANCE, HUMAN RESOURCES, ETC.)
2% OTHER
13% NONE

Sources: SELL / GFK “French public and Video gaming” survey
Based on 1,002 people aged between 10 and 65 / October 2016
CHAPTER 2

PROFILES OF FRENCH GAMERS

About the SELL "French public and Video gaming" survey

The “French public and Video gaming” survey was carried out by GfK for SELL with the aim of measuring and understanding video game use and purchases in France. For this survey, a panel of 1,002 people aged 10 to 65 were interviewed in October 2016.
62% of French people consider video gaming a positive activity.

76% of French people consider video gaming a leisure activity for the whole family.

56% of French people think that video games encourage children’s development.

41% of French people consider eSports a sport in its own right.

1 out of 2 French people see gaming as a cultural activity.

76% of French people consider video gaming a leisure activity for the whole family.

Sources: SELL / GFK "French public and Video gaming" survey
Based on 1,002 people aged between 10 and 65 / October 2016
FRENCH PEOPLE AND VIDEO GAMES
French people and their habits

**FRENCH HABITS**
(OONE HOUR A WEEK)

- Surf the web: 28.1 hours
- Watch television: 21.4 hours
- Listen to the radio: 9.1 hours
- Listen to music: 7.5 hours
- Watch videos (DVD, BR, VOD, streaming): 4.3 hours
- Read books: 3.8 hours
- Play on the smartphone & tablet: 3.7 hours
- Play on the console & PC: 3.5 hours
- Read magazines or newspapers: 2.6 hours
- Go to the cinema: 1.1 hours

**GAMER HABITS**
(OONE HOUR A WEEK)

- Surf the web: 28.3 hours
- Watch television: 18.1 hours
- Listen to the radio: 8.4 hours
- Listen to music: 9 hours
- Watch videos (DVD, BR, VOD, streaming): 5.5 hours
- Read books: 3.6 hours
- Play on the smartphone & tablet: 5.1 hours
- Play on the console & PC: 5 hours
- Read magazines or newspapers: 2.6 hours
- Go to the cinema: 1.3 hours

Sources: SELL / GFK "French public and Video gaming" survey
Based on 1,002 people aged between 10 and 65 / October 2016
52% of French people play regularly.

70% of French people play at least occasionally.

54% men

46% women

34 years old men

32 years old women

AVERAGE AGE OF VIDEO GAMER

PERCENTAGE OF GAMERS BY AGE GROUP

10-14 years old: 95%
15-18 years old: 91%
19-24 years old: 88%
25-34 years old: 79%
35-44 years old: 78%
45-54 years old: 55%
+55 years old: 38%

Sources: SELL / GFK "French public and Video gaming" survey
Based on 1,002 people aged between 10 and 65 / October 2016

VIDEO GAMING: A LEISURE ACTIVITY FOR EVERYONE

35 years old men

15-18 years old

19-24 years old

25-34 years old

35-44 years old

45-54 years old

+55 years old

38%
HOW PEOPLE PLAY

- **28%** everday or nearly everyday
- **25%** regularly (at least twice a week)
- **26%** occasionally (2-3 times a year)
- **21%** from time to time (2-3 times a month)

BREAKDOWN OF GAMERS BY PLATFORM

- **61%** home consoles
- **59%** PC
- **50%** smartphones
- **34%** tablets
- **27%** handheld consoles
- **8%** online broadband or cable

Sources: SELL / GFK 'French public and Video gaming' survey
Based on 1,002 people aged between 10 and 65 / October 2016
TOP 10 GAME GENRES
Played in 2016

- Multimedia: 39%
- Car Racing: 34%
- Social Gaming: 33%
- Action: 31%
- Sports / Football: 31%
- Role Play: 30%
- Strategy: 26%
- Shooting / FPS: 25%
- Rhythm Game: 20%
- Multi-Player / Online: 19%
- Combat: 17%
- For Kids: 16%

Sources: SELL / GFK "French public and Video gaming" survey
Based on 1,002 people aged between 10 and 65 / October 2016
PARENT BEHAVIOUR TOWARDS VIDEO GAMES

65% of French people play video games with their children

88% are careful about their child’s gaming

38% for fun

39% because the parents like to game

59% to share an activity

48% because the children ask to

19% because the parents ask to

11% because the parents check game content

17% regularly

39% occasionally

9% frequently

16% never

19% rarely

WHY DO THEY GAME WITH THEM?

Sources: SELL / GFK “French public and Video gaming” survey
Based on 1,002 people aged between 10 and 65 / October 2016
THE ACT OF BUYING AND THE PEGI RATING SYSTEM

WHO BUYS VIDEO GAMES?

- 69% Parents
- 15% Children
- 11% Other people living at home (brother, sister, etc.)
- 5% Other people outside of home (grandparents, friends, etc.)

ATTITUDE TO THE PEGI RATING SYSTEM

- 49% of adults pay attention to the PEGI system
- 51% of children pay attention to the PEGI system
- 46% of people who buy games pay attention to the PEGI system
- 29% don’t know

Sources: SELL / GFK “French public and Video gaming” survey
Based on 1,002 people aged between 10 and 65 / October 2016
CHAPTER 3
A RESPONSIBLE INDUSTRY
A responsible industry

Since 17th December 2015, the PEGI system has been accredited by the French Home Secretary. The government has made the age and risk rating system mandatory for the video gaming sector.

Present in 38 countries

CREATED IN 2003

over 25,000 APPROVED GAMES

FEDERATING 1,300 COMPANIES
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, it has replaced a certain number of national age ratings through a unique system that is 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. From this year, it is also applied to all new apps available from Google Play.

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 packaging, indicating one of the following age ratings: 3, 7, 12, 16 and 18. They provide a reliable indication of the suitability 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 labels below appear on the back of the packaging, indicating the main reasons why a game has a specific age rating.

- ![Icon](image1.png) This game contains bad language.
- ![Icon](image2.png) This game contains violent scenes.
- ![Icon](image3.png) This game contains images which may encourage discrimination.
- ![Icon](image4.png) This game may frighten young children.
- ![Icon](image5.png) This game refers to the use of drugs (including tobacco and alcohol).
- ![Icon](image6.png) This game encourages and/or teaches gambling.
- ![Icon](image7.png) This game shows nudity and/or sexual behaviour or makes sexual references.
PEGI: PAN EUROPEAN GAME INFORMATION

“There is an age for everything. There is a video game for every age.”

For 20 years, SELL has been working with gamers and parents on more responsible video gaming practices. From 2003 and under the impetus of the ISFE (Interactive Software Federation of Europe), SELL developed a rating system for video game content, PEGI (Pan European Game Information). Managed by an independent organisation, the PEGI system guarantees comprehensible and precise information regardless of how much consumers know about video gaming.

A public interest service recognised by the European Commission in 2007 and by the French government in 2014. A decision which formalised ten years of constructive work to offer gamers clear information. As well as the institution and promotion of the PEGI rating system, since 2008 SELL has been supporting and contributing to the RédaGeJeux collective, responsible for providing better explanations to parents, gamers and educators about video games.

On the initiative of all its members, SELL - the Union of Video Game Publishers - is launching a huge national awareness and information campaign about the standardised PEGI rating system for video games created in 2003 (Pan European Game Information).

Recognised as a general interest venture by the French government’s Information Department, this campaign demonstrates the commitment and values of the video game industry, whose first priority remains responsibility and information for consumers and gamers.

**TWO FILMS AND A SIMPLE MESSAGE TO RAISE AWARENESS OF PARENTS AND GAMERS TO THE PEGI LABELS.**

- **€850,000 BUDGET**
- **AN AMBITIOUS MEDIA PLAN DESIGNED TO REACH PARENTS AND GAMERS**
- **4 WEEKS ON SCREEN FROM 5TH OCTOBER TO 2ND NOVEMBER**
- **IMPULSE BUY CAMPAIGN ON THE WEB**
- **SHOWN IN UGC & GAUMONT PATHÉ CINEMAS**
THE PEGI GUIDE

Find it on the SELL website: www.sell.fr

Essential Video Game News – special issue
The PEGI guide
The website for information and raising awareness about video games

On pedagojeux.fr, parents can find all the best practices and keys to understanding how to best support their children in this leisure activity.

Questions about gaming time, sleep, age and game content are major concerns for adults today. PédaGoJeux believes it is essential that parents know and understand the PEGI labels so they can select games suitable to their child's age and sensitivity and adapted to their family values.

In the opinion of PédaGoJeux, talking to their children about their gaming experiences and gaming together as a family are also essential.

To extend its scope, PédaGoJeux has been developing a network of educational mediators since 2014, the PédaGoJeux Ambassadors, for the most part state or charity entities working in the fields of family awareness and information. In 2014, this programme received the "Défenseur des droits" label dedicated to the 25th anniversary of the Convention on the Rights of the Child.

In 2015, PédaGoJeux focused more specifically on younger gamers and created PédaGoJeux Junior, a space with content dedicated to 6-12 year olds. With Tralalere / Internet Sans Crainte and SEL, two of its founding members, PédaGoJeux is involved in the launch of GameCode, a video game design app for 9-14 year-olds. It encourages them to move from consumer to designer and gives them the resources to take a step back from their gaming and view the game itself more critically. With GameCode, children will see behind the scenes of how a video game is made and discover programming, developing their digital knowledge and culture.

PédaGoJeux is a collective created in 2008 by people from public bodies, the gaming industry and associations.

The current active members of the PédaGoJeux collective are: the National Union of Family Associations (UNAF), Internet Sans Crainte (Tralalere), the Ministry for Family Affairs, Union of Video Game Publishers (SELL), Bayard Jeunesse and JeuxOnLine. The multi-representational organisation of PédaGoJeux ensures a balanced approach to video gaming. Without demonising or venerating gaming, our objective is to present the benefits and advantages of video games and the points of concern.
CHAPTER 4
PARIS GAMES WEEK
PARIS GAMES WEEK

PARIS GAMES WEEK: A VITALITY WHICH MIRRORS THE SECTOR

Paris Games Week is an industry-organised general public event created in 2010 by SELL and driven by the union’s manufacturers and publishers, all focused on the same objective: celebrate video gaming in all its forms and uses and present the industry’s new end-of-year products and innovations to the general public.

Since its beginnings, Paris Games Week has enjoyed very strong growth in exhibition space, the number of exhibitors and the number of visitors. With some 80,000 square metres in halls 1, 2.1, 2.2 and 3 at the Porte de Versailles Paris Exhibition Centre, at the end of October the show will open its doors with 30% more space than the 2015 edition, bearing in mind that for the first edition in 2010 it “only” had 14,000 square metres. SELL is offering visitors even more games, innovations and experiences with booths that are ever more spectacular.

The 2016 edition will host nearly 6 times more exhibitors than in 2010 to the delight of its visitors whose numbers increase every year. Total numbers reached 307,000 in 2015 combining paying visitors and guests, exhibitor teams, show teams, the media and professionals attending the show, premiere events and private evening events.

Today, Paris Games Week represents the leading French event on Twitter with over 400,000 followers. In early September, it also launched its presence on Snapchat, highlighting a desire to federate communities around gaming. This approach is part of SELL’s global 360° brand content strategy, to make Paris Games Week the showcase of the video game sector with news and information throughout the year, not just at exhibition time. For the 2015 edition, Paris Games Week enjoyed historic media attention with 13,000 articles in the international press compared with 2,000 in 2014 and 15 hours of air time on French TV and radio.
TWO KEY WORDS: EXPERIENCE & INNOVATION

Beyond the key figures for these last six years, the success is also down to the presence and involvement of the major players who shape this industry and help create the event’s full magnitude. Today, Paris Games Week represents:

◆ an advertising springboard for publishers with an ever-richer end-of-year line-up presented at the show and even more exclusive games previews and other events (for example, the international PlayStation conference organised for PGW 2015);

◆ the ideal place for discovering and testing technological innovations like VR or eSport;

◆ the venue for the biggest eSport competitions with ESL (the Electronic Sports League from the very first year) and ESWC (the Electronic Sports World Convention) since 2011. As well as spotlighting eSport during Paris Games Week, SEL works every day alongside the sector’s representatives, striving for recognition for eSport. SEL contributed to the creation of the France eSport association;

◆ an event designed for the utmost visitor comfort and experiences for gamers and their families, with dedicated zones and areas including Paris Games Week Junior, created in 2012;

◆ a genuine forum for the video game industry covering 180m² where over 5 days there is a convention with speakers (HR directors, colleges, publishers and more) hosting conferences and round tables on topics and issues which concern and motivate the industry’s future professionals.

JEAN-CLAUDE GHINOZZI, SEL PRESIDENT AND PARIS GAMES WEEK ORGANISER, EXPLAINS:

“We are proud of the scope taken on by the huge event Paris Games Week has become and which we have built over the years alongside different sector operators. Today we want to go even further and make Paris Games Week a brand in its own right, representing the values which have made it a benchmark in general public shows: sharing, creativity, universality and responsibility.”

PGW 2016: A STAGE FOR ALL GAMING

Paris Games Week will be the place to preview and test cutting-edge technological innovations and brand new games. At the end of October, visitors will discover all the new products for the Christmas season and releases for 2017 in hardware, software and accessories. This new edition will also showcase the latest innovations in virtual reality. Paris Games Week has always been a hotspot for international competitions and this year it will host many eSport events. Loyal to this great event, studios, colleges and industry professionals will also be joining the fun, celebrating gaming in all its forms and styles.
PARIS GAMES WEEK IN FIGURES

Top 5 international video game events Top 5 French trade fairs

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth in Attendance</th>
<th>Growth in Size</th>
<th>Growth in Number of Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>307,000</td>
<td>80,000 M²</td>
<td>165 (at 12/10/2016)</td>
</tr>
<tr>
<td>2014</td>
<td>272,000</td>
<td>62,000 M²</td>
<td>123</td>
</tr>
<tr>
<td>2013</td>
<td>245,000</td>
<td>50,000 M²</td>
<td>98 (+ 27 CONNECT-IT SPACES)</td>
</tr>
<tr>
<td>2012</td>
<td>212,000</td>
<td>26,000 M²</td>
<td>79</td>
</tr>
<tr>
<td>2011</td>
<td>180,000</td>
<td>22,000 M²</td>
<td>51</td>
</tr>
<tr>
<td>2010</td>
<td>120,000</td>
<td>14,000 M²</td>
<td>36</td>
</tr>
</tbody>
</table>

- Top 5 international video game events
- Top 5 French trade fairs
CHAPTER 5
SELL
SELL stands for the Syndicat des Editeurs de Logiciels de Loisirs, or the Union of Video Game Publishers.

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 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 the 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.fr

Under the presidency of Jean-Claude Ghinozzi (Director of the Retail Sales and Marketing Division for Microsoft France) and Emmanuel Martin (SELL General Delegate), this commitment to society became concrete in 2015 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 IDEF and Paris Games Week, federating the main operators in the video game sector.

The IDEF (Interactive & Digital Entertainment Festival) is a trade fair. Ever year, all of the video game industry comes together there. Over three days, they present industry buyers with gaming trends and new products and services which will create a buzz for the Christmas season. Furthermore, panels, conferences and round tables introduce and explain new uses and new technologies which will move the video game industry forward, an industry which is enjoying constant growth.
Paris Games Week is a general public show. Over five days, hundreds of thousands of gamers, their families and friends will play and discover the latest titles, technologies and peripherals for the Christmas season. Even though it is open to all and has events suitable for every audience, Paris Games Week has an area specially designed for younger gamers: Junior PGW. There, children and parents can discover games, accessories and activities specially designed for a younger audience. PGW is also an opportunity to meet some of the colleges offering courses in video gaming and digital design.

Finally, the world’s third largest video game show couldn’t forget the professionals! Game Connection is a space where industry professionals can meet and discover creations and offers which will hit the headlines in the coming months and years.

SELL also has a vocation to defend the interests of its members and, more generally, all of the video game sector. This includes software publishers, console manufacturers, accessory manufacturers and also development studios and colleges offering video game courses.
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