The market’s vitality is also translated by a marked change in use and a move towards digital resources that is accelerating, multiplying the ways video games are played, when they are played and the industry’s business models.

Generally speaking, 2016 and the future of the gaming sector are on the right track. More than ever before, video gaming finds itself at the crossroads of culture and technology. Gaming’s combination of creativity and innovation continuously pushes the boundaries as the industry stakes its claim on many related sectors. In this way, it is organically maintaining its unique role as a laboratory where increasing numbers of talented people can express themselves. In the world of gaming, support, content, technology, practice and experiences develop continuously at a very dynamic pace.

In the short term, the market will welcome different virtual reality headsets, keenly awaited by gamers; they should generate additional income.

We all know that gaming has a huge capacity for reinventing itself very quickly and still has many surprises in store.

The future looks very bright. We are sure that growth will once again be on the cards for 2016.

See you in June, for a report on the first six months of 2016 and E3, and to discuss our industry’s expected performance.

Jean-Claude Ghinozzi
Chairman of SELL
CHAPTER 1

The French video game market

CHAPTER 2

Consumption and use

CHAPTER 3

A responsible industry

CHAPTER 4

The French video game industry

CHAPTER 5

Key dates for 2016

CHAPTER 6

SELL

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.
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.

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. 15 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.

GAMER NUMBERS DOUBLED IN ONLY 10 YEARS!

THE CYCLE OF VIDEO GAME CONSOLES

(Hardware + physical software, in value)

THE VIDEO GAME CONSOLE MARKET OPERATES IN CYCLES.

Each generation has enabled industry turnover to double.
**2015 Market Report**

**Turnover France**

2.87 Billion Euros (Physical + Virtual)

**+6% Market Growth**

**France is in the Top 3 European Markets** (with Great Britain and Germany)

---

**Close-up: Market Segments**

Breakdown of turnover in euro millions

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 Hardware</td>
<td>758</td>
<td>712</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2015 Hardware</td>
<td>1492</td>
<td>1593</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014 Software</td>
<td>200</td>
<td>260</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2015 Software</td>
<td>200</td>
<td>260</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2014 Handheld</td>
<td>270</td>
<td>305</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>2015 Handheld</td>
<td>270</td>
<td>305</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2014 Accessories</td>
<td>712</td>
<td>712</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>2015 Accessories</td>
<td>1593</td>
<td>1593</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Turnover for Global Software Market** (Console + PC + Mobile, Physical + Virtual)

-6%  

+7%  

+30%  

+13%  

+9.5%  

---

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

8th generation consoles are packed full of innovations and new possibilities for gamers.

TRENDS AND INNOVATIONS

Sources: SELL estimation, using GfK panel data at end 2015
2015 MARKET REPORT
Top console sales for generations 7 & 8 in 2015

2,466,000
7 & 8 generation consoles sold in 2015

1,700,000 home consoles

123,000 GENERATION 7
1,577,000 GENERATION 8

766,000 handheld consoles

19,000 GENERATION 7
747,000 GENERATION 8

142,000 GENERATION 7 IN 2015
2,324,000 GENERATION 8 IN 2015

CONSOLES

+2%
turnover

CONSOLE SOFTWARE

+31%
turnover

8TH GENERATION HARDWARE AND SOFTWARE PERFORMANCE
Sources: GfK / Panel data at end 2015

7TH AND 8TH GENERATION ESTABLISHED BASE
Total of sales since the launch of consoles at end 2015

29.1 MILLION
GENERATION 7 CONSOLES

8.2 MILLION
GENERATION 8 CONSOLES

Source: GfK / Panel data at end 2015
**2015 MARKET REPORT**

Console sales analysis 2014 - 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Consoles</th>
<th>Console Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>11%</td>
<td>41%</td>
</tr>
<tr>
<td>2015</td>
<td>89%</td>
<td>59%</td>
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</table>

**SEGMENTS POSTING THE HIGHEST GROWTH**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Volume</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent cards</td>
<td>+13%</td>
<td>+21%</td>
</tr>
<tr>
<td>Gaming toys</td>
<td>+31%</td>
<td>+29%</td>
</tr>
<tr>
<td>Accessories: a record year!</td>
<td>+10%</td>
<td>+15%</td>
</tr>
<tr>
<td>Controllers</td>
<td>+10%</td>
<td>+15%</td>
</tr>
<tr>
<td>Headsets and audio accessories</td>
<td>+6%</td>
<td></td>
</tr>
</tbody>
</table>

**Sources:** GfK / Panel data at end 2015
**TOP 20 GAMES IN 2015**

All platforms (physical market)

**in volume**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Game</th>
<th>Developer</th>
<th>Units Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIFA 16</td>
<td>Electronic Arts</td>
<td>1,272,498</td>
</tr>
<tr>
<td>2</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>1,062,123</td>
</tr>
<tr>
<td>3</td>
<td>GTA 5</td>
<td>Take-Two Interactive</td>
<td>584,081</td>
</tr>
<tr>
<td>4</td>
<td>MINECRAFT</td>
<td>Microsoft</td>
<td>418,248</td>
</tr>
<tr>
<td>5</td>
<td>FIFA 15</td>
<td>Electronic Arts</td>
<td>405,830</td>
</tr>
<tr>
<td>6</td>
<td>STAR WARS: BATTLEFRONT</td>
<td>Electronic Arts</td>
<td>381,492</td>
</tr>
<tr>
<td>7</td>
<td>FALLOUT 4</td>
<td>Bethesda</td>
<td>273,476</td>
</tr>
<tr>
<td>8</td>
<td>THE WITCHER 3: WILD HUNT</td>
<td>Bandai Namco Entertainment</td>
<td>273,389</td>
</tr>
<tr>
<td>9</td>
<td>BATTLEFIELD HARDLINE</td>
<td>Electronic Arts</td>
<td>246,312</td>
</tr>
<tr>
<td>10</td>
<td>CALL OF DUTY: ADVANCED WARFARE</td>
<td>Activision Blizzard</td>
<td>244,978</td>
</tr>
<tr>
<td>11</td>
<td>JUST DANCE 2016</td>
<td>Ubisoft</td>
<td>235,743</td>
</tr>
<tr>
<td>12</td>
<td>ANIMAL CROSSING HAPPY HOME DESIGNER</td>
<td>Ubisoft</td>
<td>229,489</td>
</tr>
<tr>
<td>13</td>
<td>ASSASSIN’S CREED SYNDICATE</td>
<td>Ubisoft</td>
<td>227,017</td>
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<tr>
<td>14</td>
<td>SPLATOON</td>
<td>Nintendo</td>
<td>205,058</td>
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<td>15</td>
<td>FAR CRY 4</td>
<td>Ubisoft</td>
<td>202,258</td>
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<td>16</td>
<td>FARMING SIMULATOR 15</td>
<td>Focus Home Interactive</td>
<td>196,252</td>
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<td>17</td>
<td>SUPER SMASH BROS</td>
<td>Nintendo</td>
<td>188,812</td>
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<tr>
<td>18</td>
<td>BATMAN: ARKHAM KNIGHT</td>
<td>Warner Interactive</td>
<td>186,157</td>
</tr>
<tr>
<td>19</td>
<td>METAL GEAR SOLID V: THE PHANTOM PAIN</td>
<td>Konami</td>
<td>184,110</td>
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<tr>
<td>20</td>
<td>TOMODACHI LIFE</td>
<td>Nintendo</td>
<td>181,178</td>
</tr>
</tbody>
</table>

**TOP 20 GAMES IN 2015**

All platforms (physical market)

**in value**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Game</th>
<th>Developer</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>1</td>
<td>FIFA 16</td>
<td>Electronic Arts</td>
<td>£75,502,000</td>
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<td>2</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>£61,005,000</td>
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<tr>
<td>3</td>
<td>GTA 5</td>
<td>Take-Two Interactive</td>
<td>£29,780,000</td>
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<tr>
<td>4</td>
<td>STAR WARS: BATTLEFRONT</td>
<td>Electronic Arts</td>
<td>£22,625,000</td>
</tr>
<tr>
<td>5</td>
<td>FIFA 15</td>
<td>Electronic Arts</td>
<td>£20,018,000</td>
</tr>
<tr>
<td>6</td>
<td>THE WITCHER 3: WILD HUNT</td>
<td>Bandai Namco Entertainment</td>
<td>£17,784,000</td>
</tr>
<tr>
<td>7</td>
<td>FALLOUT 4</td>
<td>Bethesda</td>
<td>£15,935,000</td>
</tr>
<tr>
<td>8</td>
<td>BATTLEFIELD HARDLINE</td>
<td>Electronic Arts</td>
<td>£14,568,000</td>
</tr>
<tr>
<td>9</td>
<td>ASSASSIN’S CREED SYNDICATE</td>
<td>Ubisoft</td>
<td>£13,629,000</td>
</tr>
<tr>
<td>10</td>
<td>CALL OF DUTY: ADVANCED WARFARE</td>
<td>Activision Blizzard</td>
<td>£13,605,000</td>
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<tr>
<td>11</td>
<td>BATMAN: ARKHAM KNIGHT</td>
<td>Warner Interactive</td>
<td>£11,200,000</td>
</tr>
<tr>
<td>12</td>
<td>METAL GEAR SOLID V: THE PHANTOM PAIN</td>
<td>Konami</td>
<td>£10,817,000</td>
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<tr>
<td>13</td>
<td>DRAGON BALL: XENOVERSE</td>
<td>Bandai Namco Entertainment</td>
<td>£9,015,000</td>
</tr>
<tr>
<td>14</td>
<td>ANIMAL CROSSING HAPPY HOME DESIGNER</td>
<td>Nintendo</td>
<td>£8,316,000</td>
</tr>
<tr>
<td>15</td>
<td>FAR CRY 4</td>
<td>Ubisoft</td>
<td>£6,981,000</td>
</tr>
<tr>
<td>16</td>
<td>NEED FOR SPEED</td>
<td>Electronic Arts</td>
<td>£6,943,000</td>
</tr>
<tr>
<td>17</td>
<td>RAINBOW SIX SIEGE</td>
<td>Ubisoft</td>
<td>£6,610,000</td>
</tr>
<tr>
<td>18</td>
<td>JUST DANCE 2016</td>
<td>Ubisoft</td>
<td>£6,564,000</td>
</tr>
<tr>
<td>19</td>
<td>MINECRAFT</td>
<td>Microsoft</td>
<td>£6,566,000</td>
</tr>
<tr>
<td>20</td>
<td>SUPER SMASH BROS</td>
<td>Nintendo</td>
<td>£8,316,000</td>
</tr>
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</table>
## TOP 20 GAMES IN 2015
### In volume (Physical market)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Game Title</th>
<th>Publisher</th>
<th>Platform</th>
<th>Units Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIFA 16</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>727,852</td>
</tr>
<tr>
<td>2</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>PS4</td>
<td>630,262</td>
</tr>
<tr>
<td>3</td>
<td>FIFA 16</td>
<td>Electronic Arts</td>
<td>PS3</td>
<td>285,011</td>
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<tr>
<td>4</td>
<td>GTA 5</td>
<td>Take-Two Interactive</td>
<td>PS4</td>
<td>262,969</td>
</tr>
<tr>
<td>5</td>
<td>SPLATOON</td>
<td>Nintendo</td>
<td>WII U</td>
<td>192,668</td>
</tr>
<tr>
<td>6</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>XBOX ONE</td>
<td>191,274</td>
</tr>
<tr>
<td>7</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>PS3</td>
<td>187,889</td>
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<tr>
<td>8</td>
<td>TOMODACHI LIFE</td>
<td>Nintendo</td>
<td>NINTENDO 3DS</td>
<td>181,178</td>
</tr>
<tr>
<td>9</td>
<td>THE WITCHER 3: WILD HUNT</td>
<td>Bandai Namco Entertainment</td>
<td>PS4</td>
<td>179,781</td>
</tr>
<tr>
<td>10</td>
<td>STAR WARS: BATTLEFRONT</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>171,668</td>
</tr>
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<td>MINECRAFT</td>
<td>Microsoft</td>
<td>PS3</td>
<td>167,371</td>
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<td>ASSASSIN’S CREED SYNDICATE</td>
<td>UBISOFT</td>
<td>PS4</td>
<td>157,848</td>
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<td>13</td>
<td>FALLOUT 4</td>
<td>Bethesda</td>
<td>PS4</td>
<td>157,702</td>
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<tr>
<td>14</td>
<td>POKÉMON RUBY OMEGA</td>
<td>Nintendo</td>
<td>NINTENDO 3DS</td>
<td>156,182</td>
</tr>
<tr>
<td>15</td>
<td>POKÉMON SAPPHIRE ALPHANova</td>
<td>Nintendo</td>
<td>NINTENDO 3DS</td>
<td>152,090</td>
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<tr>
<td>16</td>
<td>JUST DANCE 2016</td>
<td>UBISOFT</td>
<td>WII</td>
<td>147,909</td>
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<td>17</td>
<td>BATMAN: ARKHAM KNIGHT</td>
<td>WARNER INTERACTIVE</td>
<td>PS4</td>
<td>137,555</td>
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<tr>
<td>18</td>
<td>MARIO KART 7</td>
<td>Nintendo</td>
<td>NINTENDO 3DS</td>
<td>136,930</td>
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<tr>
<td>19</td>
<td>MONSTER HUNTER 4 ULTIMATE</td>
<td>Nintendo</td>
<td>NINTENDO 3DS</td>
<td>130,267</td>
</tr>
<tr>
<td>20</td>
<td>SUPER SMASH BROS</td>
<td>Nintendo</td>
<td>NINTENDO 3DS</td>
<td>127,605</td>
</tr>
</tbody>
</table>

**SCOPE:** Console software + PC games

---

**GfK / Physical market panel data at end 2015**
<table>
<thead>
<tr>
<th>Rank</th>
<th>Game</th>
<th>Developer</th>
<th>Platform</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIFA 16</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>€43,200,000</td>
</tr>
<tr>
<td>2</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>Xbox One</td>
<td>€37,000,000</td>
</tr>
<tr>
<td>3</td>
<td>FIFA 16</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>€16,400,000</td>
</tr>
<tr>
<td>4</td>
<td>GTA 5</td>
<td>Take-Two Interactive</td>
<td>PS4</td>
<td>€15,400,000</td>
</tr>
<tr>
<td>5</td>
<td>THE WITCHER 3: WILD HUNT</td>
<td>Bandai Namco Entertainment</td>
<td>PS4</td>
<td>€11,600,000</td>
</tr>
<tr>
<td>6</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>Xbox One</td>
<td>€11,400,000</td>
</tr>
<tr>
<td>7</td>
<td>STAR WARS: BATTLEFRONT</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>€9,800,000</td>
</tr>
<tr>
<td>8</td>
<td>ASSASSIN’S CREED SYNDICATE</td>
<td>Ubisoft</td>
<td>PS4</td>
<td>€9,100,000</td>
</tr>
<tr>
<td>9</td>
<td>FALLOUT 4</td>
<td>Bethesda</td>
<td>PS4</td>
<td>€9,000,000</td>
</tr>
<tr>
<td>10</td>
<td>CALL OF DUTY: BLACK OPS 3</td>
<td>Activision Blizzard</td>
<td>PS3</td>
<td>€8,900,000</td>
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<tr>
<td>11</td>
<td>BATMAN: ARKHAM KNIGHT</td>
<td>Warner Interactive</td>
<td>PS4</td>
<td>€8,012,000</td>
</tr>
<tr>
<td>12</td>
<td>FIFA 16</td>
<td>Electronic Arts</td>
<td>Xbox One</td>
<td>€7,562,000</td>
</tr>
<tr>
<td>13</td>
<td>FIFA 15</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>€7,506,000</td>
</tr>
<tr>
<td>14</td>
<td>NEED FOR SPEED</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>€7,360,000</td>
</tr>
<tr>
<td>15</td>
<td>BATTLEFIELD: HARDLINE</td>
<td>Electronic Arts</td>
<td>PS4</td>
<td>€7,162,000</td>
</tr>
<tr>
<td>16</td>
<td>METAL GEAR SOLID V: THE PHANTOM PAIN</td>
<td>Konami</td>
<td>PS4</td>
<td>€7,059,000</td>
</tr>
<tr>
<td>17</td>
<td>SPLATOON</td>
<td>Nintendo</td>
<td>Wii U</td>
<td>€7,035,000</td>
</tr>
<tr>
<td>18</td>
<td>TOMODACHI LIFE</td>
<td>Nintendo</td>
<td>3DS</td>
<td>€6,702,000</td>
</tr>
<tr>
<td>19</td>
<td>HALO 5</td>
<td>Microsoft</td>
<td>Xbox One</td>
<td>€6,292,000</td>
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<tr>
<td>20</td>
<td>POKÉMON RUBY</td>
<td>Nintendo</td>
<td>3DS</td>
<td>€6,215,000</td>
</tr>
</tbody>
</table>

**Scope:** Console software + PC games

*GfK / Physical market panel data at end 2015*
**TOP 20 DEVELOPERS IN 2015**

Scope: console software + PC games (physical market, in value)

- ELECTRONIC ARTS
- NINTENDO
- ACTIVISION BLIZZARD
- UBISOFT
- BANDAI NAMCO ENTERTAINMENT
- WARNER INTERACTIVE
- TAKE-TWO INTERACTIVE
- SONY
- KOCH MEDIA
- BETHESDA
- MICROSOFT
- KONAMI
- FOCUS HOME INTERACTIVE
- BIGBEN INTERACTIVE
- JUST FOR GAMES
- DISNEY INTERACTIVE
- CAPCOM
- 505 GAMES
- MICRO APPLICATION
- SQUARE ENIX

**GfK / Physical market panel data at end 2015**

---

**TOP 20 DEVELOPERS IN 2015**

Scope: console software + PC games (physical market, in volume)

- NINTENDO
- ELECTRONIC ARTS
- ACTIVISION BLIZZARD
- UBISOFT
- WARNER INTERACTIVE
- BANDAI NAMCO ENTERTAINMENT
- TAKE-TWO INTERACTIVE
- SONY
- JUST FOR GAMES
- KOCH MEDIA
- MICROSOFT
- BETHESDA
- FOCUS HOME INTERACTIVE
- KONAMI
- BIGBEN INTERACTIVE
- DISNEY INTERACTIVE
- CAPCOM
- 505 GAMES
- MICRO APPLICATION
- SQUARE ENIX

**GfK / Physical market panel data at end 2015**
In 2016, the French video game market will confirm its growth once again.

Our industry will this year be bolstered by a great amount of new data. The market’s vitality is translated by a marked change in use and a move towards digital resources that is accelerating, multiplying the ways video games are played, when they are played and the industry’s business models. The imminent arrival on the market of different virtual reality headsets, keenly awaited by gamers, should generate additional income. Many games exploiting every resource of 8th generation consoles are also eagerly expected.

### TOP 10 GAME GENRES

Purchased in 2015

<table>
<thead>
<tr>
<th>Genre Type</th>
<th>Physical Market Sales (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action/Adventure</td>
<td>5,310 M</td>
</tr>
<tr>
<td>FPS</td>
<td>3,713 M</td>
</tr>
<tr>
<td>Sports</td>
<td>2,593 M</td>
</tr>
<tr>
<td>RPG/Adventure</td>
<td>2,548 M</td>
</tr>
<tr>
<td>Racing</td>
<td>1,280 M</td>
</tr>
<tr>
<td>Strategy/War Game</td>
<td>1,142 M</td>
</tr>
<tr>
<td>New Types</td>
<td>1,070 M</td>
</tr>
<tr>
<td>Multimedia</td>
<td>1,048 M</td>
</tr>
<tr>
<td>Combat</td>
<td>816 M</td>
</tr>
<tr>
<td>Simulation</td>
<td>333 M</td>
</tr>
</tbody>
</table>

GfK / Physical market panel data at end 2015
REMINDER OF THE CONSOLE GENERATIONS

**5TH GENERATION**

<table>
<thead>
<tr>
<th>Console</th>
<th>Date of release in Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>3DO</td>
<td>- NO -</td>
</tr>
<tr>
<td>Amiga CD32</td>
<td>Sept. 1993</td>
</tr>
<tr>
<td>Atari Jaguar</td>
<td>Nov. 1993</td>
</tr>
<tr>
<td>Sega Saturn</td>
<td>08-07-1995</td>
</tr>
<tr>
<td>PlayStation</td>
<td>29-09-1995</td>
</tr>
<tr>
<td>Nintendo 64</td>
<td>01-03-1997</td>
</tr>
<tr>
<td>Game Boy Color</td>
<td>23-11-1998</td>
</tr>
</tbody>
</table>

**6TH GENERATION**

<table>
<thead>
<tr>
<th>Console</th>
<th>Date of release in Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sega Dreamcast</td>
<td>14-10-1999</td>
</tr>
<tr>
<td>PlayStation 2</td>
<td>24-11-2000</td>
</tr>
<tr>
<td>Game Boy Advance</td>
<td>22-03-2001</td>
</tr>
<tr>
<td>Xbox</td>
<td>14-03-2002</td>
</tr>
<tr>
<td>GameCube</td>
<td>03-05-2002</td>
</tr>
<tr>
<td>Game Boy Advance SP</td>
<td>28-03-2003</td>
</tr>
<tr>
<td>Nokia N-Gage</td>
<td>01-10-2003</td>
</tr>
<tr>
<td>Game Boy Micro</td>
<td>04-11-2005</td>
</tr>
</tbody>
</table>

**7TH GENERATION**

<table>
<thead>
<tr>
<th>Console</th>
<th>Date of release in Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nintendo DS</td>
<td>11-03-2005</td>
</tr>
<tr>
<td>Sony PSP</td>
<td>01-09-2005</td>
</tr>
<tr>
<td>Xbox 360</td>
<td>02-12-2005</td>
</tr>
<tr>
<td>Nintendo Wii</td>
<td>08-12-2006</td>
</tr>
<tr>
<td>PlayStation 3</td>
<td>23-03-2007</td>
</tr>
</tbody>
</table>

**8TH GENERATION**

<table>
<thead>
<tr>
<th>Console</th>
<th>Date of release in Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nintendo 3DS</td>
<td>25-03-2011</td>
</tr>
<tr>
<td>PS Vita</td>
<td>25-02-2012</td>
</tr>
<tr>
<td>Nintendo Wii U</td>
<td>30-11-2012</td>
</tr>
<tr>
<td>Xbox One</td>
<td>22-11-2013</td>
</tr>
<tr>
<td>PlayStation 4</td>
<td>29-11-2013</td>
</tr>
</tbody>
</table>

**SUMMARY OF 2015**

**+6% GROWTH ON THE FRENCH VIDEO GAME MARKET IN 2015**

The console market enjoyed a record year in 2014 but fell slightly because of the end of 7th generation console sales.

For the first time accessories exceeded €300 million, with record growth.

The market for generation 8 games posted strong growth in 2015.

**2 VIDEO GAMES BROKE THE BARRIER OF A MILLION EUROS 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 video games: FIFA 16

**ACCELERATION TOWARDS DIGITAL**

*Excluding bundles and digital*
CHAPTER 2

CONSUMPTION AND USE

VIDEO GAMING: A LEISURE ACTIVITY FOR EVERYONE

53% OF FRENCH PEOPLE PLAY REGULARLY (10-65 YEAR-OLDS)

74% OF FRENCH PEOPLE PLAY AT LEAST OCCASIONALLY (10-65 YEAR-OLDS)

56% MEN

44% WOMEN

35 YEARS OLD AVERAGE AGE OF VIDEO GAMER

37 years old MEN

33 years old WOMEN

PERCENTAGE OF GAMERS BY AGE GROUP

100% 91% 89% 78% 72% 55% 59%

10-14 YEARS OLD 15-18 YEARS OLD 19-24 YEARS OLD 25-34 YEARS OLD 35-44 YEARS OLD 45-54 YEARS OLD +55 YEARS OLD

Sources: SELL / GfK “French public and Video gaming” survey of 1,002 people aged between 10 and 65 / October 2015

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 2015.
eSport or electronic sport refers to any competitive practice involving confrontation, performance and excelling, a digital resource and a video game. Considered a craze for many years, today eSport has transcended the gaming sphere with events hosted in stadia and broadcast live on television. Its cyber-athletes are the new idols of the digital generation.

The pioneering competition which is the ESWC celebrated its 10th anniversary and federated 50 countries for Paris Games Week.

Final of the LCS: 40,000 spectators for League of Legends at Sangam Stadium, Seoul.

FIFA 16 Final at the ESWC, organised at Paris Games Week and broadcast on Equipe 21.

Sources: SELL / GFK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2015
The PédaGoJeux website guides parents and educators through the complex world of video gaming.

On péda.go.jeux.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 SELL, 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.
**PARENTS GAME WITH THEIR CHILDREN**

- **57%** of parents game with their children.
- **35%** of gamers are parents.

**HOW OFTEN PARENTS GAME WITH THEIR CHILDREN**

- **30%** occasionally
- **19%** regularly
- **7%** frequently
- **27%** never
- **16%** rarely

**WHY DO THEY GAME WITH THEM?**

- **42%** because the child asks them to
- **43%** because the parent likes the game
- **55%** it’s an opportunity to share an activity
- **29%** for fun
- **25%** because it means they can check the content
- **19%** rarely
- **16%** regularly
- **7%** frequently
- **27%** never
- **16%** rarely

Sources: SELL / GFK “French public and Video gaming” survey of 1,002 people aged between 10 and 65 / October 2015
ARE PARENTS INTERESTED AND CAREFUL?

- 80% Give their permission before the game is purchased
- 80% Control their child’s gaming time
- 91% Are careful about their child’s gaming
- 45% Use parental control

Sources: SELL / GFK “French public and Video gaming” survey of 1,002 people aged between 10 and 65 / October 2015

PEGI: PAN EUROPEAN GAME INFORMATION

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.

- Created in 2003
- Present in 38 countries
- Federating 1,000 companies
- Over 24,000 approved games

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.

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.

- **This game contains bad language.**
- **This game contains images which may encourage discrimination.**
- **This game refers to the use of drugs (including tobacco and alcohol).**
- **This game shows nudity and/or sexual behaviour or makes sexual references.**
- **This game contains violent scenes.**
- **This game may frighten young children.**
- **This game encourages and/or teaches gambling.**

Sources: GfK / Panel data at end 2015
PEGI: ANALYSIS OF THE 2015 OFFER

67% share of games rated PEGI 12 and below

46% share of games rated PEGI 7 and below

Sources: GfK / Panel data at end 2015
THE VIDEO GAME ECOSYSTEM

BUSINESS MODELS
The 3 business models of video gaming

1. CREATION + STUDIO + DISTRIBUTION
2. DESIGN + STUDIO + PUBLISHING + DISTRIBUTION
3. DESIGN + STUDIO + AGGREGATORS

THE VIDEO GAME INDUSTRY
DIARY DATES FOR 2016

CHAPTER 5

KEY DATES FOR 2016

PARIS GAMES WEEK 2016
7th EDITION

INNOVATION
NEW PRODUCTS
GENERAL PUBLIC
CULTURE
FAMILIES
COLLEGES AND COURSES

IDEF 2016
11th EDITION

3 FULLY IMMERSIVE DAYS
MANUFACTURERS, PUBLISHERS AND ACCESSORY MANUFACTURERS
BUYERS
BUSINESS MEETINGS
A POST-E3 EVENT
THE STRUCTURE OF THE VIDEO GAME MARKET

MANUFACTURERS, EDITORS, ACCESSORY MANUFACTURERS AND OPERATORS
LEARNING
STUDIOS

GAMERS
ESPORT
PROFESSIONALS

45
Created in 1995, SELL is France’s national organisation representing video game publishers and software manufacturers. Today it has around thirty members representing over 95% of the sector’s turnover, according to the GfK panel.

SELL promotes and defends the collective interests of interactive programme publishers in different domains where their products are used (on- and offline) and within the different professional economic or legal boundaries concerning them, contributing to the market’s structure (ratings, promotion of the profession, anti-piracy, press, etc.) and its recognition by all professionals, public authorities and consumers.

SELL expresses our industry’s desire for responsibility: the PEGI rating system, an informative tool for parents with PédaGoJeux.fr

SELL also organises events for our industry:
The European trade fair: IDEF – www.idefexpo.com

The general public exhibition: PARIS GAMES WEEK
www.parisgamesweek.com
307,000 visitors in 2015

SELL stands for the Syndicat des Editeurs de Logiciels de Loisirs, or the Union of Video Game Publishers.
THE MISSIONS OF SELL

PROFESSIONALS
Research - Information
Public relations
IDEF

PUBLIC
PEGI
PEDAGOJEUX
Fighting piracy

PUBLIC
AUTHORITIES
Government
Institutions
European Union

GAMERS
PARIS GAMES WEEK
Information - News - Prevention

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Innelec Multimedia
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King

Koch Media
Konami
Microsoft
Nintendo
Orange
PDP
Sega
Sony
Square Enix
Take-Two Interactive
Ubisoft
Warner Bros Interactive

About the GfK Group
GfK provides reference information about markets and consumer behaviour. Over 13,000 market survey experts combine their passion with 80 years of experience in data analysis. With its global vision, GfK provides local insight to over 100 countries. Using innovative technologies and the latest in market analysis, GfK transforms Big Data into Smart Data, enabling its customers to improve their competitive edge and enrich consumer experiences and choices. To find out more, visit gfk.com and follow us on twitter.com/GfK_en.

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SELL.FR

Jean-Claude Ghinozzi
Chairman

Emmanuel Martin
General Delegate
e.martin@sell.fr

Anne Sophie Montadier
Communication and Press Relations Manager
as.montadier@sell.fr