

“[Entrez dans leur jeu](#)”, helping parents navigate their children’s gaming habits

SELL and Tralalere launch a major nationwide campaign aimed at parents



SELL and Tralalere’s *Internet Sans Crainte* programme are launching a campaign to help parents better support their children in their gaming habits: parental controls, PEGI age ratings, taking an interest in the games their children play, and adopting good practices.

In 2026, parents are broadly aware of the tools available to help them manage their children’s gaming habits. However, far fewer actually use them! While 96% of parents of children who play video games are aware of parental control systems, only 43% actually use them. The same trend can be observed, to a lesser extent, with PEGI age ratings: 68% of parents who buy games are aware of them, but only 60% pay attention to them.[1]

With “Get Into Their Game”, SELL and Internet Sans Crainte are encouraging parents to take action, with three key objectives: first, to encourage them to take an interest in their children’s video games; second, to help them understand their gaming habits; and finally, to encourage them to adopt good practices at home — and become a “boss” in their children’s eyes!

A five-step guide designed like a game

« [Entrez dans leur jeu](#) » is a fun, free guide made up of five steps. Parents progress through it just like in a video game, earning a badge at each stage they complete.

Throughout the journey, they challenge common misconceptions about video games, learn how to choose the right game for their child’s age, and discover how to understand PEGI age ratings and their pictograms. They are also guided step by step through installing and configuring parental controls on the main consoles and on PC, with practical fact sheets

[1] *L’Essentiel du Jeu Vidéo - Les Français et le Jeu Vidéo Octobre 2026*

designed to address everyday concerns, such as managing playtime, limiting purchases and supervising online interactions.



“Protecting minors and supporting parents have long been central to the video game industry’s commitment. SELL has been a pioneer in these areas, notably through the creation of PEGI in Europe. Today, we want to go even further with ‘Entrez dans leur jeu’.

This campaign is crucial: parents know these tools exist, but they need to be able to put them into practice. We want to give them the keys to understanding their children’s games, taking an interest in their passions and adopting the right habits at home.

At a time when children are exposed to a multitude of digital activities, particularly on social media, it is important to remember that video games are an activity in which children actively participate, rather than passively consume content as they do when scrolling through social media. Video games are, first and foremost, a space for play, creativity, discovery and sharing that brings generations together. We have a great responsibility when it comes to protecting younger players and managing screen time, but we will not succeed without parents’ support and involvement!

It is up to us to give them the tools and guidance they need to put these good practices into action and make video gaming a positive leisure activity.”

Nicolas Vignolles, Managing Director of SELL

A major campaign bringing the initiative directly to families

The campaign will take centre stage at **Paris Games Week, from October 22 to 25**. Located in the Family area, a dedicated space will give families the opportunity to explore the “Entrez dans leur jeu” guide, test their knowledge of PEGI age ratings, receive guidance on setting up parental controls and take home a printed copy of the practical guide.

To help parents take things further, a **free webinar will be held on November 9 at 6:30 p.m.** Participants will be able to ask experts, including PEGI representatives, their questions directly and learn more about the various tools featured in the campaign. **Registration:** <https://event.webinarjam.com/083o5/register/8znm1tpy>

Through to the end-of-year holiday season, several parent content creators will engage their communities on social media to raise awareness of the campaign and share its

resources. As families prepare for their end-of-year purchases, they will provide them with the tools they need to make more informed game choices and create a suitable gaming environment at home.



“At Internet Sans Crainte, our role is to help parents better understand their children’s digital habits so they can support them without feeling guilty or being expected to become experts. Video games are no different: whether you play regularly or know very little about gaming, you need to feel confident enough to choose games that are suitable for your children and allow them to play in a safe environment. With ‘Entrez dans leur jeu’, we are giving parents the opportunity to understand these issues and, above all, walk away with the right practical guidance on choosing games and setting up parental controls.”

— Axelle Desaint, Director of Internet Sans Crainte

The guide is available now on the [Internet Sans Crainte website](https://www.internet-sans-crainte.fr/)

- [Link to the gamified guide](#)
- [Link to the PDF version](#)

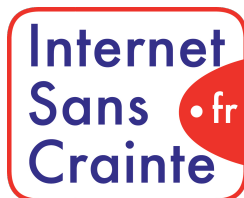
The campaign's partners

SELL and Tralalere would like to thank all the partners supporting “**Entrez dans leur jeu**” and helping to extend the campaign’s reach nationally, including **Tencent, Electronic Arts (EA), Ubisoft, Sony and Video Games Europe**.

The SELL also thanks **Fnac** for the visibility given to the initiative, notably through its **Guide Fnac Gaming**, distributed in all its stores since 12 October, as well as for its wider involvement in the campaign.

By bringing together educational experts, publishers, console makers and retailers, the whole ecosystem is coming together to give families the





keys and practical resources they need to better support gaming at home.



Press office : BEYOND

Nicolas Brodriez – nbrodriez@beyond-pr.com – +33 6 15 93 52 10

About the SELL - <https://www.sell.fr/>

The Syndicat des Éditeurs de Logiciels de Loisirs (SELL) is a professional association founded in 1995, bringing together companies specialising in video game publishing. With 25 French and international members, including 22 publishers and three associate members, SELL represents the video game industry in its dealings with public institutions, the media, families and players. Its main missions are to defend the industry's interests, promote video games and raise awareness among players and families of good practices for enjoying video games responsibly.

About the Internet Sans Crainte programme - www.internetsanscrainte.fr

Internet Sans Crainte is the national awareness programme of Safer Internet France, dedicated to helping young people develop greater control over their digital lives. It provides parents and educators with free access to more than 200 resources, thematic guides and practical advice. To improve the protection of minors online, Internet Sans Crainte works closely with civil society representatives, industry stakeholders, numerous government ministries and public bodies. The programme has been operated by TRALALERE since 2008.

About TRALALERE - www.tralalere.com

TRALALERE is a leading EdTech organisation and a social and solidarity economy enterprise specialising in the creation of digital educational resources for young people, educators and families. Its mission is to help young people take control of their digital lives and better understand the world around them through innovative educational tools, interactive content and engaging digital experiences.