

OCTOBER 2024

ESSENTIAL

VIDEO GAME NEWS



FRENCH PEOPLE AND VIDEO GAMES



SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

OCTOBER 2024

ESSENTIAL

VIDEO GAME NEWS

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EDITORIAL



JAMES REBOURS
CHAIRMAN OF SELL

Essential Video Game News provides an annual snapshot of the video game industry in France. From one year to the next, it is an essential tool for highlighting new video game practices, and confirming underlying trends that are becoming established over time.

From this point of view, 2024 was a year full of positive lessons.

Firstly, two key indicators of the relationship between French people and video games - the overview of the sector and the reasons given for playing - show an increasingly strong attachment to video games. An attachment to the sector as an economic activity, seen as increasingly creative, innovative and positive. And an attachment to the simple pleasure offered by this major digital leisure activity; we play more than ever to have fun, get away from it all, have a good time and join a community.

In 2024, the number of regular players in France stabilised at a very high level (52%). Of the more than 38 million players in France, 75% play video games at least once a week, indicating an exceptional level of commitment. In this edition, we wanted to shine a spotlight on these most committed players in particular. Who are these regular players? Our study helps to debunk certain misconceptions. It reveals, for example, that these committed players are not more sedentary than the average French person. On the contrary, they are more open to cultural activities and sports. They are also more responsible players, making greater use of parental controls than the average player.

One of the other key findings of this study is that the way we play is changing and becoming ever more fluid. The complementary nature of the different types of playing devices continues to grow. Far from

opposing or segmenting the video game market, the multiplicity of these devices is an asset for video games and great for players too! On average, French people play on more than two different devices. And these devices are not divisive; they facilitate access to the game. This study is a reminder of the extent to which console players and mobile players are in fact often the same.

Finally, this 2024 issue shows that video games are increasingly popular with French people as a great social tool. Once again, this study should help debunk the clichés that can still be heard about video games. In 2024, players very often played to join a community (31% of all players) or simply to make friends (48% of child players). And the younger you are, the more this is true; the feeling of belonging to a community is very strong among 10-14 year-olds (53%) and 15-24 year-olds (45%).

As we can see, beyond the very short-term changes in the supply of games and the difficulties on the production side, the video game sector has powerful structural foundations: the motivations for playing, the intensity of commitment and the changing practices demonstrate real stability and are all solid assets for the sector as a whole.

**JAMES REBOURS,
CHAIRMAN OF SELL**

CHAPTER

01

VIDEO GAMES IN FRANCE



Mediametrie

The French people and video games survey: survey carried out online from 27th June to 24th July 2024 with a sample of 4,005 people aged 10 to 80, representative of the French population aged 10 to 80.

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A POPULAR SECTOR ENJOYED BY FRENCH PEOPLE...

A sector seen as innovative and creative



The video game industry is an innovative sector



Video games are created by real artists



Playing video games is a leisure activity for the whole family



Playing video games is a cultural activity



Video games help you develop skills or expertise

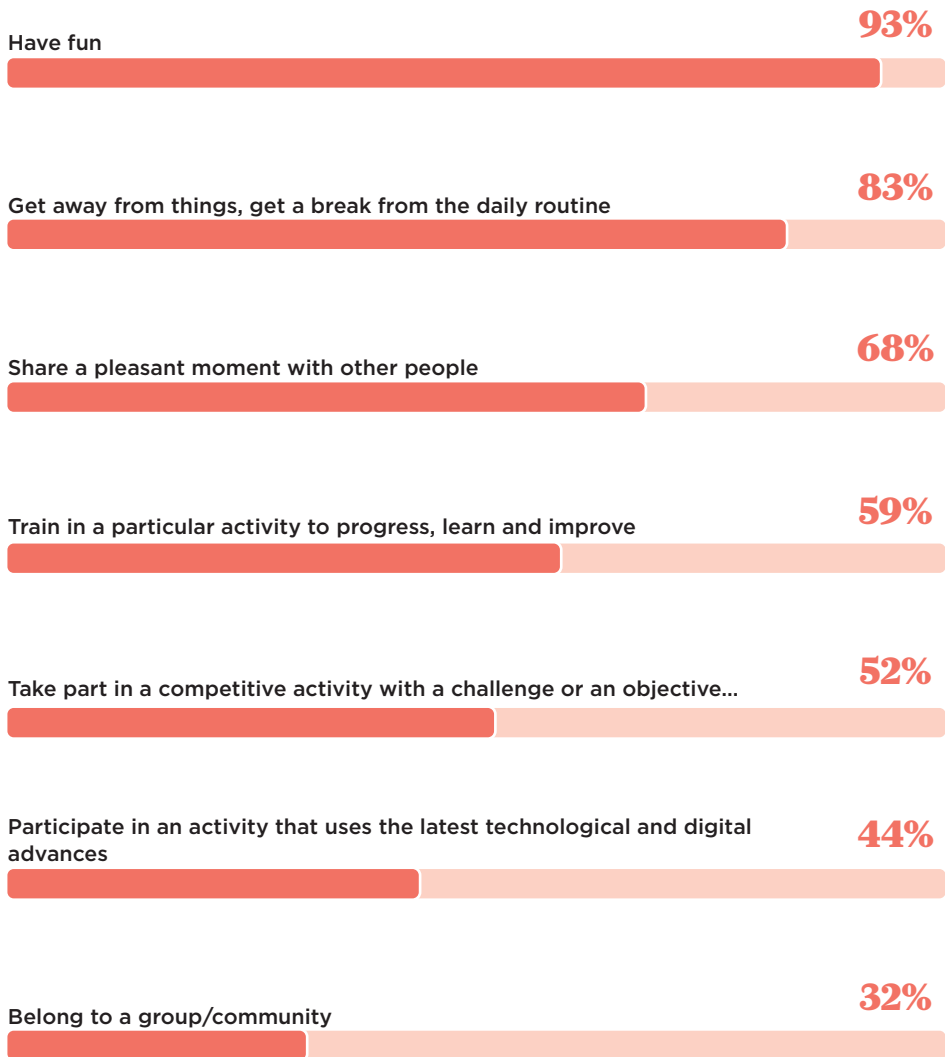


■ All players

■ All French people aged 10 to 80

... A POPULAR AND SOCIAL DIGITAL LEISURE ACTIVITY

Motivations for playing



38.3 **MILLION**
PLAYERS
AGED 10 AND OVER

HOW PEOPLE PLAY

75%
play at least
once a week

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

84%

ADULTS (18 AND OVER)

32.1 MILLION PEOPLE



ALL
FRENCH
PLAYERS



16%

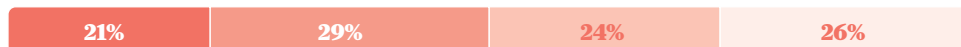
CHILDREN (AGED 10-17)

6.2 MILLION PEOPLE



1 out of 2 players play at least once a day

VIDEO GAME PLAYERS



CHILDREN PLAYERS



ADULT PLAYERS



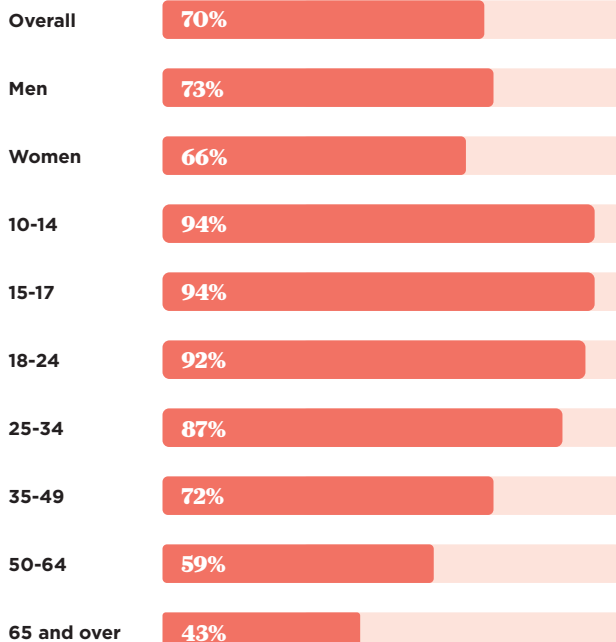
■ several times a day

■ every day or nearly every day

■ 1 to 2 times a week

■ 3 times a month or less

Video games involve every level of the population



95%
of children play
video games (10-17)



66%
of adults play video games
(18 years or older)

PROFILES OF FRENCH PLAYERS

All players

51%



70%

of French people
play at least
occasionally*

49%



Average time/week: **5h52**

Men

39

39

Average age of players

Women

39

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

Regular players

54%



52%

of French people
play regularly**

46%



Average time/week: **7h17**

Men

36

37

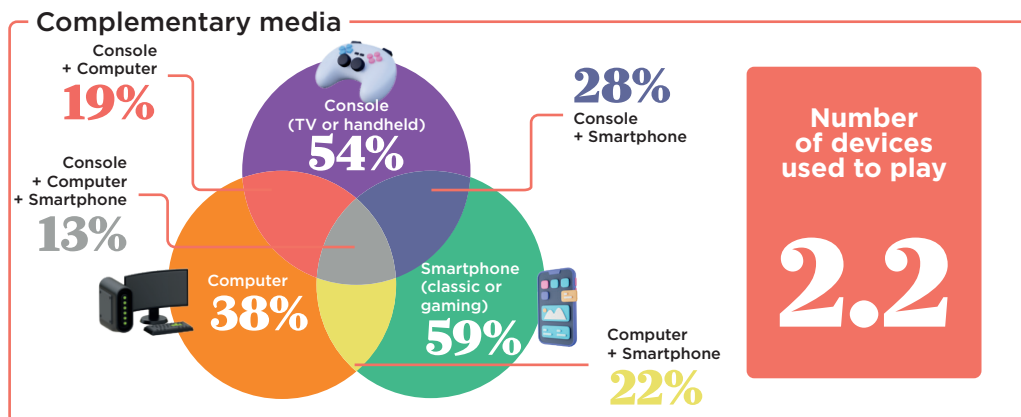
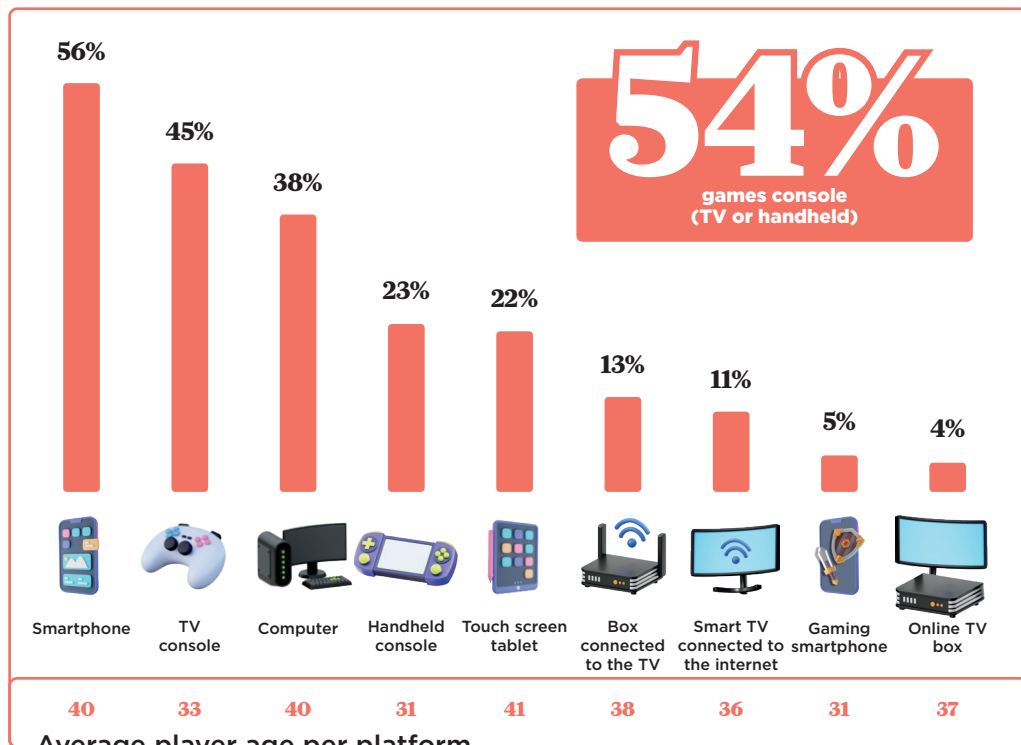
Average age of players

Women

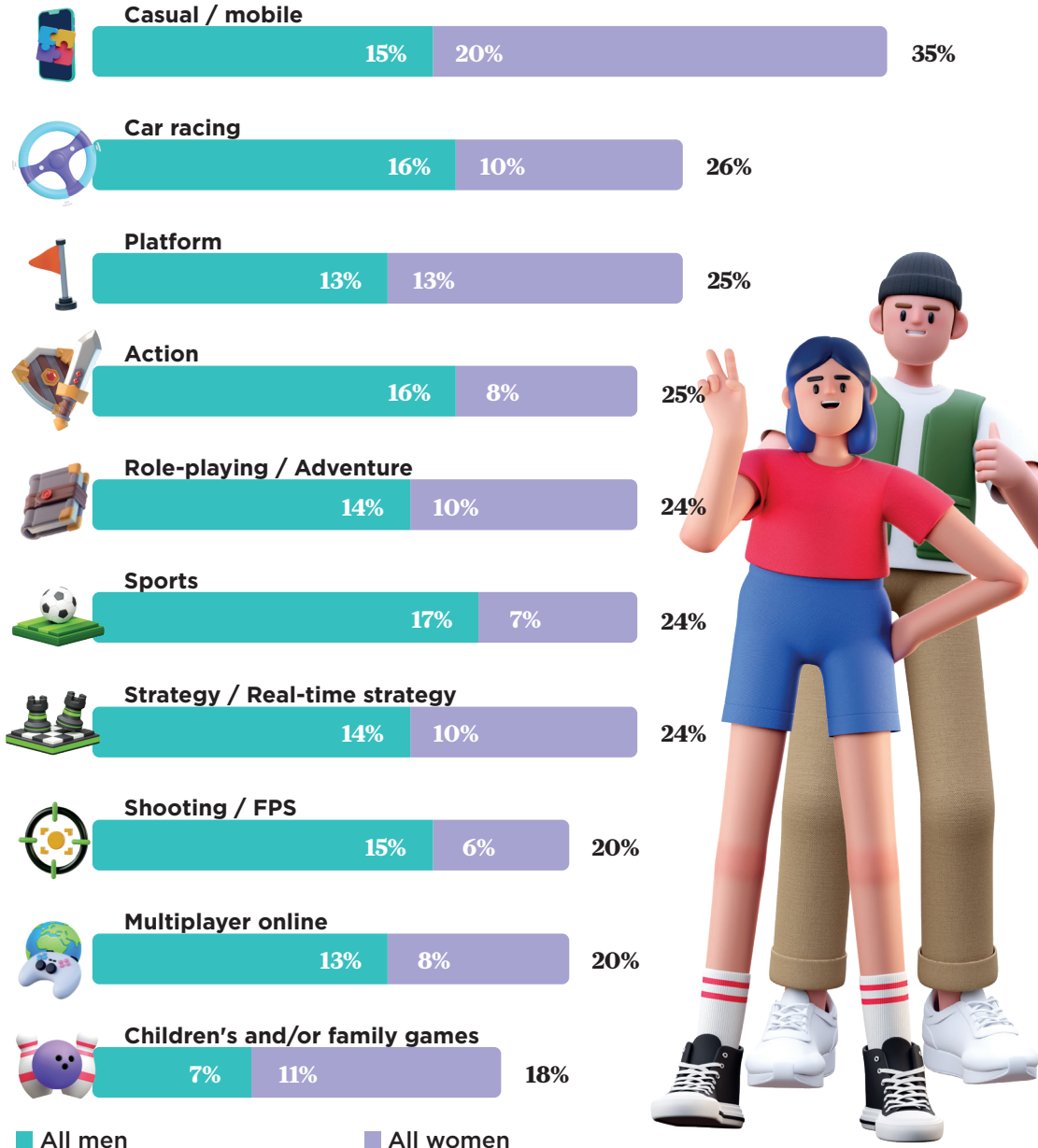
39

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

DEVICES USED TO PLAY VIDEO GAMES



TOP 10 GAME GENRES PLAYED IN FRANCE



TOP 3 VIDEO GAME GENRES BY DEVICE



SMARTPHONE

45% Casual

12% Strategy /
Real-time strategy

11% Social



TV CONSOLE

36% Car racing

33% Action

33% Sports



COMPUTER

26% Strategy /
Real-time strategy

22% Multiplayer
online

19% Shooting / FPS



TABLET

38% Casual

15% Strategy /
Real-time strategy

14% Social



HANDHELD CONSOLE

36% Platform

26% Children's games /
Family games

26% Role-playing / Adventure



ONLINE TV BOX

20% Shooting / FPS

18% Sports

17% Role-playing / Adventure



ONLINE TV BOX

19% Action

17% Shooting / FPS

16% Sports



SMART TV CONNECTED TO THE INTERNET

21% Action

19% Role-playing / Adventure

18% Sports



GAMING SMARTPHONE

22% Casual

20% Platform

19% Strategy /
Real-time strategy



FOCUS ON GEN Z (15-24 YEARS OLD)

7.2 MILLION PLAYERS



20 AVERAGE AGE

93%
of 15-24 year-olds
play video games

19%
of video game
players are
aged 15-24

Average time/week: **6h56**

Total percentage of men/women aged 15-24

Men

54%

46%

Women

Frequency of video game play

Several times a day | All players: **21%**

24%

Almost every day | All players: **29%**

31%

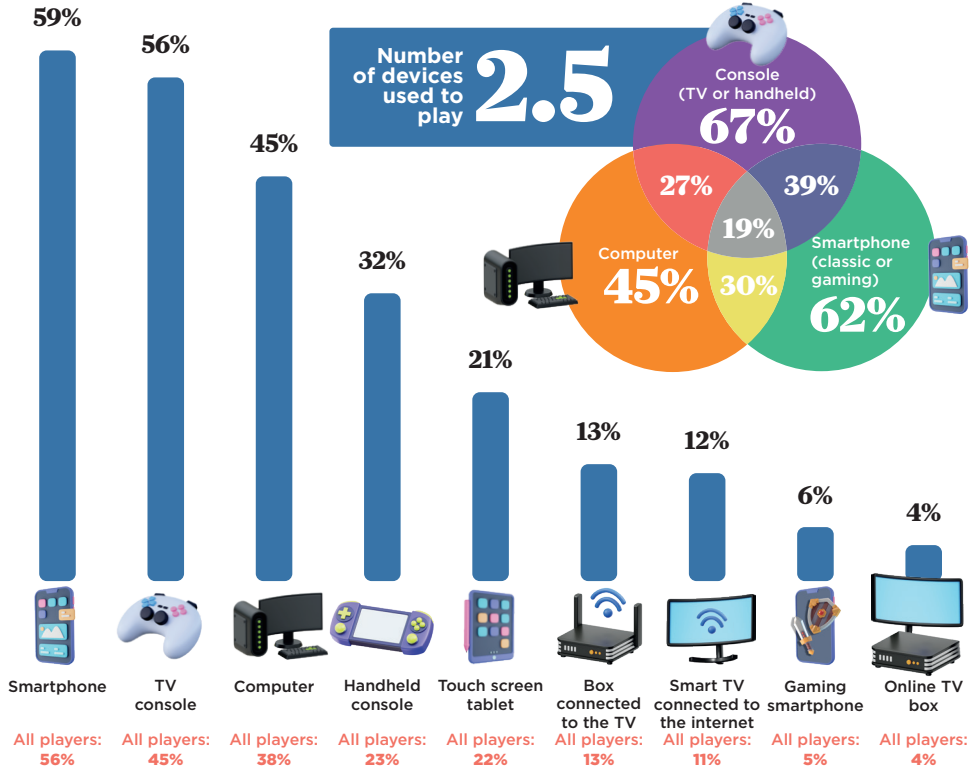
1 to 2 times a week | All players: **24%**

27%

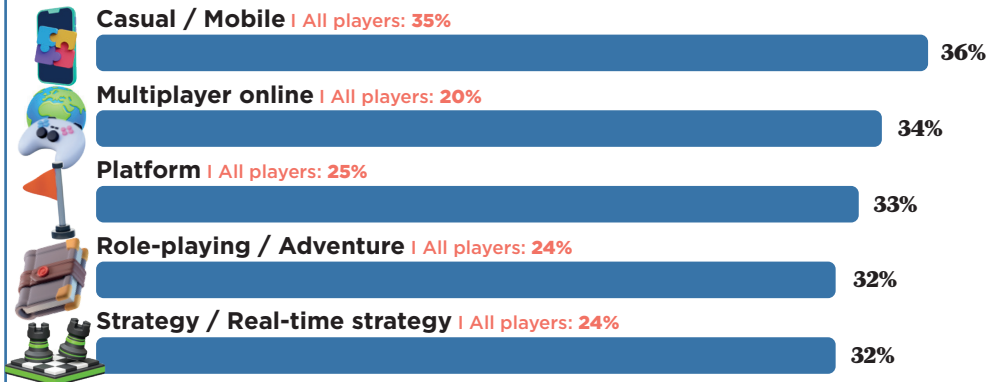
3 times a month or less | All players: **26%**

18%

Devices used to play video games



Top 5 video game genres played over the last 12 months



FOCUS ON WOMEN

18.7 MILLION PLAYERS

66%
of women play
video games



39
AVERAGE AGE

49%
of video game
players are
women

Average time/week: **5h12**

Frequency of video game play

Several times a day | All players: **21%**

21%

Almost every day | All players: **29%**

27%

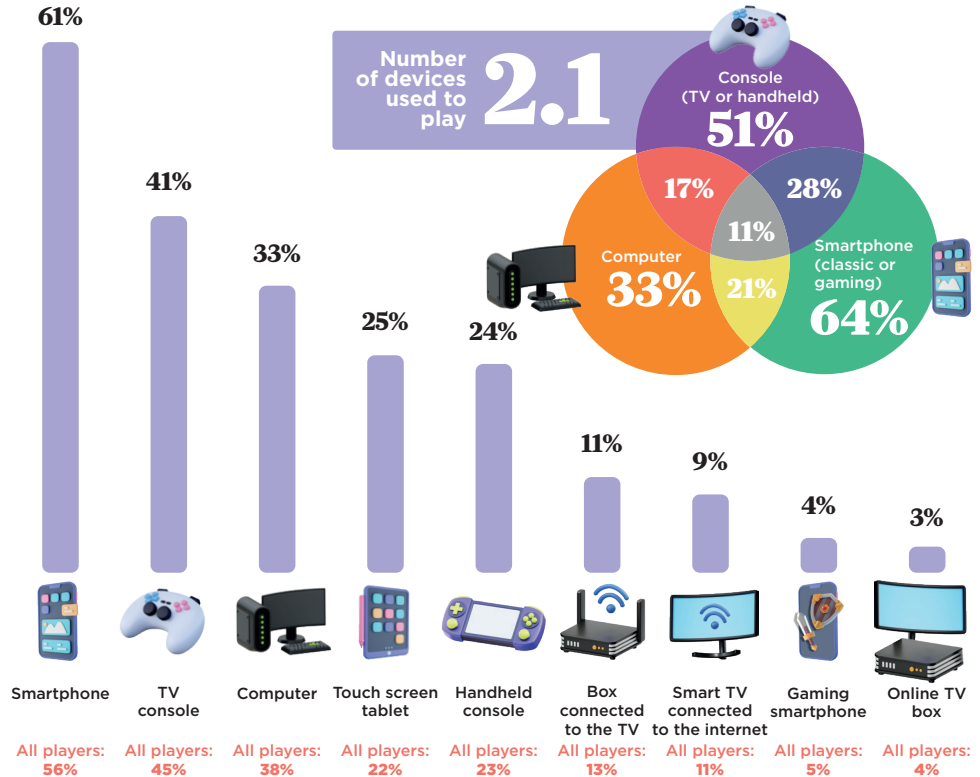
1 to 2 times a week | All players: **24%**

23%

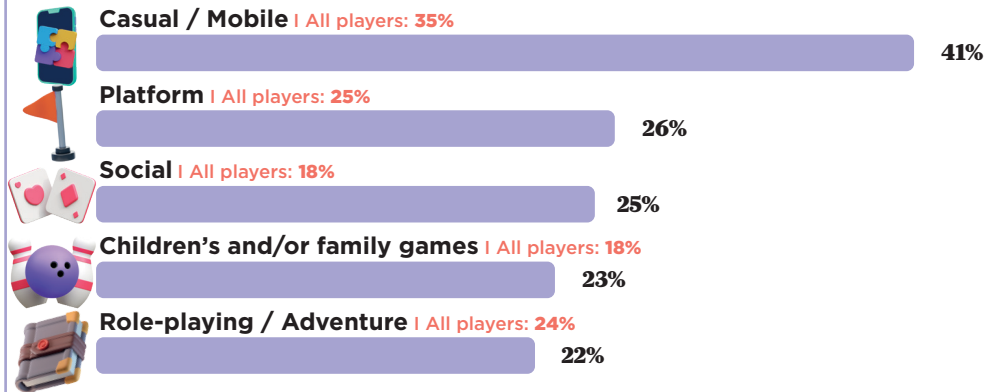
3 times a month or less | All players: **26%**

30%

Devices used to play video games



Top 5 video game genres played over the last 12 months



FOCUS ON SENIORS (65 AND OVER)

4.7 MILLION PLAYERS



69

AVERAGE AGE

43%

of seniors
play video games

12%

of video game
players are
seniors

Average time/week: **4h49**

Total percentage of men/women aged 65 and over

Men

52%

48%

Women

Frequency of video game play

Several times a day | All players: 21%

21%

Almost every day | All players: 29%

29%

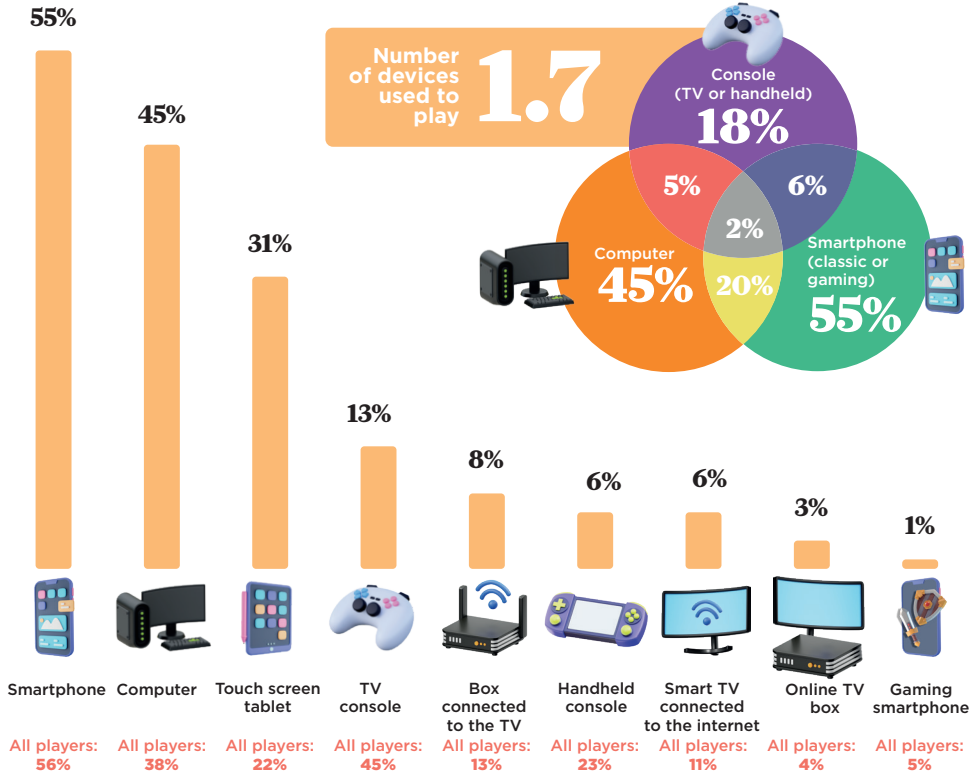
1 to 2 times a week | All players: 24%

16%

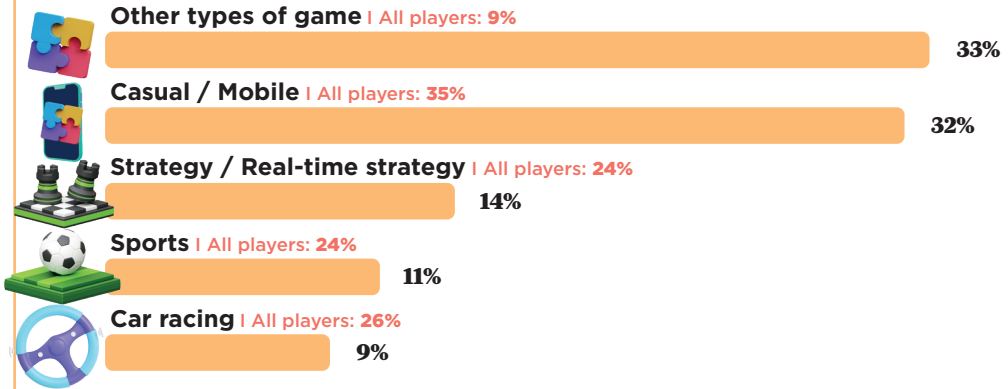
3 times a month or less | All players: 26%

34%

Devices used to play video games



Top 5 video game genres played over the last 12 months



SOCIAL ASPECT OF VIDEO GAMES

Playing games with others



All players **(98%)** play single-player games, but **59%** also play with others (online or offline).

Children players (10-17 year-olds) **86%**



Adult players **54%**



1 OUT OF 2

players play
online with
others (49%)



children
players
make
friends
through
video
games
(48%)



AN INCREASINGLY STRONG COMMUNITY...

31%

OF VIDEO GAME PLAYERS
HAVE THE **FEELING**
OF BELONGING TO
A COMMUNITY

...ESPECIALLY YOUNG PEOPLE



53%

10-14



45%

15-24

The player community

Caring and welcoming

91%

Brings members together on subjects other than video games

83%

Helps players make friends that they would not otherwise have met

82%

VIDEO GAMES AS A VECTOR OF SOCIAL INTERACTION

59%

OF PLAYERS CONSIDER THAT VIDEO GAMES HELP PEOPLE CONNECT SOCIALLY

Contact with members of their community

33% have met them in person at private events



55%

29% have met them in person at public events



have already met members of their community in person

29% have chatted online (forums or streaming)



78%

have already met members of their community

44%

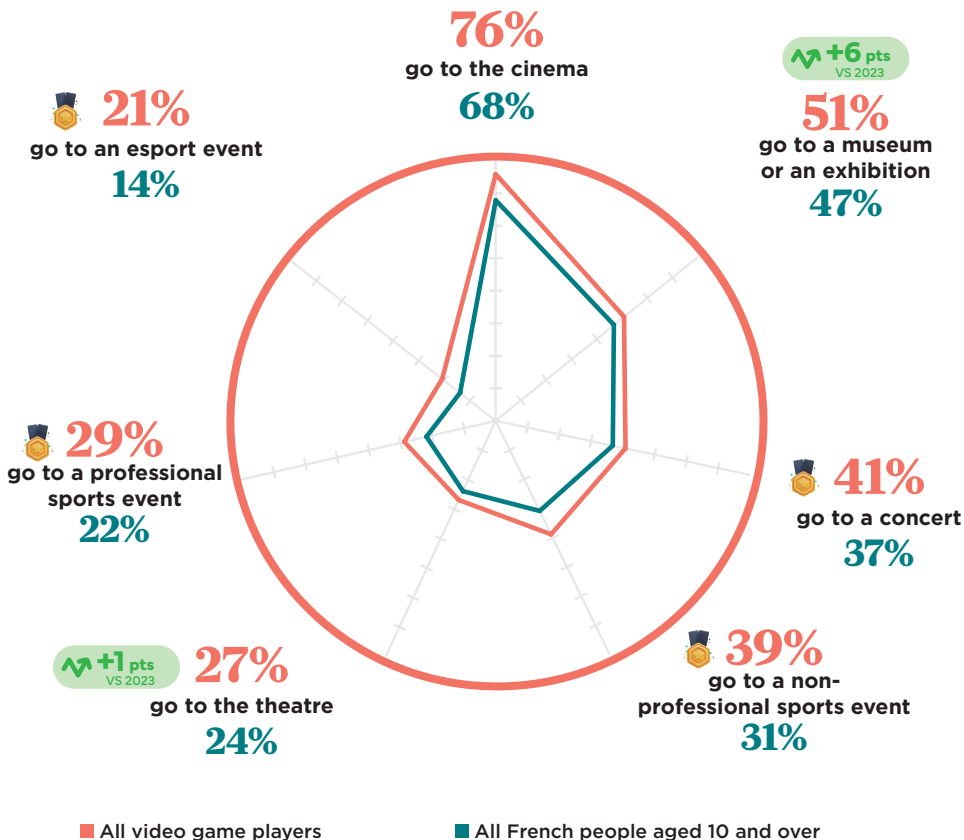
have already met members of their community online

28% have chatted online (private social media)



MORE CULTURE AND SPORT THAN THE AVERAGE FRENCH PERSON

Regular* player activities over the last 6 months



At least once a month

Do sport



Read

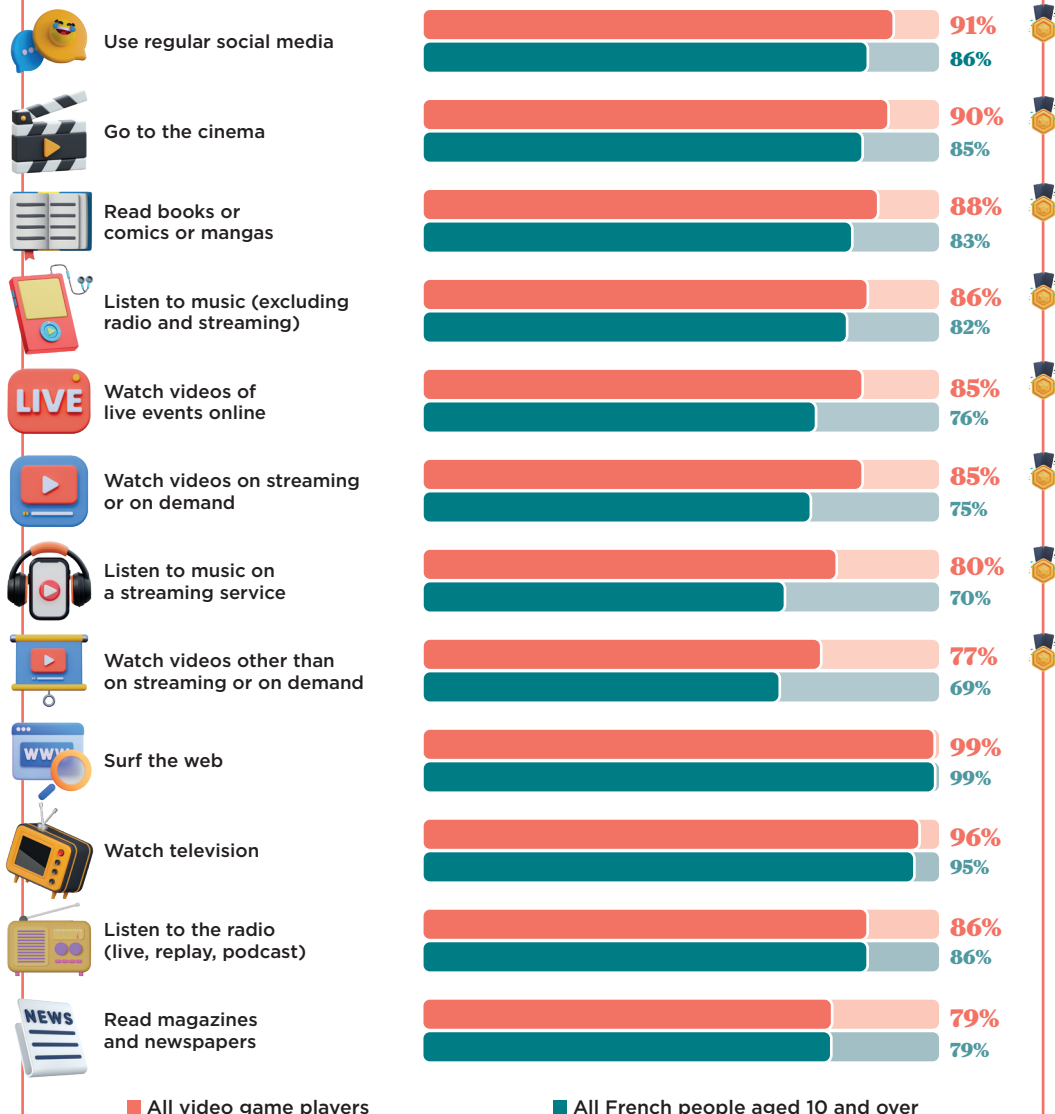


■ All video game players

■ All French people aged 10 and over

REGULAR PLAYER MULTIMEDIA HABITS

At least once a month



PURCHASING BEHAVIOUR

Video game buyers

40% OF FRENCH PEOPLE BOUGHT
VIDEO GAME CONTENT IN
THE LAST 12 MONTHS

ALL PLAYERS

55%

PLAYERS AGED 25-34

74%

Top 5 criteria that lead to a purchase

Attracted to the style, world of the game

41%

The price of the game, on special offer / sale

38%

The appeal of the game series (licence)

29%

To play with my friends who have the same game

27%

The opinions of friends and family

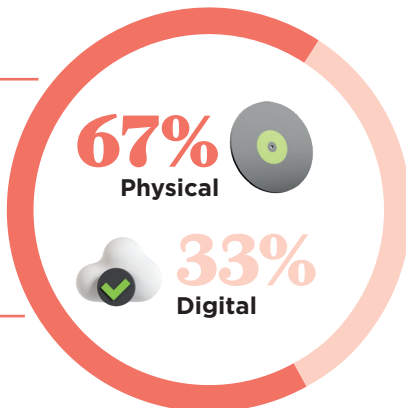
26%

PLAYERS ARE VERY ATTACHED TO PHYSICAL FORMATS

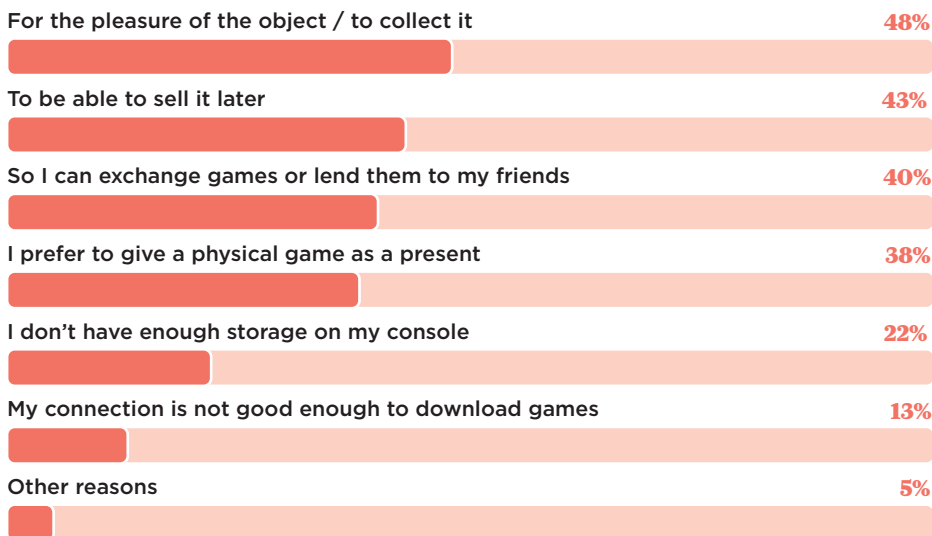
Preferred format of video games purchased

80%
Players who
play offline

72%
Parents



Reasons why buyers prefer physical formats



Preferred place to buy video games

53%

in a store



62%
of regular
players
aged 10-14

61%
of players
who only
play offline

**47%**

On the internet



54%
of regular players
(play video
games at least
once a day)

50%
of online video
game players

Reasons why buyers prefer buying in stores

For store-specific special offers

41%

Because it's easier to choose a game in a store

39%

Because I find it quicker to buy in a store

34%

To be able to chat to the sales staff

33%

To see the store's second-hand games

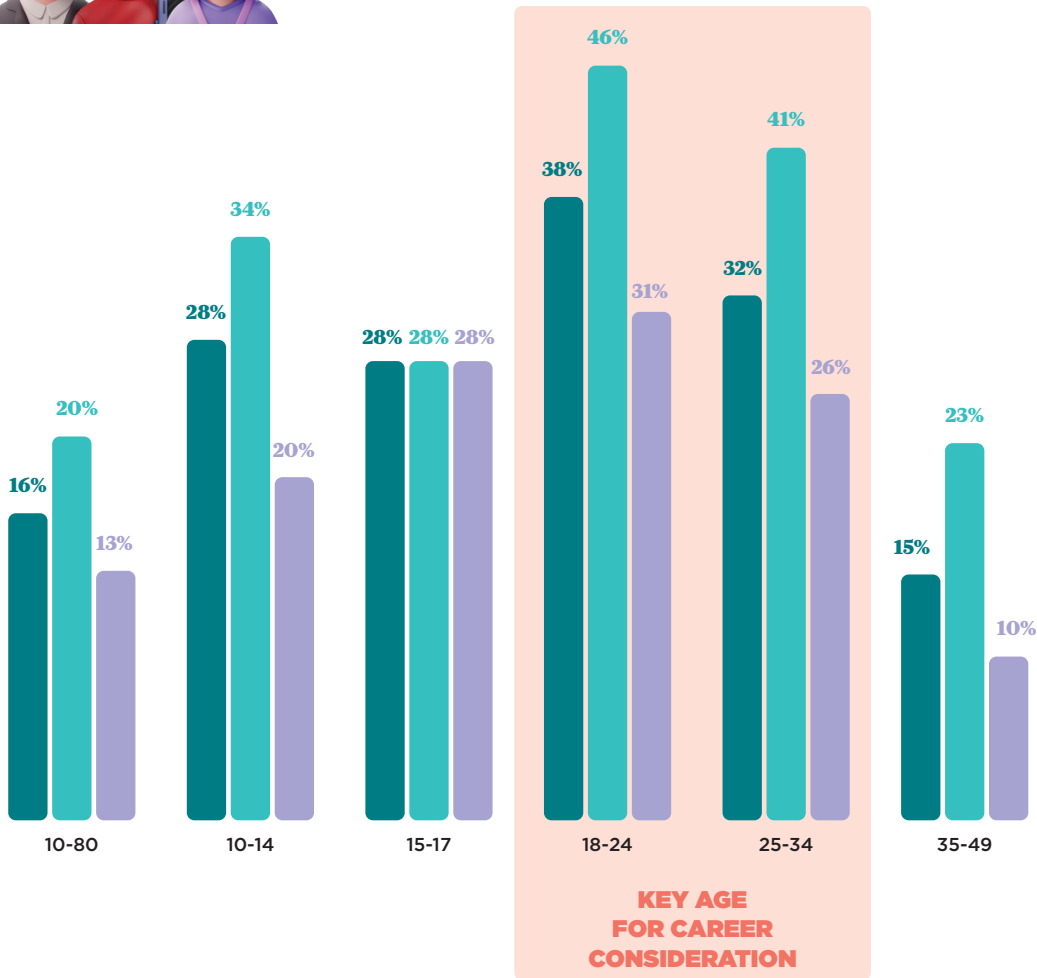
26%

AN ATTRACTIVE PROFESSIONAL SECTOR...



38%

OF PEOPLE AGED 18-24
HAVE ALREADY CONSIDERED
WORKING IN THE VIDEO
GAME INDUSTRY



■ All French people aged 10 and over

■ All men

■ All women



...PARTICULARLY WOMEN AGED 15-34





CHAPTER

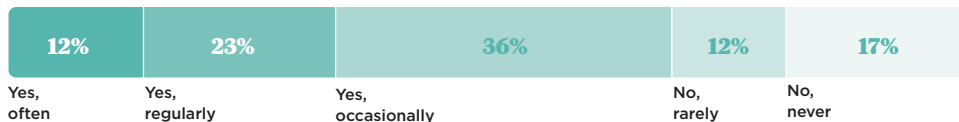
02

A RESPONSIBLE INDUSTRY

Parent behaviour towards video games	35
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PARENT BEHAVIOUR TOWARDS VIDEO GAMES

1/3 of parents play regularly with their children



71%

of parents SAY THEY
PLAY WITH THEIR
CHILDREN at least
occasionally

↗ +2 pts
VS 2023

Why do parents play with their children?

To share an activity

57%

For fun

53%

Their children
ask them to

46%

Because they
like to game

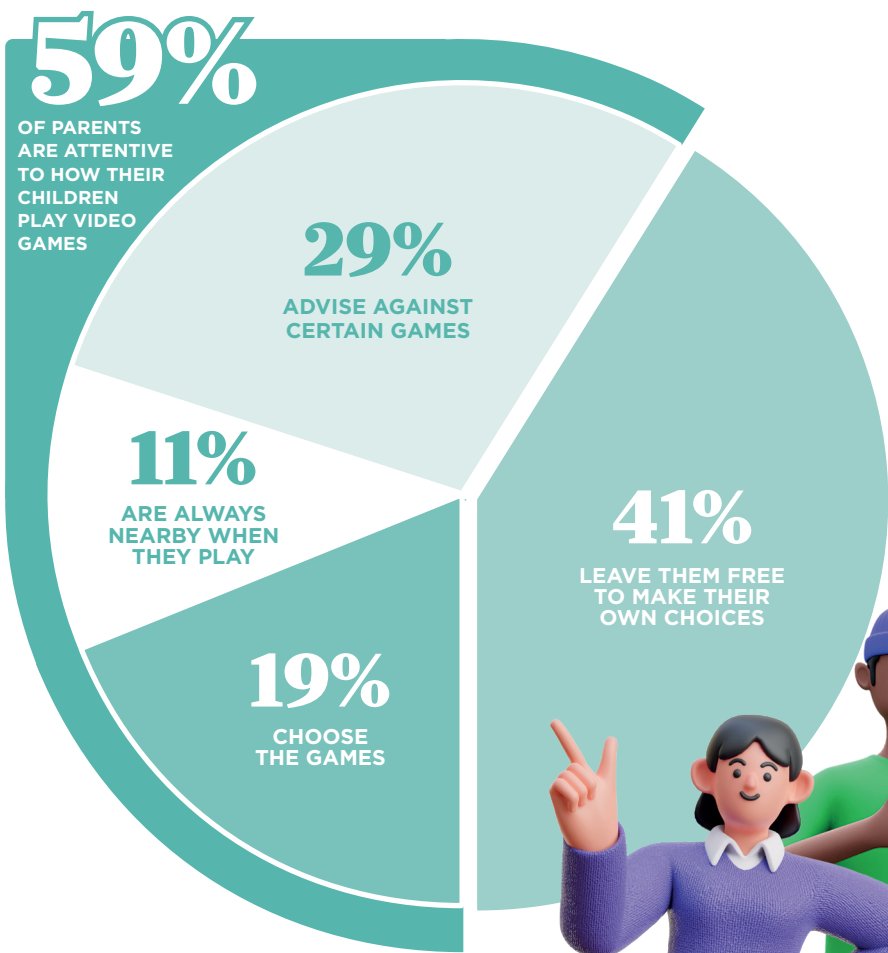
36%

To monitor
the content

23%

PARENT BEHAVIOUR TOWARDS VIDEO GAMES

Parents interested in how their children play video games



Knowledge and use of parental control systems

93% SAY THEY ARE AWARE OF PARENTAL CONTROL

41%

know about parental control and use it

7%

do not know about parental control

52%

know about parental control but do not use it

Knowledge of the PEGI system



Video game buyers

69%



Parent video game buyers

68%



Child video game buyers

66%

BREAKDOWN OF THE VIDEO GAMES MARKET

PHYSICAL + DIGITAL market 2023 🎮🕹️



25%



25%



15%



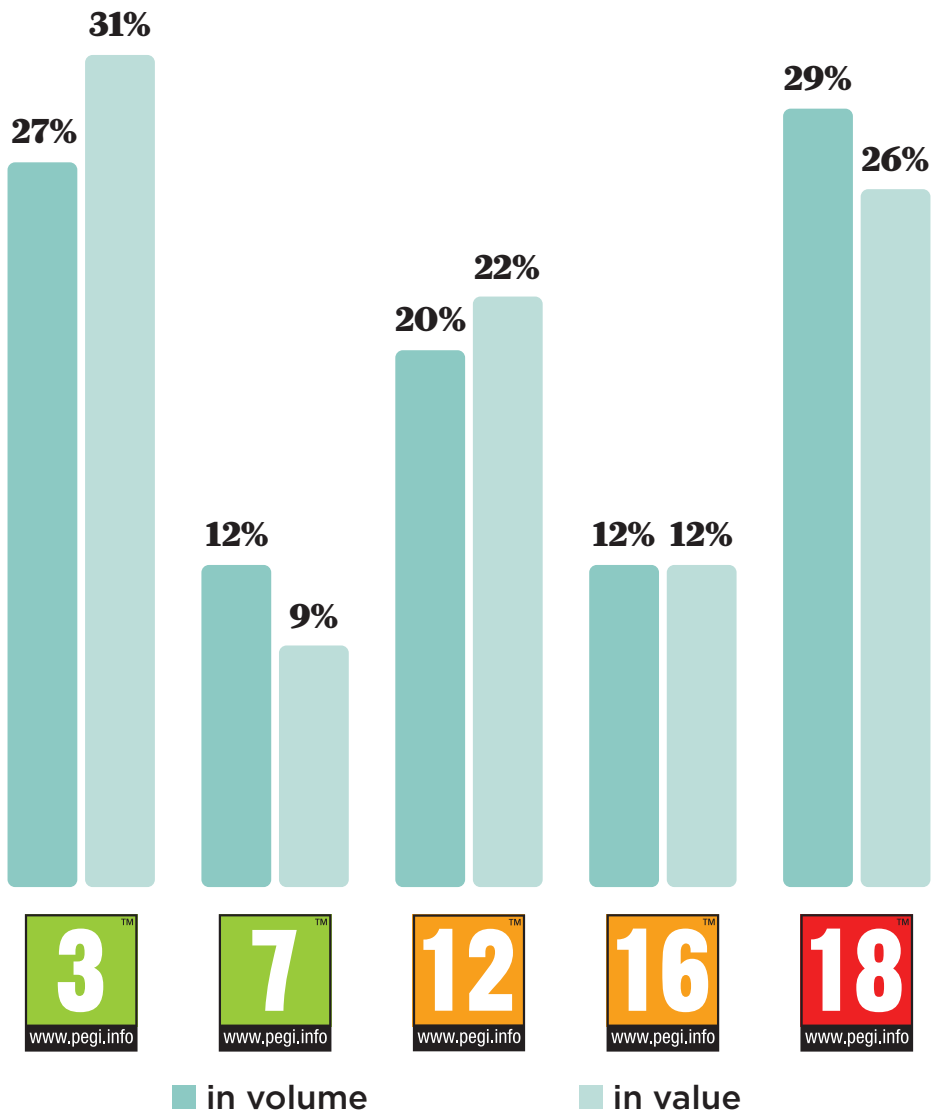
18%



17%

BREAKDOWN OF VIDEO GAME SALES

PHYSICAL + DIGITAL market 2023 🎮🕹️



THE ACT OF BUYING AND THE PEGI RATING SYSTEM

Attitude to the PEGI rating system



PARENTS VIDEO GAME BUYERS

62%
pay attention
to it



38%
do not pay
attention
to it

CHILDREN VIDEO GAME BUYERS

58%
pay
attention
to it



42%
do not pay
attention
to it

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.

<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 European federation for video games (VGE - Video Games 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
40 COUNTRIES**

**NEARLY 40,000
RATED GAMES AND
MILLIONS OF APPS**

**FEDERATING OVER
2,700 MEMBER
COMPANIES**

AGE LABELS

3

www.pegi.info

Suitable for all ages.
Mild violence in a comical context.
No inappropriate content.

7

www.pegi.info



Unrealistic. Implicit violence, cartoon, fun. Frightening scenes for young children.

12

www.pegi.info



Violence towards fantasy characters or unrealistic violence towards human characters. Mild bad language, nudity, horror.

16

www.pegi.info



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

18

www.pegi.info



Extreme violence to defenceless or innocent human characters. Glamorisation of drugs. Sexual expression or activity.

CONTENT DESCRIPTORS



LANGUAGE GROSSIER

This game contains bad language.



JEUX DE HASARD

This game encourages and/or teaches gambling.



DROGUE

This game refers to the use of drugs (including tobacco and alcohol).



SEXE

This game shows nudity and/or sexual behaviour or makes sexual references.



ACHATS INTÉGRÉS

The game allows the player to buy digital goods with real money. Includes random content.



VIOLENCE

This game contains violent scenes.



PEUR

This game may frighten young children.



DISCRIMINATION

This game contains images which may encourage discrimination.

PEGI

HOW DOES IT 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 (responsible for PEGI 3 and 7 games) and GRA (responsible for PEGI 12, 16 and 18 games) 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 works with Nicam to approve video games for young audiences (PEGI 3, PEGI 7) published in Europe.



The **GRA** (Games Rating Authority) 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 GRA 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 children can enjoy their video games 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 block 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 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 them your device, 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.



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](https://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](https://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/](https://playstation.com/en-en/support/account/ps5-parental-controls-spending-limits/)



PédaGoJeux.fr
LE JEU VIDÉO EXPLIQUÉ AUX PARENTS

To find out more and install your parental control systems step by step, please visit the PédaGoJeux website

[pedagojeux.fr/
accompagner-
mon-enfant/](https://pedagojeux.fr/accompagner-mon-enfant/)

INITIATIVES & CAMPAIGNS

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, SELL runs large-scale campaigns every year to raise awareness about these best practices among families and to encourage parents to adopt them.



2016 “There’s an age for everything. There is a video game for every age.”

Cinema and web campaign.



2017 Three rules for better video game fun

Published an advertorial in 11 general public magazines.



2018 PEGI Documentary

Produced a documentary: PEGI teams explained how the organisation operates, as well as each stage of the rating process.



2018 The PEGI Guide

Produced an information guide on the PEGI system.



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 of Safer Internet Day

Safer Internet prevention campaign.

ONLINE INTERACTIONS AND MODERATION

Some video games allow players to connect and interact with others while playing. In the case of children, these interactions could be with school friends or other players that you or your child do not know. As a parent, you always have the option to block your child's online interactions while they are playing, including the option to block other players, restrict communication features entirely or limit the features of certain games.

While playing, and without interfering with the game, your child can block or unblock troublemaker players, preventing them from sending messages or taking part in voice chats. When these players are blocked, your child will no longer receive friend requests, messages or invitations to play from them. Even if you don't play with your child, make sure they know that they are able to do that. As a parent, you want to give your child the tools they need to make the right decisions. And if your child knows that you are paying attention, it will

be easier and more natural for them to share their online experience with you.

Although rare, if you or your child come across inappropriate behaviour, such as foul language, bullying, trolling, unwanted or inappropriate advances, threatening behaviour or other players encouraging self-harm, you can report it immediately using the built-in reporting tools. Each report is reviewed by a team of moderators to determine whether the content violates community rules or the code of conduct of the online platform on which it is posted.

If this is the case, the content will be removed and appropriate action will be taken against the player who shared it. It should also be noted that suspended players have no way of knowing who filed the complaint at the time of registration. This protects your privacy and ensures your safety.

For more information, please visit the SELL website.



PÉDAGOJEUX

VIDEO GAMES EXPLAINED TO PARENTS

For some parents, it can be difficult to understand the uses and practices surrounding video games. How to support your child? How to know which game to choose for your child? Why and how to set the rules? What games should you play with them? Where can you go for advice if you think your child is spending too long playing video games? You can find practical answers to all these questions on www.pedagojeux.fr.

Founded in 2008, the aim of the PédaGoJeux collective is to inform parents and educational providers about the practices and uses of video games.

Run by Unaf (National Union of Family Associations), PédaGoJeux draws on the expertise and diversity of its members (Unaf, Ministry of Family Affairs, Internet sans crainte [Internet without fear], SELL [Union of Video Game Publishers], JeuxOnLine [Online Games], Eyesight Improvement Association (Asnav) and Action Innocence Monaco) to provide independent and objective information.

PédaGoJeux explains the challenges of video games, indicating the keys to a pleasant video game experience and addressing things to watch out for. On the PédaGoJeux website, parents and professionals can access advice, practical information sheets, files and many other resources that address all these aspects of video games.

To extend its action on the ground and operate as closely as possible to parents, PédaGoJeux has been federating a network of Ambassadors since 2014. More than two hundred charities and public organisations are engaged in many efforts in the field, at both the national and local levels (schools, local authorities, libraries, media libraries, toy libraries, sports charities, etc.), to promote a pleasant video game experience in family households.



CHAPTER

03

THE UNION OF VIDEO GAME PUBLISHERS



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About us

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-four members, including two 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.

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 joined several organisations and working groups.

INTERMINISTERIAL WORKING GROUP made up of the 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 of the National Digital Council.

VGE (VIDEO GAMES EUROPE): board member.

FRANCE ESPORTS: board member.



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 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 games.

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. SELL 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: the 2023 "Next Level" edition welcomed 180,000 visitors and 142 exhibitors across three halls, attracting a loyal audience as well as new visitors drawn by a renewed offer. This latest edition marks a turning point in the history of PGW, which has opened up to the new worlds of pop culture.



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): VGE/Sparkers

GAMETRACK PANEL (CONSUMERS): VGE/IPSOS

DATAI.AI PANEL (MOBILE): VGE

IDC PANEL (PC GAMING HARDWARE AND SCREENS): SELL

OTHER SURVEYS: French people and video games, SELL/Médiamétrie

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