

APRIL 2026

ESSENTIAL

VIDEO GAME NEWS



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OVERVIEW OF THE FRENCH MARKET 2025

Key figures 2025

The French and video games

40

million players*

*At least once a year

Among players

▲ 1 PT

VS 2024

76%

play at least once a week



Adults (aged 18 and over)

88%

▲ 4 PTS

VS 2024

35.4 million individuals



Children (aged 10-17)

12%

4.8 million individuals

40

Average age of a player in France

Average time per week of all players

6 h 25

Sources: SELL/Médiamétrie study "The French and video games", conducted online from 19 June to 13 July 2025 with a sample of 4,001 individuals aged 10 to 80, representative of the French population aged 10 to 80.

Key figures 2025

The market



44%

Console ecosystem**
€2.5 billion

= 0%

VS 2024



31%

Mobile ecosystem***
€1.8 billion

▲ 11%

VS 2024

5.8

billion euros

▲ 2.9%

VS 2024



26%

PC gaming ecosystem**
€1.5 billion

= 0%

VS 2024

The total may differ from 100% (here 101%) due to rounding.

Sources: SELL data, based on panels from GSD/GameTrack/Sensor Tower/IDC as of the end of 2025. *Console ecosystems (hardware, accessories, digital and physical software), pc gaming (hardware, accessories, digital and physical software), mobile (software). **Revised historical data for console hardware and PC gaming (2024). ***GameTrack estimates based on user spending data from Sensor Tower 2024, converted into euros, with French taxes added.

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editorial

THE VIDEO GAME INDUSTRY IN FRANCE REASSERTS ITS STRENGTH AND RETURNS TO GROWTH IN 2025

The video game industry in France confirms its robustness in 2025, recording an increase of **2.9% compared with 2024**. With revenue of **€5.856 billion**, the market thus reaches its **second-highest level on record**, consolidating more than ever its position as the country's leading cultural and creative industry. In an economic and geopolitical context that remains constrained, notably marked by persistent pressures on household purchasing power, this performance demonstrates the structural strength of our industry and the enduring attachment of the French to video games.

After a 2024 marked by an exceptional post-Covid adjustment, the market is regaining growth momentum largely driven by the hardware



James Rebours,
Chairman of SELL

segment. This recovery is due to the arrival of a new ninth-generation console.

The strength of the market rests, once again, on the complementarity of the **three major ecosystems – console, PC gaming and mobile** – which confirm their ability to meet varied uses and very different levels of engagement.

The console ecosystem, with **44% market share and €2.552 billion in revenue**, retains its leading position and regains positive momentum, driven mainly by the hardware rebound. Mobile and PC gaming ecosystems, meanwhile, continue their strong trajectory: mobile reaches a new all-time high of **€1.792 billion (+11%)**, while PC gaming remains at a high level at **€1.512 billion, confirming its structuring role in the industry**.

The software segment shows contrasting trends, revealing the market's deep transformations. Although physical sales are declining, like other European markets, France still stands out for the dynamism of its retail network and its players' attachment to the physical format. Digital sales, however, continue to advance, driven notably by the ongoing growth of mobile and the rise of additional content and micro-transactions, reflecting increased long-term player engagement.

Beyond economic performance, these results confirm the fundamentals of our industry: a constant capacity for innovation, a continually renewed wealth of content and sustained consumer demand. They sit within an environment that remains demanding, both economically and socially, and call for continued attention to the challenges faced by the sector: AI, industry concentration, new gaming behaviours, employment tensions — these challenges are numerous.

The year 2025 therefore appears as a year of consolidation and recovery, opening up encouraging prospects for 2026. The strength of the French consumer market, the prospect of an ambitious line-up, and announced technological innovations, notably in the hardware segment, allow the video game industry to look to 2026 with confidence.



After a 2024 marked by an exceptional post-covid adjustment, the market is regaining growth momentum driven by the hardware segment.

Panels and methodology

The 2025 market estimates are the result of collaboration between four organisations providing their data to SELL, enabling a precise analysis of the sector's activity.

- GSD: for the physical market ● GSD and GameTrack: for the digital market
- Sensor Tower and GameTrack: for the mobile market ● IDC: for PC gaming hardware and screens



About GSD (Game Sales Data)

Launched in 2013, the GSD project is the result of a European initiative run by the VGE (Video Games Europe) with around a hundred partners, with the aim of unifying data collection from different territories and regrouping this data (physical or digital) within one tool available to trade associations, distributors and video game publishers participating in the panel. The retail panel has been launched in 25 European countries. The GSD digital panel today covers 53 countries in Europe, North America, the Middle East, Africa and Asia-Pacific. The panel is operated by Sparkers.

Methodology

– Retail panel: video game sales data are sent weekly by retailers in each country. Data are standardised, aggregated, anonymised and extrapolated to recreate the entire market. To

guarantee a reliable and standardised product database, the information on catalogues is directly supplied by the publishers. In parallel, publishers and distributors provide data to refine the extrapolation models, offering a more detailed view of markets whose retail panel coverage is not 100%.

– Digital panel: full-game sales data cover PlayStation Network (PSN), Xbox Game Pass, Nintendo eShop (third-party publishers) and PC sales networks (Steam, Epic, proprietary stores). The sales figures are sent each week directly by the 38 video game publishers taking part in the project and therefore do not require any extrapolation. GSD is the only data source for game downloads based on real sales. Since 2024, GSD has also been tracking in-game purchases (DLC) in the digital panel.



market. These include a large voluntary panel of users sharing anonymised usage data, public information from app stores (App Store, Google Play) and contributions from third-party sources. The data are aggregated and then processed using statistical models to extrapolate indicators such as downloads and revenue from in-app purchases. These results are market-level estimates, not individual measurements, and they incorporate high standards of privacy protection.

About Sensor Tower



The Sensor Tower panel works alongside GameTrack to provide data on spending in free and paid mobile games, and produces the top 20 charts.

Methodology

Sensor Tower combines multiple sources to produce reliable estimates of the mobile



About GameTrack

GameTrack is managed by Ipsos on behalf of Video Games EU. The results provide an analysis of the demographic profiles of European video game players, as well as their gaming and purchasing behaviours across all platforms and formats, offering a comprehensive view of their gaming habits. Historically, GameTrack focused on five key European markets: France, the UK, Germany, Spain and Italy, with online surveys conducted monthly among respondents aged 6 to 64 through Q4 2024. From 2025, GameTrack expands to include Austria, Belgium, Croatia, Denmark, Finland, Ireland, the Netherlands, Poland, Romania, Sweden and Switzerland.

Methodology

Data are collected via a bimodal survey methodology combined with external sales data.

– An offline survey is conducted face-to-face every three years in each market with a

sample of 1,000 individuals aged 14 and over (depending on the market), assessing personal video game behaviour, as well as the gaming habits of minors aged 6 to 17, as reported by parents or guardians. These results are analysed among adults aged 18 to 75 and are used to weight and contextualise the findings of a more detailed online survey.

– A full online survey of around 3,000 respondents (approximately 2,000 per country) drawn from a nationally representative sample aged 6 to 75 in each country, with quotas set for age, gender, region, education level, employment status and the presence of children in the household. This ensures a national representation of the entire population, including both players and non-players of video games.

Then, external data from Game Sales Data (GSD) and Sensor Tower are integrated with the online survey data to estimate the total revenue generated by consumer spending on video game purchases.



About IDC

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

Methodology

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

1 chapter

The French video game market

Overall market **11**

PC gaming ecosystem **32**


Console ecosystem **18**

Mobile ecosystem **42**

Note: in 2025, a methodological change by our partner GameTrack changes the scope of the following subsets: "On-demand services", "MMO subscriptions", "MMO F2P", "Social Games & Browser Games" and "Subscriptions".

Total revenue 2025

5.8
billion euros

 **2nd best-ever performance**

Overall market*

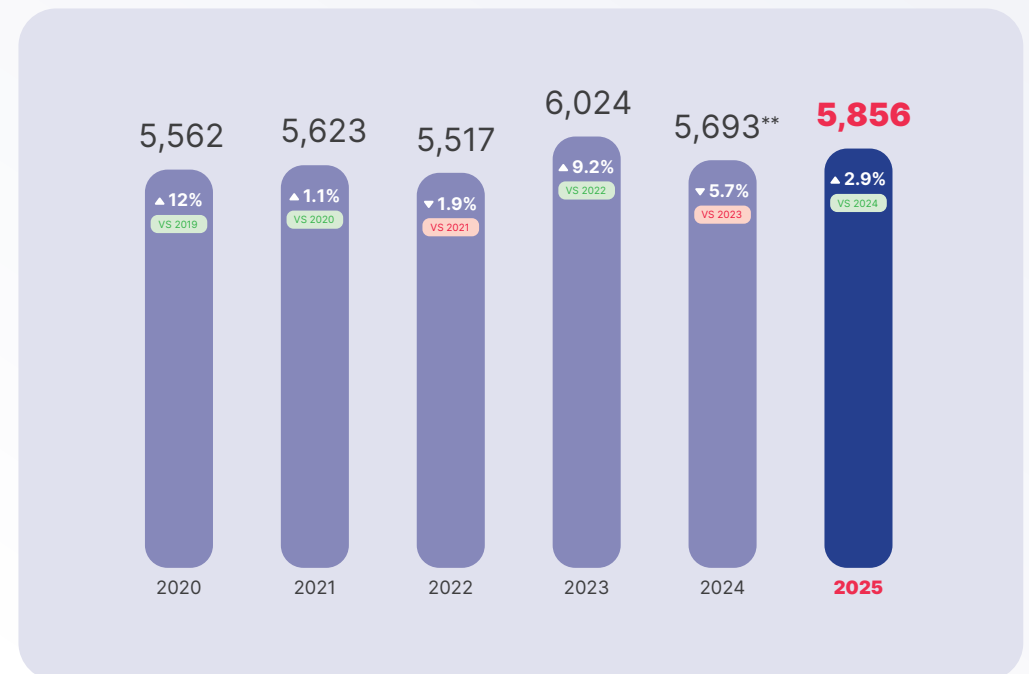
▲ 2.9%

VS 2024

Despite a difficult economic climate, the video game market in France achieved its second-best-ever performance in 2025, with revenue exceeding €5.8 billion, thanks to growth of nearly 3%. It reaffirms its status as the leading cultural market in France.

Evolution of the revenue

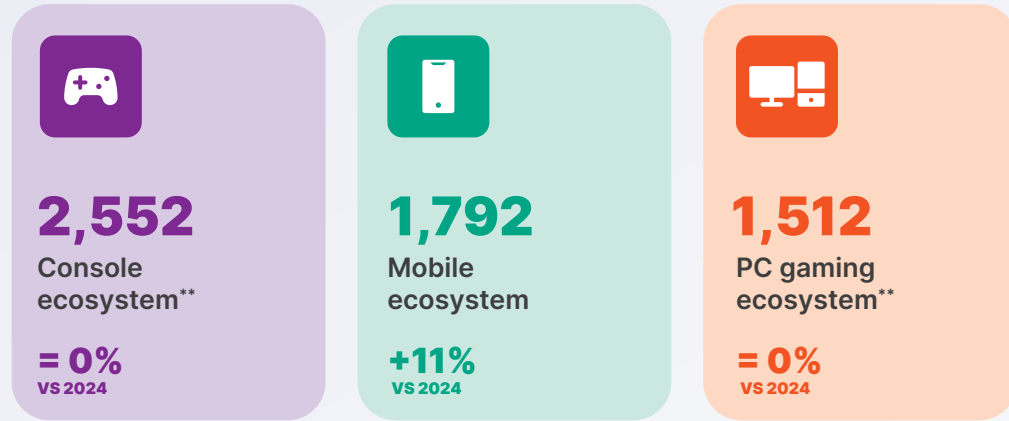
In million euros



Sources: SELL data, from GSD/GameTrack/Sensor Tower/IDC panels at end 2025. *Console ecosystems (hardware, accessories, digital and physical software), PC gaming (hardware, accessories, digital and physical software), mobile (software). **Historical hardware data Console and PC gaming 2024 revised.

Evolution of revenue per ecosystem*

In million euros



Console and PC gaming ecosystems remain at 2024 levels, while the mobile ecosystem continues to grow and energises the market in 2025. However, the console ecosystem remains the one that generates the most revenue.



Evolution of revenue segments and content*

In million euros

The slight decline in full-game sales is offset by the increase in subscription revenue. Note that, for the Streaming/On-demand segment, a change in methodology does not allow comparison with 2024 on a like-for-like basis.

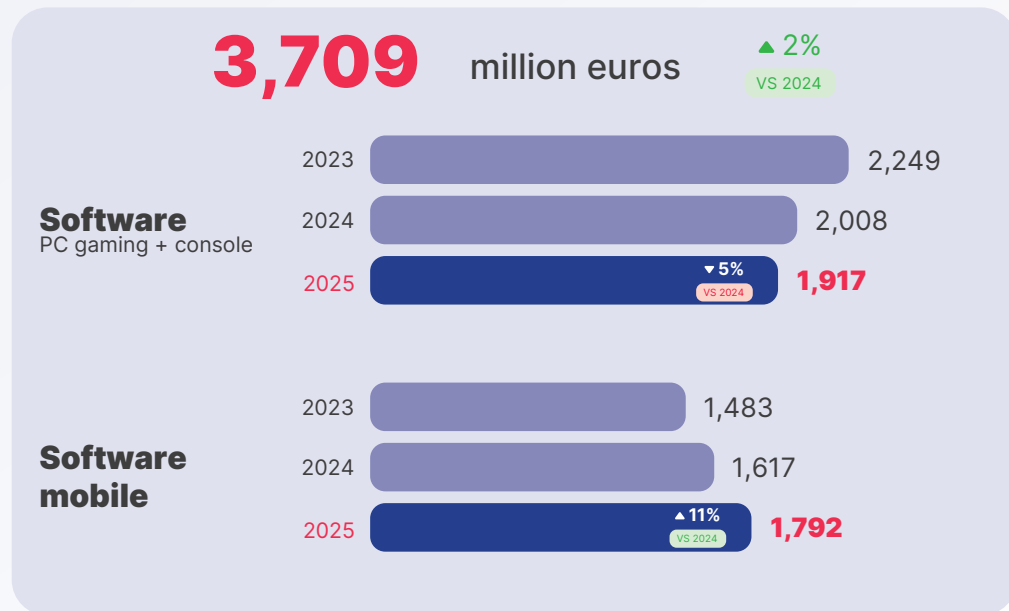
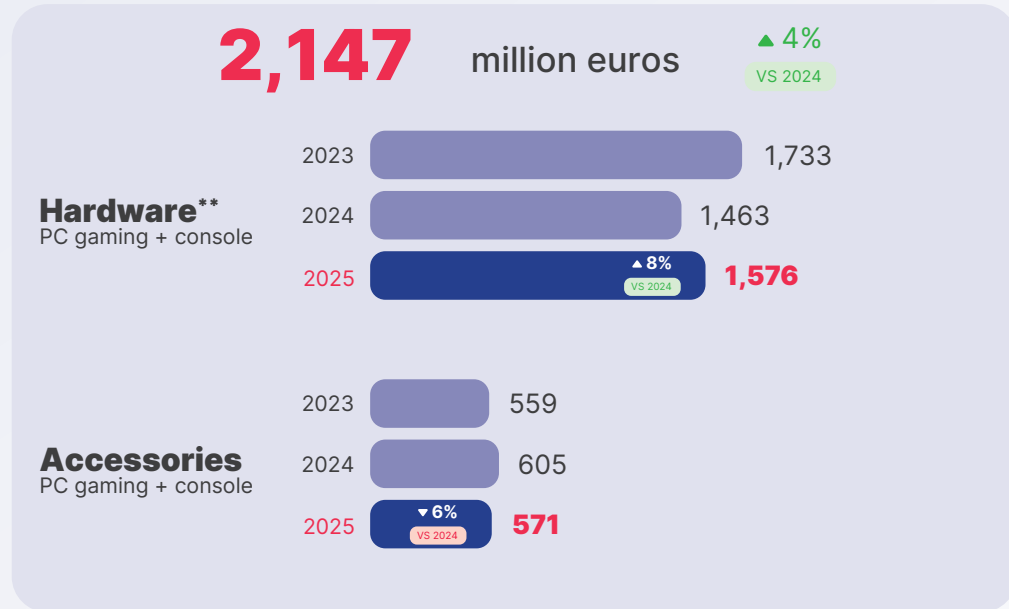


12 Sources: SELL data, based on panels from GSD/GameTrack/Sensor Tower/IDC as of the end of 2025. *Console ecosystems (hardware, accessories, digital and physical software), PC gaming (hardware, accessories, digital and physical software), mobile (software). **Revision of revenue for console hardware, PC gaming and PC gaming monitors.

Sources: SELL data, based on panels from GSD/GameTrack/Sensor Tower/IDC as of the end of 2025. *Console ecosystems (hardware, accessories, digital and physical software), PC gaming (hardware, accessories, digital and physical software), mobile (software). **Historical hardware data Console, PC gaming 2024 revised.

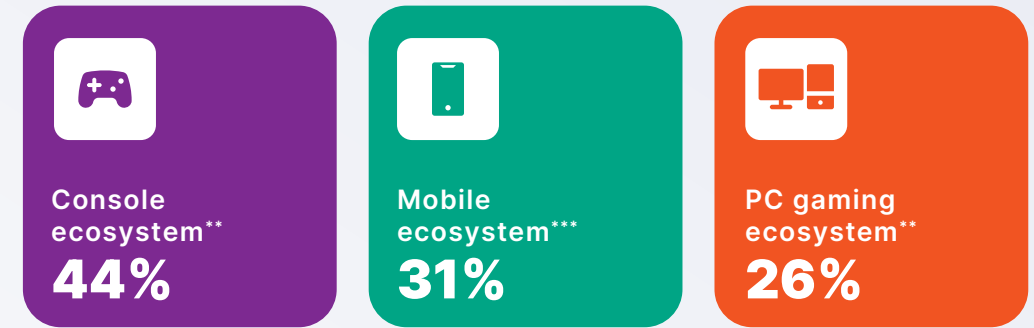
Breakdown of revenue by segment*

In million euros



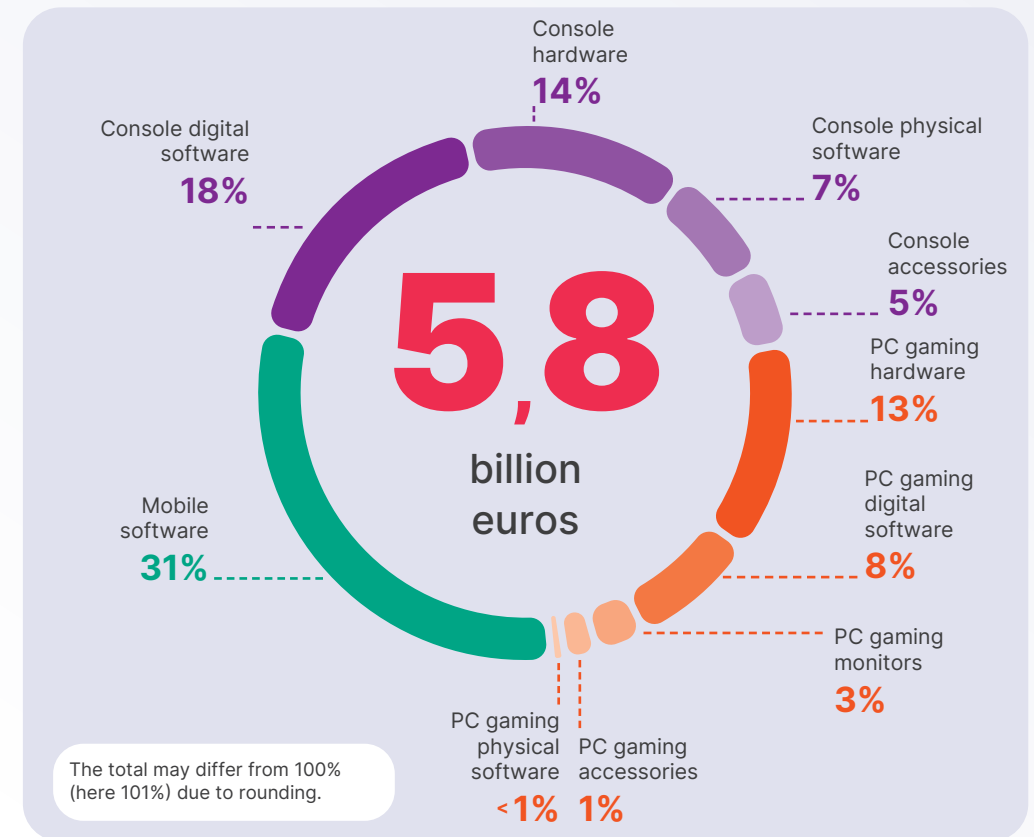
In 2025, growth is driven by hardware sales, consoles and PC gaming, as well as mobile software. Software as a whole still accounts for more than two thirds of revenue.

Market share breakdown per ecosystem*



Stable, the console market remains the leading ecosystem in the global video game market. Since 2023, it has been followed by the mobile ecosystem, which continues to grow. Together, they account for almost three quarters of total revenue, or €4.3 billion. With a quarter of the market, the PC gaming ecosystem nevertheless retains a significant market share.

Breakdown of revenue by segment and ecosystem*

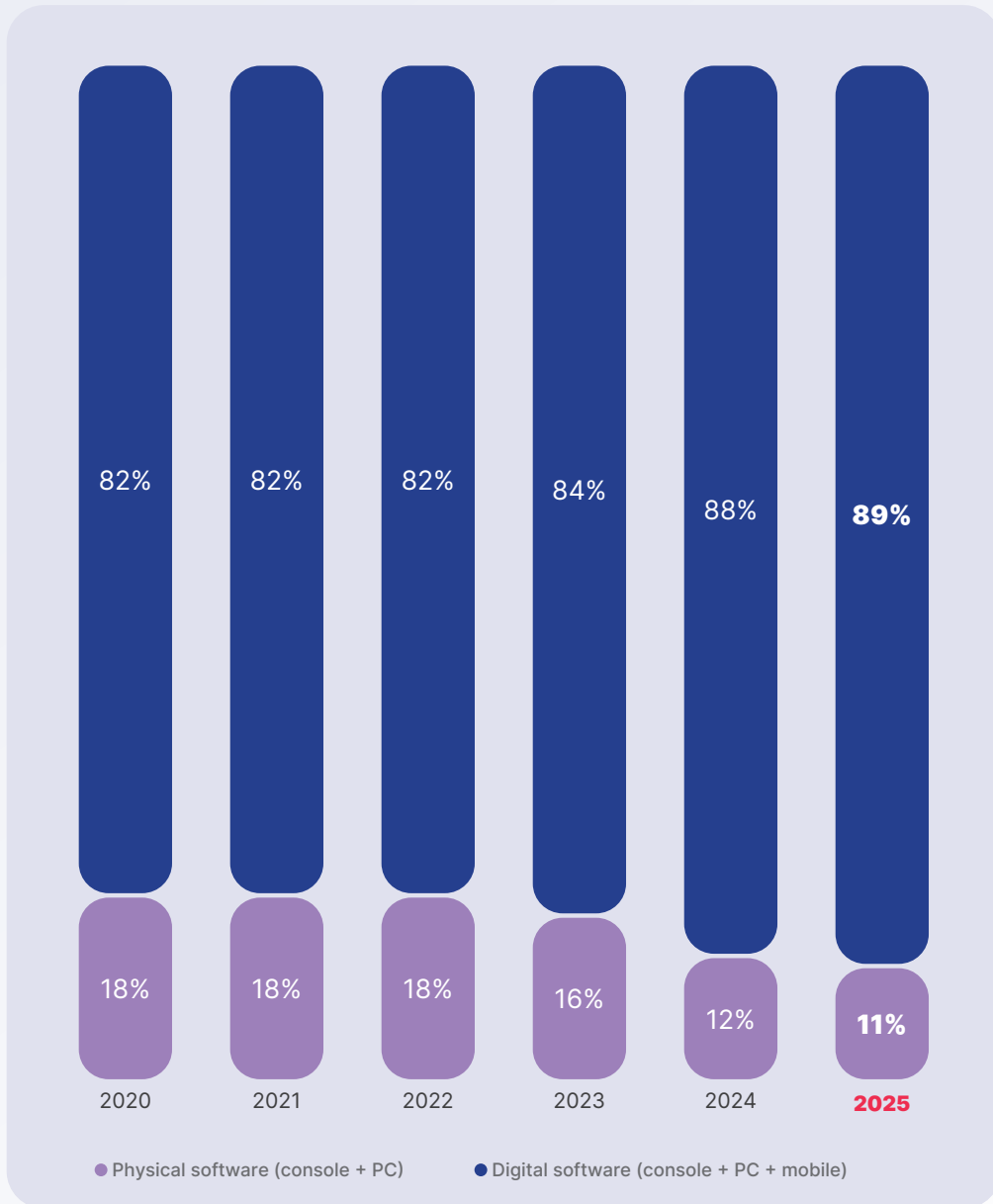


14 Sources: SELL data, based on panels from GSD/GameTrack/Sensor Tower/IDC as of the end of 2025. *Console ecosystems (hardware, accessories, digital and physical software), PC gaming (hardware, accessories, digital and physical software), mobile (software). **Revised historical data for console hardware and PC gaming (2024).

15 Sources: SELL data, based on panels from GSD/GameTrack/Sensor Tower/IDC as of the end of 2025. *Console ecosystems (hardware, accessories, digital and physical software), PC gaming (hardware, accessories, digital and physical software), mobile (software). **Revised historical data for console hardware and PC gaming (2024). ***GameTrack estimates based on user spending data from Sensor Tower 2025, converted into euros, with French taxes added.

Software focus

over 6 years **BY FORMAT**

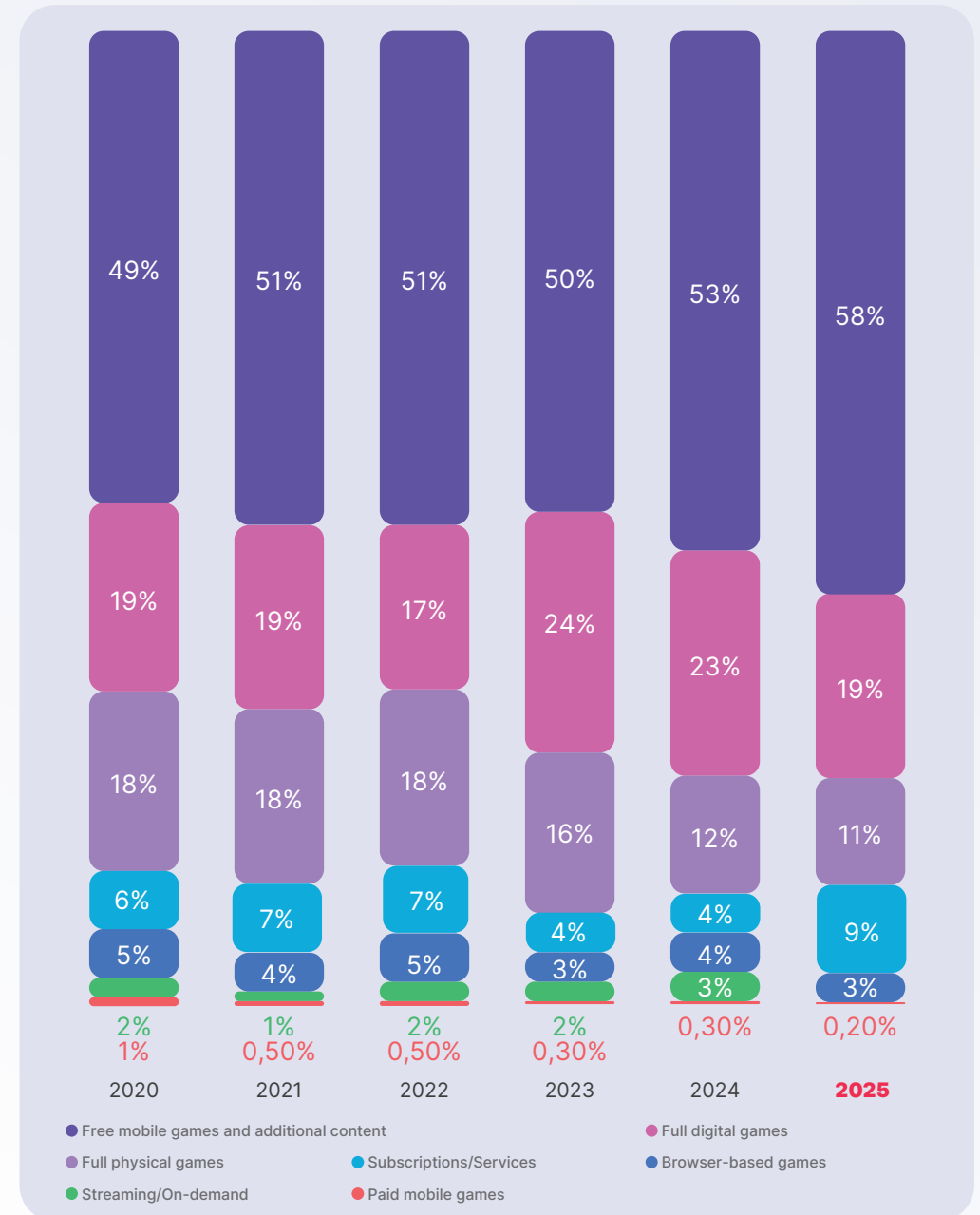


Revenue from digital software (sales of full games, additional content and subscriptions) continues to grow, driven by mobile.

Physical sales (made up of 99% console games) are declining, but they hold up better in France than in many other territories, thanks to a particularly dense distribution network.

Breakdown of revenue

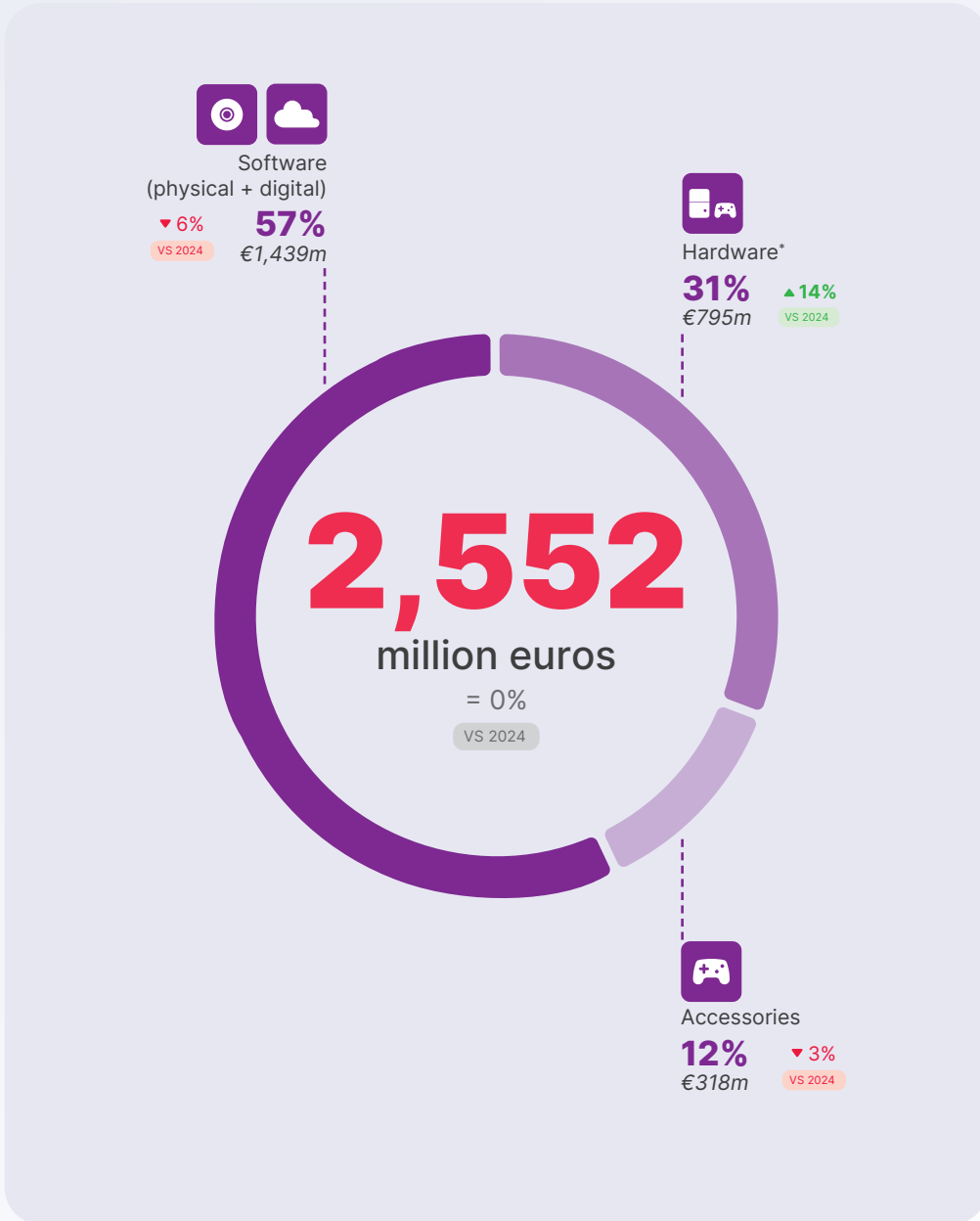
over 6 years **BY CONTENT TYPE**



Sales of additional content are by far the biggest revenue generator. Note that, in the Streaming/On-demand segment, a change in methodology prevents a like-for-like comparison with 2024.

Breakdown

in million euros



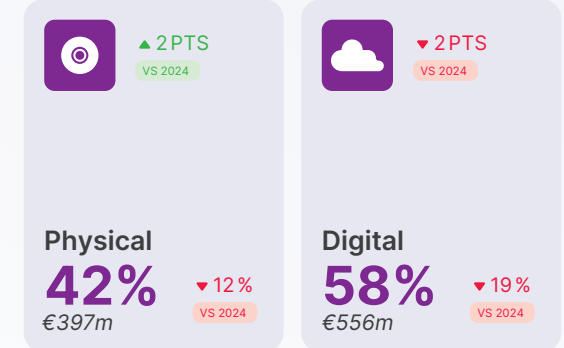
of 2025 revenue

in million euros



Breakdown of revenue for full games

In million euros 2025



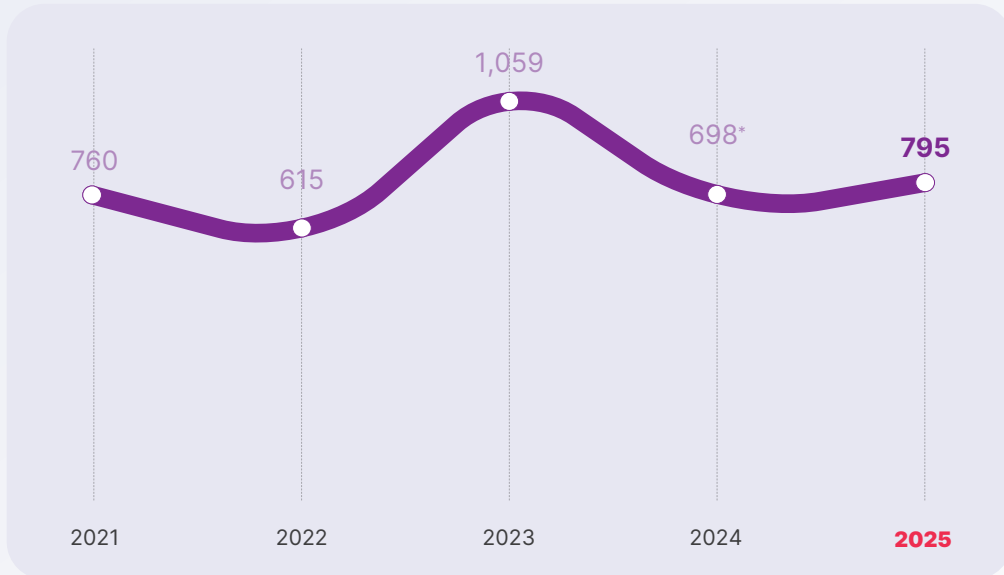
The console ecosystem posted stable revenue year on year, thanks to the strong performance of the hardware segment, largely driven by the successful launch of the latest ninth-generation console. With a solid line-up but few very big releases, full-game sales declined moderately, generating 66% of the software' revenue. The accessories segment is slightly down.

Sales of full games, whether physical or digital, still account for two-thirds of revenue. However, they mark a double-digit decline that in-game spending (DLC – downloadable content – and microtransactions) cannot offset. Their strong growth reflects a high level of player engagement and sustained loyalty over time.

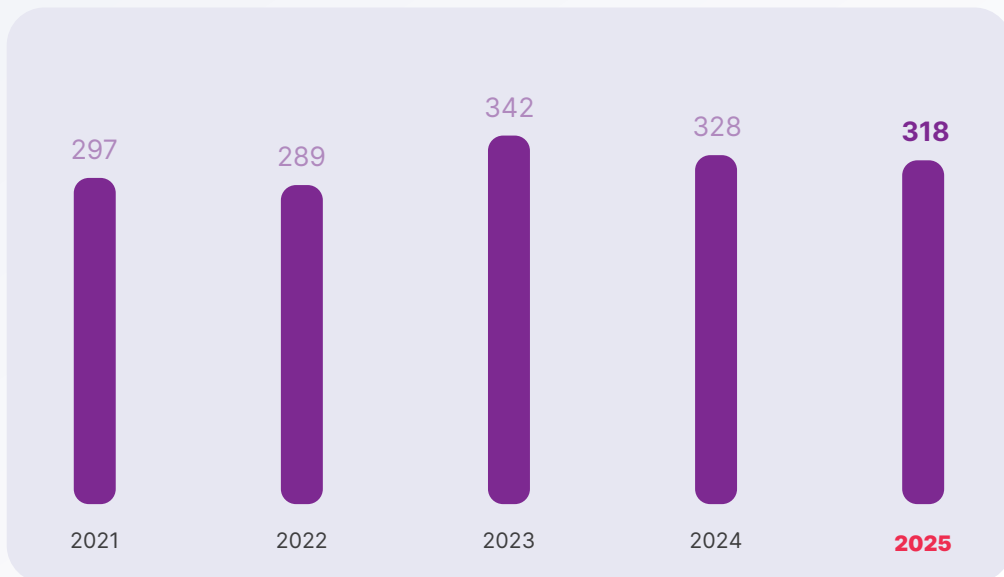
Evolution

With double-digit growth, video game console sales achieved the second-highest figure in 15 years. This performance is partly explained by the recent launch of a next-generation console.

Hardware In million euros



Accessories in million euros



of 2025 revenue

Controllers and headsets occupy the top two positions in the market by both volume and value, as they do every year, confirming their central role in the gaming experience. Although controller revenue declines in 2025, it remains higher than in 2021 and 2022.

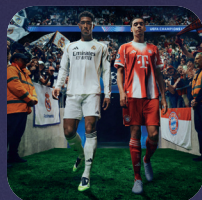
Top 5 accessories

In value		In volume	
1	Controllers ▼ 4%	1	Controllers ▼ 9%
2	Headsets and audio accessories ▼ 17%	2	Headsets and audio accessories ▼ 16%
3	Other accessories ▲ 21%	3	Other accessories ▲ 29%
4	Racing wheels ▲ 12%	4	Storage ▲ 21%
5	Gaming chairs ▼ 1%	5	Chargers ▼ 13%

TOP 20 games in 2025

Physical MARKET in value

1



EA Sports FC 26
Electronic Arts
€37,677,850

2



Pokémon Legends: Z-A
Nintendo
€17,090,913

3



Assassin's Creed Shadows
Ubisoft
€15,984,023

4	Call Of Duty: Black Ops 7	Activision Blizzard	€13,455,800
5	Battlefield 6	Electronic Arts	€11,839,731
6	Ghost of Yōtei	Sony Interactive Entertainment	€9,910,078
7	Donkey Kong Bananza	Nintendo	€9,611,575
8	Super Mario Party Jamboree	Nintendo	€8,776,773
9	EA Sports FC 25	Electronic Arts	€8,526,527
10	Mario Kart 8 Deluxe	Nintendo	€8,396,648
11	Clair Obscur: Expedition 33	Kepler Interactive	€7,195,893
12	Super Mario Galaxy + Super Mario Galaxy 2	Nintendo	€6,717,133
13	Minecraft: Nintendo Switch Edition	Mojang	€5,432,280
14	Mario Kart World	Nintendo	€4,833,045
15	Monster Hunter Wilds	Capcom	€4,613,221
16	Donkey Kong Country Returns HD	Nintendo	€4,330,370
17	Animal Crossing: New Horizons	Nintendo	€4,096,505
18	Call Of Duty: Black Ops 6	Activision Blizzard	€4,041,118
19	The Legend of Zelda: Tears of the Kingdom	Nintendo	€4,020,014
20	NBA 2k26	Take-Two Interactive	€3,840,584

across all consoles

PHYSICAL market in volume

1



EA Sports FC 26
Electronic Arts
642,305

2



Pokémon Legends: Z-A
Nintendo
340,706

3



Assassin's Creed Shadows
Ubisoft
224,567

4	Call Of Duty: Black Ops 7	Activision Blizzard	220,019
5	Minecraft: Nintendo Switch Edition	Mojang	213,950
6	EA Sports FC 25	Electronic Arts	179,977
7	Battlefield 6	Electronic Arts	177,632
8	Mario Kart 8 Deluxe	Nintendo	177,045
9	Super Mario Party Jamboree	Nintendo	172,661
10	Clair Obscur: Expedition 33	Kepler Interactive	154,282
11	Donkey Kong Bananza	Nintendo	150,361
12	Ghost of Yōtei	Sony Interactive Entertainment	148,115
13	Grand Theft Auto V	Take-Two Interactive	130,286
14	Super Mario Galaxy + Super Mario Galaxy 2	Nintendo	123,292
15	Donkey Kong Country Returns HD	Nintendo	88,500
16	Animal Crossing: New Horizons	Nintendo	87,001
17	Hogwarts Legacy	Warner Bros. Games	79,668
18	Split Fiction	Electronic Arts	76,947
19	Monster Hunter Wilds	Capcom	73,550
20	The Legend of Zelda: Tears of the Kingdom	Nintendo	70,579

TOP 20 games in 2025

PHYSICAL + DIGITAL market in value

1



EA Sports FC 26
Electronic Arts
€87,490,633

2



Battlefield 6
Electronic Arts
€27,701,288

3



Call Of Duty: Black Ops 7
Activision Blizzard
€27,521,005

4	Assassin's Creed Shadows	Ubisoft	€27,164,380
5	EA Sports FC 25	Electronic Arts	€18,704,047
6	Pokémon Legends: Z-A	Nintendo	€17,090,913
7	Ghost of Yōtei	Sony Interactive Entertainment	€15,873,453
8	Call Of Duty: Black Ops 6	Activision Blizzard	€12,843,354
9	Monster Hunter Wilds	Capcom	€11,167,493
10	Donkey Kong Bananza	Nintendo	€9,611,575
11	NBA 2k26	Take-Two Interactive	€9,445,806
12	Super Mario Party Jamboree	Nintendo	€8,776,773
13	Mario Kart 8 Deluxe	Nintendo	€8,396,648
14	Split Fiction	Electronic Arts	€8,295,271
15	Clair Obscur: Expedition 33	Kepler Interactive	€7,195,893
16	Super Mario Galaxy + Super Mario Galaxy 2	Nintendo	€6,717,133
17	Grand Theft Auto V	Take-Two Interactive	€6,323,448
18	F1 25	Electronic Arts	€6,309,249
19	Gran Turismo 7	Sony Interactive Entertainment	€6,208,474
20	Hogwarts Legacy	Warner Bros. Games	€6,071,452

across all consoles

PHYSICAL + DIGITAL market in volume

1



EA Sports FC 26
Electronic Arts
1,300,386

2



EA Sports FC 25
Electronic Arts
542,158

3



Call Of Duty: Black Ops 7
Activision Blizzard
391,449

4	Battlefield 6	Electronic Arts	373,323
5	Assassin's Creed Shadows	Ubisoft	369,423
6	Pokémon Legends: Z-A	Nintendo	340,706
7	Grand Theft Auto V	Take-Two Interactive	295,021
8	Hogwarts Legacy	Warner Bros. Games	259,197
9	Ghost of Yōtei	Sony Interactive Entertainment	219,965
10	Minecraft: Nintendo Switch Edition	Mojang	213,950
11	Grand Theft Auto Online	Take-Two Interactive	205,549
12	Red Dead Redemption 2	Take-Two Interactive	202,113
13	Call Of Duty: Black Ops 6	Activision Blizzard	201,410
14	Split Fiction	Electronic Arts	179,426
15	Mario Kart 8 Deluxe	Nintendo	177,045
16	Super Mario Party Jamboree	Nintendo	172,661
17	It Takes Two	Electronic Arts	171,949
18	Clair Obscur: Expedition 33	Kepler Interactive	154,282
19	Monster Hunter Wilds	Capcom	151,345
20	Donkey Kong Bananza	Nintendo	150,361


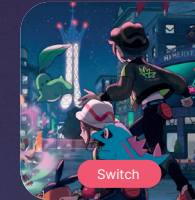
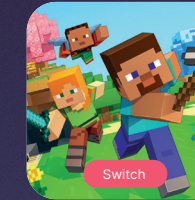
Top 20 games in 2025

PHYSICAL market in value

<p>1</p>  <p>PS5</p> <p>EA Sports FC 26 Electronic Arts €24,440,327</p>	<p>2</p>  <p>PS5</p> <p>Assassin's Creed Shadows Ubisoft €13,743,994</p>	<p>3</p>  <p>PS5</p> <p>Call Of Duty: Black Ops 7 Activision Blizzard €11,724,894</p>
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per console

PHYSICAL market in volume

<p>1</p>  <p>PS5</p> <p>EA Sports FC 26 Electronic Arts 39,059</p>	<p>2</p>  <p>Switch</p> <p>Pokémon Legends: Z-A Nintendo 225,054</p>	<p>3</p>  <p>Switch</p> <p>Minecraft: Nintendo Switch Edition Mojang 213,950</p>
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4	Battlefield 6	PS5	Electronic Arts	€10,684,640
5	Pokémon Legends: Z-A	Switch	Nintendo	€10,555,192
6	Ghost of Yōtei	PS5	Sony Interactive Entertainment	€9,910,078
7	Donkey Kong Bananza	Switch 2	Nintendo	€9,611,575
8	Mario Kart 8 Deluxe	Switch	Nintendo	€8,396,648
9	Clair Obscur: Expedition 33	PS5	Kepler Interactive	€6,921,489
10	Super Mario Galaxy + Super Mario Galaxy 2	Switch	Nintendo	€6,717,133
11	Pokémon Legends: Z-A	Switch 2	Nintendo	€6,535,721
12	Super Mario Party Jamboree	Switch	Nintendo	€6,465,965
13	Minecraft: Nintendo Switch Edition	Switch	Mojang	€5,432,280
14	EA Sports FC 26	PS4	Electronic Arts	€5,246,677
15	EA Sports FC 26	Switch	Electronic Arts	€4,984,359
16	Mario Kart World	Switch 2	Nintendo	€4,833,045
17	Donkey Kong Country Returns HD	Switch	Nintendo	€4,330,370
18	Monster Hunter Wilds	PS5	Capcom	€4,186,096
19	Animal Crossing: New Horizons	Switch	Nintendo	€4,096,505
20	EA Sports FC 25	PS5	Electronic Arts	€3,584,825

4	Assassin's Creed Shadows	PS5	Ubisoft	192,023
5	Call Of Duty: Black Ops 7	PS5	Activision Blizzard	191,706
6	Mario Kart 8 Deluxe	Switch	Nintendo	177,045
7	Battlefield 6	PS5	Electronic Arts	160,249
8	Donkey Kong Bananza	Switch 2	Nintendo	150,361
9	Clair Obscur: Expedition 33	PS5	Kepler Interactive	148,397
10	Ghost of Yōtei	PS5	Sony Interactive Entertainment	148,115
11	Super Mario Party Jamboree	Switch	Nintendo	135,649
12	Super Mario Galaxy + Super Mario Galaxy 2	Switch	Nintendo	123,292
13	Pokémon Legends: Z-A	Switch 2	Nintendo	115,653
14	EA Sports FC 26	Switch	Electronic Arts	112,052
15	Grand Theft Auto V	PS5	Take-Two Interactive	88,548
16	Donkey Kong Country Returns HD	Switch	Nintendo	88,500
17	Animal Crossing: New Horizons	Switch	Nintendo	87,001
18	EA Sports FC 26	PS4	Electronic Arts	86,194
19	EA Sports FC 25	Switch	Electronic Arts	68,189
20	Super Mario Bros. Wonder	Switch	Nintendo	67,832

TOP 20 games in 2025

Market **PHYSICAL** + **DIGITAL** by value

1



PS5

EA Sports FC 26
Electronic Arts
€68,631,364

2



PS5

Battlefield 6
Electronic Arts
€23,508,031

3



PS5

Assassin's Creed Shadows
Ubisoft
€22,876,059

4	Call Of Duty: Black Ops 7	PS5	Activision Blizzard	€19,436,314
5	Ghost of Yōtei	PS5	Sony Interactive Entertainment	€15,873,453
6	EA Sports FC 25	PS5	Electronic Arts	€11,985,171
7	Pokémon Legends: Z-A	Switch	Nintendo	€10,555,192
8	Call Of Duty: Black Ops 6	PS5	Activision Blizzard	€10,316,310
9	Donkey Kong Bananza	Switch 2	Nintendo	€9,611,575
10	Monster Hunter Wilds	PS5	Capcom	€9,599,847
11	Mario Kart 8 Deluxe	Switch	Nintendo	€8,396,648
12	NBA 2k26	PS5	Take-Two Interactive	€7,304,427
13	Clair Obscur: Expedition 33	PS5	Kepler Interactive	€6,921,489
14	Split Fiction	PS5	Electronic Arts	€6,772,948
15	Super Mario Galaxy + Super Mario Galaxy 2	Switch	Nintendo	€6,717,133
16	EA Sports FC 26	Xbox Series	Electronic Arts	€6,588,973
17	Call Of Duty: Black Ops 7	PS4	Activision Blizzard	€6,569,711
18	Pokémon Legends: Z-A	Switch 2	Nintendo	€6,535,721
19	Super Mario Party Jamboree	Switch	Nintendo	€6,465,965
20	EA Sports FC 26	Switch	Electronic Arts	€5,521,705

per console

Market **PHYSICAL** + **DIGITAL** in volume

1



PS5

EA Sports FC 26
Electronic Arts
965,840

2



PS5

EA Sports FC 25
Electronic Arts
360,579

3



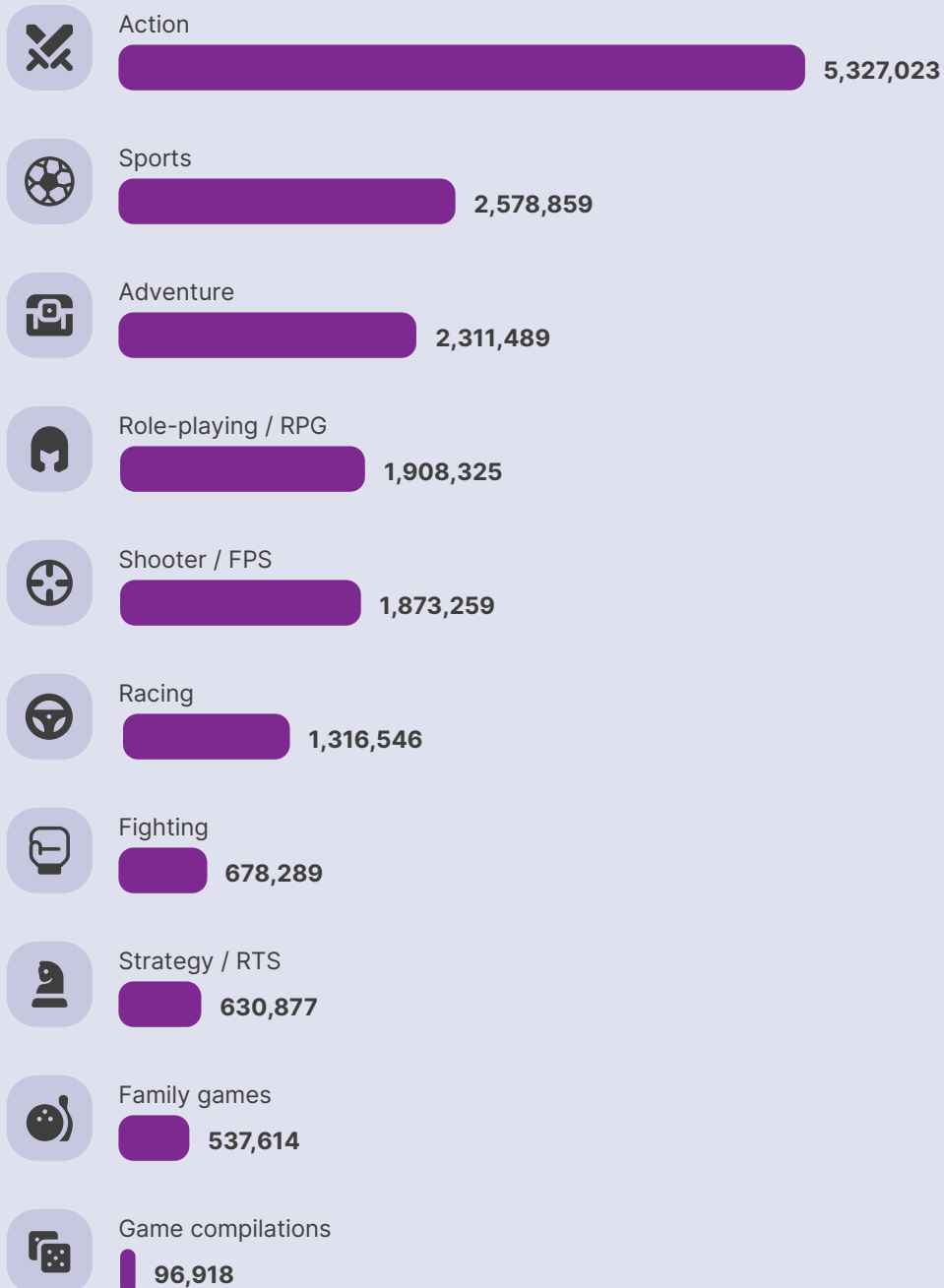
PS5

Battlefield 6
Electronic Arts
317,077

4	Assassin's Creed Shadows	PS5	Ubisoft	310,021
5	Call Of Duty: Black Ops 7	PS5	Activision Blizzard	287,807
6	Pokémon Legends: Z-A	Switch	Nintendo	225,054
7	Ghost of Yōtei	PS5	Sony Interactive Entertainment	219,965
8	Minecraft: Nintendo Switch Edition	Switch	Mojang	213,950
9	Grand Theft Auto Online	PS5	Take-Two Interactive	194,972
10	Grand Theft Auto V	PS5	Take-Two Interactive	180,152
11	Mario Kart 8 Deluxe	Switch	Nintendo	177,045
12	Red Dead Redemption 2	PS4	Take-Two Interactive	172,007
13	Call Of Duty: Black Ops 6	PS5	Activision Blizzard	161,685
14	Donkey Kong Bananza	Switch 2	Nintendo	150,361
15	Clair Obscur: Expedition 33	PS5	Kepler Interactive	148,397
16	Split Fiction	PS5	Electronic Arts	145,346
17	Super Mario Party Jamboree	Switch	Nintendo	135,649
18	Monster Hunter Wilds	PS5	Capcom	131,044
19	EA Sports FC 26	Switch	Electronic Arts	123,885
20	Super Mario Galaxy + Super Mario Galaxy 2	Switch	Nintendo	123,292

TOP 10

Game genres purchased in 2025

Market **PHYSICAL + DIGITAL** in volume

SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

TOP SALES WEEKLY

Every Monday, find the top
video game sales in France on

SELL.FR

AND FOLLOW OUR NEWS
ON OUR SOCIAL MEDIA



x.com/SELL_JeuxVideo



facebook.com/SELL_JeuxVideo/



linkedin.com/company/s.e.l.l.



youtube.com/@SELLTV

Breakdown

in million euros

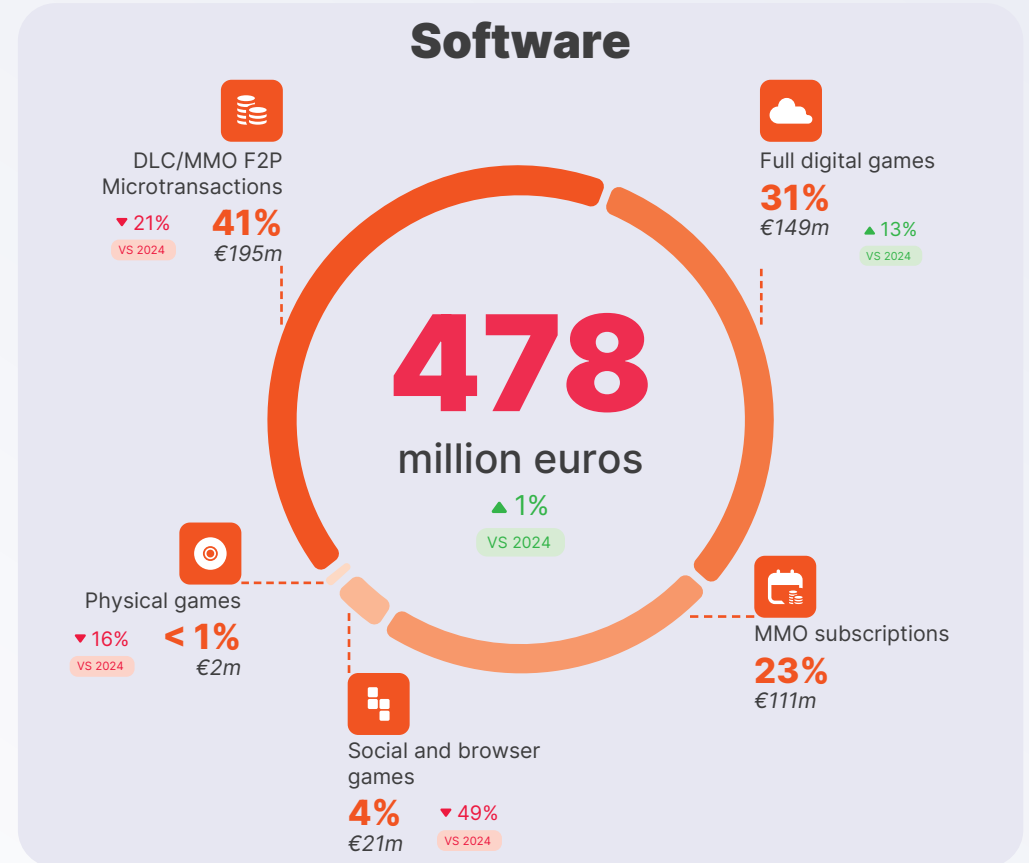


The PC gaming market remains relatively stable in 2025. Hardware and software are on the rise. Without the decline in the accessories segment, the PC gaming ecosystem would actually be up.

32 Sources: SELL data from GSD/GameTrack/IDC panels at end 2025. *Revised historical console hardware and PC gaming data (2024).

of revenue in 2025

in million euros



In the PC gaming space, digital is dominant: it accounts for almost the entire market. Full-game sales account for nearly one-third of revenue in 2025, while sales of in-game content (DLC, microtransactions in full games or in free-to-play games such as MMOs) make up 41%. MMO subscriptions account for nearly a quarter of revenue.

33 Sources: SELL data, from GSD/GameTrack panels at end 2025. Note: in 2025, a methodology change by our partner GameTrack alters the scope of the following sub-categories: "On-demand services", "MMO subscriptions", "MMO F2P", "Social Games & Browser Games" and "Subscriptions".

Breakdown

in million euros

Hardware**



of revenue* in 2025

in million euros

Accessories & Peripherals



Nearly two out of three gaming PCs sold in 2025 were portable models. However, it is the so-called "desktop" models, that is tower PCs, often installed at a dedicated gaming station, that saw a 7% increase compared with 2024. This may reflect anticipation by the most passionate players ahead of an expected price increase in 2026.



PC gaming monitors alone account for nearly three quarters of revenue. Note that some accessories, notably audio headsets, are accounted for in the PC gaming segment but are in fact used across platforms (PC and consoles), which should be taken into account in the analysis.

TOP 20

Market **PHYSICAL** + **DIGITAL** in value

1



Battlefield 6
Electronic Arts
€13,992,333

2



EA Sports FC 26
Electronic Arts
€5,826,827

3



Monster Hunter Wilds
Capcom
€5,091,908

4	Call Of Duty: Black Ops 7	Activision Blizzard	€3,792,633
5	Borderlands 4	Take-Two Interactive	€3,723,151
6	Sid Meier's Civilization VII	Take-Two Interactive	€3,628,931
7	Kingdom Come: Deliverance II	Plaion	€2,986,514
8	Assassin's Creed Shadows	Ubisoft	€2,885,755
9	Split Fiction	Electronic Arts	€2,617,361
10	Call Of Duty: Black Ops 6	Activision Blizzard	€2,282,175
11	F1 25	Electronic Arts	€2,052,501
12	Anno 117: Pax Romana	Ubisoft	€2,013,155
13	Red Dead Redemption 2	Take-Two Interactive	€2,002,789
14	The Elder Scrolls IV: Oblivion Remastered	Bethesda Softworks	€1,922,246
15	Grand Theft Auto V	Take-Two Interactive	€1,879,474
16	Football Manager 26	Sega	€1,662,684
17	Elden Ring: Nightreign	Bandai Namco Entertainment	€1,647,973
18	EA Sports FC 25	Electronic Arts	€1,198,189
19	Hogwarts Legacy	Warner Bros. Games	€879,772
20	Elden Ring	Bandai Namco Entertainment	€871,062

PC games in 2025

Market **PHYSICAL** + **DIGITAL** in volume

1



Battlefield 6
Electronic Arts
191,737

2



Red Dead Redemption 2
Take-Two Interactive
111,485

3



Grand Theft Auto V
Take-Two Interactive
98,192

4	EA Sports FC 26	Electronic Arts	88,993
5	Star Wars Battlefront II	Electronic Arts	71,705
6	Monster Hunter Wilds	Capcom	66,860
7	Hogwarts Legacy	Warner Bros. Games	63,511
8	Split Fiction	Electronic Arts	54,090
9	It Takes Two	Electronic Arts	53,225
10	EA Sports FC 25	Electronic Arts	52,834
11	Kingdom Come: Deliverance II	Plaion	51,048
12	Call Of Duty: Black Ops 7	Activision Blizzard	45,455
13	Borderlands 4	Take-Two Interactive	43,374
14	Assassin's Creed Shadows	Ubisoft	42,976
15	Sid Meier's Civilization VII	Take-Two Interactive	40,948
16	Sea of Thieves	Microsoft	40,859
17	The Elder Scrolls IV: Oblivion Remastered	Bethesda Softworks	39,900
18	F1 25	Electronic Arts	39,425
19	Anno 1800	Ubisoft	35,841
20	Elden Ring: Nightreign	Bandai Namco Entertainment	35,767

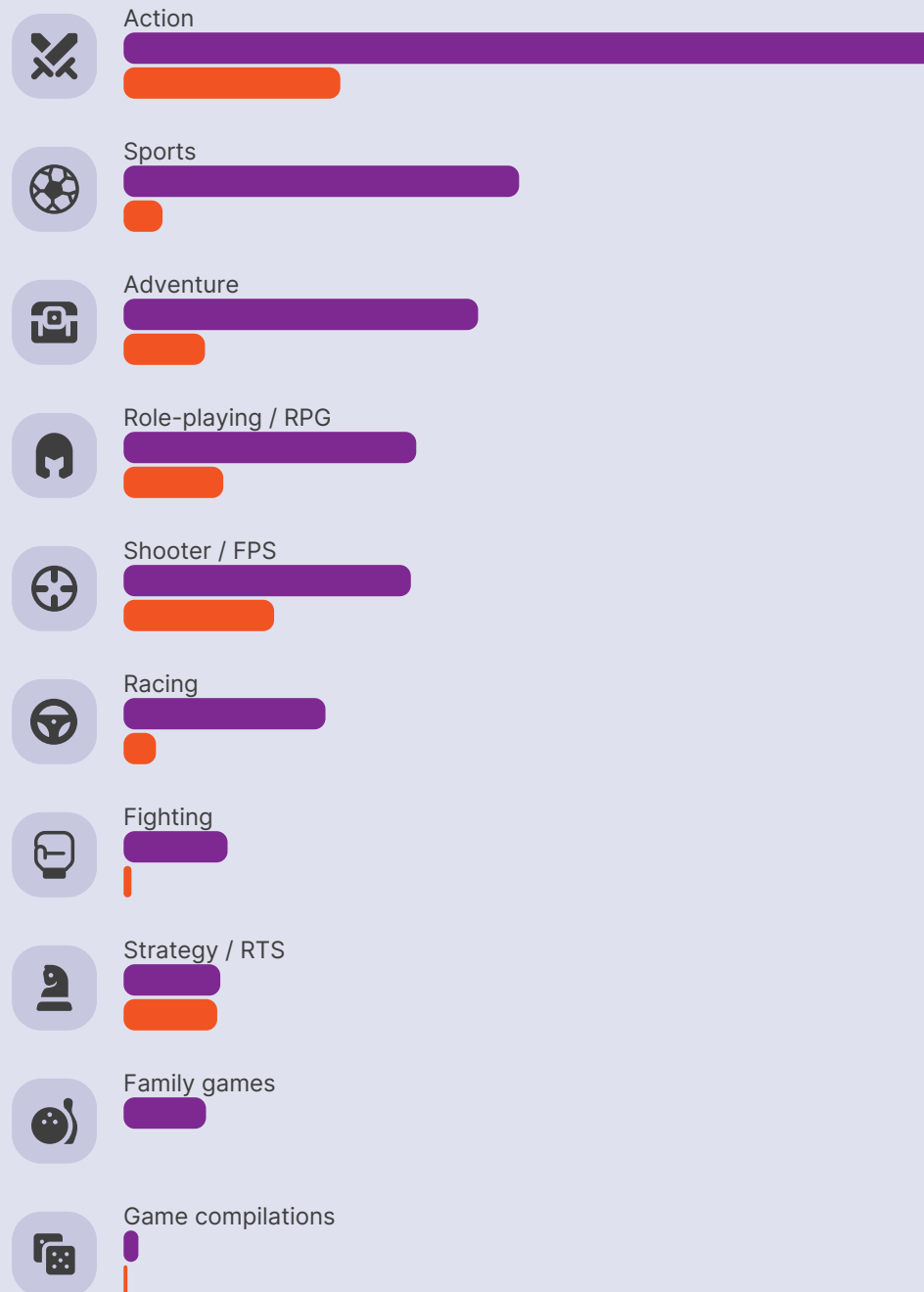
TOP 10 game genres

Market **PHYSICAL + DIGITAL** in volume



of purchased in 2025

Comparing of the **PC gaming ecosystem** and the **console ecosystem**



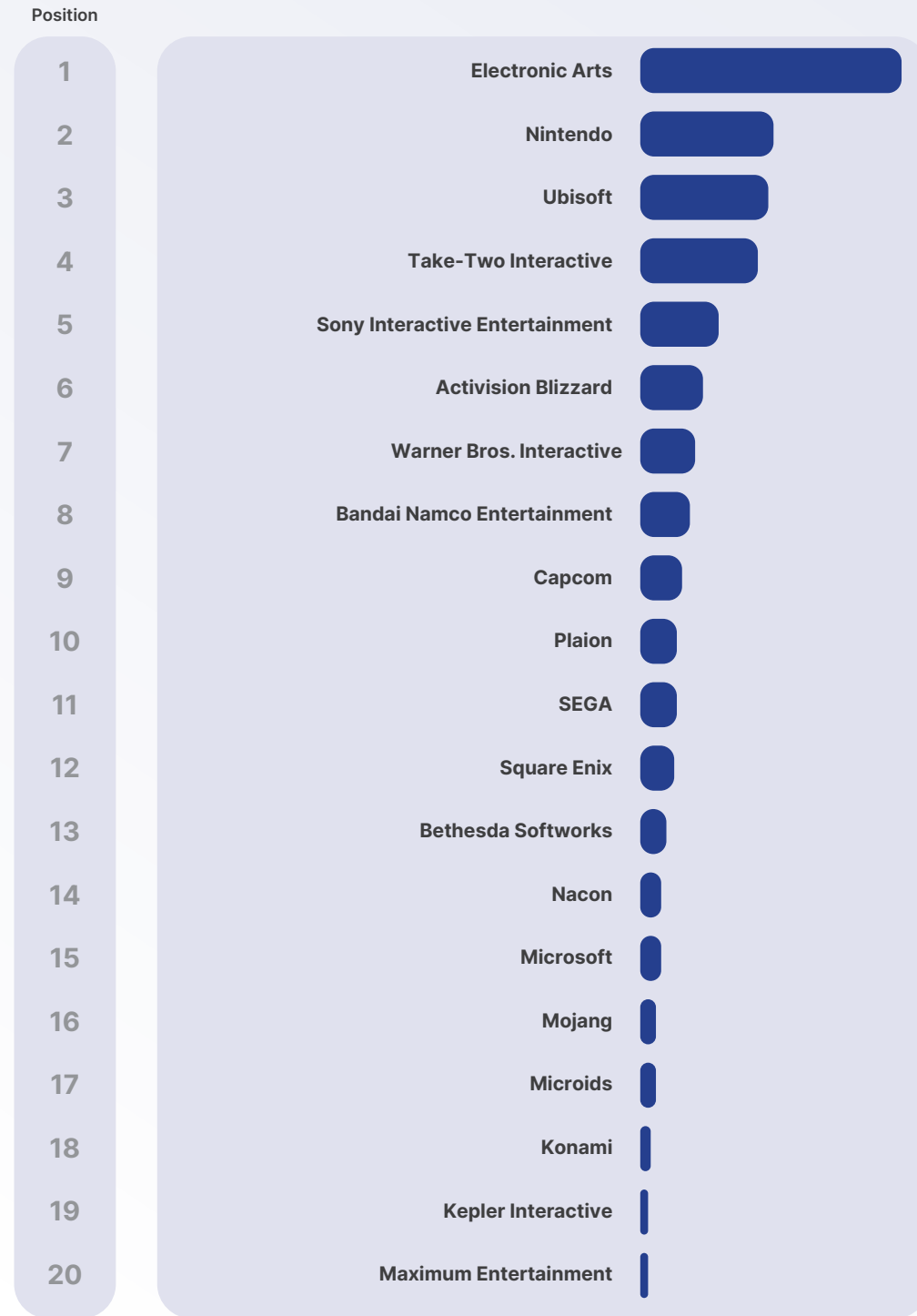
TOP 20 software publishers

Physical and digital market **IN VALUE**



console + PC gaming 2025

Market **physical + digital IN VOLUME**



Breakdown

in million euros

Software



1,792

million euros

▲ 11%

VS 2024

of revenue in 2025

in million euros

Software



Free apps, together with the revenues generated by in-game spending, account for 94% of the revenue of the mobile games ecosystem. The remaining 5% comes from social and browser games and, to a lesser extent, subscriptions. Purchases of paid games account for a negligible share.

TOP 20 FREE

In value* (consumer spending)

1



Coin Master
Moon Active
€119,392,000

2



MONOPOLY GO!
Scopely
€86,665,800

3



Pokémon TCG Pocket
The Pokémon Company
€62,894,000

4	Last War: Survival	Funfly	€55,965,000
5	Royal Match	Dream Games	€48,716,200
6	Gossip Harbor®: Merge & Story	Microfun	€41,360,800
7	Candy Crush Saga	King	€40,294,800
8	Brawl Stars	Supercell	€34,112,000
9	Whiteout Survival	Century Games	€28,782,000
10	Clash Royale	Supercell	€27,289,600
11	Clash of Clans	Supercell	€22,705,800
12	Gardenscapes	Playrix	€22,386,000
13	Roblox	Roblox Corporation	€20,573,800
14	Kingshot	Century Games	€17,695,600
15	DRAGON BALL Z DOKKAN BATTLE	Bandai Namco Entertainment	€16,736,200
16	Total Battle: War Strategy	Scorewarrior	€16,416,400
17	PUBG MOBILE	Tencent Mobile	€16,309,800
18	Homescapes: Match 3 Games	Playrix	€15,883,400
19	Travel Town - Merge Adventure	Moon Active	€14,497,600
20	Call of Duty®: Mobile	Activision Publishing	€13,644,800

mobile games in 2025

In volume (number of downloads)

1



Block Blast!
Hungry Studio
7,380,000

2



Roblox
Roblox Corporation
4,440,000

3



Vita Mahjong
Vita Studio
3,660,000

4	Last War: Survival	Funfly	2,890,000
5	Kingshot	Century Games	2,600,000
6	Word Search Explorer®	PlaySimple Games	2,590,000
7	Subway Surfers	Sybo Games	2,590,000
8	Gossip Harbor®: Merge & Story	Microfun	2,580,000
9	Royal Kingdom	Dream Games	2,190,000
10	Pokémon TCG Pocket	The Pokémon Company	2,110,000
11	Township	Playrix	2,060,000
12	Brawl Stars	Supercell	2,020,000
13	Chess - Play & Learn Online	Chess.com	2,010,000
14	Clash Royale	Supercell	1,990,000
15	Crossword Master - Word Puzzle	Easybrain	1,970,000
16	Color Block Jam	Rollic Games	1,970,000
17	Pizza Ready!	Supercent	1,950,000
18	Magic Tiles 3: Piano Game	Amanotes	1,920,000
19	Goods Puzzle: Sort Challenge	FALCON GAMES	1,770,000
20	Music Piano 7: Rush Song Games	Melodya Muses	1,770,000

TOP 20 PAID

By value* (consumer spending)



1
Minecraft:
Dream it, Build it!
Mojang
€1,822,860



2
Balatro
Playstack
€593,762



3
Animal Crossing:
Pocket Camp C
Nintendo
€187,616

4	RFS - Real Flight Simulator	Rortos	€173,758
5	MONOPOLY: The Board Game	Marmalade Game Studio	€130,052
6	Slay the Spire	Humble Games	€118,326
7	Evertale	ZigZaGame	€105,534
8	Stardew Valley	ConcernedApe	€91,676
9	Geometry Dash	RobTop Games	€90,610
10	Farming Simulator 23 Mobile	GIANTS Software	€89,544
11	Kingdom Rush 5: Alliance TD	Ironhide Games	€89,544
12	Plague Inc.	Ndemic Creations	€87,412
13	Layton: The Curious Village HD	LEVEL-5	€71,422
14	Bloons TD 6	ninja kiwi	€70,356
15	After Inc.	Ndemic Creations	€67,158
16	Texas Poker: Pokerist Pro	KamaGames	€66,092
17	Grand Theft Auto: San Andreas	Rockstar Games	€65,026
18	Ticket To Ride®	Marmalade Game Studio	€59,696
19	Total War™: EMPIRE	Feral Interactive	€57,564
20	Aerofly FS Global	IPACS	€52,234

mobile games in 2025

In volume (number of downloads)



1
Minecraft:
Dream it, Build it!
Mojang
136,000



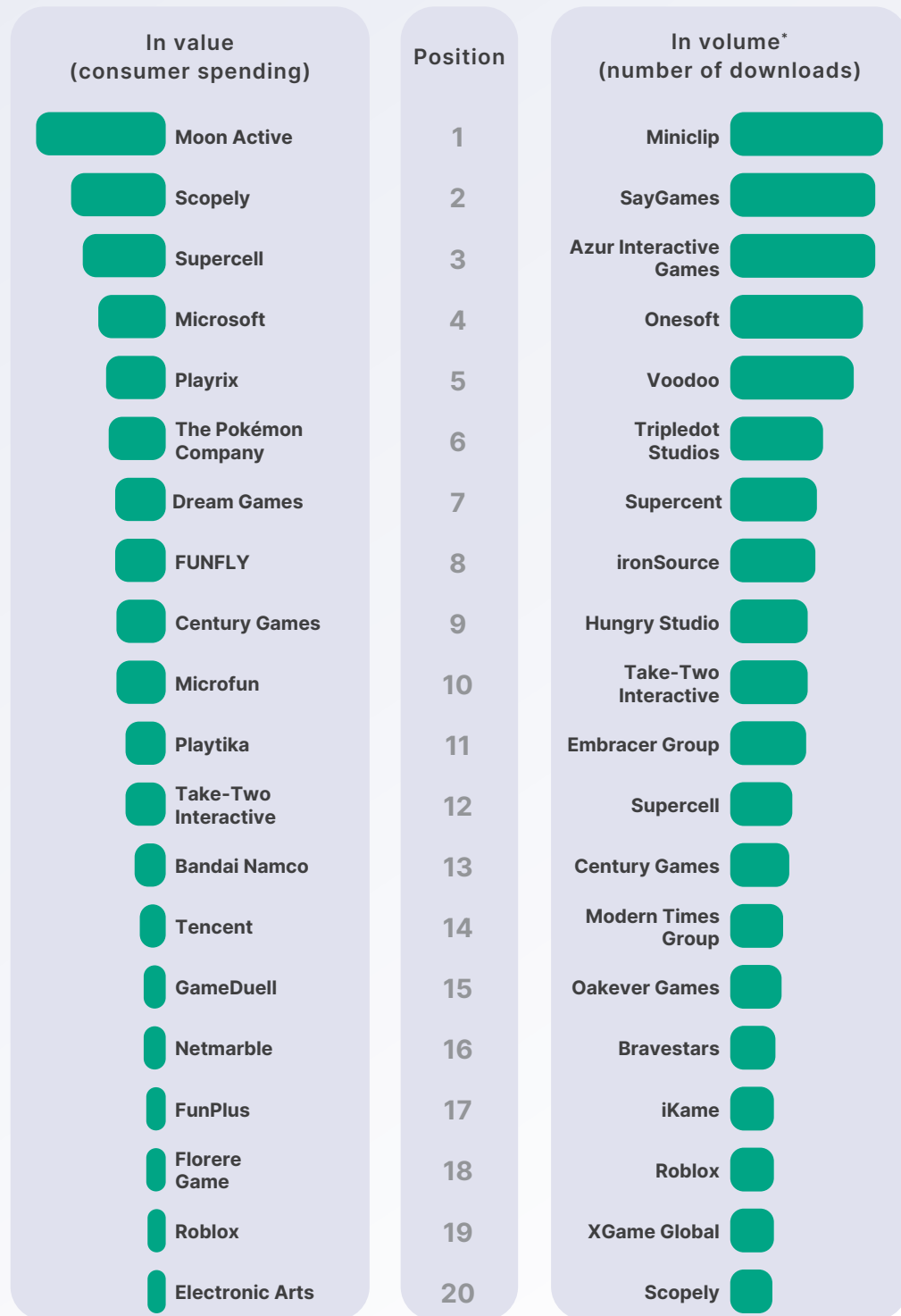
2
Balatro
Playstack
46,000



3
Plague Inc.
Ndemic Creations
35,000

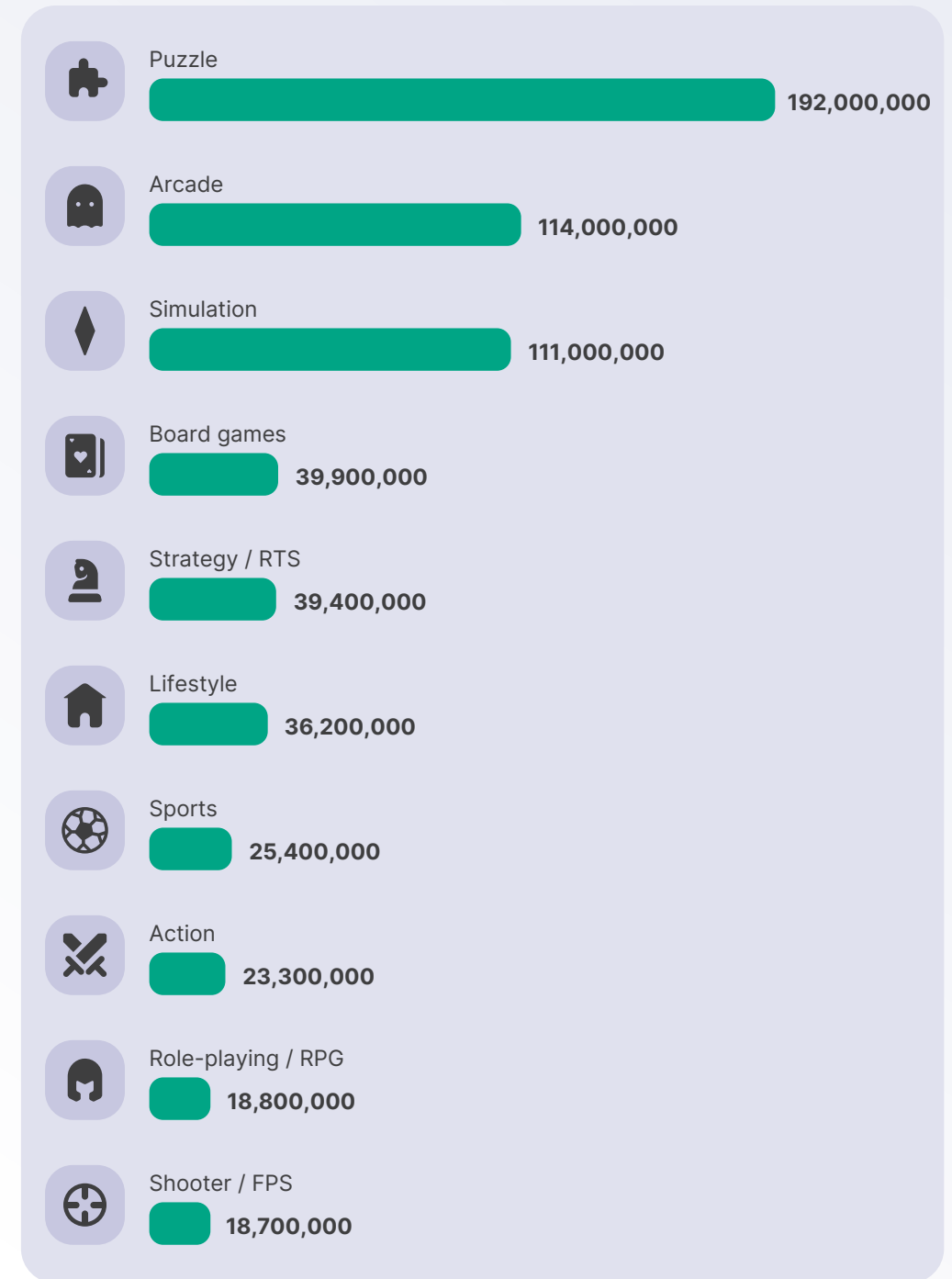
4	Geometry Dash	RobTop Games	33,000
5	MONOPOLY: The Board Game	Marmalade Game Studio	21,000
6	Sonic the Hedgehog™ Classic	Sega	21,000
7	Stardew Valley	ConcernedApe	20,000
8	Devineuf: Party Trivia Game	Odysseas Gabrielides	19,000
9	After Inc.	Ndemic Creations	17,000
10	RFS - Real Flight Simulator	Rortos	15,000
11	Mini Metro	Dinosaur Polo Club	13,000
12	Animal Crossing: Pocket Camp C	Nintendo	13,000
13	Red's First Flight	Rovio	11,000
14	Slay the Spire	Humble Games	11,000
15	Pou	Zakeh	9,000
16	Grand Theft Auto: San Andreas	Rockstar Games	9,000
17	60 Seconds! Reatomized	Robot Gentleman	8,000
18	Five Nights at Freddy's	Clickteam USA LLC	7,000
19	Earn to Die 2	Not Doppler	7,000
20	Purple Place - Classic Games	Semyon Popov	7,000

TOP 20 PUBLISHERS 2025 - MOBILE SOFTWARE



TOP 10 DOWNLOADED GAME GENRES 2025

In volume (number of downloads)



2

chapter

The French and video games in 2025

France's number-one pastime **52**

Portraits of French players **54**

Video games as a vector of sociability **56**



Never before have so many people played video games.

In 2025, 40.2 million French people reported having played at least once during the year, an all-time record largely driven by adults, who make up 88% of players (+4 points vs 2024).

These figures reflect the loyalty of very diverse audiences, who are growing up with this medium.

The figures for 2025 confirm the growing engagement and diversity of practices in the sector, providing a solid foundation for a sustainable outlook in the years ahead.

**James Rebours,
President of SELL**

The number-one pastime in France

40 million players in France (7 out of 10 French people) play at least once a year. Among them, 76% play regularly (at least once a week).

76%
play at least once a week

40
million players*
aged 10 and over

24%
play occasionally

A mature medium and loyal audiences

Almost all children play video games (92%), but the vast majority of players are adults (88%). This share has increased (+4 points), bringing the average age to 40 years.



Rate of players among all adults **71%**



88% ▲ 4 PTS
VS 2024

Adults (18 and over)
35.4 million

40 YEARS
average age
of a player in France



12%

Children (aged 10-17)
4.8 million

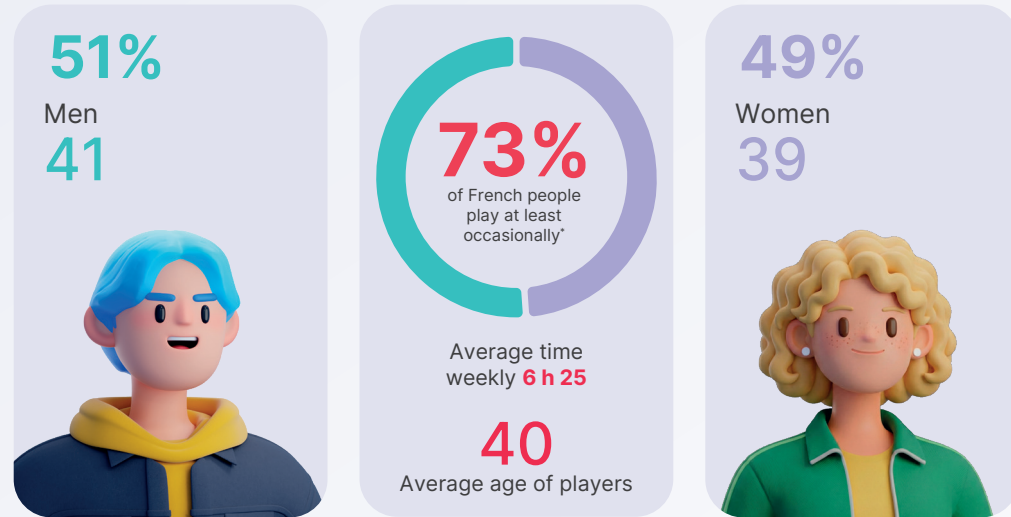
Rate of players among all children **92%**



Profiles of French players

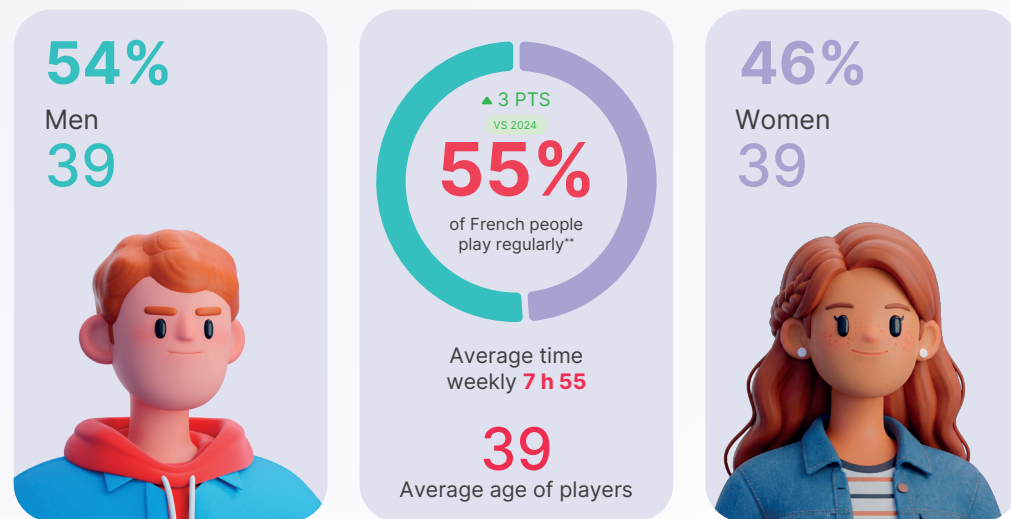
From 10% in 1995 to almost 50% in 2025, the share of female players in the population who play video games has made a dramatic leap. Growth that illustrates the democratisation and maturity of the medium.

All players



Among regular players, **more than one in two play at least once a week, an increase of 3 points in 2025**. This audience is characterised by a **relatively young average age (39 years)** and a **slight male predominance (54%)**, reflecting a core of engaged players while remaining representative of an increasingly diverse audience.

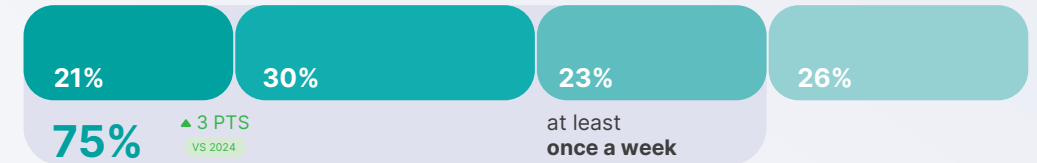
Regular players



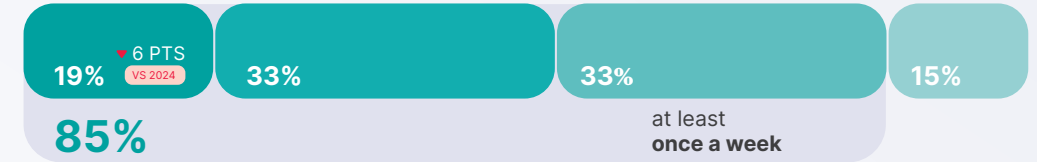
Engagement on the rise among adults

One in two adults plays video games almost daily, demonstrating an increased level of engagement. 2025 shows a shift in children's engagement and play, with parental controls and screen-time limits starting to take effect.

Adult players



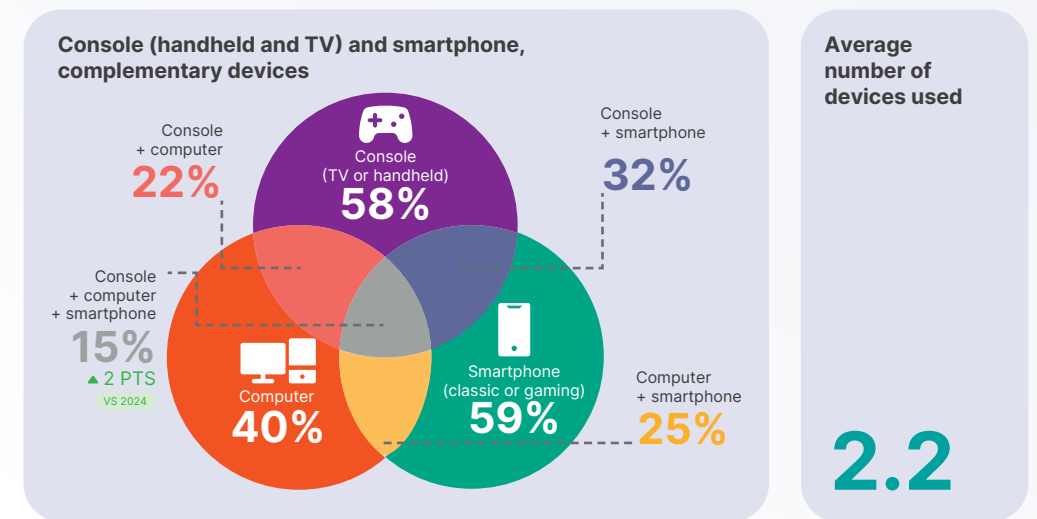
Child players



● Several times a day ● Every day or nearly every day ● 1 to 2 times a week ● 3 times a month or less

Consoles, mobile devices and PCs: an established hybridisation

With an average of 2.2 platforms used, video games are part of a cross-platform trend. Consoles and smartphones form the most complementary duo (32% of players), combining at-home immersion and on-the-go use. The PC, used by 40% of players, retains a key role, notably for competitive and demanding experiences.



54 Sources: SELL/Médiamétrie study "The French and video games", conducted online from 19 June to 13 July 2025 among a sample of 4,001 individuals aged 10 to 80, representative of the French population aged 10 to 80. *Players who reported having played video games at least once during the year. **Players who reported having played video games at least once a week.

Sources: SELL/Médiamétrie study "The French and video games", conducted online from 19 June to 13 July 2025 among a sample of 4,001 individuals aged 10 to 80, representative of the French population aged 10 to 80.

Multiplayer is booming both online and at home

Multiplayer play showed strong momentum in 2025, with an increase of **7 points among adults**, a sign of multiplayer's growing foothold in gaming habits. Video games confirm their role and status as **a genuine driver of social interaction**: by sharing local sessions, players reinforce physical interactions (often family-based), while also using online modes to stay connected and nurture relationships remotely.



Playing games with others



Players aged 10-17 **84%**



Adult players ▲ 7 PTS VS 2024 **63%**



92%
of players play locally

and **56%** ▲ 5 PTS VS 2024
play with others



77% ▲ 3 PTS VS 2024
of players play online

and **54%** ▲ 5 PTS VS 2024
play multiplayer games

A shared passion that brings people together and creates friendships



1 OUT OF 2 PLAYERS

Aged 16 to 30 (Gen Z) have made friends through video games

The 'gamer' identity is strengthening among young people

Across all players, **39% define themselves as 'gamers'**, which is a significant figure relative to the population. But it is among **16-30-year-olds (Gen Z) that this claim/identity is strongest, with 56% of this age group considering themselves 'gamers'**. Declaring oneself 'a gamer' becomes a central element of 'self-definition' within Gen Z and the driver of a 'video game' culture **that is strongly community-oriented**.

39%

of players consider themselves **GAMERS**

56%

of players between **10 and 30** consider themselves to be **GAMERS**

3

chapter

A responsible industry

Parents and their children's gaming practices **59**

Parental control systems **68**

PEGI **62**

Actions & campaigns **69**

The practice of video games as a family

3/4

of parents play with their children

65%

At least Once a week



Video games are an important opportunity for parents and children to share time together. These sessions allow parents to spend time with their children and are enjoyed by them, making gaming a vehicle for family bonding beyond its purely recreational aspect.



Why do you play video games with your child?

59%

It's an opportunity to share an activity with him.

50%

Because my child asks me to.

49%

For fun, because it's fun.

38%

Because I like playing video games.

24%

To check game content.



Why do you play video games with your parents?

I like sharing activities with my parents.*

53%

For fun, because it's fun.*

53%

Because they like playing video games too.

51%

They want to see what game I'm playing.

24%

They ask me to play with them.

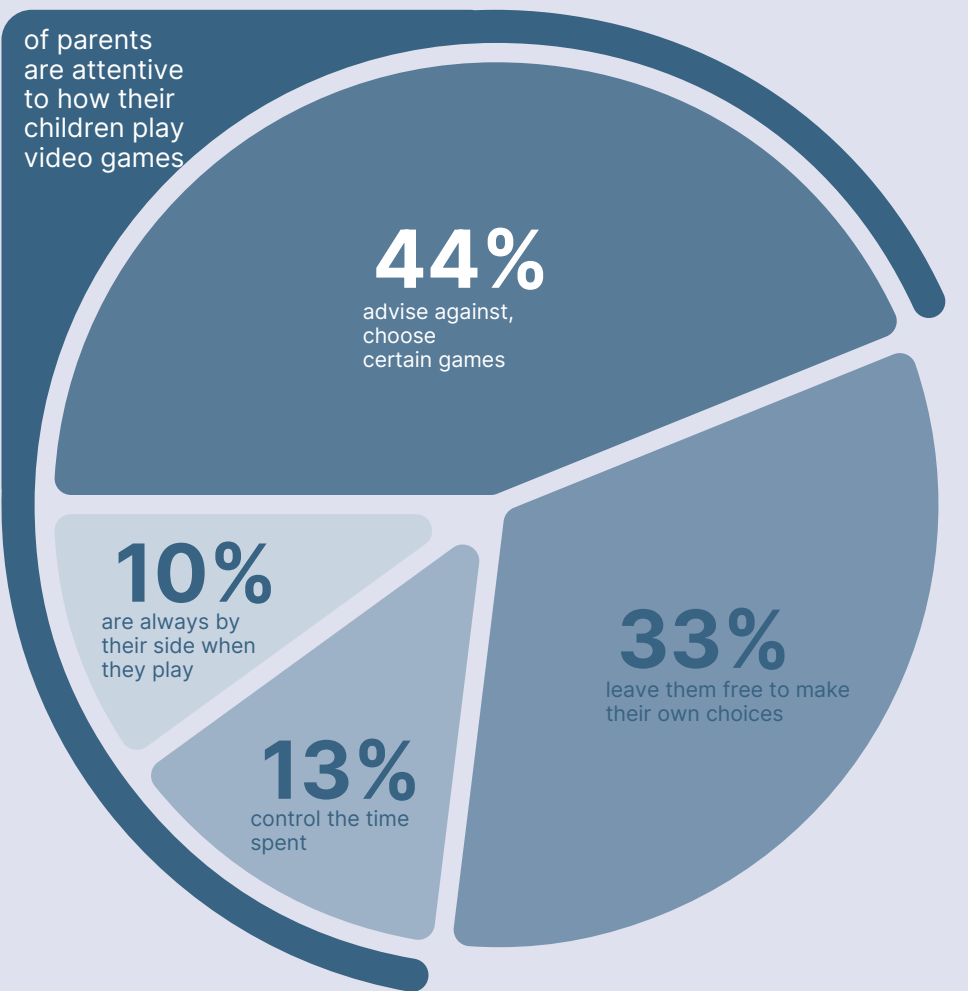
16%

*76% Child's initiative

Parents' behaviour towards video games

67% ▲ 8 PTS VS 2024

of parents are attentive to how their children play video games



In 2025, the supervision of video game play increased significantly, with a rise of **8 points compared with 2024**. **67% of parents** say they remain attentive to their children's gaming sessions, guiding them or selecting certain games. Parental control is not limited to technical tools but also includes supervision and educational choices.

Knowledge and use of parental control systems

95%

say they are aware of their existence



Never before had so many parents used parental controls. More than half of parents of children who play video games know and now use parental control systems, and almost all say *at least* 'aware of them'. This result, which marks a **record high**, demonstrates that the sector's strong mobilisation is bearing fruit. It is a **solid foundation** to further improve protection for the youngest children.

51%

are aware of the existence of parental control systems and use them

5%

do not know of the existence of parental control systems

44%

know of the existence of parental control systems, but do not use them

Knowledge of the PEGI system



Total video game buyers

69%



Parents buying video games

71%



Child video game buyers

69%

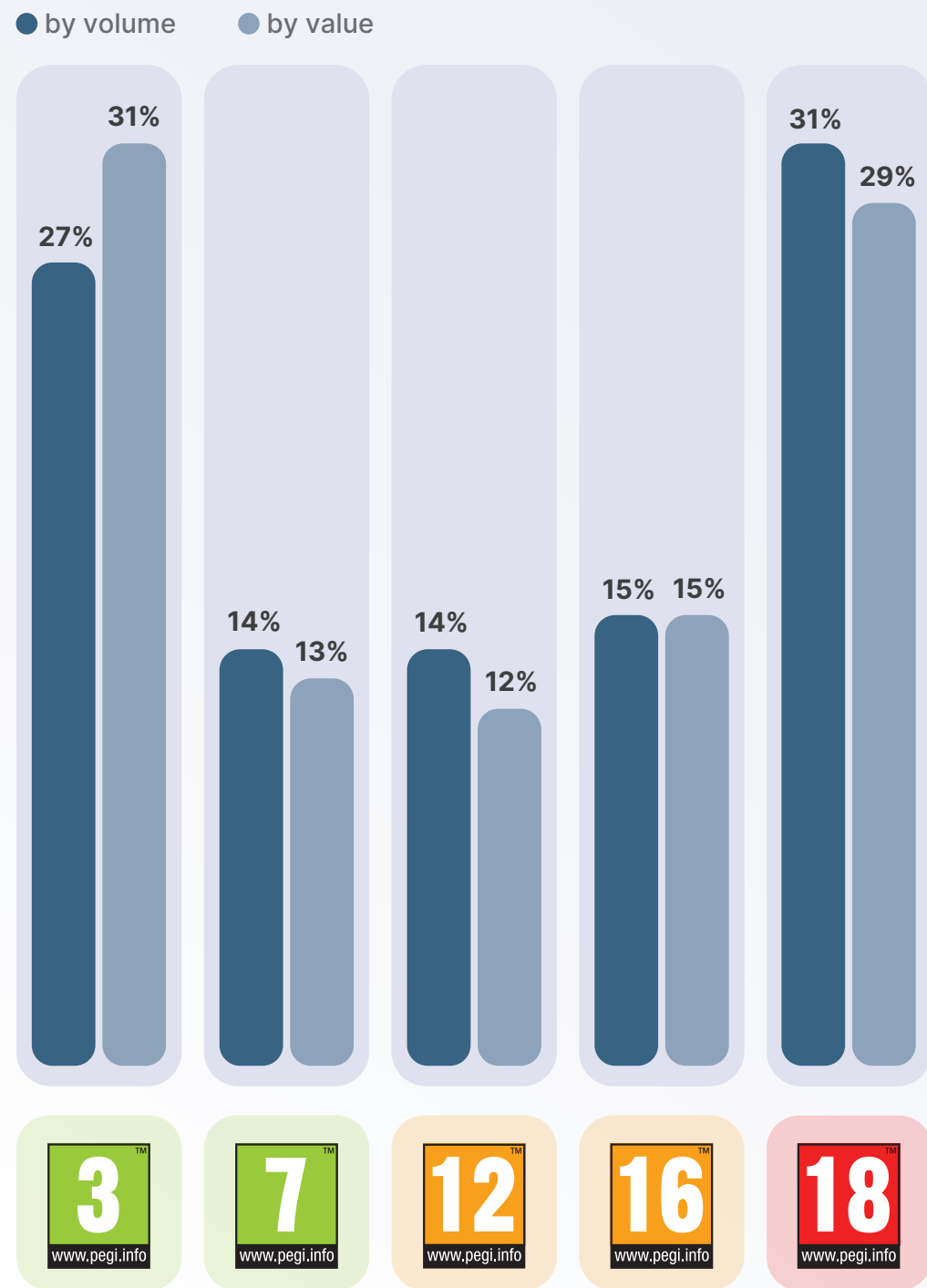
Breakdown of the video game offering

Physical + digital market 2025



Breakdown of video game revenue

Physical + digital market 2025



The act of purchase and the PEGI rating system

Attention paid to the PEGI rating system



The attention paid to the **PEGI classification** by parents at the time of purchase continues to increase, with a rise of **4 points compared with 2024**. Among children, if their awareness of PEGI remains high (**69%**), they are **less attentive to it when purchasing (58%)**, showing a gap between awareness and practice.

Parents

video game buyers



Children

video game buyers



PEGI

Pan European Game Information

The PEGI age rating system (Pan European Game Information, 'European information system on games') allows parents across Europe to make informed decisions when purchasing video games. <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 (years). They provide a reliable indication of the game's content with regard to the protection of minors.

They are designed to be simple and universally understood, based on a psychological assessment and in line with existing standards, specifically conceived for a non-linear interactive medium, and constantly updated to reflect the evolution of video game content.

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

More than **41,000**
games and millions of
online apps/games rated

Present in
40 countries

Includes
2,800 member
companies

1 recommended parental supervision label



Alerts parents that some platforms or applications offer a wide range of content, often user-generated and therefore not moderated in advance, which may not be suitable for children.

5 Age categories



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



Unrealistic, implicit, cartoonish, humorous violence. Frightening scenes for young children.



Violence towards fantasy characters or unrealistic violence towards human characters. Moderate coarse language, nudity, horror.



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



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

8 content descriptors



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



This game teaches and/or encourages gambling.



This game refers to the consumption of drugs (alcoholic beverages and tobacco included) or alludes to them.



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



This game uses coarse language.



This game contains violent scenes.



This game may frighten young children.



This game contains images which may encourage discrimination.

PEGI

How does it work?

Every commercialised version of a video game must have PEGI certification to be placed on the European market. This approval is granted following an assessment by two independent institutes: Nicam (responsible for PEGI 3 and PEGI 7 games) and GRA (responsible for PEGI 12, PEGI 16 and PEGI 18 games), to streamline the process.



The Nicam Institute (Netherlands 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 call to protect young audiences from unsuitable audiovisual content. Given its extensive expertise in audiovisual content certification, PEGI works with Nicam to approve video games intended for young audiences (PEGI 3, PEGI 7) published in Europe.



The GRA (Games Rating Authority) is an organisation founded in 1989 to hold producers of video content, interactive or not, 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 certification 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 classification
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 the 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 parental control systems. They can be easily activated and configured so that parents can let their children enjoy their video games in peace, in a digital environment perfectly suited to their age. But what is a parental control system for?

THERE IS AN AGE FOR EVERYTHING AND THERE IS A VIDEO GAME FOR EVERY AGE.

Each age has its own pleasures. 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. It then becomes impossible to start a game that is not appropriate for a child's age.

ESTABLISHING A CHILD'S PLAYTIME

Most solutions allow parents to define time slots for digital activities. This generally applies to 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 precisely specify which sites your children can access, ensuring safe browsing. 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.

We encourage parents to talk regularly with their children about video games, ideally by playing together, in order to set rules regarding play time, PEGI age ratings, online interactions, behaviour and spending, while using the parental control tools offered by console manufacturers and platforms to ensure healthy and responsible play.

Explore the parental control systems available on the three consoles and mobile devices.



PlayStation



Nintendo



Xbox



Apple Store



Google Play



Find all tips on the site pedagojeux.fr

Actions & campaigns

The SELL's main aim is to provide information and raise awareness among families and players. As a founding member of the PédaGoJeux collective and a steering committee member of the PEGI age rating system, the SELL runs large-scale awareness campaigns every year aimed at families, to encourage their adoption and to foster dialogue to better adapt them.



2016 "There is an age for everything. There is a video game for every age." Cinema and web campaign



2017 Three rules for better video game play Advertorial published in 11 mainstream press titles.



2018 PEGI documentary Documentary explaining how PEGI works and the steps of its classification process.



2018 The PEGI Guide Drafting 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 campaign encouraging installation of parental controls.



2022 A new perspective on screens Digital campaign encouraging installation of parental controls.



2023 Partner for Safer Internet Day Campaign for a safer internet



2024 #SEIZETHECONTROLS European digital campaign launched by Video Games Europe and rolled out in France.



2025 #PRESSPLAYTOGETHER European digital campaign launched by Video Games Europe and rolled out in France.

4

chapter

THE UNION OF VIDEO GAME PUBLISHERS

The four main
missions of SELL **72**

Board
of Directors **75**

Who are we?

Founded in 1995, The Union of Video Game Publishers (SELL) is a professional association that has, for 30 years, brought together companies specialising in video game publishing.



SYNDICAT
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With its 25 members, including 2 associate members, SELL represents the interests of the video game sector to institutions, the media, families and players.

Publishers play a central role in the video game ecosystem: they identify promising studios, support them in the development of their projects and handle the distribution, marketing and communication of their creations. Through them, the industry's vitality and capacity for innovation are expressed.

As the industry's spokesperson, SELL brings these stakeholders together around joint initiatives that illustrate the sector's diversity, creativity and responsible commitment. Its main missions are to promote video games as a major cultural practice and to raise awareness among players and families about good practices, in order to ensure a safe, balanced and positive gaming experience for all.

The four main missions of the SELL

1 Represent the voice of video game professionals

The SELL is the recognised spokesperson for the French video game industry. In this capacity, it defends the interests of its members and helps secure recognition of the sector as a major economic, cultural and technological actor in the country. Its role is to present a collective voice to public authorities, political decision-makers and

cultural and innovative ecosystems, in order to promote a framework favourable to the sector's sustainable development.

This mission is reflected in active participation in national and European strategic work. By engaging in dialogue with institutions and sectoral bodies, the SELL helps shape public policies tailored to the realities of video games and to the digital transformation.

Key organisations and working groups

Member of the attractiveness group



Inter-ministerial working group



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Member of the Board of Directors



Member of the board of directors and the executive committee



2 Informing, protecting and supporting responsible initiatives

SELL places its activities within an ambitious social responsibility framework. Public information, consumer protection and the promotion of responsible practices form the foundation of its commitment. The association works to promote an informed use of video games, based on inclusion, diversity, digital sobriety and accessibility.

This mission is reflected in active support for awareness programmes and initiatives that assist families, educators and professionals in understanding gaming practices.



Major initiatives and support:

- PEGI: the European video game classification system providing clear information on content and the recommended age.
- PédaGoJeux: raising public awareness of good practices in video gaming.
- **Women in Games France**: works to promote gender diversity and women's inclusion in the industry.
- **CapGame**: improving the accessibility of video games.



3 Establish a reliable, shared understanding of the market

SELL produces and disseminates reference data to inform the video game ecosystem. It provides rigorous analyses to track the evolution of the market, player behaviours and consumption trends.

This shared knowledge strengthens the sector's transparency, informs professionals' strategies and contributes to reliable information for the general public and the media.

Reference panels:

- Panel GSD (Game Sales Data), run by Sparkers: physical sales.
- Panel Gametrack, run by Ipsos: player behaviours and digital spending.
- Sensor Tower mobile panel: mobile market analysis.
- IDC hardware panel: gaming PC equipment.
- Médiamétrie audience data: usage and perception of video games.

4 Promote video games and raise the profile of the sector

The SELL actively works to promote video games as a major cultural practice, a dynamic economic sector and a space for innovation. Through its communications and events, it helps strengthen the sector's visibility with the general public, the media and industry stakeholders.



Since 2010, the **Paris Games Week** has been France's leading gaming show, bringing together video game and geek-culture fans for five days. The 2026 edition welcomed **161,000 visitors and 175 exhibitors**, featuring a programme combining new releases, high-level esports competitions, indie game areas, TCGs, and, for the first time, late-night concerts and game nights in the dome. The major players in the sector (Nintendo, PlayStation, Xbox, Ubisoft, Capcom, Plaion, Bandai Namco...) and numerous influencers brought together a loyal audience and new generations of players.

This promotional mission supports the visibility of video game creation and fosters dialogue between professionals, players and institutions.

Key events:

- **IDEF**: the annual industry meeting bringing together stakeholders from the video games market.
- **Paris Games Week**: France's leading consumer show, a showcase for video games and related universes.



Recognised by institutions, the PGW hosted several state representatives, underlining the strategic importance of video games in France. It serves as a structured and responsible showcase, promoting both the industry and the network of associations committed to protecting minors, and promoting accessibility and inclusion.

The next edition will take place from 21 to 25 October 2026.

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