SEPTEMBER 2025

ESSENTIAL

VIDEO GAME NEWS

FRENCH PEOPLE AND VIDEO GAMES

SELL 30 ANS SYNDICAT DES ÉDITEURS DE LOGICIELS DE LOISIRS

The "French public and video games" survey: survey carried out by Médiamétrie for SELL online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

Essential Video Game News is produced by the Union of Video Game Publishers (SELL).
It reflects the market, consumption and use of the French video game industry.

SEPTEMBER 2025

ESSENTIAL
VIDEO GAME NEWS

EDITORIAL

French people and video games: 2025 was a record year for engagement

Every year, the "The French people and video games" survey provides an overview of the video game industry in France: who plays, how and why? The 2025 issue offers a detailed analysis of playing practices going beyond the socio-demographic analysis of players. It explores buying behaviour, sport and cultural activities, revealing once again French people's attachment to playing video games, today an integral part of their daily lives.

A RECORD NUMBER OF PLAYERS: 40.2 MILLION PLAYERS

Never before have so many people played video games. In 2025, **40.2 million** French people said they had played at least once during the year, an all-time record largely driven by **adults, who account for 88% of players (+4 points vs 2024).** These figures reflect the maturity of the industry and the loyalty of a very diverse audience, which is growing alongside video games.

The average age of players has stabilised at 40, slightly below the average age of the general population (44), with almost perfect parity between **men and women (51% vs 49%)**. In 25 years, the number of people playing video games has changed dramatically. At the dawn of the new millennium, only 20%* of French people were video game players, i.e. around 12 million people, and female players accounted for just 10%*. Today, **the number of women players continues to rise rapidly (+800,000 vs 2024)** and they are even in the majority among **16-30 year-olds (Gen Z), where they represent 55%** of players (compared with 45% of men in this age group), a strong sign of the democratisation and gradual feminisation of video games.

GROWING ENGAGEMENT

Today, **76% of players play regularly,** at least once a week, with an acceleration among adults (+3 points vs 2024). This regularity is accompanied by an **increase in weekly play by an average of 38 minutes - for weekly play of 7 hours 55 minutes for these regular players.** At the same time, the diversity of our video game media is enriching this dynamic. Players combine an average of 2.2 devices, confirming the high degree of complementarity between platforms. Smartphones and consoles (TV or handheld) attract the same proportion of players (59% vs 58%). **The attachment to the console (TV or handheld)** is confirmed year after year: 48% of French people use it (up 2 points) and three-quarters (76%) of 10-30 year-olds use this device.

VIDEO GAMES: BUILDING CONNECTIONS

In 2025, the social nature of video games is confirmed. Multiplayer games, both offline and online, are developing strongly: **65% of players share their sessions with others,** 63% of adults and 84% of children. Online playing has risen three points this year and is increasingly becoming a place for sharing and getting together: **86% of players play with their friends, 79% with their children** and **76% with their family**. Contacts made with friends met online concern 75% of players, 60% of whom met in the game. In this way, video games have gone far beyond mere entertainment to become a vehicle for social interaction and intergenerational exchange.

4 OUT OF 10 FRENCH PLAYERS CLAIM TO BE "GAMERS"!

Video games have gone beyond the realm of individual leisure to become a marker of identity. This is the first time we have measured this sense of belonging: **39% of players consider themselves to be "gamers"** and this self-identification rises to **56% in the 10-30 age group.** Video games are today an activity, a social connection and a cultural symbol. They are experienced as a shared community passion: through live streams, chat forums and online communities, dedicated pages and content on social media, as well as events and major conventions that bring together thousands of participants. Among 16-30 year olds, **51% have made friends through video games** and **36% say they belong to a specific community (fan of a game, e-sport team, etc.).** This collective dimension transforms video games into relational media where friendships, discussions and communities are forged, making this leisure activity a strong mark of identity and culture for all generations.

MORE RESPONSIBLE AND REGULATED PRACTICES

The steps taken by the entire video game industry to provide guidance for families and parental control tools are bearing fruit. The vigilance and involvement of parents with child players is clearly increasing. There is a trend towards moderation in terms of the frequency and amount of weekly play time for younger children, and increased attention from parents. **Three-quarters of parents play with their children** and 65% at least once a week. This heightened interest in video games on the part of parents encourages controlled and shared use. In 2025, **almost one in two parents of children who play video games will apply parental control, thanks to the tools available and the PEGI system.**

30 YEARS OF PRACTICE AND EVOLUTION

In 2025, SELL is celebrating its 30th anniversary. The history of video games in France illustrates a spectacular transformation: from a practice that was still marginal at the turn of the millennium, with just 12 million players, it has now become a key activity that attracts more than 40 million French people. The role of female players, once virtually non-existent, has grown to the point where video games have become a truly universal pastime, enjoyed and played by all generations. Beyond the figures, the sector is recognised by French people as an innovative, creative and attractive industry, which attracts young talent and arouses interest well beyond its borders. For its audiences, it remains a rich and complete form of entertainment: **a place to escape, share, have fun and immerse yourself in other worlds.**

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,
CHAIRMAN OF SELL

*Sources: GfK/REC+ November 2013.

CHAPTER

01

OVERVIEW OF VIDEO GAMES IN FRANCE

40 MILLION PLAYERS*

*At least once a year

HOW PEOPLE PLAY

76% play video games at least once a week

Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

A RECORD NUMBER OF ADULT PLAYERS

+4 pts VS 2024

88%

ADULTS (18 AND OVER)

35.4 MILLION PEOPLE

12%

CHILDREN (AGED 10-17)

4.8 MILLION PEOPLE

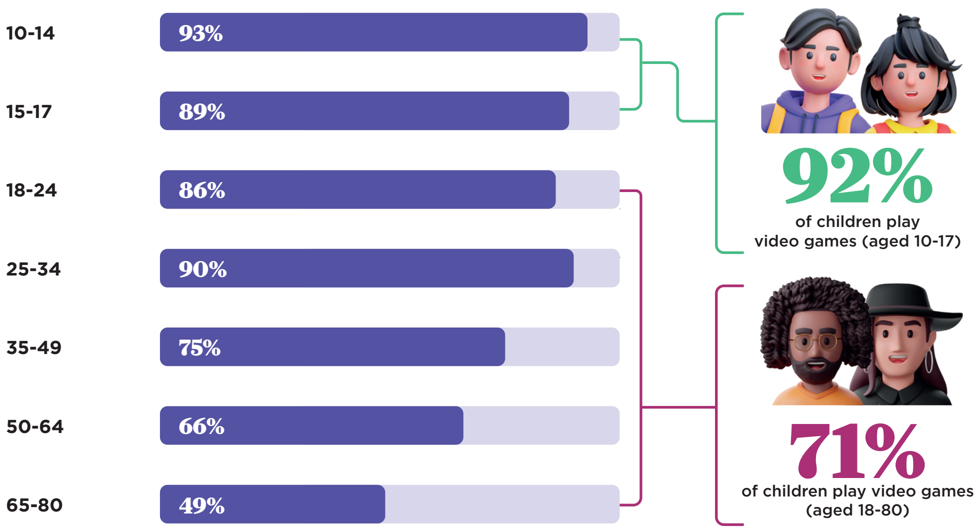
Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

INTERGENERATIONAL ENTERTAINMENT

Video games involve every level of the population

Percentage of players by gender

Percentage of players by age group

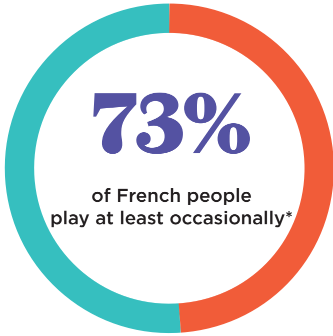


Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

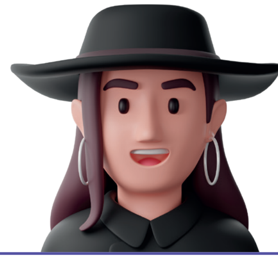
PORTRAITS OF FRENCH PLAYERS

All players

51%



49%



Average time/week: 6h25

Men
41

40
Average age of players

Women
39

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

Regular players**

54%

46%

Average time/week: 7h55

Men
39

39
Average age of players

Women
39

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

Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

HAVE FUN, ESCAPE AND CONNECT

Motivations for playing

Have fun

93%

Get away from things, get a break from the daily routine

87% +4 pts VS 2024

Share a pleasant moment with other people

73% +5 pts VS 2024

Train in a particular activity to progress, learn and improve

65% +6 pts VS 2024

Father and son bonding.

Regular player
Aged 53

[...] relax and escape from everyday life [...], take on challenges, experience exciting stories and share moments with friends online

Hardcore gamer
Aged 30

Spend my free time playing with friends online.

Occasional player
aged 51

I become a superhero.

Hardcore gamer
Aged 10

Achieve goals, simulate characters, go beyond your limits

Regular player
Aged 10

Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

THE NUMBER 1 CULTURAL GOOD IN FRANCE

Video game buyers

43% OF FRENCH PEOPLE HAVE BOUGHT VIDEO GAME CONTENT IN THE LAST 12 MONTHS

HOW PEOPLE PLAY

57%

OF WHOM

76%

PLAYERS AGED 25-34

Top 5 criteria that lead to a purchase

1	Attracted to the style, world of the game	39%
2	The price of the game, on special offer / sale	37%
3	The appeal of the game series (licence)	30%
4	To play with my friends who have the same game	27%
5	The opinions of friends and family	26%

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

THE WINNING DUO: SUBSCRIPTION-PURCHASE

44%
17.8 M players
have subscribed to a gaming platform

↓

37%
have also bought a game or related content

+4 pts VS 2024

56%
22.3 M players
have not subscribed to a gaming platform

↓

21%
have bought a game or related content

AN INCREASE IN THE AVERAGE BASKET

SUBSCRIPTIONS

19 €/per month

€+3 VS 2024

PURCHASES

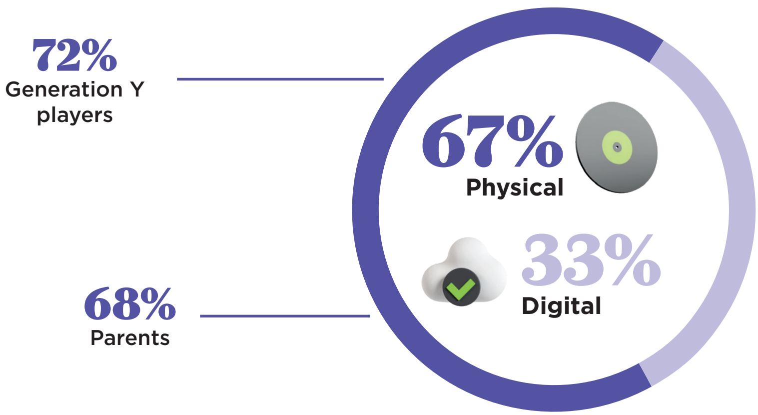
119 € /per year

€+13 VS 2024

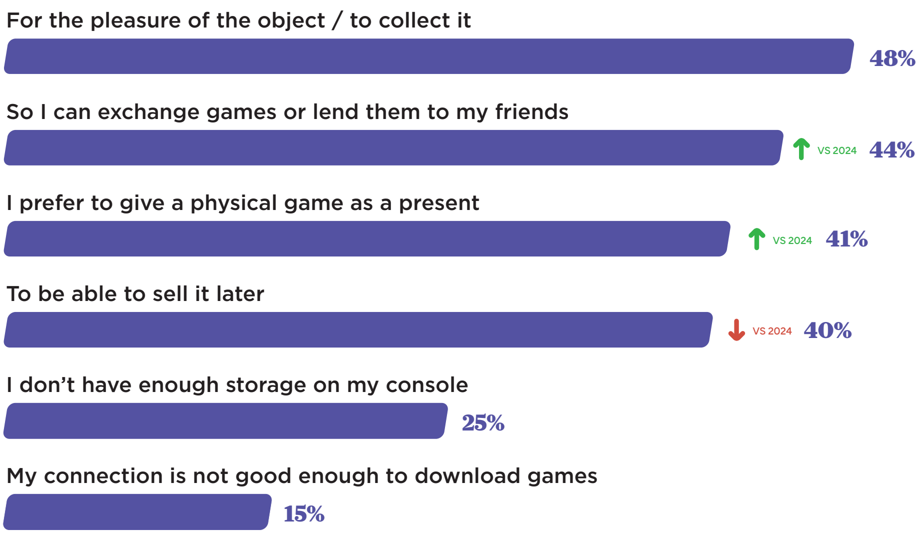
Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

AN ATTACHMENT TO THE PHYSICAL FORMAT THAT IS UNCHANGED FOR FRENCH PEOPLE

Preferred format of video games purchased



Reasons why buyers prefer physical formats



Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

MORE CONVENIENT AND EASIER, IN-STORE PURCHASES ARE STILL POPULAR

Preferred place to buy video games

52%
in a store

56%
of regular players aged 10-14

52%
of players who only play offline

48%
On the internet

52%
of regular players (play video games at least once a day)

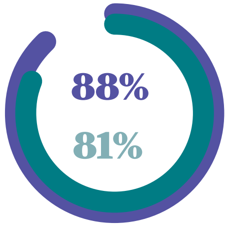
49%
of players who play online

Reasons why buyers prefer buying in stores

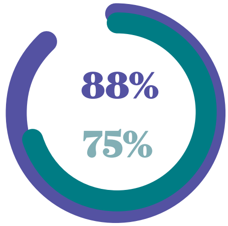
Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

AN INCREASINGLY POSITIVE IMAGE, DRIVEN BY THE PLAYERS THEMSELVES

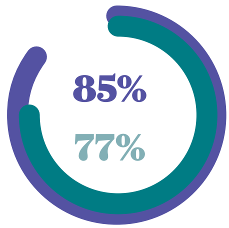
Video games are an innovative sector



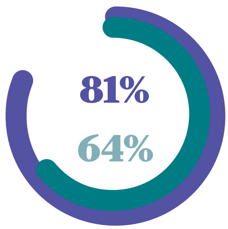
Playing video games is a leisure activity for the whole family



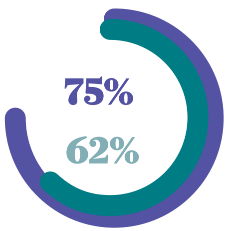
Video games are created by real artists



Playing video games is a cultural activity



Video games help you develop skills and expertise

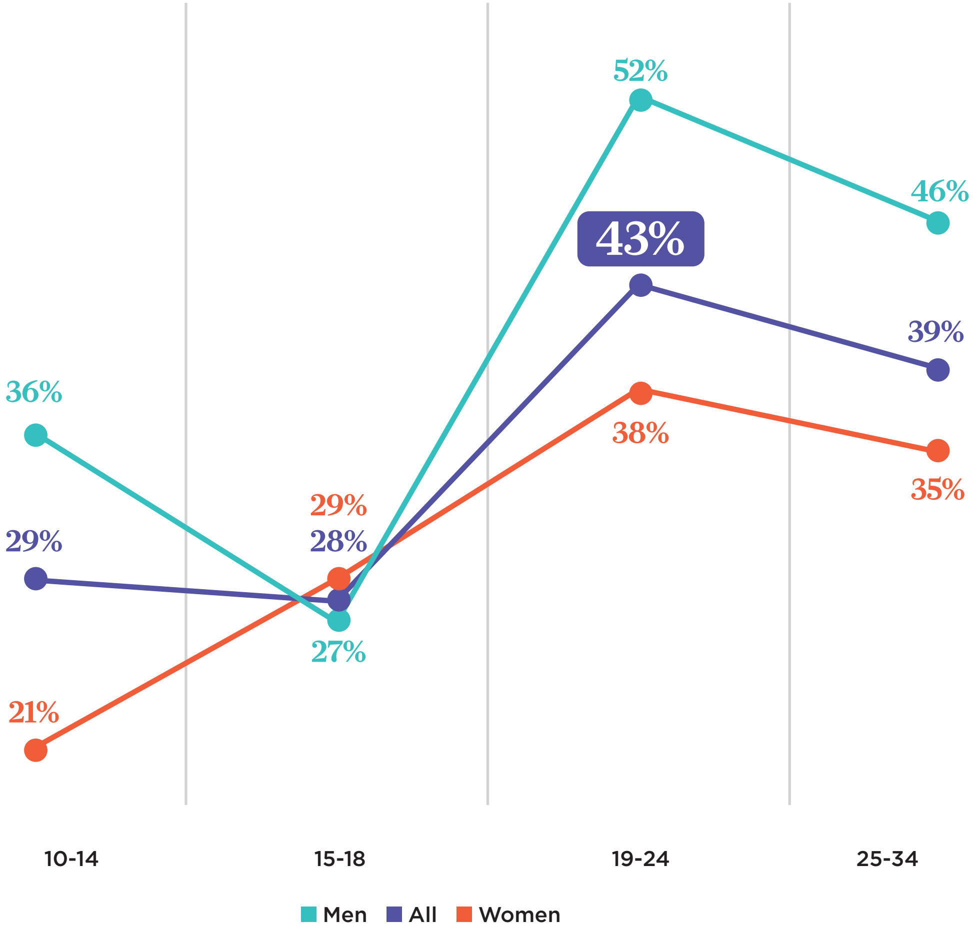


■ All regular players* ■ Total population

Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.
*Players who say they play video games at least once a week.

A SECTOR THAT APPEALS TO YOUNG PEOPLE

37% OF PEOPLE AGED 10-35 HAVE ALREADY CONSIDERED WORKING IN THE VIDEO GAME INDUSTRY

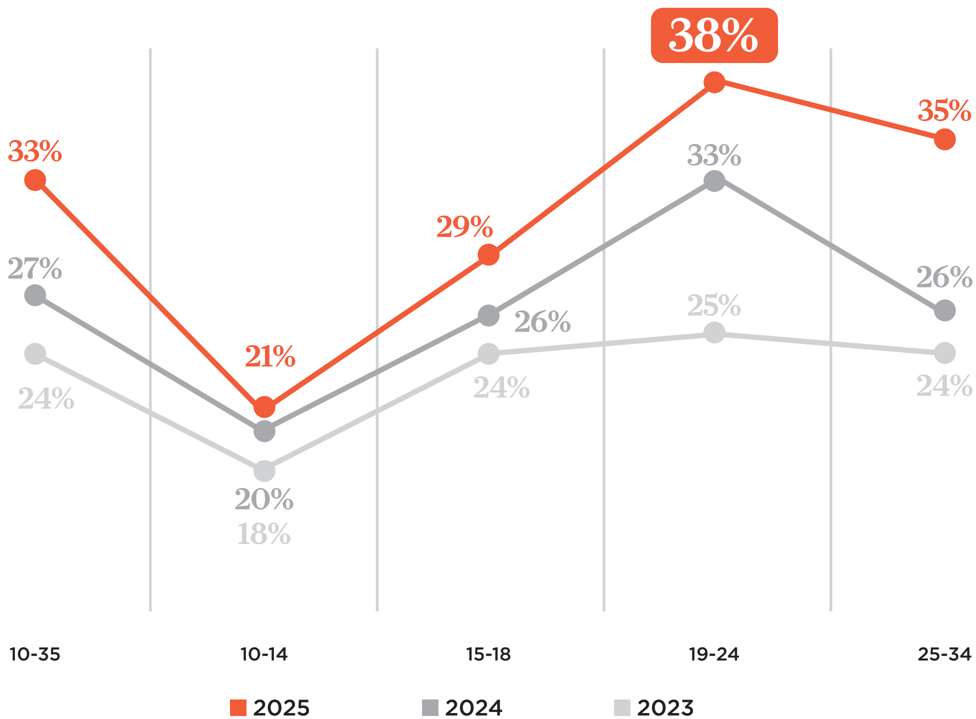


Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

A GROWING POPULARITY AMONG WOMEN

A PROSPECT ALREADY CONSIDERED BY **38%** PEOPLE AGED 19-24

+13 pts VS 2023



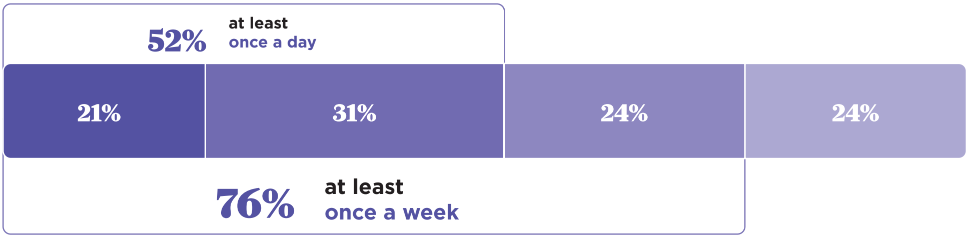
CHAPTER

02

HOW DO WE PLAY?

FRENCH PLAYERS ARE MORE ENGAGED THAN EVER

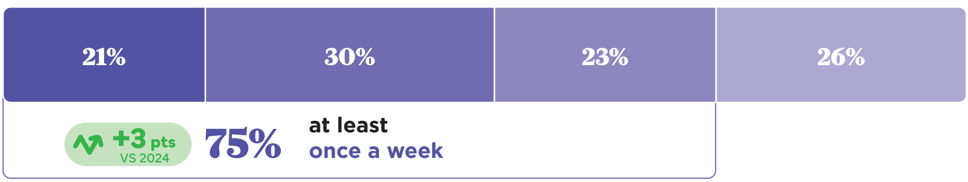
PEOPLE WHO PLAY VIDEO GAMES



PARTICULARLY ADULTS

CHILDREN PLAYERS

ADULT PLAYERS



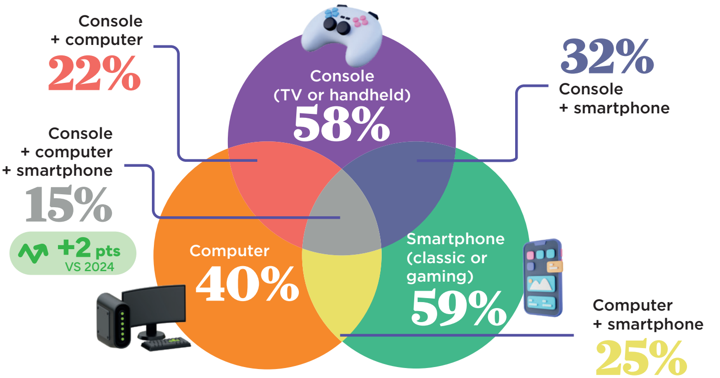
- several times a day
- every day or nearly every day
- 1 to 2 times a week
- 3 times a month or less

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

HIGHLY COMPLEMENTARY DEVICES

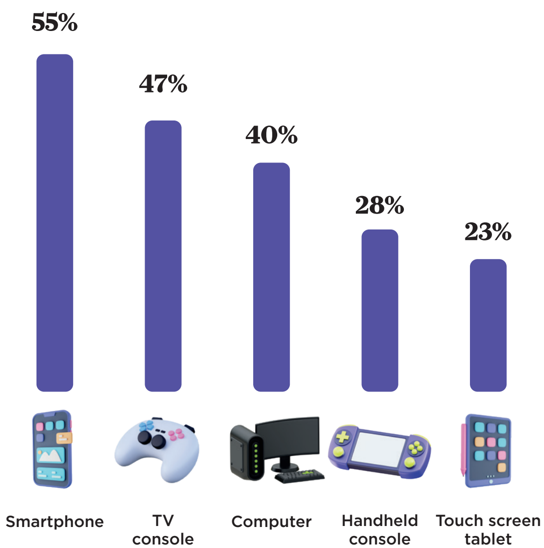
Complementary devices

CONSOLE (HANDHELD AND TV) AND SMARTPHONE: A FAMILY OF DEVICES



Number of devices used to play

2.2



Smartphone	TV console	Computer	Handheld console	Touch screen tablet
40	34	41	31	42

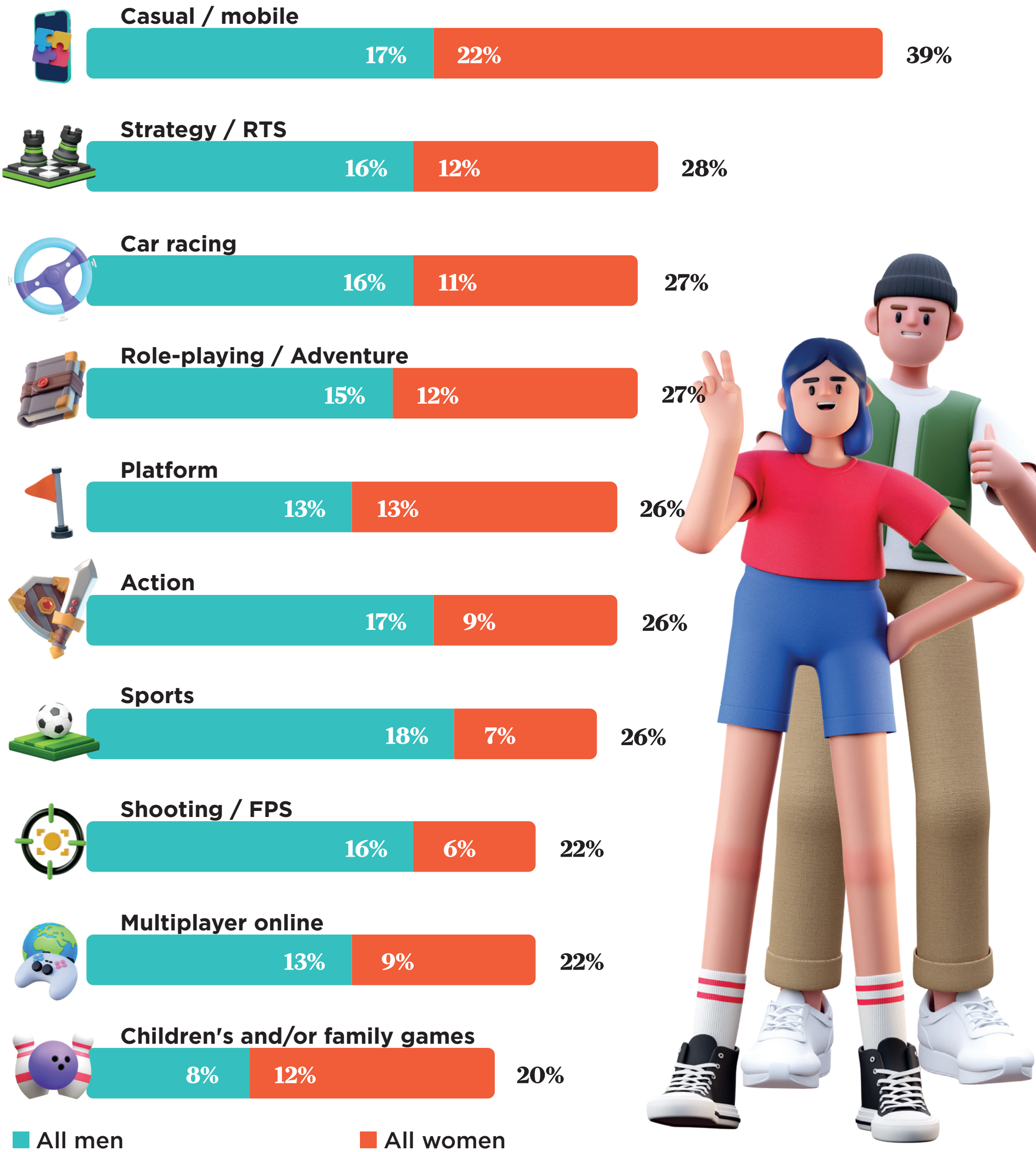
Average player age per platform

58%

of players own at least 1 console (TV or handheld)

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

WITH AN AVERAGE OF 3 GAME GENRES: PLAYERS HAVE ECLECTIC TASTES



Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

DEVICE/GENRE: PLAYER PREFERENCES

SMARTPHONE

44%	Casual
15%	Strategy / Real-time strategy
12%	Social

TV CONSOLE

36%	Car racing
35%	Action
34%	Sports

COMPUTER

30%	Strategy / Real-time strategy
22%	Adventure / RPG
20%	Multiplayer online

HANDHELD CONSOLE

30%	Platform
27%	Children's games / Family games
26%	Adventure / RPG

TABLET

36%	Casual
15%	Strategy / Real-time strategy
14%	Platform

Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

THE MULTIPLAYER MODE EXPLODES ONLINE AND OFFLINE

Playing games with others

65% +6 pts VS 2024

of players play together (online or offline)

Children players (10-17)

84%

63% +7pts VS 2024

Adult players

92%

of players play offline

and **56%** +5pts VS 2024

play with others

77% +3pts VS 2024

of players play online

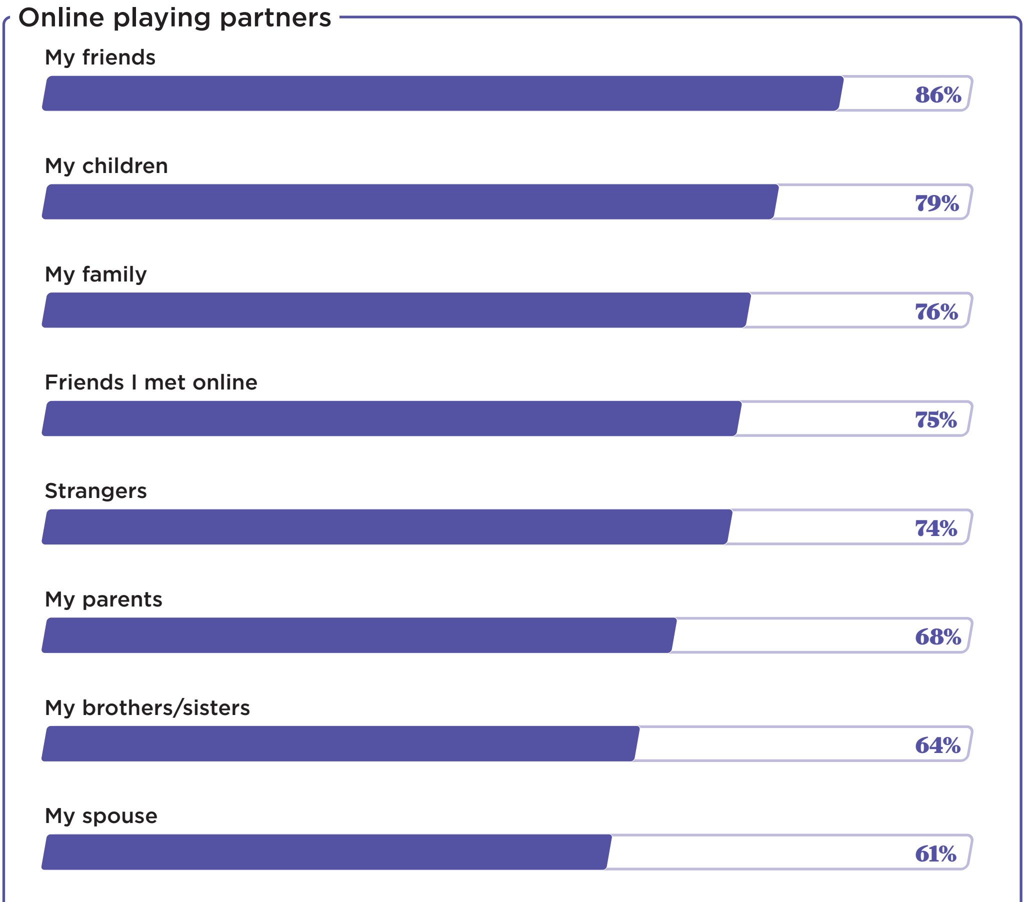
and **54%** +5pts VS 2024

play multiplayer games

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

ONLINE GAMING IS BOOMING, BUILDING AND BOOSTING CONNECTIONS

86% OF ONLINE PLAYERS PLAY WITH THEIR FRIENDS



60% OF PLAYERS HAVE FORGED ONLINE FRIENDSHIPS DIRECTLY THROUGH GAMES

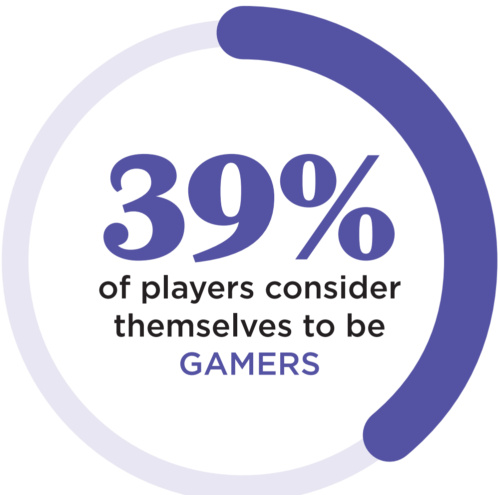
Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

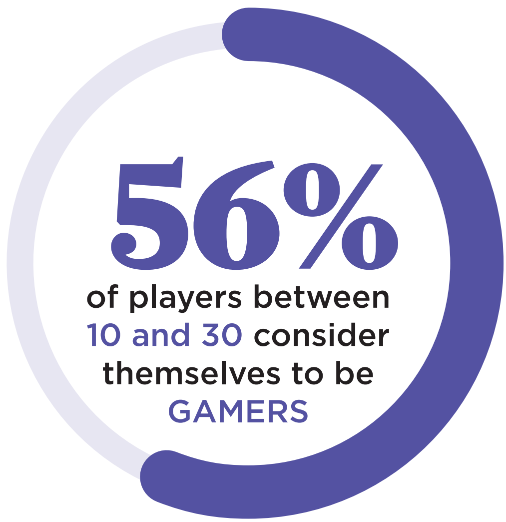
A SHARED PASSION THAT BRINGS PEOPLE TOGETHER AND BUILDS FRIENDSHIPS

1 OUT OF 2 PLAYERS

AGED 16 TO 30 (GEN Z) HAVE MADE FRIENDS THROUGH PLAYING VIDEO GAMES

MORE THAN A LEISURE ACTIVITY, AN IDENTITY





Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

BRINGING PEOPLE TOGETHER AND CREATING COMMUNITIES OF FANS

23% OF PLAYERS FEEL THEY BELONG TO A COMMUNITY OF FANS (GAMES OR TEAMS)

36%

OF PLAYERS AGED 16 TO 30 SAY THEY FEEL THIS SENSE OF BELONGING

HOW PEOPLE PLAY

86%

have already interacted with/contacted members of their community

and

68%

have already met members of their community in person

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

BELONGING TO A COMMUNITY, VARIED INTERACTIONS

Types of interaction with players who belong to a specific community

61% Participate via streams (of their players, games or their own streams)

31% Like, comment on and share content related to the community

28% Join an online server of my favourite player

26% Take part in events

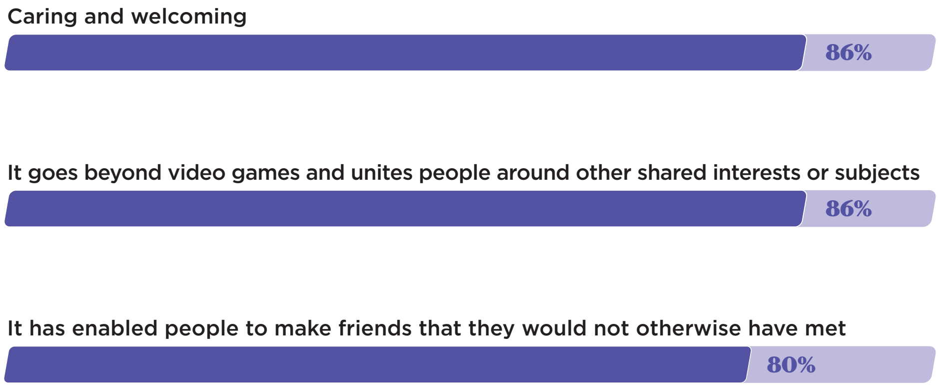
26% Visit forums

19% Buy derivative products

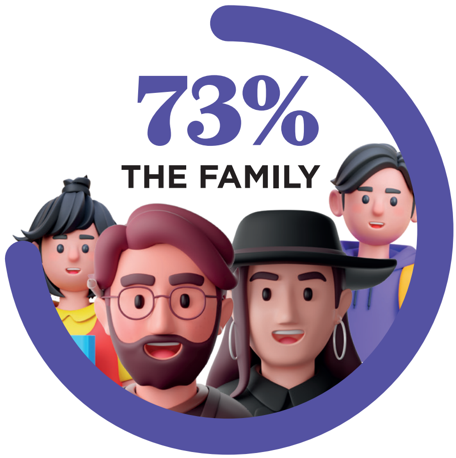
Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

A COMMUNITY THAT IS WELL PERCEIVED BY PLAYERS AND THOSE AROUND THEM

Opinion of the community



From the outside, the community is generally well perceived by...



Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

CHAPTER

03

WHO ARE THE PLAYERS?

1 IN 2 PLAYERS PLAY EVERY DAY: PORTRAIT OF 16-30 YEAR-OLDS (GEN Z)

10.9 MILLION PLAYERS

88% of 16-30 play video games

23 AVERAGE AGE

27% of players are aged 16-30

Average time/week: **7h16**

Total percentage of men/women aged 16-30

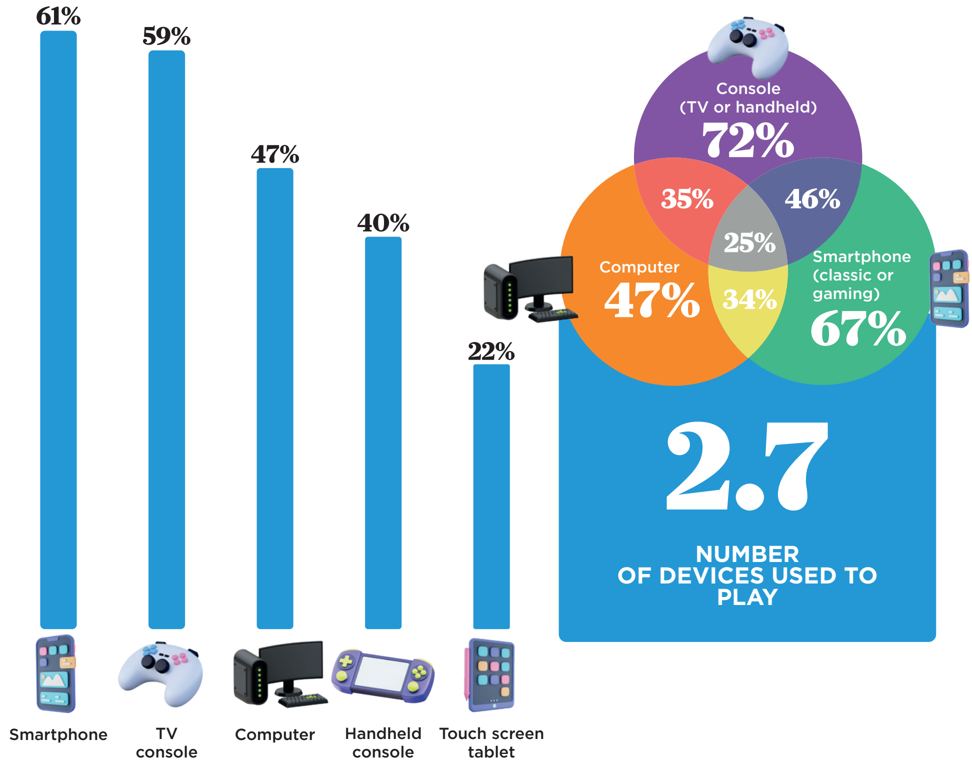
Men	45%	55%	Women

Frequency of video game play

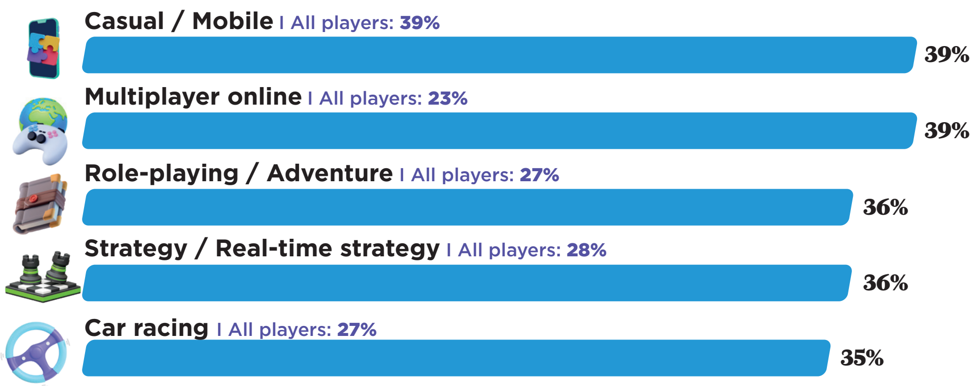
Frequency	All players	16-30
Several times a day	21%	23%
Almost every day	31%	30%
1 to 2 times a week	24%	27%
3 times a month or less	24%	21%

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

Devices used to play video games
The console (TV or handheld), the number 1 choice for Gen Z players



Top 5 video game genres played over the last 12 months



Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

GEN ALPHA 10-15 YEAR-OLDS: ALL PLAYERS, ALL MOBILE

3.9 MILLION PLAYERS

93% of 10-15 year-olds play video games

12 AVERAGE AGE

10% of players are aged 10-15

Average time/week: **7h03**

Total percentage boys/girls aged 10-15

Boys **56%** **44%** Girls

Frequency of video game play

Several times a day I All players: **21%**
20%

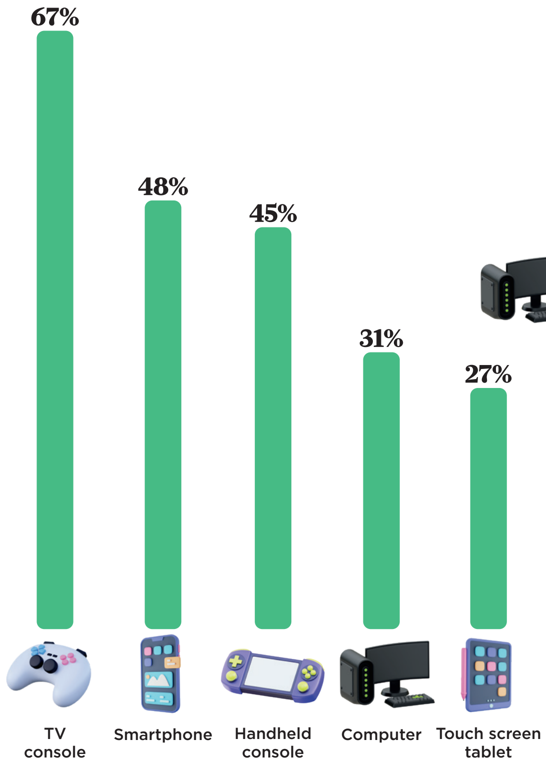
Almost every day I All players: **31%**
34%

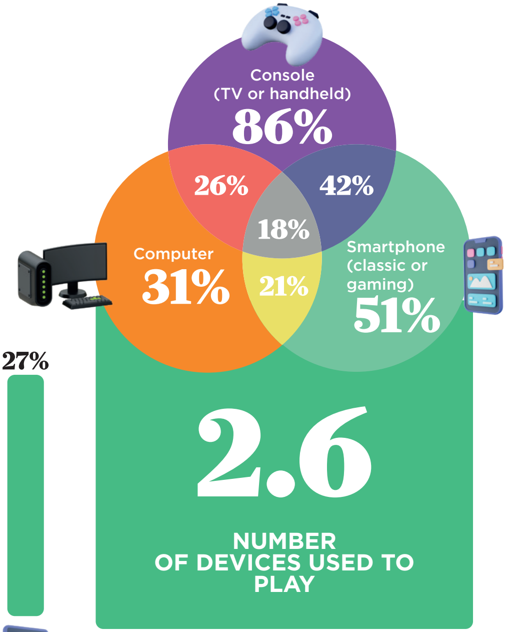
1 to 2 times a week I All players: **24%**
35%

3 times a month or less I All players: **24%**
12%

Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

Devices used to play video games





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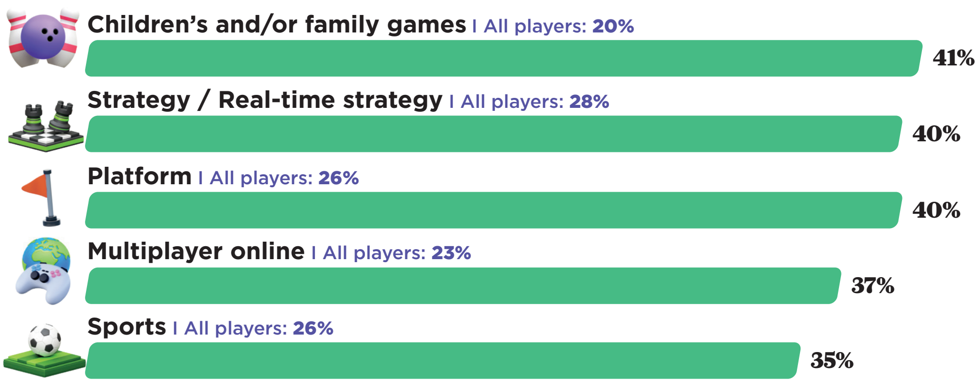


Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

ONCE AGAIN ON THE RISE

+0.8 M VS 2024

19.5 MILLION FEMALE PLAYERS

+3 pts VS 2024

69% of women play video games

85% in 10-30 year-olds

39 AVERAGE AGE

Average time per week: **5h52**

49% of players are female

Frequency of video game play

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

20%

Almost every day I All players: **31%**

28%

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

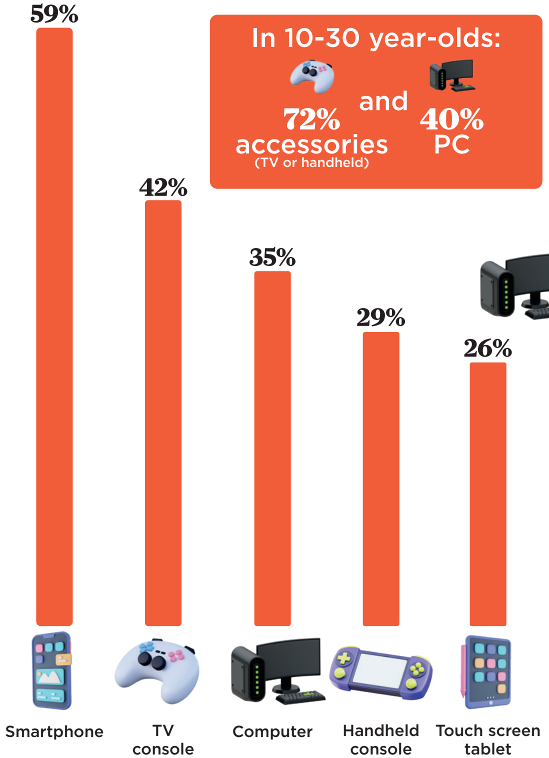
24%

3 times a month or less I All players: **24%**

28%

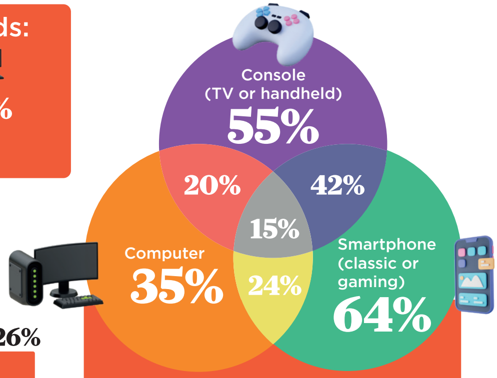
Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

Devices used to play video games



In 10-30 year-olds:

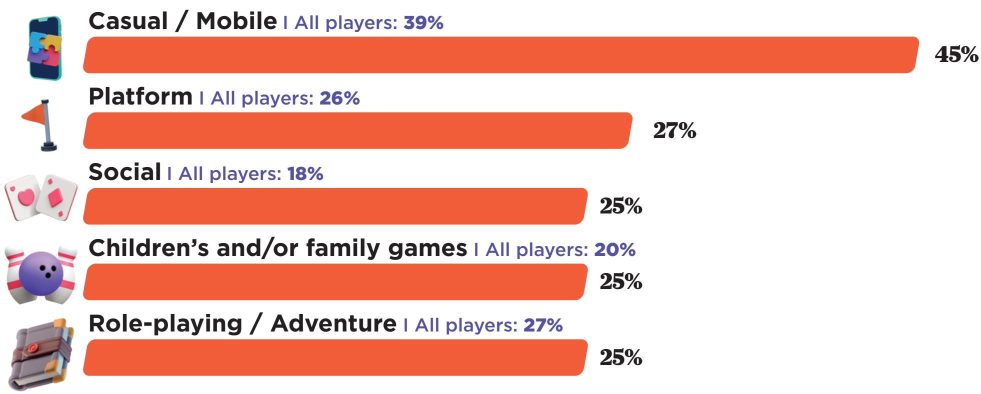
72% accessories (TV or handheld) and **40%** PC



2.2

NUMBER OF DEVICES USED TO PLAY

Top 5 video game genres played over the last 12 months



Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

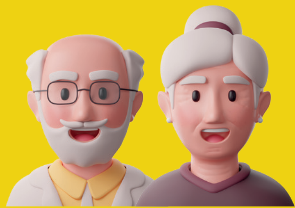
THE PERCENTAGE OF SENIOR PLAYERS (65 AND OVER) IS ON THE RISE

+0.7 M VS 2024

5.4 MILLION PLAYERS

+6 pts VS 2024

49% of seniors play video games



70 AVERAGE AGE

+2 pts VS 2024

14% of players are seniors

Average time/week: **4h51**

Total percentage of men/women aged 65 and over

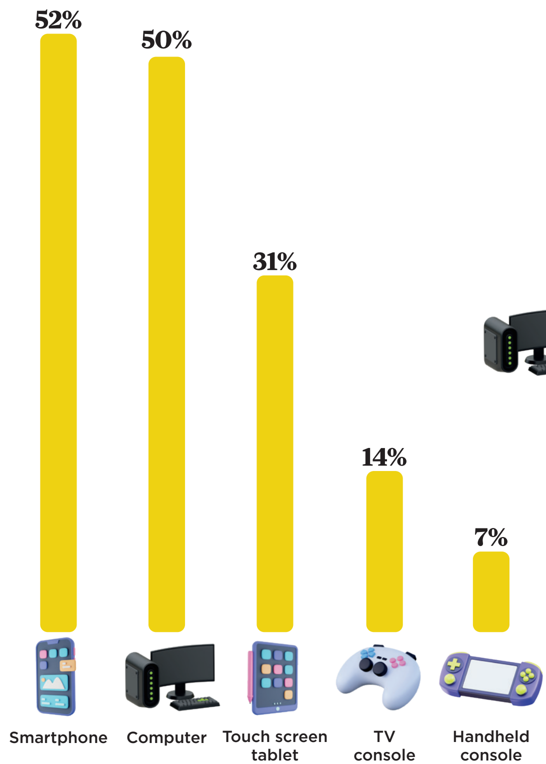
Men	58%	42%	Women

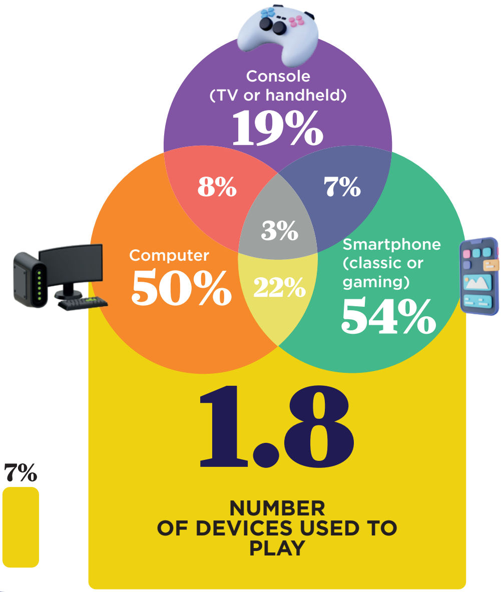
Frequency of video game play

	Seniors
Several times a day I All players: **21%**	19%
Almost every day I All players: **31%**	31%
1 to 2 times a week I All players: **24%**	16%
3 times a month or less I All players: **24%**	34%

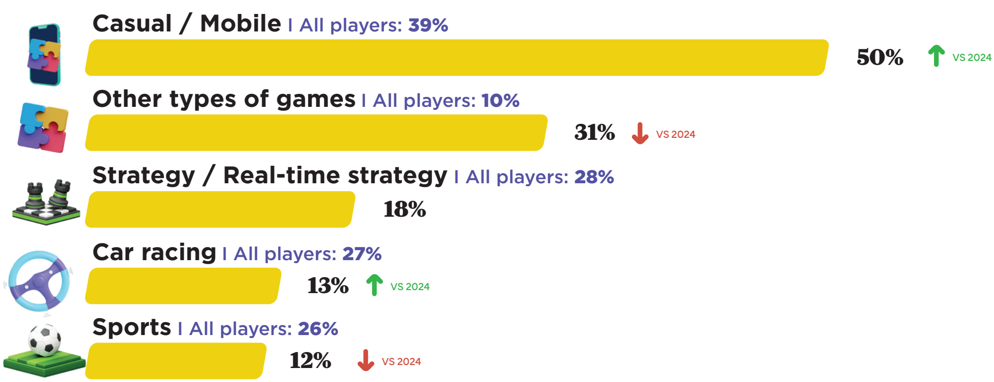
Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

Devices used to play video games





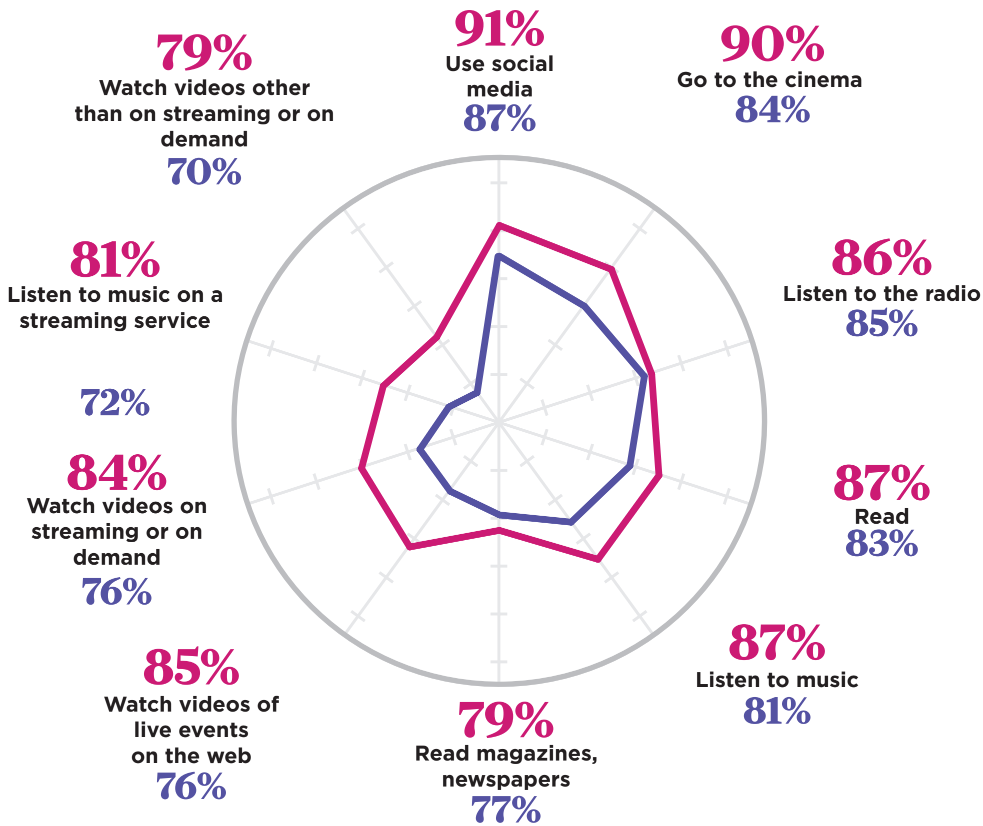
Top 5 video game genres played over the last 12 months



Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

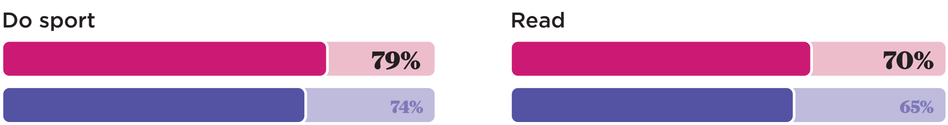
A GREATER CULTURAL OPENNESS

Regular* player activities over the last 6 months



■ All regular players* ■ All French people aged 10 and over

At least once a month

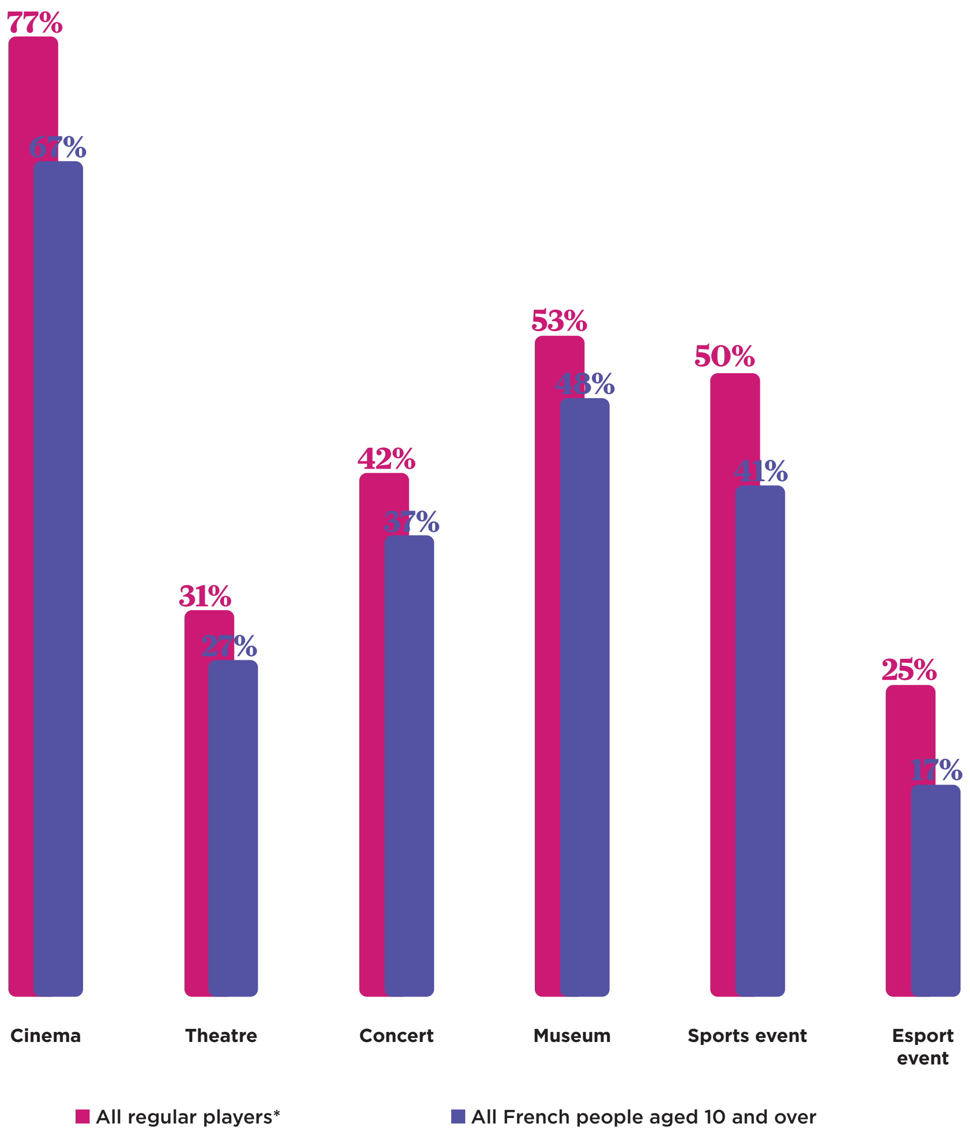


■ All regular players* ■ All French people aged 10 and over

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.
*Players who say they play video games at least once a week.

REGULAR PLAYERS: BIG CONSUMERS OF EVENTS

Regular* player outings over the last 6 months



Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.
*Players who say they play video games at least once a week.

CHAPTER

04

A RESPONSIBLE VIDEO GAME INDUSTRY

PARENTS AND CHILDREN TOGETHER... THANKS TO VIDEO GAMES

3/4 OF PARENTS PLAY WITH THEIR CHILDREN

65% AT LEAST ONCE A WEEK

Why do you play video games with your child?

59%	It's an opportunity to share an activity.
50%	Because my child asks me to.
49%	Just for a laugh, 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?

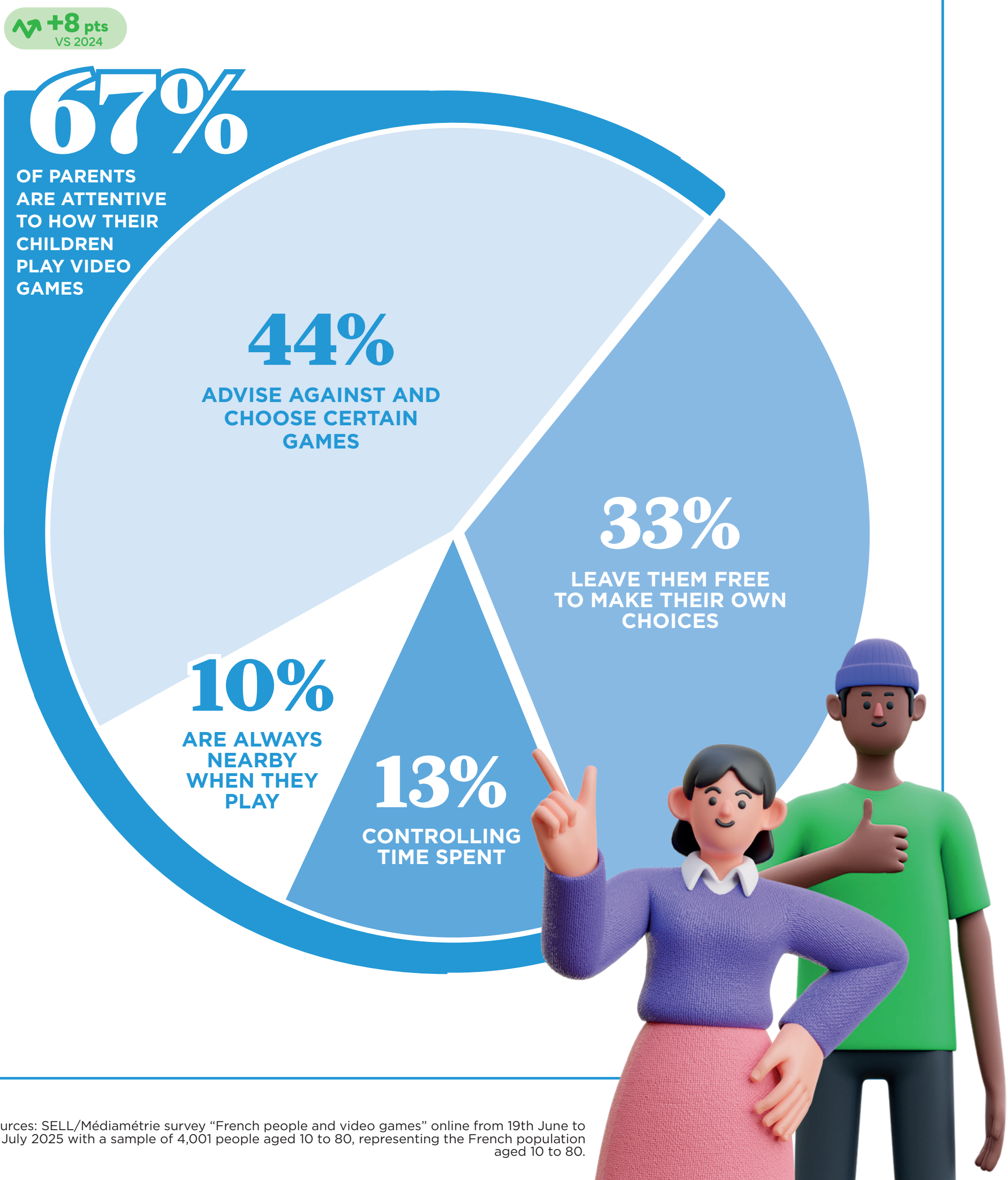
I love doing activities with my parents.*	53%
Just for a laugh, because it's fun.*	53%
Because they like playing video games too.	51%
They want to see what game I'm playing.	24%
They ask me to play with them.	16%

*76 % The child's initiative

Sources: SELL/Médiamétrie survey "French people and video games" online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

PARENTS ARE INCREASINGLY INVOLVED IN HOW THEIR CHILDREN PLAY VIDEO GAMES

Parental control is not just about technology

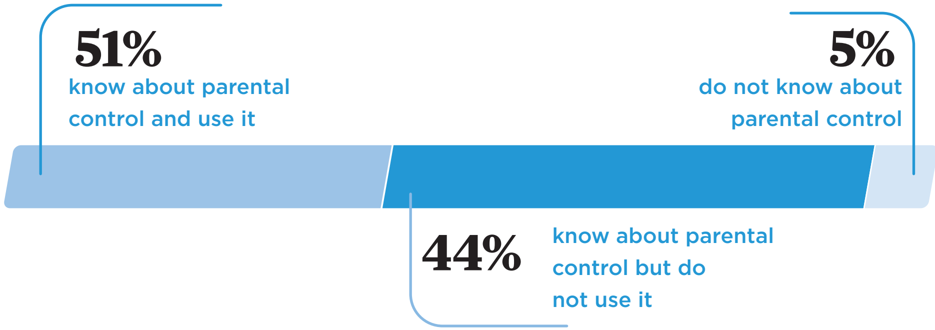


Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

PARENTS OF CHILD PLAYERS MUCH MORE ATTENTIVE TO PARENTAL CONTROLS

Knowledge and use of parental control systems

95% SAY THEY ARE AWARE OF PARENTAL CONTROL



Knowledge of the PEGI system

PEGI Pan European Game Information

Video game buyers

69%

Parent video game buyers

71%

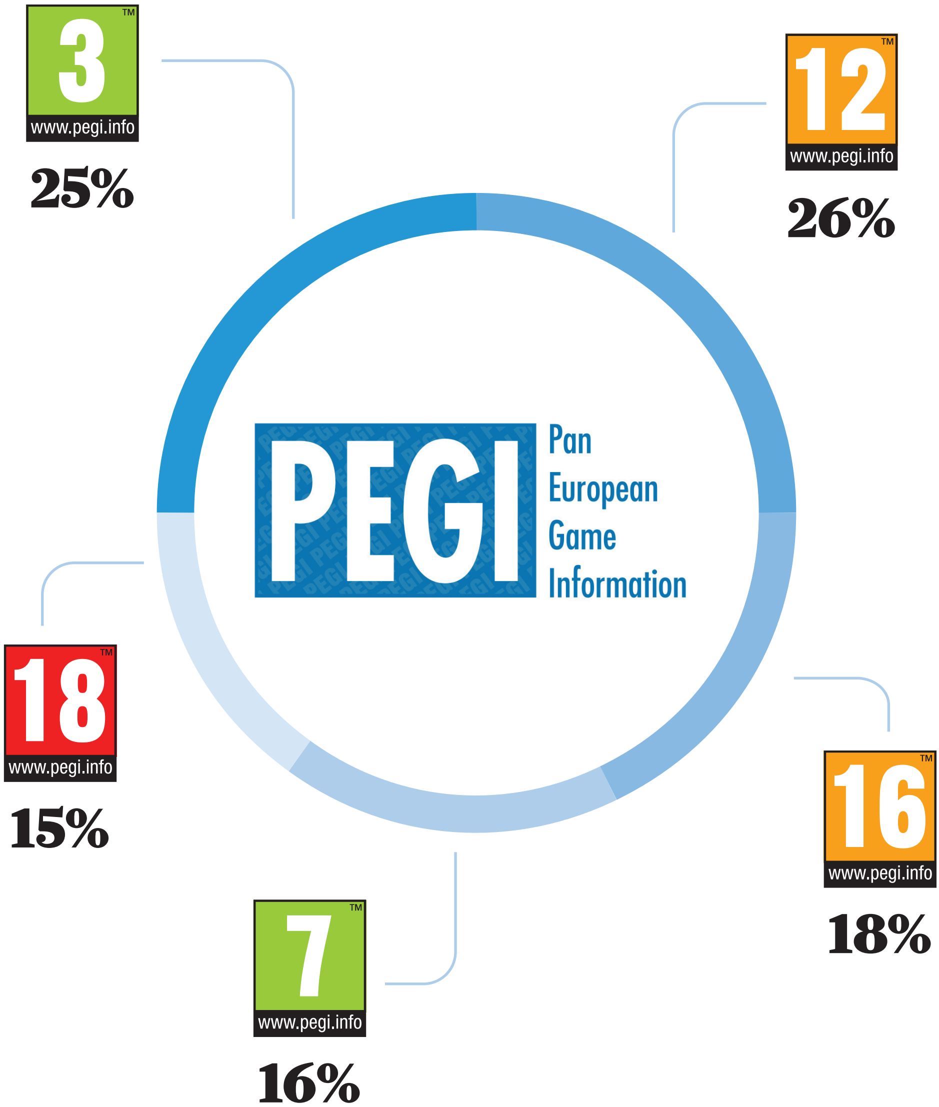
Child video game buyers

69%

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

BREAKDOWN OF THE VIDEO GAMES MARKET

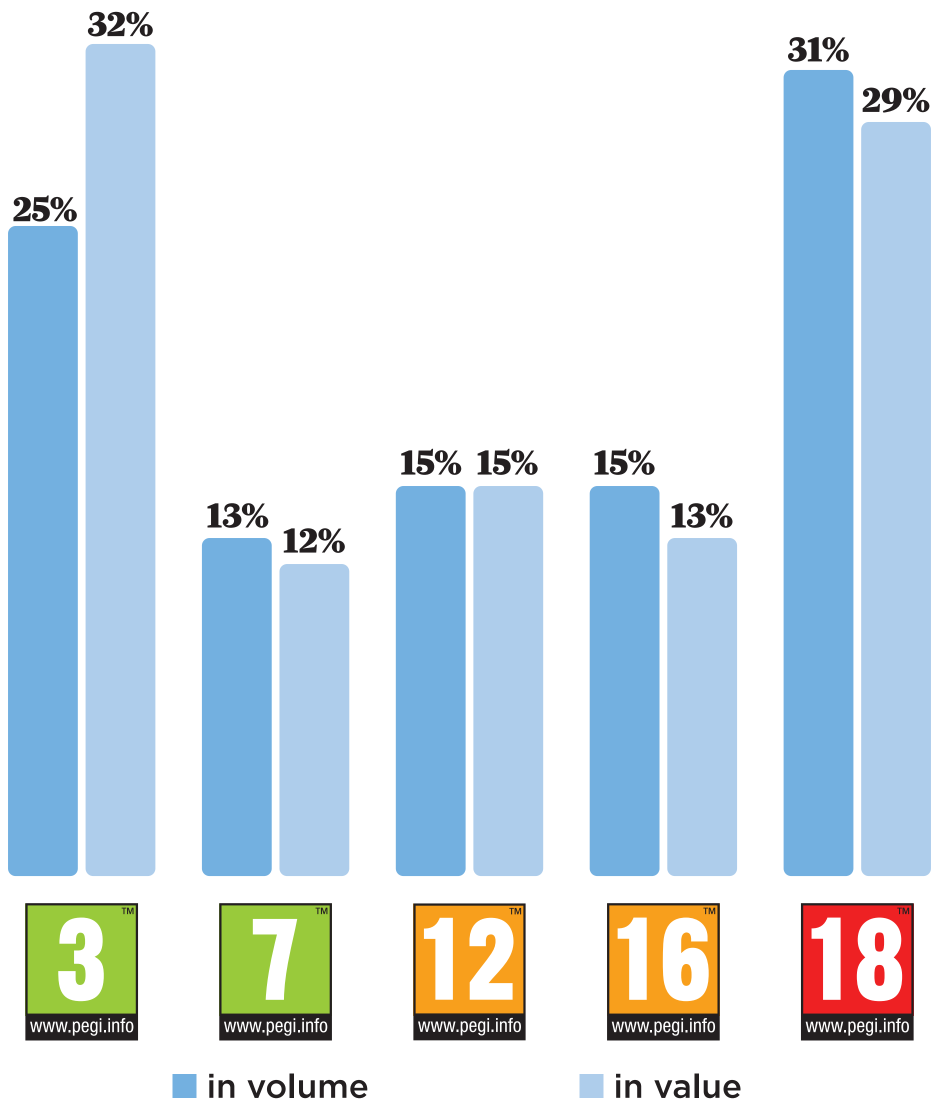
PHYSICAL + DIGITAL market 2024



Sources: SELL data, from a GSD panel at end 2024. Excluding bundles.
This listing does not include Nintendo digital sales data.

BREAKDOWN OF VIDEO GAME SALES

PHYSICAL + DIGITAL market 2024



Sources: SELL data, from a GSD panel at end 2024. Excluding bundles.
This listing does not include Nintendo digital sales data.

THE ACT OF BUYING AND THE PEGI RATING SYSTEM

Attitude to the PEGI rating system

PEGI Pan European Game Information

PARENTS
VIDEO GAME BUYERS

+4 pts VS 2024
66% pay attention to it

-4 pts VS 2024
34% do not pay attention to it

CHILDREN
VIDEO GAME BUYERS

58% pay attention to it

42% do not pay attention to it

Sources: SELL/Médiamétrie survey “French people and video games” online from 19th June to 13th July 2025 with a sample of 4,001 people aged 10 to 80, representing the French population aged 10 to 80.

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

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

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

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

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

CONTENT DESCRIPTORS

LANGAGE 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 — This 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.

games rating authority

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.

CHAPTER

05

THE UNION OF VIDEO GAME PUBLISHERS

SYNDICAT DES ÉDITEURS DE LOGICIELS DE LOISIRS

About us

The Union of Video Game Publishers (SELL) is a professional organisation founded 30 years ago in 1995, bringing together companies specialising in video game publishing.

With its 24 members, including two associate members, SELL represents the interests of the video game sector in contact with organisations, the media, families and players. Publishers play a key role in promoting video games: they identify promising studios, support them and take charge of the distribution, marketing and communication around their creations.

SELL's vocation is to federate these partners and promote joint actions that demonstrate the diversity, creativity and responsible engagement of this industry. Its main missions are to promote video games and raise awareness of players and 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.

INTER-MINISTERIAL 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.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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 40 countries, has ratified over 35,000 games and millions of apps and has over 2,500 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: in 2024, PGW welcomed 188,000 visitors and 156 exhibitors spread over three halls, bringing together players, families and friends around the same passion for video games. This year's event bears witness to the continuing popularity of video games and confirms its position as a must-attend event for the video game community.

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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
SENSOR TOWER PANEL (MOBILE)
IDC PANEL (PC GAMING HARDWARE AND SCREENS): SELL
OTHER SURVEYS: "French people and video games", SELL/Médiamétrie

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