FRENCH PEOPLE AND VIDEO GAMING
Dear All,

This edition of Essential Video Game News is an opportunity for me to first and foremost tell you how delighted I am to join SELL as General Delegate and to pass on the recognition of the entire team for the remarkable work accomplished by Emmanuel Martin over the last years. We shall pursue this work and progress.

Our organisation will more than ever continue to help improve knowledge of and recognition for video gaming. We shall continue to act for an increasingly responsible industry, committed to prevention and inclusion. We shall support and help structure the eSport industry in France. Finally, given the current health crisis and because video gaming is all about sharing, we are going to work on a 2021 edition of Paris Games Week that is even more federating and mainstream.

This issue of Essential Video Game News occurs during very strange times. We have been living through an exceptional situation for months that is affecting all of us, disrupting our routines and our certitudes, both private and professional. Our industry is caught up in this situation which is also changing the relationship French people have with video gaming. It is in these circumstances that we reveal this new issue of Essential Video Game News and our annual survey “French people and video gaming” by Médiamétrie.

Our ambition remains the same: shed light on the numbers and profiles of video game players in France and better understand their video game consumption and use. But because the situation in 2020 is so strange, we wanted to analyse the impact of the epidemic on video gaming and share certain lessons with you.

Thank goodness video gaming was there to give millions of French people a moment to share, have fun and escape in the midst of this stressful and isolating crisis.

Video gaming is entertainment that brings people together. This experience has reminded people of that very clearly. Over half of gamers agree: video gaming helps create social connections.

Video gaming is also about pleasure. Thanks to gaming, French people were entertained, had fun and escaped at a time when very few other doors were open to the outside world.

Video gaming can rely on communities of gamers who are its primary ambassadors. It generates passion and engagement like no other hobby. It offers unrivalled variety in the experiences it provides. Experts or occasional gamers, they all were able to play and connect with the whole world during lockdown.

Undeniably, video gaming has enabled people to cope better with the crisis, playing an essential role in homes all over the world.

With the arrival of this new “French people and video gaming” survey, for the first time we are providing clear typology that will further extend our understanding of how video games are purchased and played in France. There are four major gamer profiles in the French population: “casual gamers”, “fun gamers”, “committed active gamers” and “invested tech geeks”.

The end of the year is looking particularly busy for the video game industry. The arrival of new consoles and the very full calendar for the festive season’s new releases prove once again our industry’s capacity for reinvention and technological excellence which continue to permanently push the boundaries of creativity.

With this new edition of Essential Video Game News, SELL is delighted to continue its historic mission to always help promote our sector. We will see you in February with our complete report of the 2020 video game market in France.

Kind regards,
Nicolas Vignolles
CHAPTER 1

PROFILES OF FRENCH GAMERS
71% of French people play video games at least OCCASIONALLY*
**Profiles of French Gamers**

**Average Age of Gamers**
- Men: 41
- Women: 38

- 71% of French people game occasionally*
- 50% Men, 50% Women

**Average Age of Regular Gamers**
- Men: 39
- Women: 39

- 52% of French people play regularly
- 53% Men, 47% Women

**9 out of 10 Children Play Video Games**
- 94%

**7 out of 10 Adults Play Video Games**
- 68%

**1 out of 2 Children Play Every Day**
- 52%

**1 out of 3 Adults Play Every Day**
- 35%

*Occasional gamer: gamer who says they play video games at least once a year.

*Regular gamer: gamer who says they play video games at least once a week.

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
**FRENCH GAMERS**

**PERCENTAGE OF GAMERS BY AGE GROUP**
- 10-14: 96%
- 15-18: 92%
- 19-24: 87%
- 25-34: 82%
- 35-44: 78%
- 45-54: 66%
- 55+: 52%

**GAMING FREQUENCY**
- 32% play every day or nearly every day
- 21% play regularly (1 to 2 times a week)
- 20% play several times a day
- 17% play less often
- 10% play from time to time (1 to 3 times a month)

**BREAKDOWN OF GAMERS BY SEC**
- AB+: 28%
- AB-: 28%
- RETIRED: 19%
- STUDENTS: 10%

**BREAKDOWN OF GAMERS BY EDUCATION**
- AT LEAST 1 QUALIFICATION: 96%
- A LEVELS OR MORE: 81%
- 3 YEARS HIGHER EDUCATION OR MORE: 34%
- 5 YEARS HIGHER EDUCATION OR MORE: 22%

**BREAKDOWN OF GAMERS BY REGION**
- PARIS AND GREATER PARIS: 20%
- REST OF FRANCE: 80%

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
DEVICES USED TO PLAY VIDEO GAMES

NUMBER OF DEVICES USED FOR GAMING

- 1 device: 41%
- 2 devices: 29%
- 3 devices: 17%

AVERAGE GAMER AGE PER PLATFORM

- 1 device: 41%
- 2 devices: 29%
- 3 devices: 17%

TOP 10 TYPES OF VIDEO GAMES IN FRANCE IN 2020

- 38% Casual games / Mobile games
- 26% Platform
- 25% RPG Adventure
- 21% Car racing
- 20% Strategy games
- 20% Real-time strategy
- 19% Social gaming
- 19% Action
- 16% Children’s and/or family games
- 16% Sports
- 15% Shooting / FPS

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
Social Aspect of Video Gaming

More than a third of video gamers play online with other people. Nearly 1 out of 2 children, 1 out of 5 gamers. Social aspect of video gaming.

Playing alone or with others

- Children Gamers: 50% alone, 20% with others physically, 30% with others online.
- Adult Gamers: 76% alone, 13% with others physically, 11% with others online.

Feeling of belonging to a community

- 63% of gamers do not play online games.
- 37% of gamers play online games.

FEELING OF BELONGING TO A COMMUNITY

Purchasing Data and Behaviour

Preferred place to buy video games

- 55% in stores.
- 45% on the internet.

Preferred format of video games purchased

- 69% physical.
- 31% digital.

Source: online SELU/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
CULTURAL GAMER HABITS

CULTURAL ACTIVITIES OVER THE LAST 6 MONTHS

- Video game players
- All web users aged 10 and over

- **78%** Go to the cinema (75%)
- **48%** Read a book (44%)
- **75%** Go out with friends (70%)
- **17%** Go to a sports event (14%)
- **35%** Go to a museum or an exhibition (14%)
- **5%** Go to the opera (5%)
- **10%** Go to a concert (14%)

MULTIMEDIA GAMER HABITS

ALL INTERNET USERS

- **Watch videos on streaming or on demand**
  - 76%

- **Watch videos not on streaming or on demand**
  - 61%

- **Listen to music**
  - 85%

- **Watch television**
  - 96%

- **Listen to the radio**
  - 90%

- **Surf the web**
  - 99%

- **Use social media**
  - 96%

- **Watch videos of live events on the web**
  - 70%

- **Listen to music on a streaming service**
  - 80%

PLAY SPORT OR EXERCISE REGULARLY

- **57%** YES
- **43%** NO

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
FRENCH PEOPLE AND VIDEO GAMING

More than half of gamers believe video gaming helps create social connections

USE OF SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Gamers</th>
<th>All users</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>84%</td>
<td>76%</td>
</tr>
<tr>
<td>Facebook</td>
<td>76%</td>
<td>73%</td>
</tr>
<tr>
<td>TikTok</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Twitch</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Instagram</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Twitter</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Twitter</td>
<td>36%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: online SELL/Médiamétrie study "French people and video gaming" from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.

86% of FRENCH PEOPLE consider video games an innovative sector
81% of FRENCH PEOPLE consider video games to be created by real artists
72% of FRENCH PEOPLE consider video gaming a leisure activity for the whole family
61% of FRENCH PEOPLE consider video gaming a positive activity

Source: online SELL/Médiamétrie study "French people and video gaming" from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
PROFILES OF FRENCH GAMERS

PARENT BEHAVIOUR TOWARDS VIDEO GAMES

HOW ATTENTIVE PARENTS ARE TO THEIR CHILDREN’S VIDEO GAMING PRACTICES

12% of parents say they play with their children at least occasionally

68% of parents are careful about their children’s gaming

56% of parents advise against certain games or choose the games their children are allowed to play

66% of parents say they play with their children at least occasionally

WHY DO PARENTS GAME WITH THEIR CHILDREN?

- To share an activity: 55%
- For fun: 48%
- Their children ask them to: 44%
- Because they like to game: 37%
- To check game content: 17%

HOW OFTEN PARENTS GAME WITH THEIR CHILDREN

- Often: 9%
- Regularly: 16%
- Occasionally: 41%
- Rarely: 19%
- Never: 15%

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
PARENT BEHAVIOUR
TOWARDS VIDEO GAMES

KNOWLEDGE AND USE OF PARENTAL CONTROL

88% say they are aware of it

37% know about parental control and use it

12% do not know about parental control

51% know about parental control but do not use it

KNOWLEDGE ABOUT THE PEGI SYSTEM

Children

74% YES

59% YES

+3 pts VS 2019

Adults

NO

NO

THE ACT OF BUYING
AND THE PEGI RATING SYSTEM

ATTITUDE TO THE PEGI RATING SYSTEM

PARENTS

PAY ATTENTION TO THE PEGI SYSTEM

60% YES

40% NO

+4 pts VS 2019

CHILDREN

PAY ATTENTION TO THE PEGI SYSTEM

54% YES

46% NO

+8 pts VS 2019

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
### IMPACT OF LOCKDOWN

#### SITUATION OF VIDEO GAMERS

<table>
<thead>
<tr>
<th>Professional situation</th>
<th>Personal situation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Went to their normal workplace</td>
<td>26%</td>
</tr>
<tr>
<td>Worked from home</td>
<td>34%</td>
</tr>
<tr>
<td>Studied from home</td>
<td>11%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>11%</td>
</tr>
<tr>
<td>Worked part-time</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Alone</td>
<td>25%</td>
</tr>
<tr>
<td>With family with children under 15</td>
<td>21%</td>
</tr>
<tr>
<td>With family without children</td>
<td>17%</td>
</tr>
<tr>
<td>As a couple without children</td>
<td>30%</td>
</tr>
<tr>
<td>In a flat-share or with friends</td>
<td>2%</td>
</tr>
</tbody>
</table>

- Significantly **higher** than all other web users

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.

### IMPACT OF LOCKDOWN

#### ON PLAYING VIDEO GAMES

<table>
<thead>
<tr>
<th>All video game players</th>
<th>More than before lockdown</th>
<th>Particularly the 10-24 age group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32%</td>
<td>Particularly the 10-24 age group</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>Particularly the 35-49 age group</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>1ST TIME</td>
</tr>
</tbody>
</table>

I played for the **first time** during lockdown

36% of players say that video gaming helped them stay in contact with their family and friends.

Source: online SELL/Médiamétrie study “French people and video gaming” from 1st to 24th September 2020, with a sample of 4,072 web users aged 10 and over.
CHAPTER 2
TYPOLOGY OF VIDEO GAMERS
Objectives of the typology
• Create groups of individuals according to their similarities using a set of criteria
• Create groups of individuals who are as similar as possible so that these groups are as different as possible

Principles of the typology
• Identify criteria that will help create the groups
• Calculate the similarities between individuals given the chosen variables
• Create classes by allocating each individual to their nearest group
• Each individual is allocated to one group only
### CASUAL GAMERS

- **58%** Women
- **58%** 50 and over
- **38%** Retired

#### Gaming Frequency

- **70%** play video games at least once a day
- **66%** have played video games for less than 5 hours over the last 7 days

#### Device

- **56%** play on 1 device
- **59%** play on a regular smartphone
- **35%** play on a touch screen tablet
- **74%** do not have a console

#### Social Interaction

- **90%** play alone
- **89%** do not feel like they belong to a gamer community

#### Type of games played

- **53%** casual/mobile games
- **38%**

### FUN GAMERS

- **18%** 10-14 year-olds
- **29%** 35-49 year-olds
- **31%** living in a household of at least 4 people

#### Gaming Frequency

- **33%** have played video games for less than 5 hours over the last 7 days
- **21%** play once or twice a week
- **72%** have played video games for less than 5 hours over the last 7 days
- **51%** play on a games console

#### Device

- **72%** play on 2 devices
- **29%**

#### Social Interaction

- **17%** play with other people in the same room
- **22%** children's and/or family games
- **21%**

#### Type of game played

- **33%**
- **34%**
### COMMITTED ACTIVE GAMERS

- **Men**: 55%  
  **15-34 year-olds**: 43%  
  **OF GAMERS**: 19%

#### Gaming frequency
- **60%** play video games at least once a day
- **20%** have played video games for over 10 hours over the last 7 days

#### Device
- **56%** play on a computer

#### Social interaction
- **56%** play on line
- **22%** play with others online
- **34%** feel like they belong to a gamer community

#### Type of games played
- **32%** role-playing/adventure games

#### Purchases
- **31%** subscribe to a gaming platform

### INVESTED TECH GEEKS

- **Men**: 67%  
  **10-24 year-olds**: 50%  
  **OF GAMERS**: 19%

#### Gaming frequency
- **33%** play several times a day
- **22%** have played video games for over 15 hours over the last 7 days

#### Device
- **91%** play on a games console
- **65%** have a latest generation console
- **21%** have a virtual reality headset

#### Social interaction
- **81%** play on line
- **56%** feel like they belong to a gamer community

#### Type of games played
- **61%** action games
- **67%** role-playing/adventure games

#### Purchases
- **44%** subscribe to a gaming platform

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**GAMER TYPOLOGY**
CHAPTER 3

THE FRENCH VIDEO GAME MARKET
2019 MARKET REPORT

GROWTH IN MARKET SALES

GROWTH IN ECOSYSTEM SALES

**Ecosystems: Console + PC + mobile, physical and digital.**

**Source: SELL data, from GSD/GameTrack panels at end 2019.**

**Source: GameTrack estimations using user spending data from App Annie 2019, converted into euros and including French taxes.**
CLOSE-UP: MARKET SHARE

- 19% Digital console software
- 14% Physical console software
- 13% Console hardware
- 6% Console accessories
- 26% Mobile software
- 9% PC gaming hardware
- 3% PC gaming accessories
- 0.2% Physical PC gaming software

TOTAL MARKET SHARE: 4.8 BILLION EUROS

Sources: SELL data, from GSD/GameTrack/App Annie Intelligence panels at end 2019.

CLOSE-UP: SOFTWARE

BREAKDOWN OF TURNOVER BY PLATFORM

- 15% PC software
- 48% Console software
- 37% Mobile software

BREAKDOWN OF TURNOVER BY FORMAT

- 21% Physical (PC + console)
- 42% Digital (PC + console)
- 37% Mobile

Sources: SELL data, from GSD/GameTrack/App Annie Intelligence panels at end 2019.
For several years, console manufacturers (Sony, Microsoft and Nintendo), Mac and Windows operating systems and also Google and most mobile terminals have been offering simple and effective solutions. Just a few minutes are required to configure the parental control and benefit from all its functions. These systems block access to games above a certain age or category in the PEGI rating system. They also control online purchases, limit web browsing, keep track of the time spent gaming and can limit online interaction.

These systems strive to protect young audiences from content and behaviour unsuitable for their age. Nevertheless, it is essential for parents to keep an eye on what video games their children are playing, find out information about the games and take an interest in this hobby, gaming, chatting with their children and more. The website PédaGoJeux.fr - Video games explained to parents - is a mine of information: understand the gaming world, learn about the most talked about games, understand the PEGI symbols, best practices, etc.

**HERE IS A LIST OF DIFFERENT EQUIPMENT AND SOFTWARE THAT HAS AN INTEGRATED PARENTAL CONTROL SYSTEM THAT CAN BE CONFIGURED TO THE PEGI SYSTEM.**

**HOME CONSOLES**
- Microsoft Xbox 360
- Microsoft Xbox One
- Microsoft Xbox Series
- Nintendo Wii
- Nintendo Wii U
- Nintendo Switch
- Sony PlayStation 3
- Sony PlayStation 4
- Sony PlayStation 5

**HANDHELD CONSOLES**
- Nintendo DS
- Nintendo 3DS
- Sony PSP
- Sony PlayStation Vita

**MOBILES**
- Smart phones using Android
- Tablets using Android

**COMPUTERS**
- Windows operating system
- MacOS

**WEB BROWSERS**
- Google Chrome
- Apple Safari/WebKit
- Mozilla Firefox
The PEGI age rating system (Pan European Game Information) gives parents throughout Europe the opportunity to make enlightened decisions before purchasing a video game.

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 interactive 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 ISFE - the Interactive Software Federation of Europe.

WHAT DO THE LABELS MEAN?
The PEGI labels appear on the front and back of the cover, 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 below) on the back cover indicate the main reasons why a game has a specific age rating.

THE LABELS

3
Suitable for all ages. Mild violence in a comical context. Fantasy characters. No inappropriate content.

7

12
Violence towards fantasy characters or unrealistic violence towards human characters. Moderate foul language, nudity, horror.

16

18
Extreme violence to defenceless or innocent human characters. Idealisation of drug use. Sexual expression or activity.

This game contains bad language.

This game contains images which may encourage discrimination.

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

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

This game allows the player to buy virtual goods with real money.

This game contains violent scenes.

This game may frighten young children.

This game contains images which may encourage discrimination.
PEGI

ANALYSIS OF THE 2019 OFFER

PHYSICAL MARKET

13%

30%

16%

24%

16%

34%

24%

13%

7%

21%

36%

23%

Source: SELL data, from GSD/GameTrack/App Annie Intelligence panels at end 2019.
The Union of Video Game Publishers (SELL) was founded in 1995 by key players on the video game market. To support the growing video game industry and its accessibility, video game professionals (console manufacturers, game publishers, accessory manufacturers, etc.) needed to speak with the same voice. Following the example of the Interactive Software Federation of Europe (ISFE) which defends the interests of the video gaming sector on a European level, SELL immediately became the primary contact for French public institutions, the media and different associations.

In twenty-five years, SELL has taken many decisive actions to ensure video gaming is recognised as one of France’s favourite leisure activities. This success is not solely down to the quality of games sold by SELL members. Aware of their responsibilities to gamers and their friends and families, in 2003 SELL members implemented a simple, complete and independent video game rating system: PEGI (Pan European Game Information). SELL expressed the industry’s desire to be responsible through the PEGI rating system and through an information resource for parents (PédaGojeux). In 2015 this commitment to society became concrete with the PEGI system’s approval from the French Home Secretary as the rating system for video games in France.

SELL’s main objective is to promote video games and gaming with the general public, national and European stakeholders and the authorities. For this, SELL organises two shows every year, the Interactive & Digital Entertainment Festival (IDEF) and Paris Games Week (PGW), federating the main operators in the video game sector.
THE MISSIONS OF SELL

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 its objectives, SELL is invested in several organisations and working groups:
- The inter-ministerial working group comprising the General Directorate for Enterprise (DGE), the CNC, Ubisoft, the National Video Game Union (SNJV) and SELL
- CSA: member of the Child Protection Commission
- CNC: member of the Commission for Diversity in the Cultural Sector
- ISFE: member of the Board of Directors

INFORM AND PROTECT

Since its beginnings, SELL has been committed to a corporate social responsibility initiative to inform and protect the consumer.

In this way, the organisation operates in many areas to raise the awareness of gamers, parents and families about how to play video games. This investment is represented by concrete actions:
- PEGI: created in 2003 and approved in 2015 by the French government, this European video game system that rates the games according to content and age provides clear and precise information about video games.
- Pédagojeux: a collective created in 2008 by bringing together people from public bodies, the gaming industry and associations. Its aim is to guide parents and educators through the world of video gaming.
- Support for organisations in the sector who are looking to develop the video game industry with a key focus on responsibility: Women in Games, CapGame, France eSports, and also Silver Geek.

PROMOTING VIDEO GAMES

SELL’s mission is to promote video gaming, the industry’s innovations and creativity with the general public, national and European stakeholders and also the media. It achieves this through regular communication and most importantly via two essential annual events:
- IDEF: created in June 2006, this trade show brings together manufacturers, publishers, accessory manufacturers and buyers to generate business.
- Paris Games Week: created in October 2010, this general public exhibition promotes the entire gaming ecosystem every year to share the sector’s new products with gamers. The 2019 edition hosted some 317,000 visitors and 194 exhibitors.

STRUCTURE MARKET INFORMATION

SELL works with partners to provide the whole ecosystem with reliable studies on the video game market, gamer profiles and also their habits when it comes to buying and use. Several panels are used to provide this analysis:
- GSD panel: Game Sales Data (distributors and digital) – ISFE/B2Boost
- GameTrack panel (consumers) – ISFE/IPSOS
- App Annie panel (mobile) – ISFE
- Occasional studies: French people and video gaming SELL/Médiamétrie
SELL has developed key devices to shed light on essential issues for the sector. Embracing an informative, educational and promotional approach to the video game industry, throughout the year SELL gives a voice to gamers, talented people and experts through documentaries and video series.

YOU CAN FIND ALL THIS CONTENT AND MUCH MORE ON THE SELL.FR WEBSITE OR ON OUR YOUTUBE CHANNEL YOUTUBE.COM/SELLTV.

PROMOTING THE INDUSTRY’S INNOVATIONS, GAMERS AND RESPONSIBILITY

TERRAINS DE JEUX

This video documentary accompanied by a special issue of Essential Video Games explores fifty years of technological innovations. What are the major phases that represented this industry’s development? Which technologies from video games have spread to other sectors? What are the current video game trends that are shaping our future? A panel of video game industry experts attempts to answer all these questions.

PLAYER PROFILE

Through this new web series, SELL interviews men and women gamers and particularly focuses on their many different passions. Fashion, running, painting, cinema... These hobbies may initially seem unconnected, but they are all linked. Creativity, competition, sharing...these talents are communicable and complement each other perfectly.

PLAY AS YOU ARE 2

This 9-minute video shows how video gaming is an inclusive activity for people with disabilities. Professionals, charity workers and people with disabilities discuss initiatives that have made gaming accessible to all and helped change society’s views of disability. Video gaming is a fantastic tool for breaking down barriers and getting everyone to play together.

ART AND VIDEO GAMES

Through this documentary series of five episodes, SELL spotlights the relationship between classical art and video gaming. The process of creating a video game involves many artists and artistic references, drawing inspiration from the arts to create original works of great scope and diversity. From architecture to music, visual arts to literature and all other sources of inspiration, Art & video games invites gamers to learn more about the close links that bind them together.

À VOUS DE JOUER

Meet different gamers who have launched original and constructive initiatives during lockdown.

VIDEO GAMING IN A FEW FIGURES

Discover the main figures for the video game market in three minutes.
THE BOARD OF DIRECTORS

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Christophe Havart
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Philippe Lavoué
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Philippe Cardon
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Patrick Bellaiche and Michel Magne
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John Parkes
Ubisoft

Yves Elalouf
Warner Bros. Interactive Entertainment

THE MEMBERS OF SELL

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Bandai Namco Entertainment
Bethesda
Electronic Arts
Focus Home Interactive
Microids
Microsoft
Nintendo
Sony Interactive Entertainment
Take-Two Interactive
Ubisoft
Warner Bros. Interactive Entertainment
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