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 gaming industry.

NOTE: 2015 had 53 weeks of sales, unlike 2016:
- 2015 goes from week 01-2015 to week 53-2015
- 2016 goes from week 01-2016 to week 52-2016
Sales data in this report includes physical sales and also estimations for the digital share.
## 2016 Market Report

Sales from the French video game market

### Hardware + Software Market (Physical and Digital) + Accessories + Mobile

3.46 billion euros

+4% Market Growth

### Ecosystems

- **Console**
  - Ecosystem
  - Hardware, software and accessories
  - 63%

- **Mobile**
  - Ecosystem
  - Hardware, software and accessories
  - 8%

- **PC Gaming***
  - Ecosystem
  - Hardware, software and accessories
  - 29%

*Hardware (sales of PCs fitted with high-performance graphics cards), software (physical, digital) and accessories (mouse, keyboard, screen) for PC gaming

Source: SELL estimation, using GfK panel data at end 2016

### Understanding the Video Game Market

Chapter 1
Understanding the French video game market

Close-up market segments

Breakdown of turnover in euro millions

2015 2016
Hardware (PC gaming + Console)
1,067 1,058 +1%
Software (PC gaming + Console)
1,692 1,593 +6%
Mobile
260 280 +8%
Accessories (PC gaming + Console)
406 435 +7%

+ 4% turnover for global market

Consoles + PC gaming + Mobile (physical and digital market)

Source: SELL estimation, using GfK panel data at end 2016
TRENDS AND INNOVATIONS
A MARKET IN PERPETUAL CHANGE

GAMING EXPERIENCE

VIRTUAL REALITY

MULTISCREEN

SMARTPHONE

TABLET

VIRTUAL REALITY

E-SPORT

CLOUD GAMING

VOICE AND MOTION CONTROL

IMMERSION

SOCIAL INTERACTION

ONLINE

GENERATION 8

BOX

STREAMING

THE VIDEO GAME ECOSYSTEM

DESIGNERS

VIDEO GAMES

STUDIOS

PUBLISHERS

DISTRIBUTORS

UNDERSTANDING THE FRENCH VIDEO GAME MARKET
BUSINESS MODELS

THE 3 BUSINESS MODELS OF VIDEO GAMING

DESIGN + STUDIO + PUBLISHING + DISTRIBUTION

DESIGN + STUDIO + PUBLISHING + DISTRIBUTION

DESIGN + STUDIO + AGGREGATORS

Profiles of French gamers

CHAPTER 3

Understanding the French video game market

About the “French public and Video gaming” survey

The “French public and Video gaming” survey is carried out by GfK for SELL with the aim of measuring and understanding video game use and preferences in France. For this survey, a panel of 1,023 people aged 10 to 65 were interviewed in October 2017.
FRENCH PEOPLE AND VIDEO GAMES

62% OF FRENCH PEOPLE consider video gaming a positive activity

77% OF FRENCH PEOPLE consider video gaming a leisure activity for the whole family

86% OF FRENCH PEOPLE consider video gaming an innovative sector

80% OF FRENCH PEOPLE consider video games are created by real artists

Source: SELL/GfK survey "French public and Video gaming" on the basis of 1,023 people aged 10 to 65, October 2017

FRENCH HABITS (IN HOURS PER WEEK)

- SURF THE WEB + 1.4 hours
- WATCH TELEVISION - 1 hour
- LISTEN TO MUSIC (NOT THE RADIO) + 1.8 hours
- LISTEN TO THE RADIO - 0.2 hour
- WATCH VIDEOS (DVD, BLU-RAY, VOD, STREAMING, CATCH UP) + 1.4 hours
- PLAY ON THE SMARTPHONE AND TABLET + 2.1 hours
- PLAY ON THE CONSOLE AND PC + 2.1 hours
- READ BOOKS (PAPER, EBOOKS) + 0.2 hours
- READ MAGAZINES / NEWSPAPERS - 0.1 hours
- GO TO THE CINEMA + 0.1 hours

GAMER HABITS (IN HOURS PER WEEK)

- SURF THE WEB 30.3
- WATCH TELEVISION 23.3
- LISTEN TO MUSIC (NOT THE RADIO) 10.7
- LISTEN TO THE RADIO 8.2
- WATCH VIDEOS (DVD, BLU-RAY, VOD, STREAMING, CATCH UP) 6.3
- PLAY ON THE SMARTPHONE AND TABLET 5.1
- PLAY ON THE CONSOLE AND PC 4.3
- READ BOOKS (PAPER, EBOOKS) 3.2
- READ MAGAZINES / NEWSPAPERS 1.8
- GO TO THE CINEMA 1.2

Source: SELL / GFK “The French and Video gaming” survey based on 1,023 people aged between 10 and 66, October 2017
VIDEO GAMING:
A LEISURE ACTIVITY FOR EVERYONE

53% OF FRENCH PEOPLE PLAY REGULARLY

68% OF FRENCH PEOPLE PLAY AT LEAST OCCASIONALLY

53% OF MEN
47% OF WOMEN

34 YEARS OLD AVERAGE AGE OF A VIDEO GAMER

35 FOR MEN
33 FOR WOMEN

PERCENTAGE OF GAMERS BY AGE GROUP

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-14</td>
<td>95%</td>
</tr>
<tr>
<td>15-18</td>
<td>92%</td>
</tr>
<tr>
<td>19-24</td>
<td>91%</td>
</tr>
<tr>
<td>25-34</td>
<td>73%</td>
</tr>
<tr>
<td>35-44</td>
<td>70%</td>
</tr>
<tr>
<td>45-54</td>
<td>51%</td>
</tr>
<tr>
<td>OVER 55</td>
<td>46%</td>
</tr>
</tbody>
</table>

Source: SELL/GfK survey “French public and Video gaming” on the basis of 1,023 people aged 10 to 65, October 2017

HOW PEOPLE PLAY

24% EVERY DAY OR NEARLY EVERY DAY

29% PLAY REGULARLY (at least twice a week)

23% FROM TIME TO TIME (2 to 3 times a month)

24% PLAY OCCASIONALLY (2 to 3 times a year)

BREAKDOWN OF GAMERS BY PLATFORM

- Home consoles: 61%
- Smartphone: 60%
- PC: 55%
- Tablet: 38%
- Mobile devices: 23%
- Online broadband or cable: 10%

Source: SELL/GfK survey “French public and Video gaming” on the basis of 1,023 people aged 10 to 65, October 2017
Profiles of French gamers

Parent behaviour towards video games

88% of parents are careful about their child’s gaming

65% of French people play video games with their children

Why do they play with them?

66% to share an activity

40% for fun

36% because the children ask them to

36% because they like to play

23% to check game content

Gaming frequency of parents with their children

7% frequently

22% regularly

42% occasionally

11% rarely

16% never

Source: SELL/GfK survey “French public and Video gaming” on the basis of 1,023 people aged 10 to 65, October 2017

The act of buying and the PEGI rating system

Who buys video games?

68% parents

15% children

13% other people living at home (brother, sister, etc.)

5% other people outside of home (grandparents, friends, etc.)

Attitude to the PEGI rating system

46% yes

54% no

Adults pay attention to the PEGI system

44% yes

56% no

Children pay attention to the PEGI system

51% yes

People who buy games pay attention to the PEGI system

Source: SELL / GfK “The French and Video gaming” survey based on 1,023 people aged between 10 and 65, October 2017
### Top 10 Most Played Types of Video Games in 2017

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Racing</td>
<td>41%</td>
</tr>
<tr>
<td>Platform</td>
<td>37%</td>
</tr>
<tr>
<td>Action</td>
<td>36%</td>
</tr>
<tr>
<td>Social Gaming</td>
<td>35%</td>
</tr>
<tr>
<td>Sports</td>
<td>32%</td>
</tr>
<tr>
<td>Shooting/FPS</td>
<td>31%</td>
</tr>
<tr>
<td>Role-Playing</td>
<td>31%</td>
</tr>
<tr>
<td>Strategy Games</td>
<td>28%</td>
</tr>
<tr>
<td>Kids’ Games</td>
<td>25%</td>
</tr>
<tr>
<td>Combat</td>
<td>19%</td>
</tr>
<tr>
<td>Multiplayer Online</td>
<td>19%</td>
</tr>
<tr>
<td>Rhythm Games</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: SELL/GfK “French public and Video gaming” survey on the basis of 1,023 people aged 10 to 65, October 2017
What do the labels mean?
The PEGI labels appear on the front and back of the cover, indicating the main reasons why a game has a specific age rating.

The age rating does not take into account the difficulty of the game or the skills required to play it. The labels above appear on the back of the cover, indicating the main reasons why a game has a specific age rating.

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, it has replaced a certain number of national age ratings throughout Europe with a unique system that is 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. From this year, it is also applied to all new apps available from Google Play. The age rating system was created by the ISFE - the Interactive Software Federation of Europe.

Since 17th December 2015, the PEGI system has been accredited by the French Home Secretary. The government has made the age and risk rating system mandatory for the video gaming sector.

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 contains violent scenes.
This game may frighten young children.
This game encourages and/or teaches gambling.
This game allows online gaming and may therefore allow inappropriate content.

A responsible industry

The PEGI labels appear on the front and back of the cover, indicating one of the following age ratings: 3, 7, 12, 16 and 18. They provide a reliable indication of the suitability 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 labels above appear on the back of the cover, indicating the main reasons why a game has a specific age rating.

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Since 17th December 2015, the PEGI system has been accredited by the French Home Secretary. The government has made the age and risk rating system mandatory for the video gaming sector.
Since 2003, the PEGI system has been guaranteeing comprehensible and precise information regardless of how much consumers know about video gaming. Since December 2015, the PEGI system has been accredited by the French Home Secretary.

PEGI uses very simple symbols: a quick glance is enough for parents to see the minimum age required for the game’s content (3, 7, 12, 16 or 18). Clearly labelled on every video game, these symbols do not refer to the difficulty of the game; they concern the recommended age. They appear with a short description about the game’s content and the main reasons why the game has received that particular age rating.

What are you playing?

As the spokesperson for the video game industry, SELL is highlighting its members’ commitment to a certain number of values, the most important being responsibility.

A media campaign for parents

The campaign hopes to raise parents’ awareness to the PEGI ratings and good gaming practices with some simple advice.

SELL has invested a budget of €400,000 from June to September to broadcast this message through adververtisals in the French press: ELLE, Famille et Education, La Revue des Parents, L’Obs, Marie Claire, Mon Quotidien, Petit Quotidien, Psychologies Magazine, Sport & Style Version Femina and Télérama.

The campaign is focused around three rules and good practices:

• Check that the game is suitable for the child’s age
• Set a limit on screen time
• There is nothing like gaming with your children to understand how they are playing.

Video gaming is a passion for increasing numbers of players, young and old alike. Like television and cinema, there are tools which allow gamers and parents to play “responsibly” thanks to the PEGI rating.

Just before the summer holidays and free days ideal for all kinds of fun and games, the Union of Video Game Publishers (SELL) is launching a campaign and giving parents advice on how to manage their children’s gaming. Published in a selection of French magazines and newspapers, the campaign provides three simple rules to make sure that gaming remains a pleasure for the whole family.

PEDEAGOJEUX.FR

The PédaGoJeux website guides parents and educators through the complex world of video gaming. On pedagojeux.fr, parents can find all the best practices and keys to understanding how to best support their children in this leisure activity.

Questions about gaming time, sleep, age and game content are major concerns for adults today. PédaGoJeux believes it is essential that parents know and understand the PEGI labels so they can select games suitable to their child’s age and sensitivity and adapted to their family values. In the opinion of PédaGoJeux, talking to their children about their gaming experiences and gaming together as a family are also essential.

To extend its scope, PédaGoJeux has been developing a network of educational mediators since 2014, the PédaGoJeux Ambassadors, who are for the most part state or charity entities working in the fields of family awareness and information. In 2014, this programme received the “Défenseur des droits” label at a celebration of the 25th anniversary of the Convention on the Rights of the Child.

In 2015, PédaGoJeux focused more specifically on younger gamers and created PédaGoJeux Junior, a space with content dedicated to 6-12 year olds. With Tralalere (Internet Sans Crainte) and SELL, two of its founding members, PédaGoJeux is involved in the launch of GameCode, a video game design app for 9-14 year-olds. It encourages them to move from consumer to designer and gives them the resources to take a step back and view the game itself more critically in terms of how they game themselves. With GameCode, children will see behind the scenes of how a video game is made and discover programming, developing their digital knowledge and culture.

PédaGoJeux is a collective created in 2008 by people from public bodies, the gaming industry and associations.

Run by the National Union of Family Associations (UNAF), the PédaGoJeux collective has five founding members: the Ministry for Family Affairs, Internet Sans Crainte, the Union of Video Game Publishers (SELL), JeuxOnLine and UNAF. In 2017 it was joined by two new members: the National Association for Eyesight Improvement (AsnaV) and Action Innocence Monaco. The multi-representational organisation of PédaGoJeux ensures a balanced approach to video gaming. Without demonising or venerating gaming, our objective is to present the benefits and advantages of video games and the points of concern.
A responsible industry

Women in Games France is committed to encouraging women to join the video game sector, facilitating their professional career and promoting diversity amongst the key sector operators in France.

In 2017, half of French people game and nearly half of them (47%) are women*. Women are, however, still underrepresented in the industry and education. For example, to date only 15% of people working in video game development studios in France are women**. These observations led to the creation of the Women in Games France initiative.

“Women in Games France is a collective of men and women in the video game industry whose ambition is to remove the obstacles to women in this sector in France,” explains Audrey Leprince, President of WIG France. “We want to encourage women to have a career in the industry through initiatives based around training, awareness and support.”

Women in Games France invites all men and women in the industry who would like to be involved and take part in events and training courses to become members today. The association is open to professionals and students in development, publishing, support, media and e-sport, from independent organisations to major groups. Membership is free. Simply write to the following address: contact@womeningamesfrance.org.

The association’s first initiative is to federate women in the industry who are ready and willing to share their expertise in events, round tables and interviews. “We are asking women in gaming to get involved and make themselves more visible so they can inspire the youngest audiences. By combining our energies and talents, together we can change things,” says Julie Chalmette, Vice-President of WIG France***. A sample from the list of speakers is available from the WIG France website and event organisers looking for speakers are invited to kindly contact the association.

Creation of the Women in Games France Association, which promotes diversity in the video game industry in France

Women in Games France

Meet young people at the show and the GameCode workshops

The Women in Games France members will run an event to raise awareness about the different businesses within the video game industry and the sector’s opportunities specifically for young women and their parents at the show. Women in Games France is also partnering GameCode which offers free introductory coding workshops for 8-14 year-olds. The objective of the initiative is to encourage mixed workshops, so more girls will take part. The workshops will take place from Wednesday 1st to Sunday 5th November, at Paris Games Week Junior, Hall 2.2.

Registration is at the venue.

Sources: *SELL (Union of Video Game Publishers) / Essential Video Game News; **SNJV (National Video Game Union) / Annual Video Game Survey in France 2016; ***Julie Chalmette is also General Director of Bethesda France and President of SELL
Paris Games Week celebrates video gaming in all its forms and presents new end-of-year products to the general public as well as sector innovations too. Since its first edition in 2010, Paris Games Week has not stopped growing in strength, like the French population’s passion for gaming. In 2016 it enjoyed record numbers with 310,000 visitors* who discovered new products from over 180 exhibitors. For this 2017 edition, Paris Games Week is once again reinventing itself to offer an ever-richer and entertaining experience.

A BRAND NEW EXPERIENCE OUTSIDE OF THE SHOW

For the first time, PGW is hosting an event outside of the show’s walls. The Paris Games Week Symphonic concert on 1st November at the Grand Rex sets the tone for the show itself: a unique experience in the video game world. Players can dive into their gaming memories with live original soundtracks, some of which have become classics in their own right. Paris Games Week Symphonic will also be an opportunity for new audiences to offer an ever-richer and entertaining experience.

PARIS GAMES WEEK PUTS PARIS ON THE GAMING MAP

The eighth edition of Paris Games Week will open its doors at the Porte de Versailles Exhibition Centre from 1st to 5th November 2017. An absolute must for all gaming fans, since its creation in 2010 the event has become a benchmark for general public shows in France. For the occasion, Paris becomes the gaming centre of the world for nearly a week. This will be an extraordinary edition and its heart will beat loud and clear at the Porte de Versailles and beyond, in France’s capital.

PARIS GAMES WEEK

PUTS PARIS ON THE GAMING MAP

*Different combined daily flows: paying visitors and guests, exhibitors, organisation and security teams, media, professionals, premier and night event attendees.
PARIS GAMES WEEK
SYMPHONIC

Paris Games Week has created this event and for the first time is presenting an exceptional concert, a must for all video game fans: the greatest and most classic video game music played by a symphonic orchestra. The unique performance for Paris Games Week Symphonic will take place on 1st November at 8.30pm in the prestigious venue that is the Grand Rex, Paris.

AN INVITATION TO RELIVE THE STRONGEST EMOTIONS IN GAMING

Played by the professional Sinfonia Pop Orchestra, Paris Games Week Symphonic will perform brand new scores from more than 40 video game pieces of music. On stage, over 60 musicians will be conducted by Constantin Rouits, Director of the Massy Opera. This musical journey is an invitation to relive the best emotional moments in video gaming thanks to an exceptional music programme devised by SELL editors and the Overlook Events team, specialised in the production of musical shows and already behind many great successes (Tribute to John Williams, TV Series Live, Dragon Ball Symphonic Adventure...).

“Paris Games Week Symphonic will also be an opportunity for new audiences to discover another side of video gaming and all the rich possibilities of gaming fun. This show will be an emotionally charged performance!” – Julie Chalmette, SELL President.

A BRAND NEW MUSICAL JOURNEY THROUGH TIME

Paris Games Week Symphonic is divided into different acts. In the opening act, the audience will be invited to rediscover a selection of classic and vintage compositions played by the symphonic orchestra. The performers will then pay tribute to more modern pieces of music that are just as famous, some of which have never been played before a live audience. Including: Age of Empires III, Assassin’s Creed II, Vampyr, Mass Effect, Injustice, Resident Evil, The Witcher 3 and also Skyrim. The show will also give pride of place to French composers.

Music at the heart of the creative process

Embedded at the very heart of video gaming’s creative process, music plays a choice role in the gaming experience. It helps create emotion and heighten the experience.
A responsible industry

**Record attendance for the 7th edition of PGW:**
310,000 visitors*
Federated by their passion for video games

*Different combined daily flows: paying visitors and guests, exhibitors, organisation and security teams, media, professionals, premier and night event attendees.

**Paris Games Week 2016 in figures**

**Geographic origin**

- **43% Paris and Greater Paris**
- **54% Elsewhere in France**
- **3% Overseas**

**Average age**

- **26 Show Visitors**
- **34 Regular Gamers**

**The show is enjoying lightning growth**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors (1 = 1,000)</th>
<th>Exhibitors (1 = 1)</th>
<th>Square metres (1 = 1,000)</th>
</tr>
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<tbody>
<tr>
<td>2010</td>
<td>120</td>
<td>38</td>
<td>14</td>
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<tr>
<td>2011</td>
<td>180</td>
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<td>2014</td>
<td>272</td>
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<td>2015</td>
<td>307</td>
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</tr>
<tr>
<td>2016</td>
<td>310</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>2017</td>
<td>320</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

**Media coverage in French media**

- **Over 2,600 articles and features** (TV, radio, press, web)
- **As well as 4,483 video reports and posts** (blogs and social media)

**TV and radio**

250 features 16 hours of TV
- **64%** news
- **36%** radio

**Press and web**

2,350 articles
- **90%** web
- **10%** print

**Blogs and social media**

4,483 video reports and posts
- **52%** video reports
- **48%** posts

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**Visitors**

*Exhibitor data to 12/10/2017. Visitor target for 2017: 320,000*

**Exhibitors**

**Square metres**
PARIS GAMES WEEK
A MUST FOR ALL GAMING FANS AND THEIR FAMILIES

PGW NOTORIETY

54% OF FRENCH PEOPLE HAVE HEARD OF PGW

Of them, 28% KNOW IT VERY WELL

WHY DO THEY COME TO PGW?

94% 90%
Discover and test the latest games and technologies Meet other players

89%
See PGW AS A MAJOR EVENT IN THE VIDEO GAME WORLD

87% 86%
Got an idea of the games to buy at Christmas Watch eSports competitions

Source: SELL/GfK “French public and Video gaming” survey on the basis of 1,023 people aged 10 to 65, October 2017
THE MISSIONS OF SELL

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 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.

IDEF is a trade fair. Every year, all of the video game industry comes together there. Over three days, they present industry buyers with gaming trends and new products and services which will create a buzz for the Christmas season. Furthermore, panels, conferences and round tables introduce and explain new usages and new technologies which will move the video game industry forward, an industry which is enjoying constant growth.

Paris Games Week is a general public show. Over five days, hundreds of thousands of gamers, their families and friends will play and discover the latest titles, technologies and peripherals for the Christmas season. Even though it is open to all and has events suitable for every audience, Paris Games Week has an area specially designed for younger gamers: Junior PGW. There, children and parents can discover games, accessories and activities specially designed for a younger audience. PGW is also an opportunity to meet some of the colleges offering courses in video gaming and digital design. Finally, the world’s third largest video game show couldn’t forget the professionals. Game Connection is a space where industry professionals can meet and discover creations and offers which will hit the headlines in the coming months and years.

SELL also has a vocation to defend the interests of its members and, more generally, all of the video game sector. This includes software publishers, console manufacturers, accessory manufacturers and also development studios and colleges offering video game courses.
In 2017, SELL is giving a voice to the many talented people in the sector it chose the audiovisual format to highlight the wealth of riches video gaming represents.

Find all this content on sell.fr

Video Game Itineraries
The first documentary by SELL retraces the history of video gaming and puts the spotlight on different stages of its rejection until its recognition as a popular leisure activity. Over 13 minutes, “Video game itineraries” decodes more than half a century of video gaming, giving a voice to experts and intellectuals from the sector. From arcade games to the popular artistic movement we know today, we take a look back at 60 years of video gaming.

Checkpoint
Checkpoint is a series inspired by Proust’s questionnaire. SELL interviewed talented people who have shaped the industry: studio founders, creative directors, producers, etc. giving them a voice through an interest in their tastes, personalities, aspirations and more.

Photo: Lubna Cecillon, producer (MachineGames)

The French Video Game Market in a Few Figures
What does the video game market represent today? What is its demographic and how economically dynamic is it? Who are the gamers? SELL retraces the evolution of the French video game market through a few key figures recorded between 1999 and 2016. You will find that over 17 years, the average age of gamers rose from 21 to 34 and that the market’s turnover has grown from 862 million to 3.46 billion euros.
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*Disney Interactive*

*Electronic Arts*

*Focus Home Interactive*

*Game One*

*Gravity Europe*

*Innelec Multimedia*

*Just For Games*

*Koch Media*

*Konami*

*Microsoft*

*Nintendo*

*Orange*

*Sega*

*Sony Interactive Entertainment*

*Square Enix*

*Take-Two Interactive*

*Ubisoft*

*Warner Interactive*
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