

OCTOBER 2017

# LESSENTIAL

## VIDEO GAME NEWS

MARKET - CONSUMPTION - USE



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## VIDEO GAME NEWS

MARKET - CONSUMPTION - USE

**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.

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CHAPTER 1

# UNDERSTANDING THE VIDEO GAME MARKET

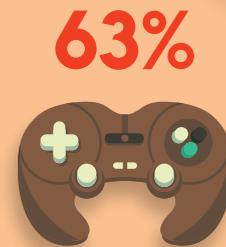
## 2016 MARKET REPORT

### SALES FROM THE FRENCH VIDEO GAME MARKET

**+4%**  
MARKET  
GROWTH

**3.46**  
BILLION  
EUROS

HARDWARE + SOFTWARE  
MARKET  
(PHYSICAL AND DIGITAL)  
+ ACCESSORIES  
+ MOBILE



**CONSOLE**  
Ecosystem  
Hardware, software  
and accessories

**8%**



**MOBILE**  
Ecosystem

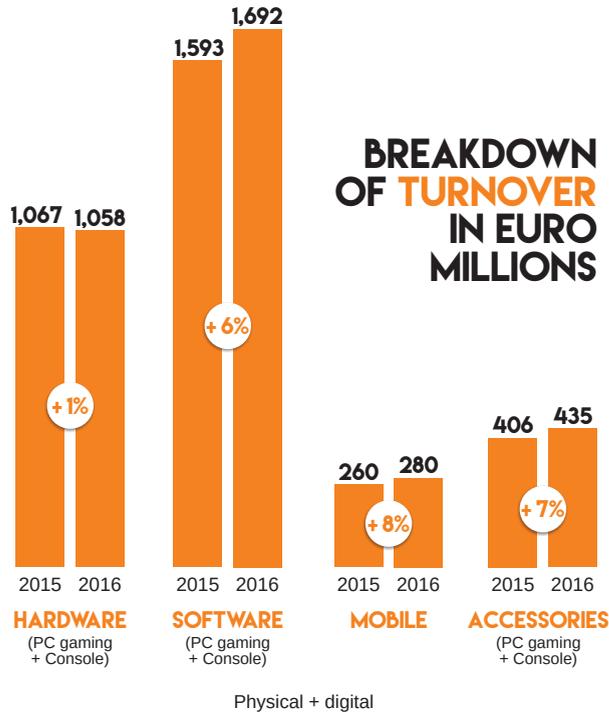
**29%**



**PC GAMING\***  
Ecosystem  
Hardware, software  
and accessories

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

# CLOSE-UP MARKET SEGMENTS

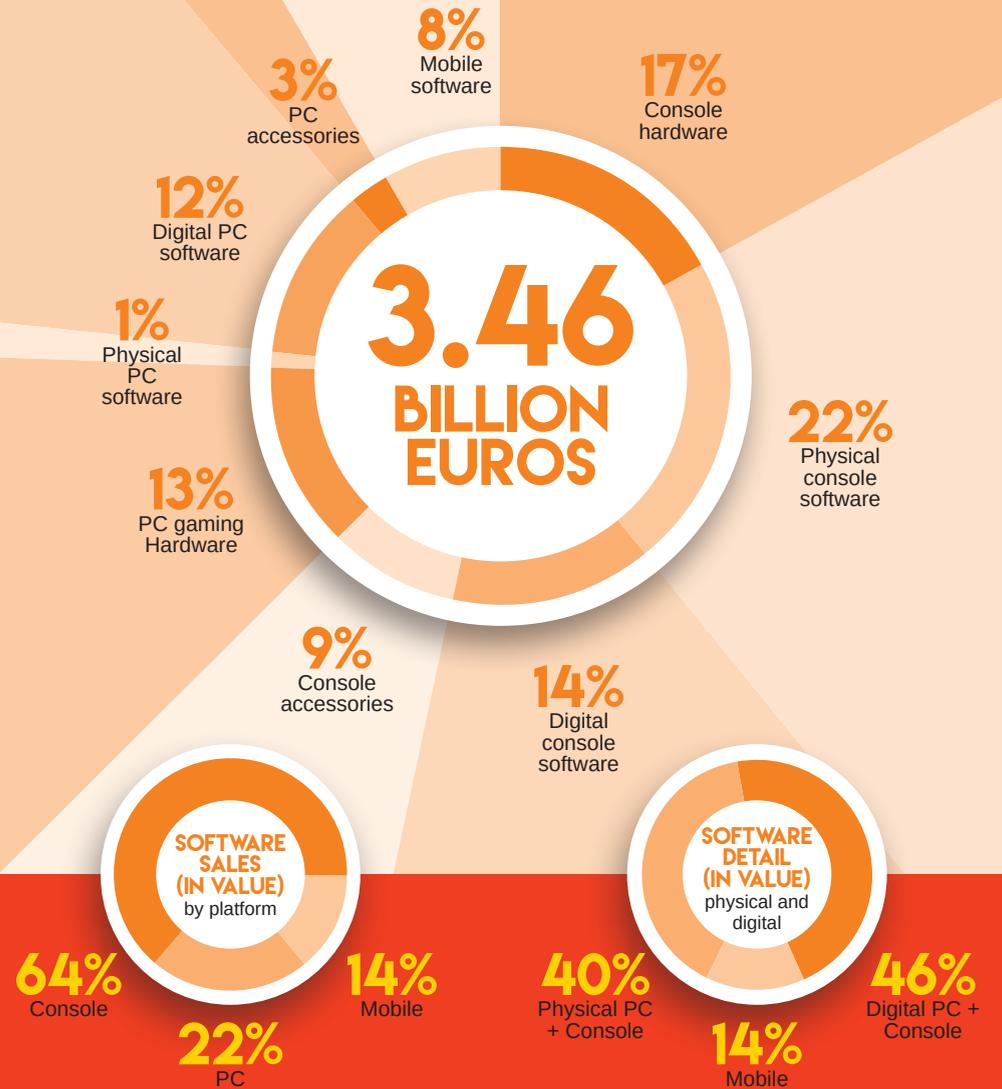


## + 4% TURNOVER FOR GLOBAL MARKET

[ CONSOLES + PC GAMING + MOBILE (PHYSICAL AND DIGITAL MARKET) ]

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

# CLOSE-UP MARKET SEGMENTS



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

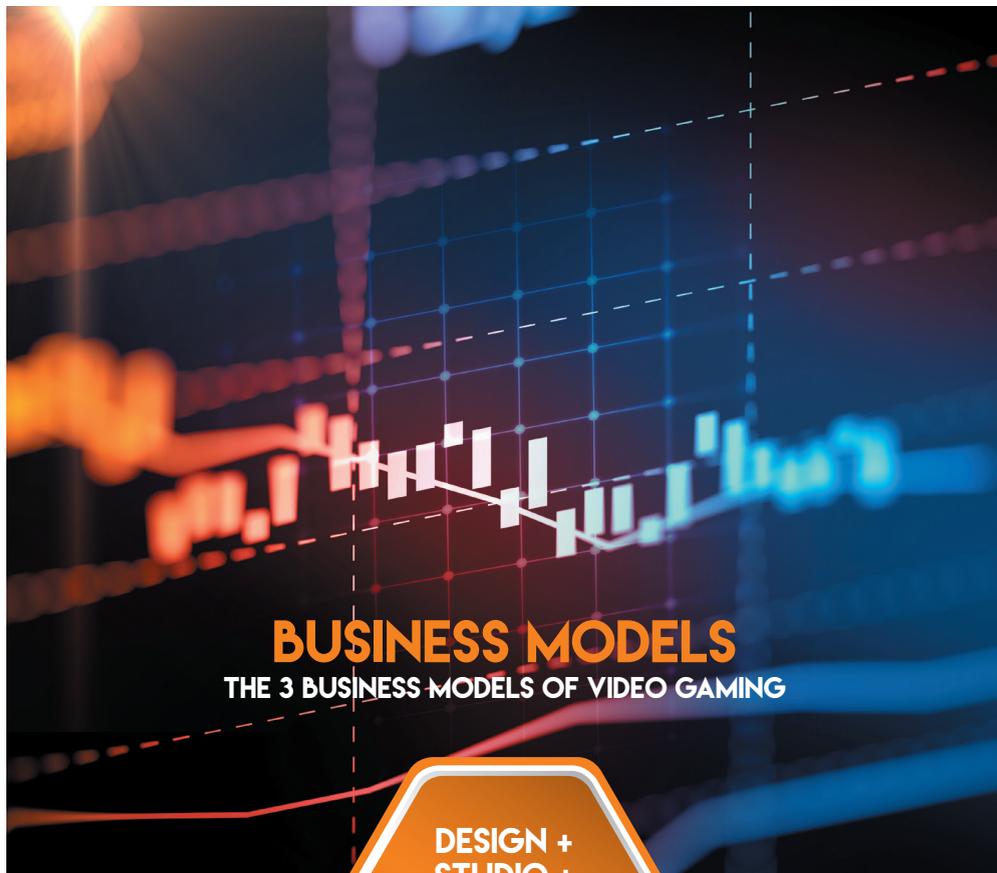
# TRENDS AND INNOVATIONS

A MARKET IN PERPETUAL CHANGE



# THE VIDEO GAME ECOSYSTEM





## BUSINESS MODELS

THE 3 BUSINESS MODELS OF VIDEO GAMING



CHAPTER 3

# PROFILES OF FRENCH GAMERS

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 purchases 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 PEOPLE AND THEIR HABITS

FRENCH HABITS  
(IN HOURS PER WEEK)

GAMER HABITS  
(IN HOURS PER WEEK)

28.9		SURF THE WEB + 1.4 hours	30.3
24.3		WATCH TELEVISION - 1 hour	23.3
8.9		LISTEN TO MUSIC (NOT THE RADIO) + 1.8 hours	10.7
8.4		LISTEN TO THE RADIO - 0.2 hour	8.2
4.9		WATCH VIDEOS (DVD, BLU-RAY, VOD, STREAMING, CATCH-UP) + 1.4 hours	6.3
3		PLAY ON THE SMARTPHONE AND TABLET + 2.1 hours	5.1
2.2		PLAY ON THE CONSOLE AND PC + 2.1 hours	4.3
3		READ BOOKS (PAPER, EBOOKS) + 0.2 hours	3.2
1.9		READ MAGAZINES / NEWSPAPERS - 0.1 hours	1.8
1.1		GO TO THE CINEMA + 0.1 hours	1.2

Source: SELL / GfK "The French and Video gaming" survey based on 1,023 people aged between 10 and 65, October 2017

# VIDEO GAMING: A LEISURE ACTIVITY FOR EVERYONE

**53%** OF FRENCH PEOPLE PLAY REGULARLY

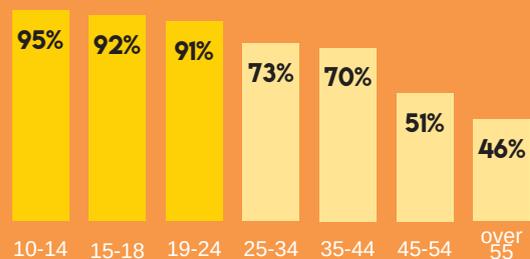
**68%** OF FRENCH PEOPLE PLAY AT LEAST OCCASIONALLY

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



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

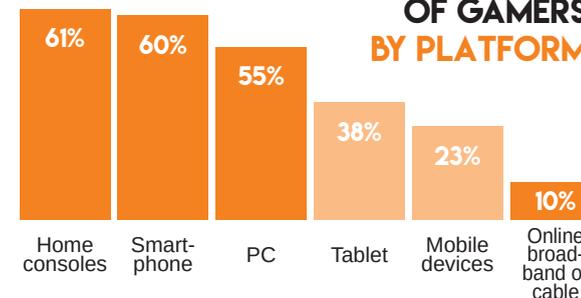
**29%** PLAY REGULARLY (at least twice a week)



**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



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

# 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?



## GAMING FREQUENCY OF PARENTS WITH THEIR CHILDREN

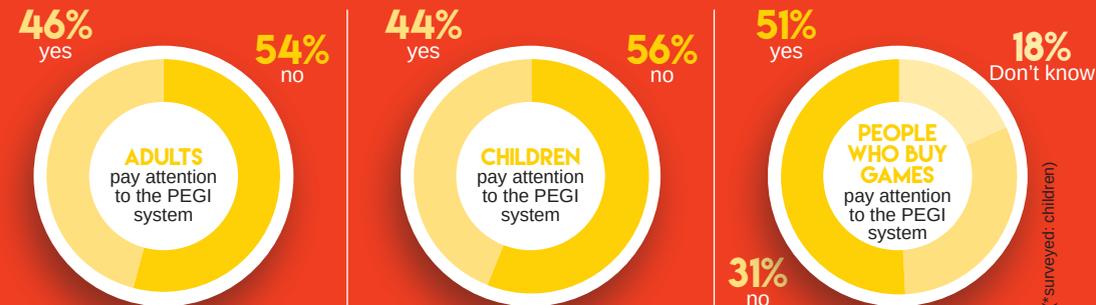


Source: SELL/GfK survey "French public and Video gaming" on the basis of 1,023 people aged 10 to 65, October 2017

# THE ACT OF BUYING AND THE PEGI RATING SYSTEM



## ATTITUDE TO THE PEGI RATING SYSTEM



Source: SELL / GfK "The French and Video gaming" survey based on 1,023 people aged between 10 and 65, October 2017

# A RESPONSIBLE INDUSTRY



## TOP 10 MOST PLAYED TYPES OF VIDEO GAMES IN 2017

CAR RACING	41%
PLATFORM	37%
ACTION	36%
SOCIAL GAMING	35%
SPORTS	32%
SHOOTING/FPS	31%
ROLE-PLAYING	31%
STRATEGY GAMES	28%
KIDS' GAMES	25%
COMBAT	19%
MULTIPLAYER ONLINE	19%
RHYTHM GAMES	19%

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

CREATED  
IN  
2003

PRESENT  
IN 38  
COUNTRIES

OVER 28,000  
APPROVED  
GAMES

FEDERATING  
1,700 MEMBER  
COMPANIES



# PEGI PAN EUROPEAN GAME INFORMATION

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.

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 through 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.

## PEGI LABELS



## THE LABELS



This game contains bad language.



This game contains violent scenes.



This game contains images which may encourage discrimination.



This game may frighten young children.



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



This game encourages and/or teaches gambling.



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



This game allows online gaming and may therefore allow inappropriate content.

### 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 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.

# PEGI AN INFORMATION AND AWARENESS CAMPAIGN TO REMIND PARENTS OF THE RULES AND GOOD PRACTICES OF GAMING

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.

Since 2003, the PEGI system has been guaranteeing comprehensible and precise information regardless 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.

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

SELL has invested a budget of €400,000 from June to September to broadcast this message through advertorials 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.



# PEDAGOJEUX.FR THE WEBSITE FOR INFORMATION AND RAISING AWARENESS ABOUT VIDEO GAMES

The PédagoJeux website guides parents and educators through the complex world of video gaming. On [pedagojeux.fr](http://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.

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.

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 25<sup>th</sup> 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



## CREATION OF THE WOMEN IN GAMES FRANCE ASSOCIATION, WHICH PROMOTES DIVERSITY IN THE VIDEO GAME INDUSTRY IN FRANCE

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 unrepresented 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](mailto: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.

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

## WOMEN IN GAMES FRANCE AT PARIS GAMES WEEK NETWORKING EVENT AND INTRODUCTORY CODING WORKSHOP FOR KIDS



### A feminine focus for the video game industry

This first edition wants to encourage women from the industry to meet and discuss their careers and professional projects. At the networking event, guests from different businesses and fields in video gaming (development, media, publishing, youtubers, etc.) will talk about their careers within the industry. The Women in Games networking event will take place on Friday 3rd November from 4 to 6.30pm at Paris Games Week.

### 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.



CHAPTER 4

# PARIS GAMES WEEK



## 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 1<sup>st</sup> to 5<sup>th</sup> 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 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 1<sup>st</sup> 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 discover another side of video gaming and the rich possibilities of gaming fun.

**INDIE CAFE** Also as part of Paris Games Week is the second edition of IndieCade Europe, the festival of independent games held on 30<sup>th</sup> and 31<sup>st</sup> October at the *Conservatoire National des Arts et Métiers* in Paris. Often described as the Sundance Festival of video games, IndieCade promotes independent creativity, showcasing innovative and experimental projects which contribute to the industry's success. Paris Games Week has established this brand new partnership to celebrate its openness to all the richness and diversity of video gaming creativity.

For the second time, a European PlayStation conference will take place in Paris, at Paris Games Week. PGW is therefore confirming itself once again as the benchmark on the international video game exhibition landscape: a sign of its scope and its reach beyond France.

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



TWO KEY WORDS

# EXPERIENCE & INNOVATION

The ingredients that have made the show a success since its creation in 2010 will of course be there for this eighth edition. The annual video gaming event promises all gamers and all families an extraordinary experience, celebrating sharing and discovery. Early November, Paris Games Week is the ideal place to discover and test new end-of-year products and releases scheduled for 2018: hardware, software and accessories. A hall completed dedicated to e-sport will host many events, including the finals of international competitions. Finally, studios, designers, colleges and professionals from every branch of the industry will also be there as well as many associations who strive to help share and enjoy video gaming.

**Julie Chalmette, SELL President and Paris Games Week organiser, explains:**  
*"The 2017 edition promises to be exceptional and will mark a turning point in the history of Paris Games Week. Rich line-ups and games scheduled for release in 2018 will be revealed, not forgetting the announcement of great hardware news with the presence of three manufacturers we are delighted to welcome this year. We wanted to give a particular colour to this edition and offer a new experience to our visitors to promote all the rich aspects of video gaming, particularly through music, an art that comes into its own in video games, with our Paris Games Week Symphonic Concert. "*

**"PARIS GAMES WEEK IS THE IDEAL PLACE TO DISCOVER NEW PRODUCTS."**

# 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 1<sup>st</sup> November at 8.30pm in the prestigious venue that is the Grand Rex, Paris.



**AN INVITATION TO RELIEVE 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...).  
*"For the first time, Paris Games Week is hosting an event outside of the show's walls. Paris Games Week Symphonic reflects the image of the show: it is a unique video gaming experience. Players can reconnect with 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 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.

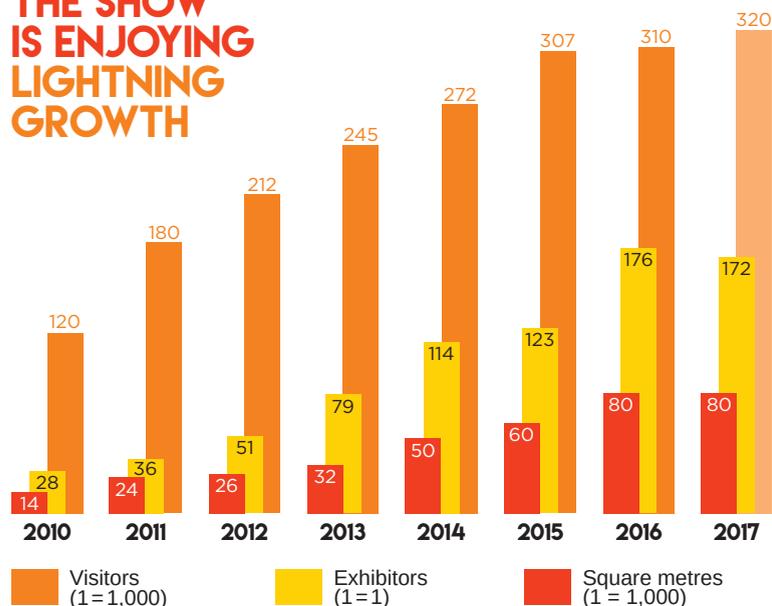
**MUSIC AT THE HEART OF THE CREATIVE PROCESS**

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.

# RECORD ATTENDANCE FOR THE 7<sup>TH</sup> 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.

## THE SHOW IS ENJOYING LIGHTNING GROWTH

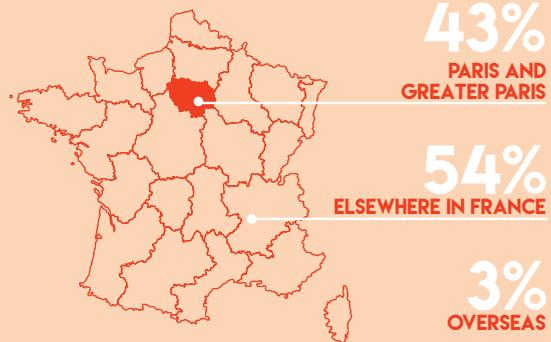


\*\*Exhibitor data to 12/10/2017. Visitor target for 2017: 320,000



# PARIS GAMES WEEK 2016 IN FIGURES

## GEOGRAPHIC ORIGIN



## AVERAGE AGE



26 SHOW VISITORS

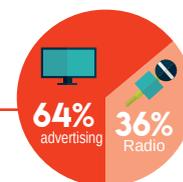
34 REGULAR GAMERS

## 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)

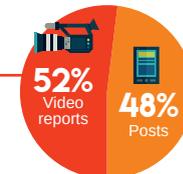
TV AND RADIO **250** FEATURES **16 HRS** HOURS OF TV



PRESS AND WEB **2,350** ARTICLES

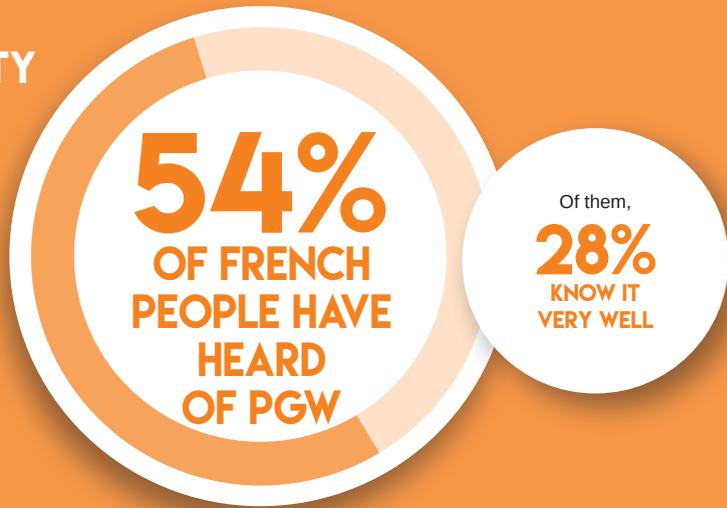


BLOGS AND SOCIAL MEDIA **4,483** VIDEO REPORTS AND POSTS



# PARIS GAMES WEEK A MUST FOR ALL GAMING FANS AND THEIR FAMILIES

## PGW NOTORIETY



## WHY DO THEY COME TO PGW?



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



## CHAPTER 5

# SELL

## THE UNION OF VIDEO GAME PUBLISHERS

# 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.** Ever 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



**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.

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.

# PROMOTE THE INDUSTRY'S CREATIVITY, INNOVATION AND RESPONSIBILITY

**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.



#### 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.

FIND ALL THIS CONTENT ON [SELL.FR](http://SELL.FR)

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