1/3

FEBRUARY 2015

ESSENTIAL VIDEO GAME NEWS

MARKET, CONSUMPTION AND USE

S.E.L.L.
SYNDICAT DES EDITEURS DE LOGICIELS DE LOISIRS

Editorial

We had envisaged 2014 as an historic year and it fulfilled all its promises. For the first time since 2008, the French video gaming market is enjoying strong growth, marked by the arrival of 8th generation consoles and the start of a new cycle. Energised by consoles, software and also accessories, our market is the only cultural industry to register growth in 2014.

2015 perspectives are also very positive. Gamers' enthusiasm for the new consoles is confirmed and within this cycle, we are entering a phase that is very encouraging for software and accessories.

In broader terms, the coming years reserve many surprises in terms of innovation, content, media, technologies and practices. Video gaming throughout its history has always been a precursor and remains a singular industry, the only one capable of providing so many technological experiences and upheavals in such a short time. The new generation of consoles has pushed video gaming into the connected world. The digital era in which we live is conducive to gaming and the development of innovations. Cloud gaming, virtual reality, voice and movement recognition, streaming platforms, virtualisation and multi-screens are the new technologies accompanying gaming change. They represent new challenges for everyone in the gaming ecosystem.

This year we will also have our major events: IDEF and Paris Games Week.

The continuously developing IDEF dedicated to gaming professionals will this year be held in Bordeaux from 30th June to 2nd July. It will be focused on business meetings and networking between manufacturers, publishers, accessory manufacturers and buyers.

Designed for all gamers and after last October's edition which brought together an unprecedented 272,000 people at the Porte de Versailles Exhibition Centre, Paris Games Week 2015 will be from 28th October to 1st November. Faithful to our ambitions, this new edition will embrace the same dynamic of federating the entire industry, for every gaming fan.

2015 is also a symbolic year for the union I represent. This year, SELL is celebrating its 20th anniversary and promises to continue to work with the same enthusiasm and commitment for gamers and everyone to whom this industry is so dear.

See you in June for the next edition of Essential Video Game News which will be published for the 10th edition of IDEF!

Jean-Claude Ghinozzi
Chairman of SELL

Contents

Essential Video Game News (three issues a year) is produced by the Union of Video Game Publishers (SELL).
It reflects the market and consumption of the French video gaming industry.

Chapter 1

The French video game market

15 years in the making

The history of video gaming in France dates back to the 1980s. The last twenty years have seen the industry and how it is used change dramatically. Today it is the 2nd largest cultural industry behind books. Gaming has slowly become generalised, entering every French home.

In the early 2000s, only 20% of the French population said they played video games, a large proportion being men with an average age of 21. 15 years later and one out of every two French people now say they play video games with almost equal sexual parity and an average age that extends way beyond 30.

53% of the population
PERCENTAGE OF GAMERS
IN 2014

35 years old
AVERAGE AGE OF GAMERS
IN 2014

51% M
49% W
MALE / FEMALE BREAKDOWN
IN 2014

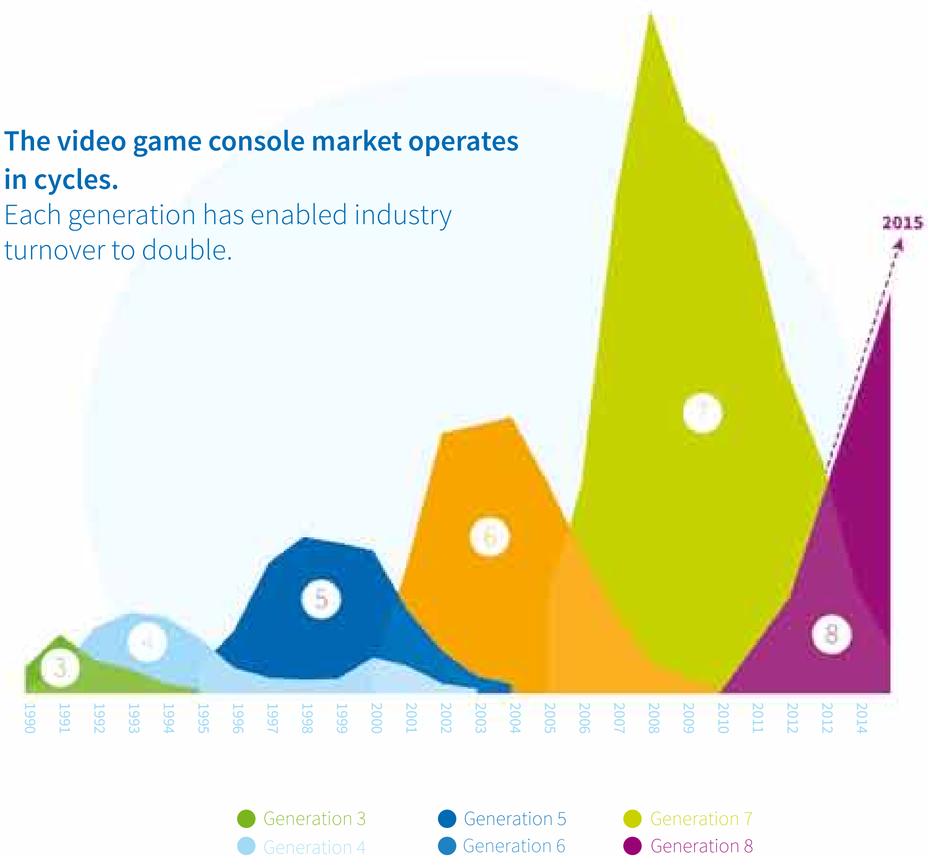
Sources: SELL / GFK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

A growing market

Gaming console cycles

(Hardware + physical software)

The video game console market operates in cycles.
Each generation has enabled industry turnover to double.



Sources: GfK (Hardware + Physical Software) / Panel data at end 2014

2014 market report

First return to growth since 2008

Turnover France

2.7

BILLION EUROS

(estimation)

HARDWARE + SOFTWARE + ACCESSORIES + ONLINE + MOBILE

+3% Market growth

1.9

BILLION EXCLUDING VIRTUAL

+1% growth

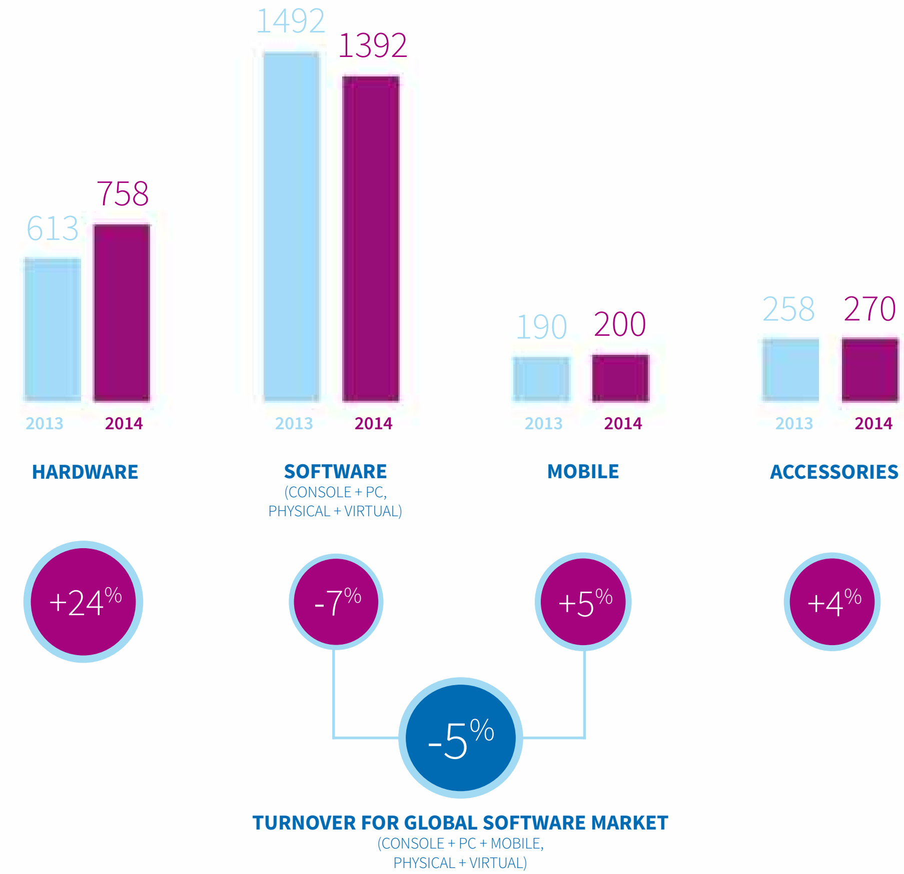
VIDEO GAMING: THE ONLY PHYSICAL ENTERTAINMENT MARKET THAT **ENJOYED GROWTH IN 2014**

FRANCE IS IN THE TOP 3 EUROPEAN MARKETS
with Great Britain and Germany

Sources: SELL estimation, using GfK panel data at end 2014

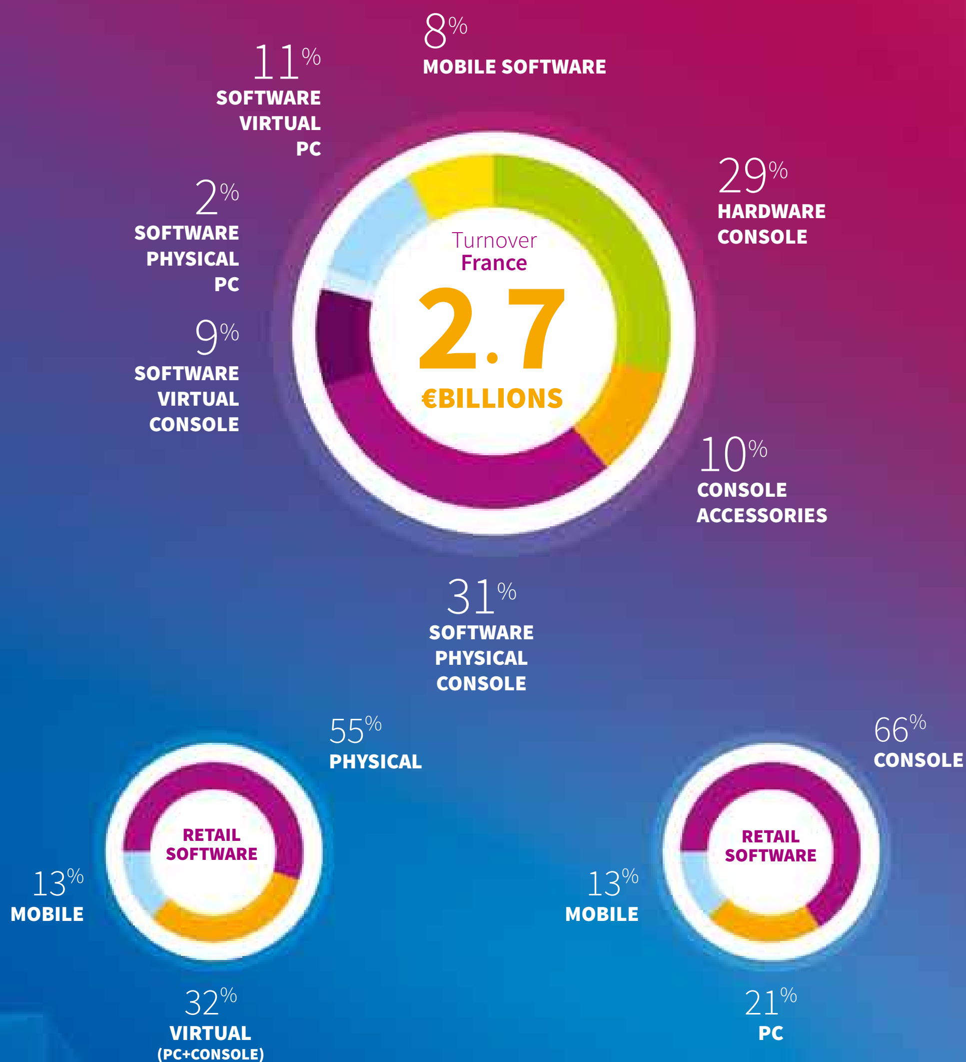
Close-up: market segments

Breakdown of turnover in euro millions



Sources: GfK / Panel data at end 2014

2014 market report



Sources: SELL estimation, using GfK panel data at end 2014

Summary of 2014

Jean-François Boone – GfK
Group Manager, Interactive and Video Gaming Panel

2014: a return to growth
The growing strength of 8th generation consoles is beginning to show its full scope. The market has returned to growth (+3% in value) for the first time since 2008, thanks to consoles and accessories.

The video game market is very singular in its cyclical nature, marked by the renewal of console generations. This phenomenon is reiterated by the specific developments in each of the market segments: consoles, software and accessories. Each new cycle begins naturally with the development of consoles.

The software market is the largest in terms of value at 1,392 million euros representing consoles and PC games, physical and virtual combined. However, there has been a slight fall since 2013 because of a drop in game sales for 7th generation consoles and despite an astronomic rise in 8th generation game sales (+99%) which should continue throughout 2015.

2014 will be marked by licences confirming their success on the new generation consoles. We can also note the performance of new licences calibrated for 8th generation consoles which have quickly established themselves.

To conclude, the console market representing 758 million euros (+24% in value) is propelling the market upwards. The 8th generation now represents 89% of the value of consoles.

The accessories market has rediscovered growth in value (+4% at 270 million euros) with controllers and prepaid cards heading up the sales.

Growth of the French video gaming market is unique in 2014 for cultural industries. The market had not experienced growth since 2008, the year of the 7th generation peak.

Trends and innovations

8th generation consoles are packed full of innovations and new possibilities for gamers:

MULTI-SCREEN

An innovation inherent to 8th generation consoles: the association of a second main screen, offering total control of the game or console. On a tablet, smartphone, controller or even a handheld console, the second screen broadens interactions and ways to game.

CLOUD GAMING

Cloud gaming means installing and hosting remote gaming on servers, for playing via streaming. With this technology gamers are free to play however they want to: on consoles, tablets or smartphones.

HYPER-CONNECTIVITY: MULTI-PLAYER AND SOCIAL INTERACTION

The new consoles have brought gaming into a new era: the connected world. From their consoles, gamers can now surf the web, chat with friends, continue playing on their handheld console or smartphone, or watch a film through VOD. Connected consoles also mean easily sharing your gameplay by streaming to online platforms like Twitch, Youtube and Dailymotion Games that are enjoying unprecedented success. Some gameplays are watched by millions of people and this phenomenon is echoing the generalisation of e-Sport and gaming in general. Playing online with friends or strangers has also become child's play. Duels between gamers, helping others with missions or finding friends...all these possibilities demonstrate a strong industry trend.

The French video game market

VIRTUAL REALITY, VOICE AND MOVEMENT RECOGNITION

Virtual reality helmets offer the promise of a new experience, more real than reality, pushing the boundaries of immersion in the gaming world. Gamers await with baited breath. A mere fantasy a few months ago, virtual reality projects are increasing in number.
More and more gamers are also opting for voice and movement controls which are an integral part of many games. This is a major change in how new generation consoles are used, offering new possibilities to video game creators.

2014 market report
Top console sales in 2014

2,656,000
consoles sold in 2014

1,740,000 home consoles

359,000
generation 7

1,381,000
generation 8

916,000 portable consoles

68,000
generation 7

848,000
generation 8

427,000
generation 7 in 2014

2,229,000
generation 8 in 2014

Sources: GfK / Panel data at end 2014

2014 market report
Console performances

PERFORMANCE OF 8TH GENERATION IN 2014

+64%
turnover
CONSOLES

+99%
turnover
CONSOLE SOFTWARE

Sources: GfK / Panel data at end 2014

7TH AND 8TH GENERATION ESTABLISHED BASE

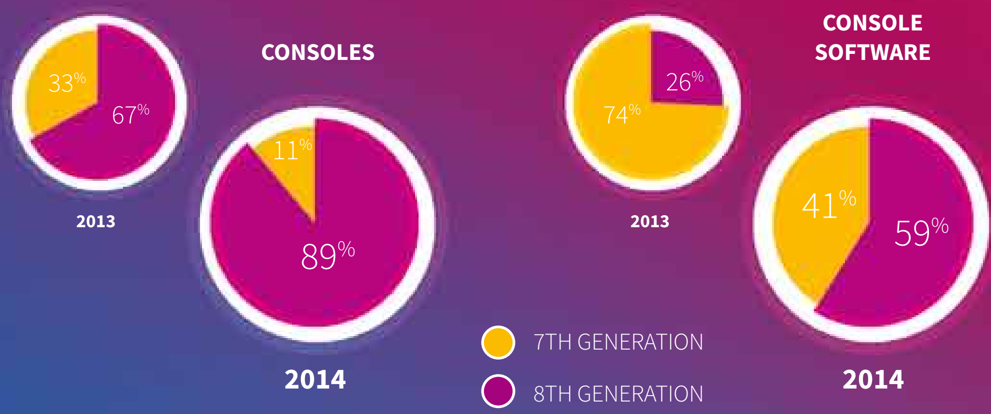
29
MILLION
generation 7 consoles

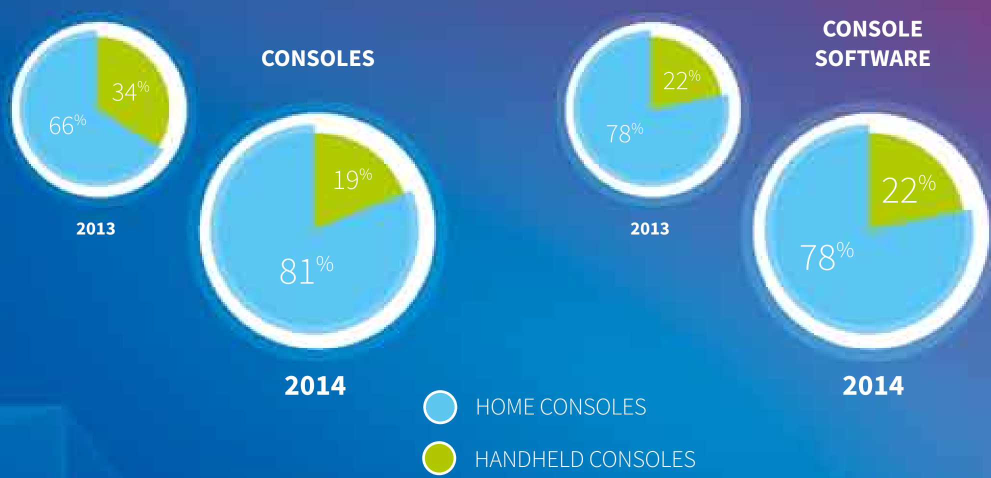
5.9
MILLION
generation 8 consoles

Total of sales since the launch of consoles at end 2014

2014 market report

Console sales analysis 2013 - 2014





Sources: GfK / Panel data at end 2014

2014 market report

Accessories

MARKET WORTH
270
MILLION EUROS
(VS 258 IN 2013)
+4%

TOP 5 ACCESSORIES (IN MILLIONS OF EUROS)

CONTROLLERS	86 MILLION EUROS
PREPAID CARDS	56 MILLION EUROS
HEADSETS AND AUDIO ACCESSORIES	42 MILLION EUROS
GAMING TOYS	35 MILLION EUROS
CHARGERS	13 MILLION EUROS

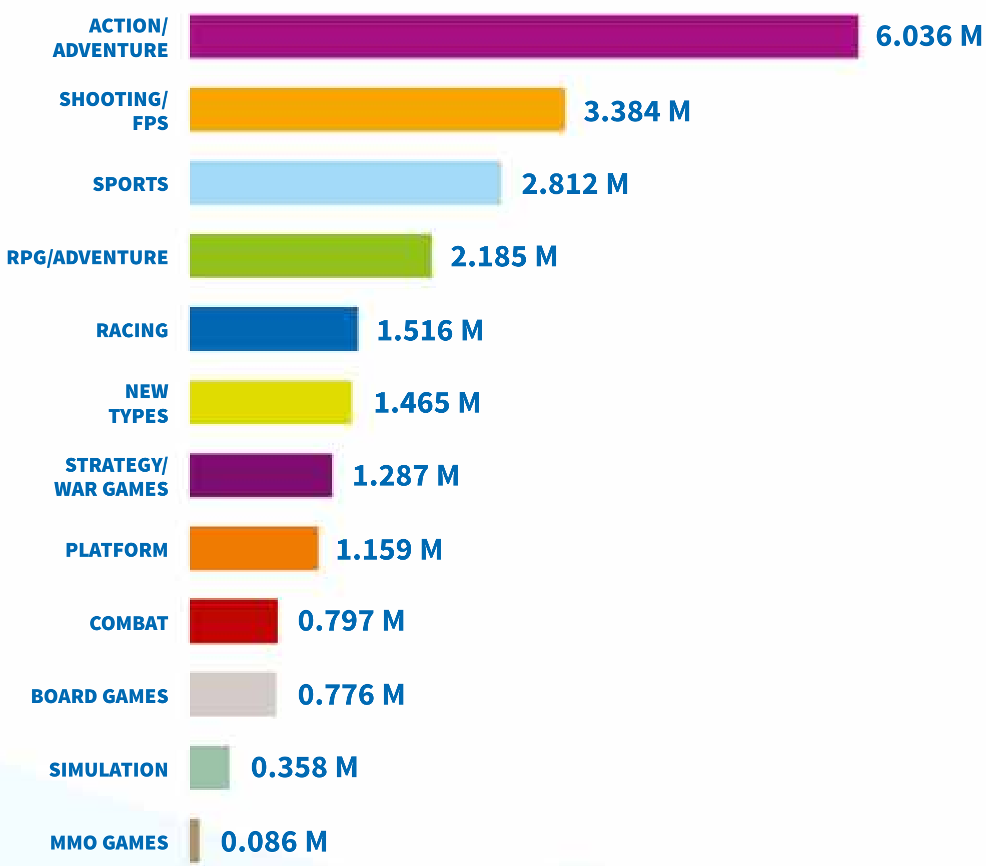
3 CATEGORIES ENJOYING STRONG GROWTH

	VOLUME	VALUE
CONTROLLERS	+16.3%	+24.7%
PREPAID CARDS	+45.2%	+46.8%
STEERING WHEELS	+40.1%	+36.7%

Sources: GfK / Panel data at end 2014

Top 10 types of video games bought in 2014

MOST SOLD GAMES BY TYPE IN MILLIONS (PHYSICAL MARKET)



GfK / Physical market panel data at end 2014

Top 10 games in 2014
All platforms (physical market)

IN VOLUME

1	FIFA 15	ELECTRONIC ARTS	1,292,290
2	CALL OF DUTY ADVANCED WARFARE	ACTIVISION BLIZZARD	909,784
3	GTA 5	TAKE-TWO INTERACTIVE	593,073
4	WATCH DOGS	UBISOFT	574,779
5	POKEMON SAPHIR ALPHA / RUBIS OMEGA	NINTENDO	447,136
6	FIFA 14	ELECTRONIC ARTS	446,178
7	MINECRAFT	SONY	425,845
8	TOMODACHI LIFE	NINTENDO	397,357
9	CALL OF DUTY: GHOSTS	ACTIVISION BLIZZARD	377,393
10	ASSASSIN'S CREED UNITY	UBISOFT	362,237

IN VALUE

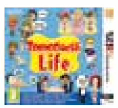
1	FIFA 15	ELECTRONIC ARTS	€74,860,000
2	CALL OF DUTY ADVANCED WARFARE	ACTIVISION BLIZZARD	€53,756,000
3	WATCH DOGS	UBISOFT	€53,756,000
4	GTA 5	TAKE-TWO INTERACTIVE	€31,547,000
5	FIFA 14	ELECTRONIC ARTS	€23,688,000
6	ASSASSIN'S CREED UNITY	UBISOFT	€22,790,000
7	DESTINY	ACTIVISION BLIZZARD	€21,330,000
8	FAR CRY 4	UBISOFT	€20,941,000
9	POKEMON SAPHIR ALPHA / RUBIS OMEGA	NINTENDO	€17,576,000
10	CALL OF DUTY: GHOSTS	ACTIVISION BLIZZARD	€15,208,000

GfK / Physical market panel data at end 2014

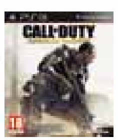
Top 10 games in 2014
Ranking by **volume** (Physical market)

1. 
FIFA 15
ELECTRONIC ARTS
(PS3)
468,975

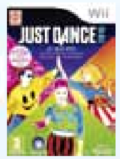
2. 
FIFA 15
ELECTRONIC ARTS
(PS4)
429,121

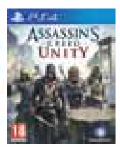
3. 
TOMODACHI LIFE
NINTENDO
(3DS)
397,357

4. 
CALL OF DUTY ADVANCED WARFARE
ACTIVISION BLIZZARD
(PS4)
333,836

5. 
CALL OF DUTY ADVANCED WARFARE
ACTIVISION BLIZZARD
(PS3)
303,987

6. 
SUPER SMASH BROS
NINTENDO
(3DS)
264,021

7. 
JUST DANCE 2015
UBISOFT
(Wii)
260,009

8. 
ASSASSIN'S CREED UNITY SPECIAL EDITION
UBISOFT
(PS4)
237,149

9. 
GTA 5
TAKE-TWO INTERACTIVE
(PS4)
236,019

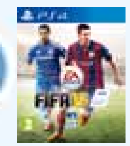
10. 
MINECRAFT
SONY
(PS3)
214,776

SCOPE: Console software + PC games

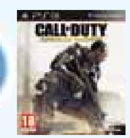
GfK / Physical market panel data at end 2014

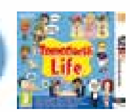
Top 10 games in 2014
Ranking by **value** (Physical market)

1. 
FIFA 15
ELECTRONIC ARTS
(PS3)
€27,297,000

2. 
FIFA 15
ELECTRONIC ARTS
(PS4)
€25,991,000

3. 
CALL OF DUTY ADVANCED WARFARE
ACTIVISION BLIZZARD
(PS4)
€19,494,000

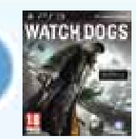
4. 
CALL OF DUTY ADVANCED WARFARE
ACTIVISION BLIZZARD
(PS3)
€17,893,000

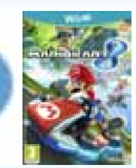
5. 
TOMODACHI LIFE
NINTENDO
(3DS)
€14,999,000

6. 
ASSASSIN'S CREED UNITY SPECIAL EDITION
UBISOFT
(PS4)
€14,519,000

7. 
GTA 5
TAKE-TWO INTERACTIVE
(PS4)
€13,519,000

8. 
WATCH DOGS
UBISOFT
(PS4)
€11,907,000

9. 
WATCH DOGS
UBISOFT
(PS3)
€11,323,000

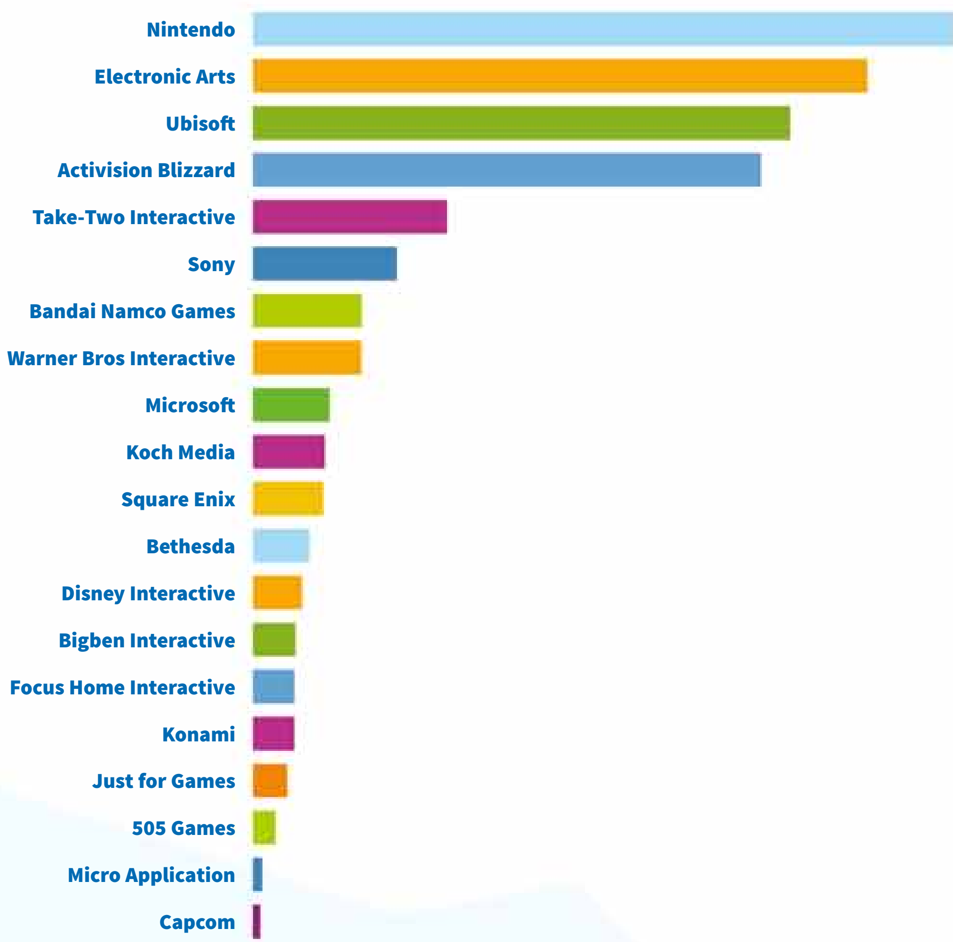
10. 
MARIO KART 8
NINTENDO
(Wii U)
€10,397,000

SCOPE: Console software + PC games

GfK / Physical market panel data at end 2014

Top 20 developers in 2014

Ranking by value. Scope: console software + PC games (physical market)



GfK / Physical market panel data at end 2014

Forecast for 2015

+4% growth expected on the French video game market in 2015

The 2015 market will reaffirm growth in 8th generation consoles which will energise the entire segment. As the cycle moves forward, it is natural that the software market will return to growth as accessories will too.

Many game releases calibrated for 8th generation consoles are scheduled for this year. The expected innovations will help maintain this market's vitality and the gaming community's enthusiasm.

Sources: GfK

A look back at the generations of consoles

5th generation

Consoles	Date of release in Europe
3DO	not available
Amiga CD32	sept-93
Atari Jaguar	nov-93
Saturn	08/07/1995
Playstation	29/09/1995
Nintendo 64	01/03/1997
Gameboy Color	23/11/1998

6th generation

Consoles	Date of release in Europe
Dreamcast	14/10/1999
Playstation 2	24/11/2000
Gamecube	03/05/2002
Xbox	14/03/2002
Gameboy Advance	22/06/2001
Gameboy Advance SP	28/03/2003
Gameboy Micro	04/11/2005
N Gage	01/10/2003

7th generation

Consoles	Date of release in Europe
Playstation 3	23/03/2007
Wii	08/12/2006
Xbox 360	02/12/2005
Nintendo DS	11/03/2005
PSP	01/09/2005

8th generation

Consoles	Date of release in Europe
3DS	25/03/2011
PS VITA	25/02/2012
Wii U	30/11/2012
Xbox One	22/11/2013
Playstation 4	29/11/2013

Sources: GfK

Chapter 2

Consumption and use

About the SELL "French public and Video gaming" survey

The "French public and Video gaming" survey was 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 1,002 people aged 10 to 65 were interviewed in October 2014.

Video gaming: a leisure activity for everyone

53% OF FRENCH PEOPLE PLAY REGULARLY (10-65 year-olds)

75% OF FRENCH PEOPLE PLAY AT LEAST OCCASIONALLY (10-65 year-olds)

51% MEN

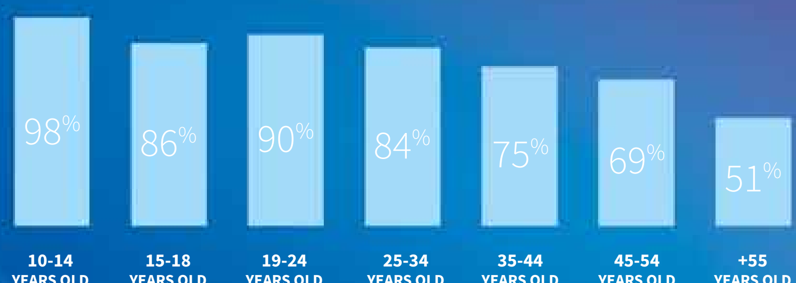
49% WOMEN

35 years old AVERAGE AGE of video gamer

37 years old MEN

33 years old WOMEN

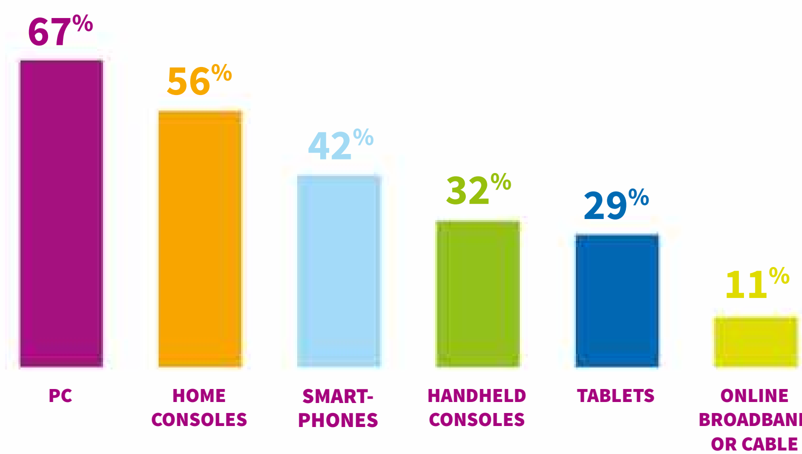
PERCENTAGE OF GAMERS BY AGE GROUP



Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

HOW PEOPLE PLAY

BREAKDOWN OF GAMERS BY PLATFORM



60% PLAY MORE OFFLINE

23% PLAY MORE ON-LINE

17% BOTH

Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

Gaming: the 2nd largest cultural industry in France behind books

78%
of French people consider video gaming
A LEISURE ACTIVITY FOR THE WHOLE FAMILY

70%
of French people consider video gaming a
NEW CULTURE

61%
of French people consider video gaming
A POSITIVE ACTIVITY

Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

Chapter 3

A responsible industry

PEGI: Pan European Game Information

A responsible industry

PEGI Pan European Game Information

Founded in 2003, the PEGI system is used in 31 countries, federates 600 companies and has endorsed over 20,000 games since its creation.

3 questions for Simon Little, Managing Director PEGI SA. :

What does a game endorsement entail?

The PEGI game rating system is the result of a highly organised process: each company appoints a supervisor who is specifically PEGI-trained. When a game is submitted, this supervisor completes a questionnaire that details every aspect of the game. It is then awarded a temporary endorsement.

The game content is then verified by a dedicated inspection organisation and, after validation, the game is awarded its definitive rating.

Which organisation performs the inspections?

There are two: NICAM, based in the Netherlands for the 3, 7 and 12 games and the Video Standards Council based in the United Kingdom, for the 16 and 18 games. They are both totally independent organisations that solidly apply the PEGI rating system.

Is PEGI continuing to evolve?

PEGI has a network of international experts that are recognised academics and specialists in fields such as media, psychology, regulatory systems, law and technologies. These experts advise PEGI on the changes in technologies and content.

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.

The age rating system was created by the ISFE - the Interactive Software Federation of Europe.

3 www.pegi.info | 7 www.pegi.info | 12 www.pegi.info | 16 www.pegi.info | 18 www.pegi.info

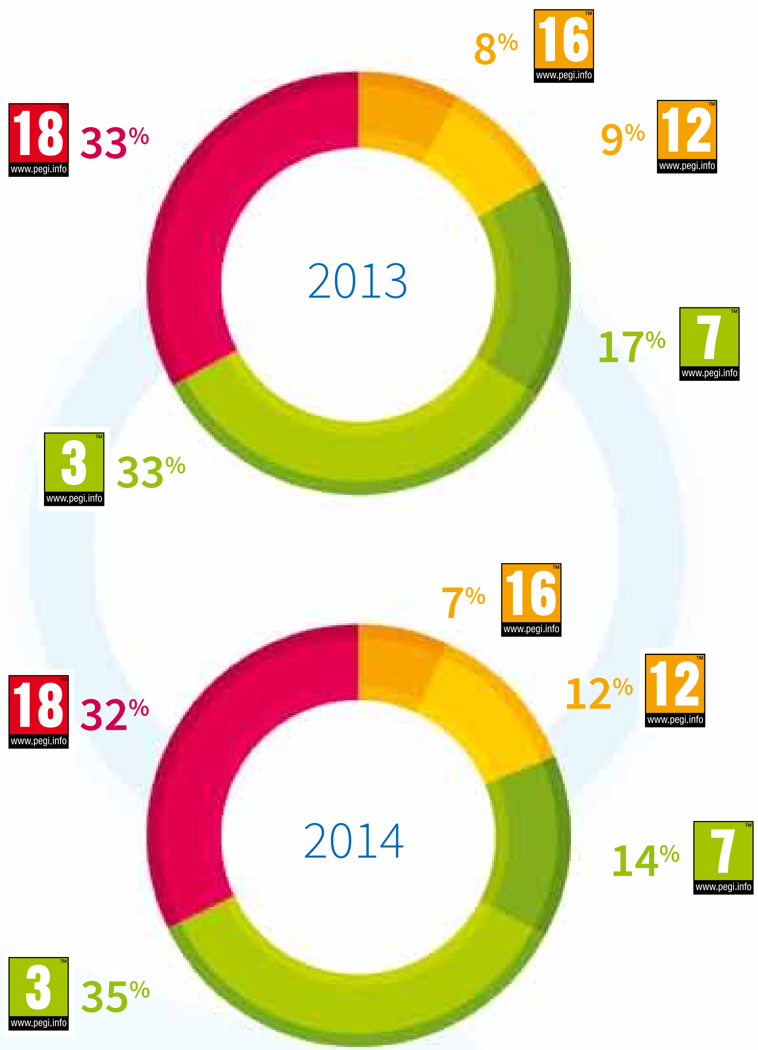
WHAT DO THE LABELS MEAN?

The PEGI labels appear on the front and back of the packaging, 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.

- LANGAGE GROSSIER — This game contains bad language.
- DISCRIMINATION — This game contains images which may encourage discrimination.
- 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.
- VIOLENCE — This game contains violent scenes.
- PEUR — This game may frighten young children.
- ONLINE — This game can also be played online.
- JEUX DE HASARD — This game encourages and/or teaches gambling.

PEGI: sales analysis

Market share in volume



Sources: GfK / Panel data at end 2014

PEGI: analysis of the 2014 offer

Sources: GfK / Panel data at end 2014

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 our pedagojeux.fr website, we pass on key information and promote best practices to help parents support their children in their use of video games. Questions about gaming time, sleep, age and game content are major concerns for parents today. PédaGoJeux strongly believes that parents should be aware of and understand PEGI ratings. They can then choose games adapted to the age and sensibilities of their children. We also focus on the importance of dialogue with the child about his or her gaming experience.

PédaGoJeux is a collective created in 2008 by people from public bodies, the gaming industry and associations. The multi-representational organisation of PédaGoJeux ensures a balanced approach to video gaming. With no demonisation and no rose-tinted views, our objective is to present the benefits and advantages of video gaming and the points of concern.

To raise public awareness, PédaGoJeux has created a partnership programme called "PédaGoJeux Ambassador". Launched in October 2014, it uses educational mediators, most often governmental or associative bodies that carry out video game awareness and information actions with families. These Ambassadors provide information from PédaGoJeux.

This programme received the "Défenseur des droits" label dedicated to the 25th anniversary of the Convention on the Rights of the Child.

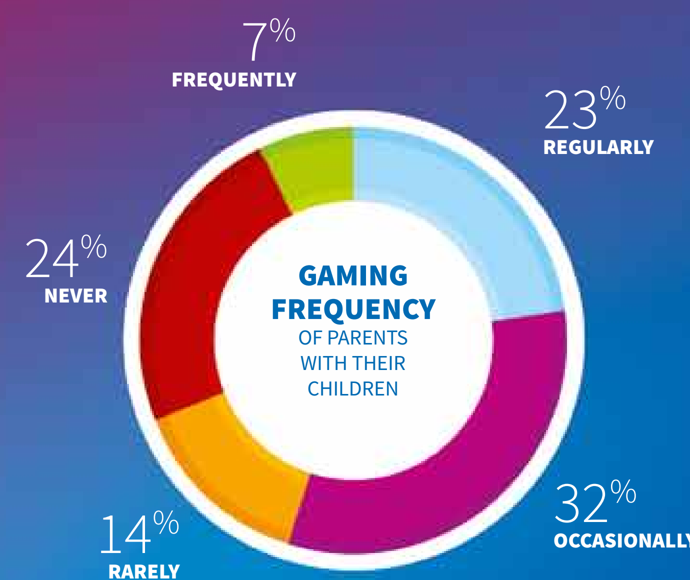
Finally, the pedagojeux.fr website is having a make-over, to make the content even richer and more easily accessible.

The current active members of the PédaGoJeux collective are: the National Union of Family Associations (UNAF), Fear-Free Internet, the Ministry for Family Affairs, Union of Video Game Publishers (SELL), Bayard Jeunesse and JeuxOnLine.

Parents game with their children

62% of parents **game with their children**

34% of gamers **are parents**



Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

Why do parents game with their children?

69% it's an opportunity to **DO SOMETHING TOGETHER**

40% because the parent **LIKES GAMING**

24% because it means they **CAN CHECK THE CONTENT**

56% because the child **ASKS THEM TO**

Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

Are parents interested and careful?

93% **ARE CAREFUL ABOUT HOW AND WHAT GAMES** their children play

85% give their **PERMISSION PRIOR TO THE PURCHASE** of a video game

40% use **PARENTAL CONTROL**

81% of parents **CONTROL THEIR CHILD'S** playing time

Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

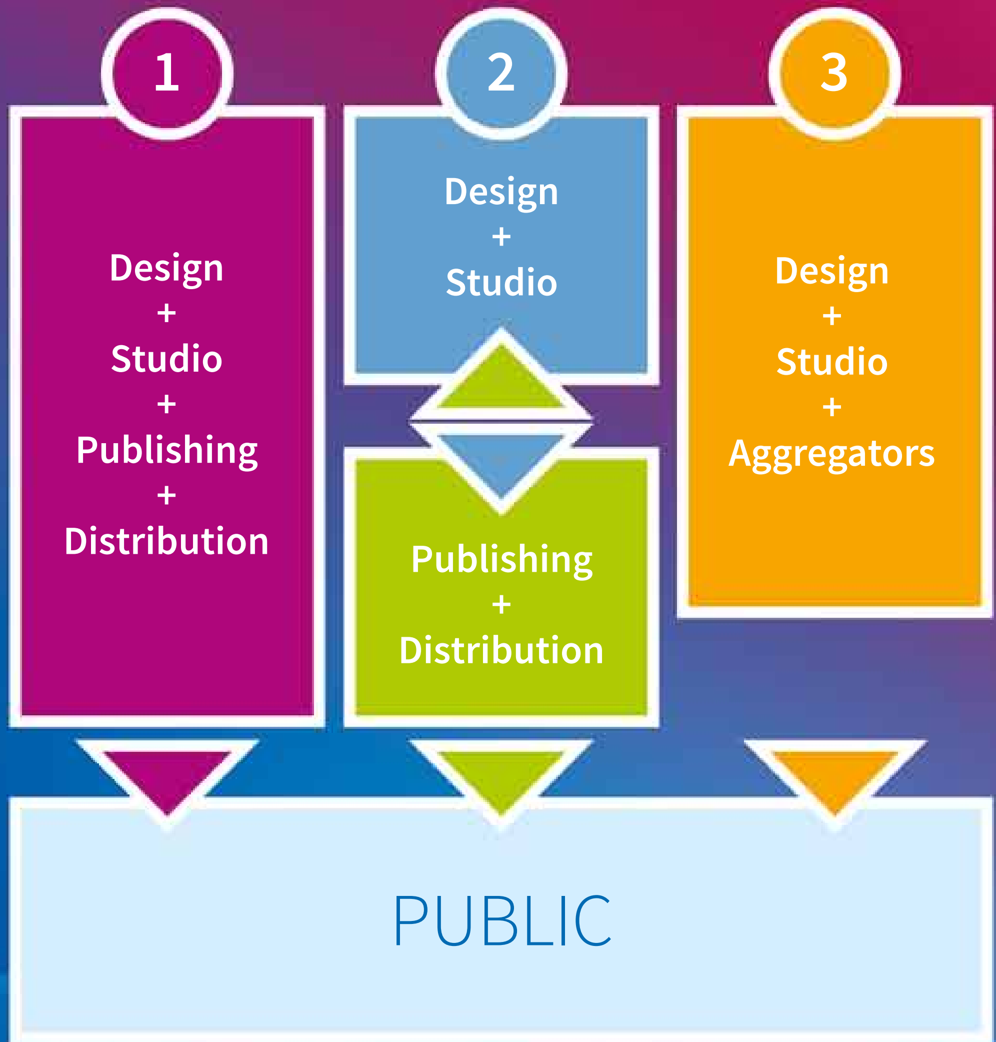
Chapter 4

The French video game industry

The video game ecosystem

Business models

The 3 business models of video gaming



Chapter 5

Key dates for 2015

Key dates for 2015

IDEF

For its 10th edition IDEF is moving to take up residence in Bordeaux!

Having confirmed since its creation in 2006 its key role in the development and structure of the video game market, IDEF today strives to support the sector's development by adapting to the industry's requirements.

The entire industry has clearly demonstrated to us a desire to perpetuate this professional event. IDEF is first and foremost a tool devised and created for the industry's distributors and stakeholders. It is therefore very important for SELL to design and develop this event to meet their expectations and requirements. The promise of this new edition: a new focus on business meetings and networking between manufacturers, publishers, accessory manufacturers and buyers. Created as a European event, today IDEF is targeting France and Benelux.

IDEF's 10th edition will be held in Bordeaux (Hangar 14) from 30th June to 2nd July 2015. This venue is ideally located in the heart of Bordeaux on the banks of the Garonne River. It offers all the facilities we need to organise three days of intense gaming business for industry professionals. The key sector players will meet and discover new products revealed a few days previously at E3 and which will be the stars of the end-of-year season.

Emmanuel Martin,
General Delegate of SELL

Key dates for 2015

Paris Games Week

Paris Games Week: the gaming event in France

The first Paris Games Week was held 5 years ago. After five editions, this event tailored for all gamers and their families has firmly established itself in the world's top 5 video gaming fairs.

The 2014 edition welcomed 272,000 people representing a new visitor record. It opened to professional visitors too through a great partnership with Game Paris and Game Connection that we hope to renew and further strengthen this year. Our ambitions for the coming years are clearly illustrated and very strong: we are working to make Paris Games Week an essential event in the sector's international diary. We are hoping to make Paris one of the world's gaming capitals through an event that brings together the entire industry.

For this 6th edition we are confirming the dates which fall during the October school holidays, ideal for gamers who are looking forward to seeing previews of products to be released at the end of the year. Paris Games Week 2015 will take place from 28th October to 1st November.

We are continuing our hard work to improve the comfort of our visitors year after year, endeavouring to represent every segment of the gaming industry, ever practice and every company involved, in particular by supporting the French industry.
A unique event for gaming trade fairs, Paris Games Week Junior is still a priority for the event's development, offering young audiences aged 3 to 12 new products dedicated and designed for them.

Emmanuel Martin,
General Delegate of SELL

Chapter 6

SELL

The missions of SELL

SELL stands for the Syndicat des Editeurs de Logiciels de Loisirs, or the Union of Video Game Publishers.

Created in 1995, SELL is France's national organisation representing video games publishers and software manufacturers. Today it has around thirty members representing over 95 % of the sector's turnover, according to the GfK panel.

SELL promotes and defends the collective interests of interactive programme publishers in different domains where their products are used (on- and offline) and within the different professional economic or legal boundaries concerning them, contributing to the market's structure (ratings, promotion of the profession, anti-piracy, press, etc.) and its recognition by all professionals, public authorities and consumers.

SELL expresses our industry's desire for responsibility: the **PEGI** rating system, an informative tool for parents with **PédaGoJeux.fr**

SELL ALSO ORGANISES EVENTS FOR OUR INDUSTRY:

The European trade fair:
IDEF – www.idefexpo.com

The general public exhibition:
PARIS GAMES WEEK
www.parisgamesweek.com
(272,000 visitors in 2014)

The missions of SELL

SELL Board of Directors

Patrick Bellaiche
TAKE-TWO INTERACTIVE

Stephan Bole
NINTENDO

Jean-Pierre Bourdon
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SQUARE ENIX

Arnaud Muller
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John Parkes
UBISOFT

The members of SELL

505 Games	King
Activision Blizzard	Koch Media
Bandai Namco Games	Konami
Bethesda	Microsoft
Bigben Interactive	Nintendo
Capcom	Orange
Disney Interactive	Sega
Electronic Arts	Sony
Focus Home Interactive	Square Enix
Game One	Take-Two Interactive
Innelec Multimedia	Ubisoft
Just For Games	Warner Bros Interactive

About the GfK Group

GfK provides reference information about markets and consumer behaviour. Over 13,000 market survey experts combine their passion with 80 years of experience in data analysis. With its global vision, GfK provides local insight to over 100 countries. Using innovative technologies and the latest in market analysis, GfK transforms Big Data into Smart Data, enabling its customers to improve their competitive edge and enrich consumer experiences and choices. To find out more, visit gfk.com and follow us on twitter.com/GfK_en.

About the SELL "French public and Video gaming" survey

The "French public and Video gaming" survey was 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 1,002 people aged 10 to 65 were interviewed in October 2014.

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