

OCTOBER 2014

# ESSENTIAL VIDEO GAME NEWS

#3

MARKET DATA AND  
CONSUMPTION: FRANCE

# Editorial

**The year 2013 had a profound effect on the video game industry. It may have been the year of the consoles with the arrival of the 8th generation, but 2014 is definitively the year for games dedicated to these new platforms! This revolution is already dramatically changing the gaming experience with new gameplay, totally immersive experiences, sharing and more.**



We bear witness to the dynamic drive of publishers who have pulled off the challenge of integrating these new opportunities in increasingly surprising creations, always at the service of the gaming experience.

The entire sector celebrates this exceptional and vibrant energy. The renewal cycle for consoles is growing at a remarkable rate; the transition phase between the 7th and 8th generations has been a success. This should be supported by strong development of games and

then accessories, which grow as the new generation of consoles becomes established. The forecast is very positive and consoles have a great future. With this new issue of Essential Video Game News for Paris Games Week, we are going to provide the most faithful portrait possible of French gamers. We are presenting a brand new survey based on the new console generation, women & video games and parents & video games. We will be reissuing this survey every year.

Some of this data goes against our preconceptions. In light of the French population's passion for the world's 2nd largest cultural industry, for several years now we have been working hard to make France an internationally renowned video game nation. Our country is bursting with creative talent and expertise and everyone involved in the industry including government representatives is calling for the organisation of a unifying and international event in France at the height of our ambitions.

Paris Games Week, Game Connection and Game Paris are proud to officially announce, for the first time, their partnership in an exceptional week of video gaming in all its diversity: technological innovations, cultural products, careers, economic growth... **We are working very hard to offer an event that unites the entire industry and every gaming public.**

Enjoy the show and we'll see you in February 2015 for the 4th edition of Essential Video Game News, with a report on 2014!

**David Neichel,**  
Chairman of SELL

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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

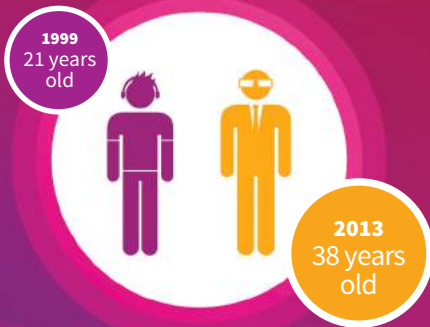
# Understanding the video game market: essential data



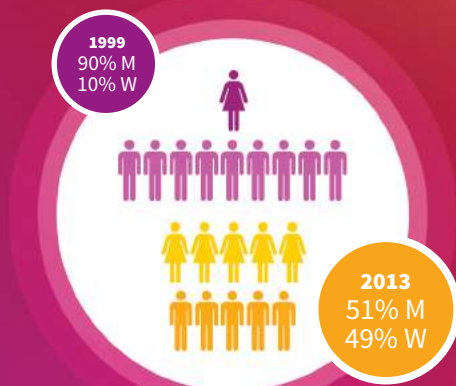
# 15 years in the making



GROWTH IN NUMBER OF PLAYERS



CHANGE IN AGE



MALE / FEMALE DISTRIBUTION

Sources: GfK / REC+ November 2013

# A growing market

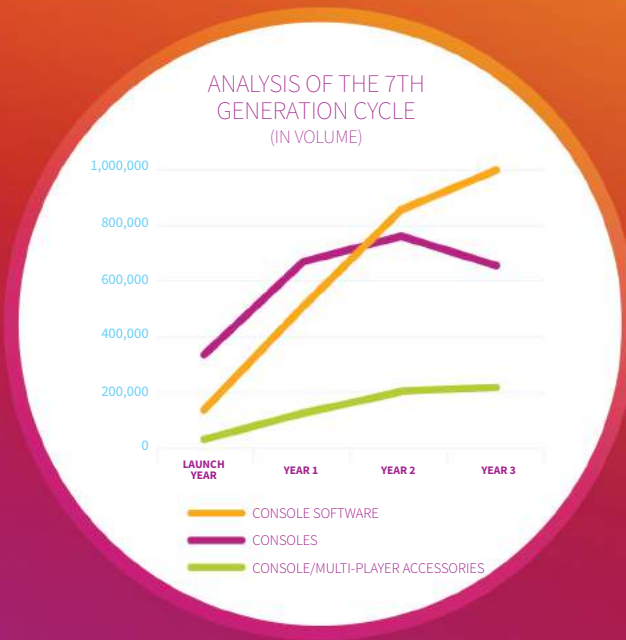
## Gaming console cycles (Hardware + physical software)

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



Sources: GfK (Hardware + physical software) / Panel data at end 2013

## Close up: market segments



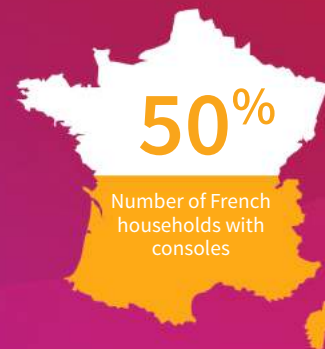
The arrival of a new generation of consoles creates a cycle between the different video game markets (hardware, software, accessories).

The cycle has three stages:

1. Firstly, the growth of gaming hardware in households.
2. Next, consumers with home consoles buy games, which promotes the software market.
3. Finally, the accessory market grows as home console numbers increase.

Source: GfK

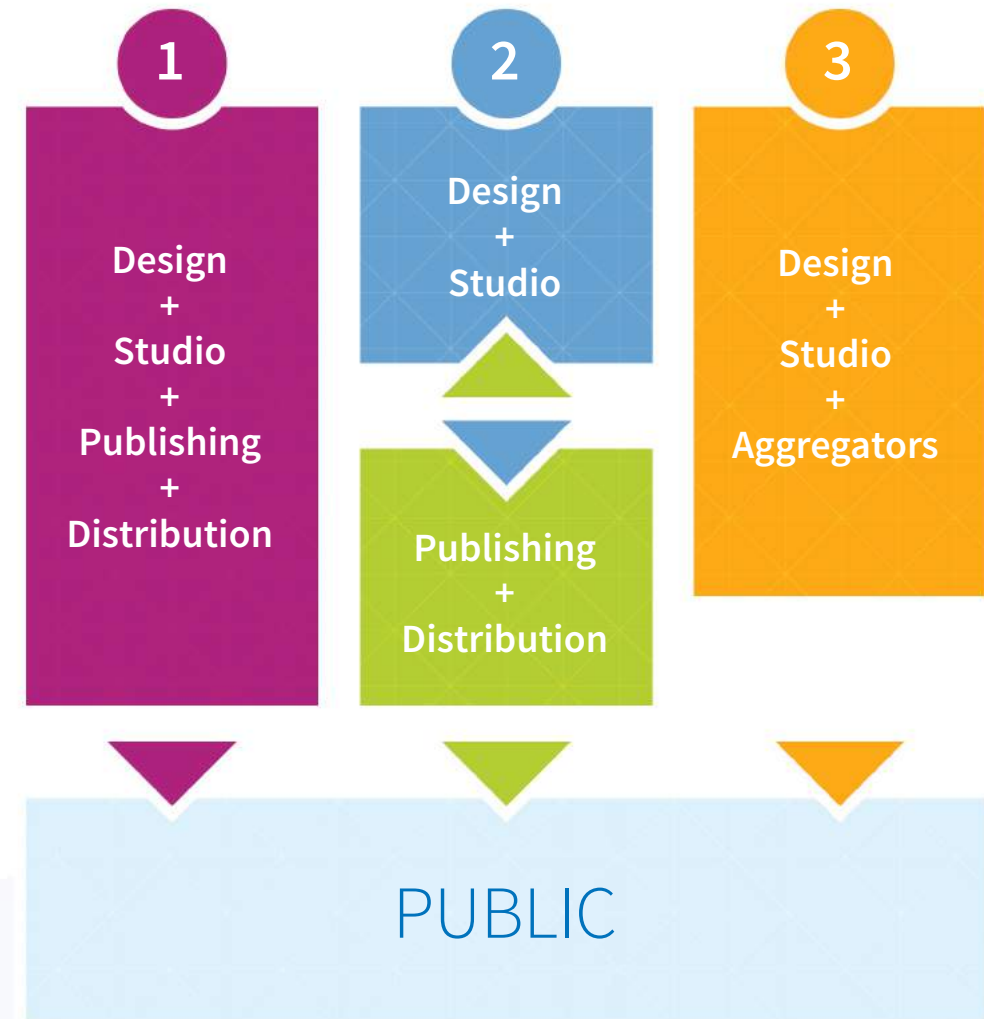
## Consoles in France 7th and 8th generations at end 2013



Source: GfK / Panel data at end 2013

## Business models

### The 3 business models of video gaming



# 2013 market report



**FRANCE IS IN THE TOP 3 EUROPEAN MARKETS**  
with the United Kingdom and Germany

Sources: GfK / Panel data at end 2013

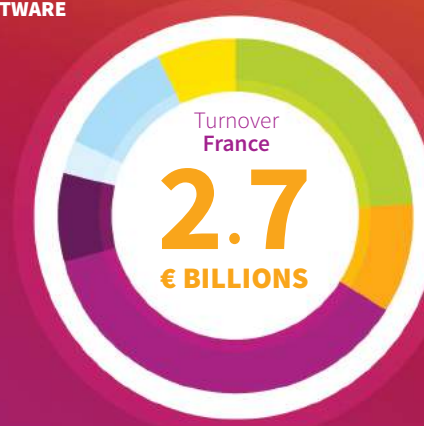
11%  
**VIRTUAL PC SOFTWARE**

7%  
**MOBILE SOFTWARE**

24%  
**CONSOLE HARDWARE**

3%  
**PHYSICAL PC SOFTWARE**

8%  
**VIRTUAL CONSOLE SOFTWARE**



10%  
**CONSOLE ACCESSORIES**

37%  
**PHYSICAL CONSOLE SOFTWARE**



29%  
**VIRTUAL (PC+CONSOLE)**

21%  
**PC**

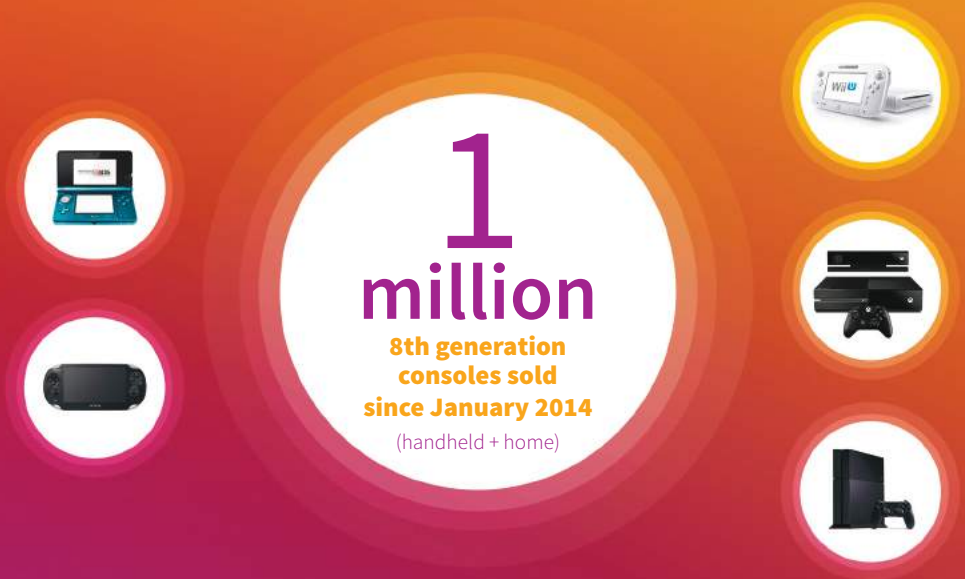
Sources: SELL

## Chapter 2

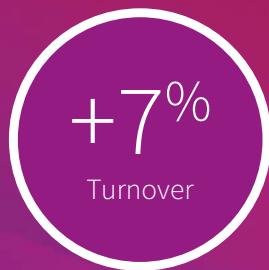
# French market and industry forecast



January - September 2014



Forecast for 2014  
A year of great potential



**AT END 2014, WITH OR WITHOUT VIRTUAL**  
(HARDWARE + SOFTWARE + ACCESSORIES  
+ ONLINE + MOBILE)



**HARDWARE SEGMENT AT END 2014**  
THIS INDICATES THE STRONG  
POTENTIAL OF SOFTWARE

## Chapter 3

# Profiles of French gamers

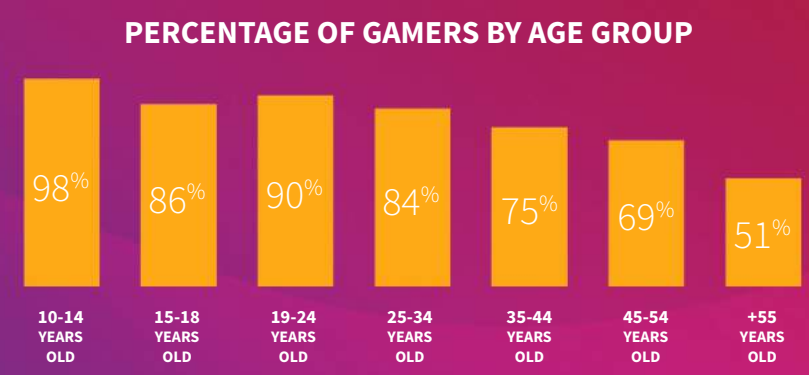


### About the SELL "French public and Video gaming" survey

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.

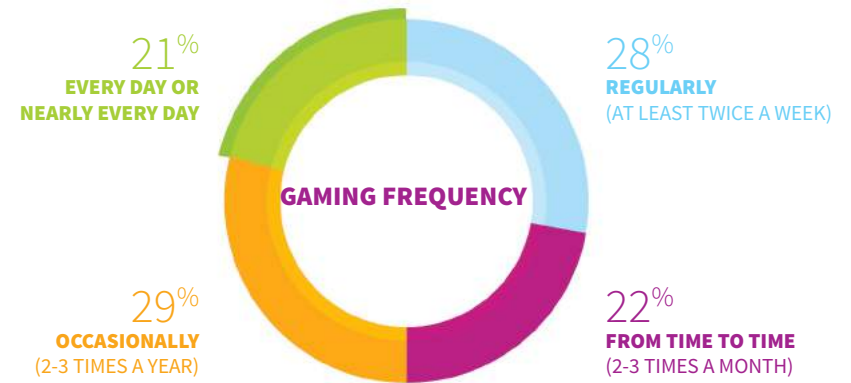
For this survey, a panel of 1,002 people aged 10 to 65 were interviewed in October 2014.

# Video gaming: a leisure activity for everyone

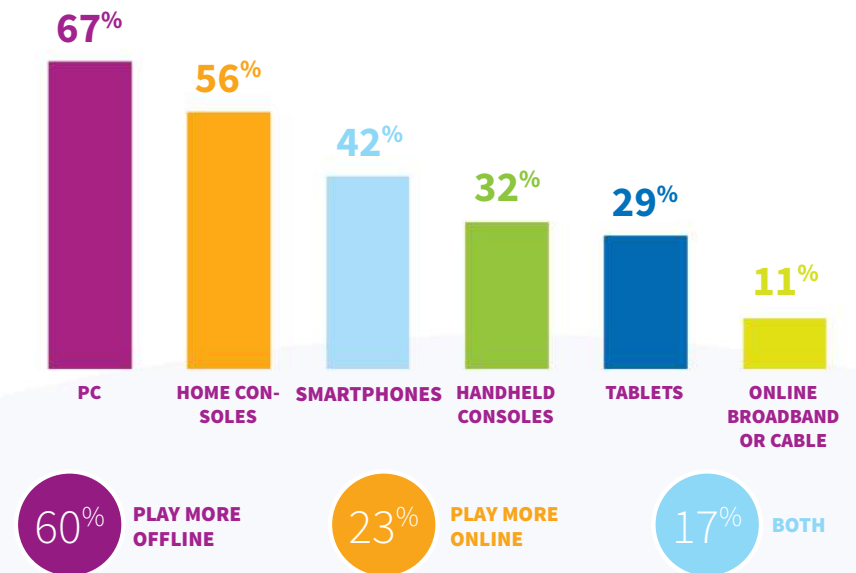


Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

## HOW PEOPLE PLAY



## BREAKDOWN OF GAMERS BY PLATFORM

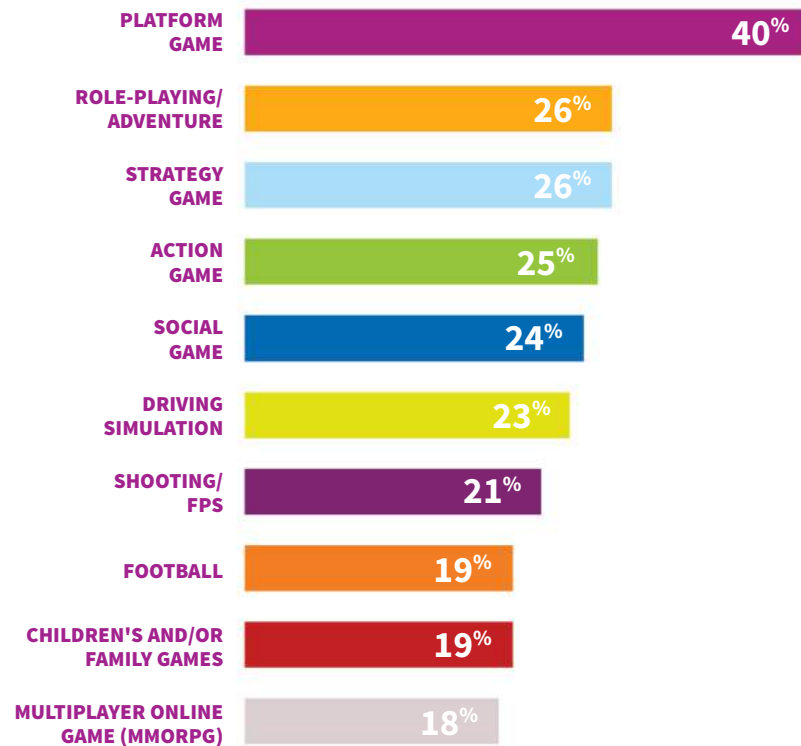


Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014



## Top 10 game types

### BREAKDOWN OF GAMERS BY GAME TYPE



**40%**  
of gamers  
play with **friends,**  
**family** or with  
other **online**  
gamers

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

## Gaming: the 2nd largest leisure industry in France behind books



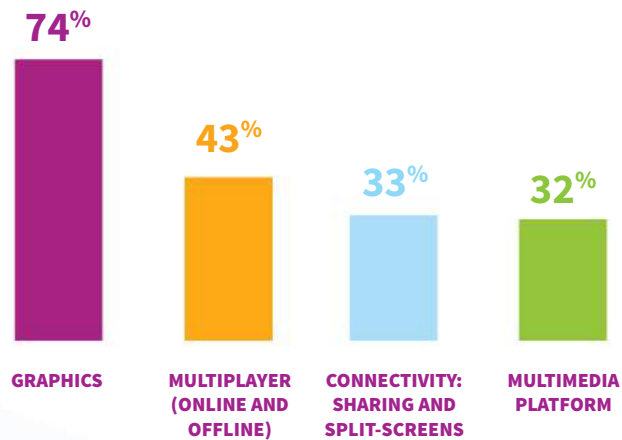
Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

## The new generation of home consoles



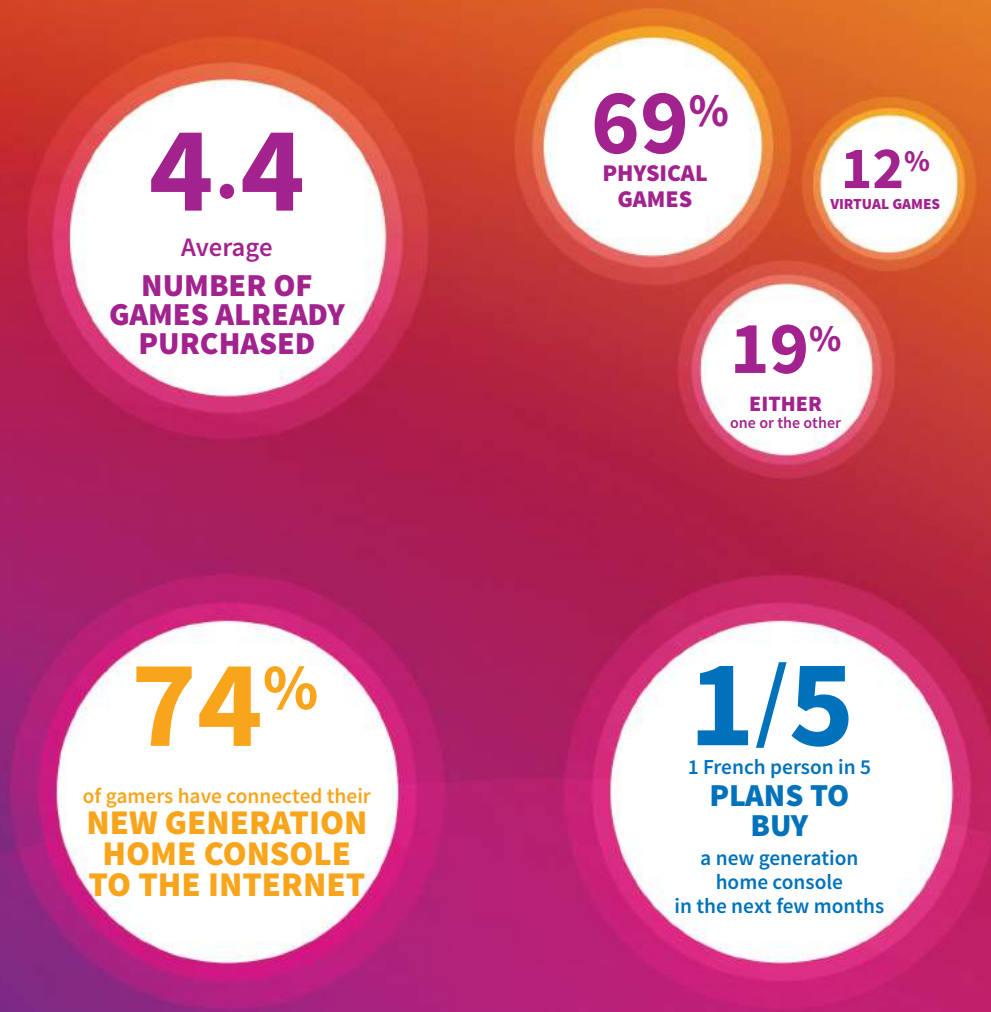
**74%** OF FRENCH PEOPLE HAVE HEARD ABOUT 8TH GENERATION CONSOLES

### BREAKDOWN OF BUYER MOTIVATIONS



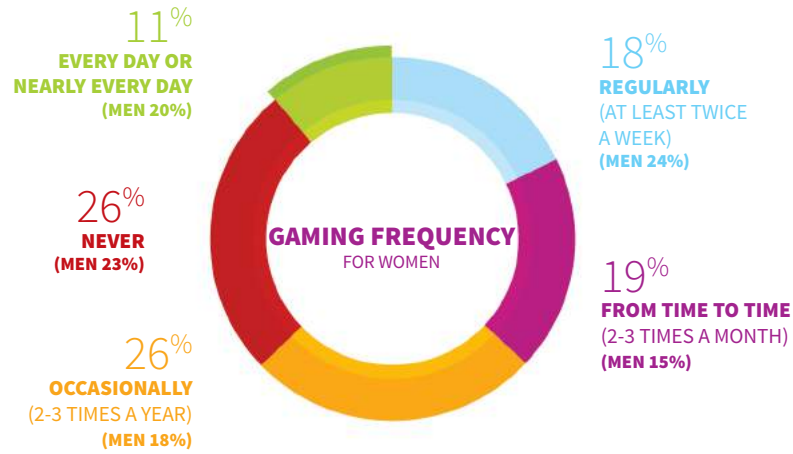
Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

## The new generation of home consoles

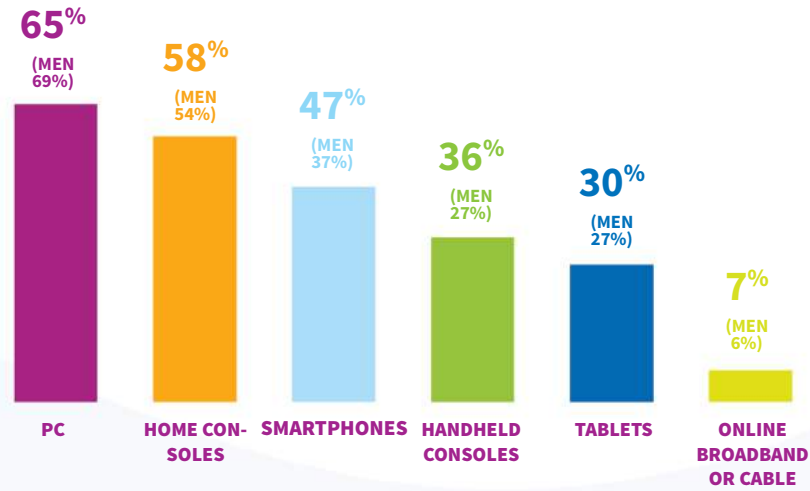


Sources: SELL / GfK "French public and Video gaming" survey of 1,002 people aged between 10 and 65 / October 2014

## Women & video games



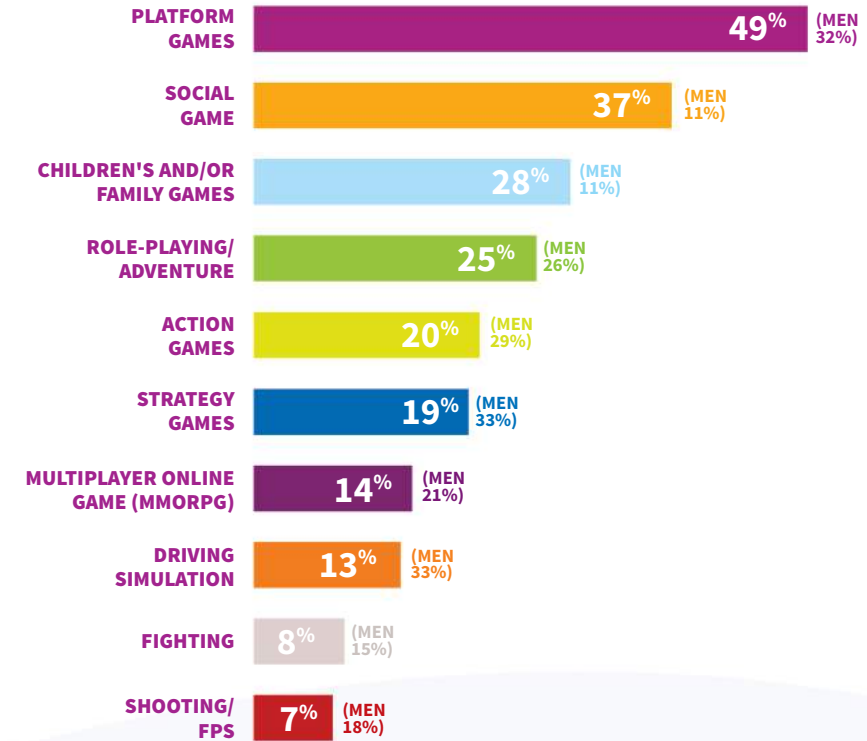
### ON WHAT PLATFORMS DO THEY PLAY?



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

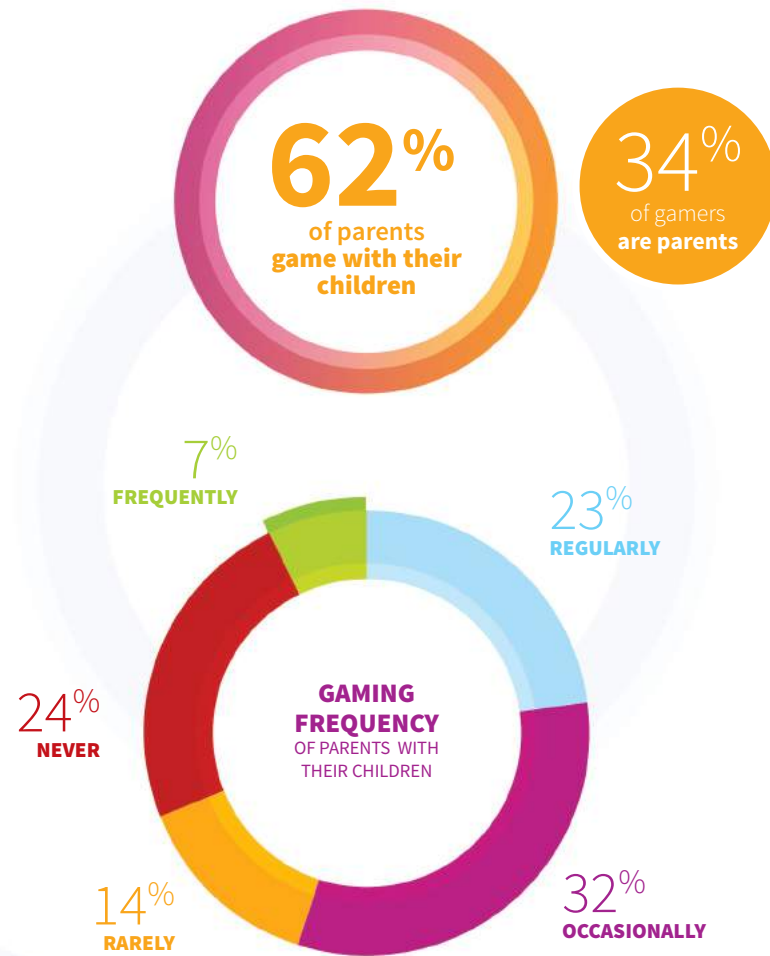
## Top 10 game types

### BREAKDOWN OF WOMEN GAMERS BY GAME TYPE



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

## Parents game with their children



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?



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

## PédaGoJeux.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 pedagoeux.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 for concern.

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



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

# PEGI: Pan European Game Information

## A responsible industry



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 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.



### 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.



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 can also be played online.



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



This game encourages and/or teaches gambling.

## Chapter 4

# Paris Games Week: the gaming event in France



Over its four editions, Paris Games Week has become one of the world's Top 5 video game trade fairs. Our ambitions for the coming years are clearly illustrated and very strong: we want to make Paris Games Week a key and essential event in the sector's international diary. Year after year, more and more people attend - members of the public and industry professionals - making Paris a world capital in video gaming and Paris Games Week a tool to be used by the entire French industry.

The 5th edition of Paris Games Week will be the opportunity for our visitors to discover the trends, new products and future of video gaming! Games manufacturers, publishers and accessory manufacturers promise gamers an exceptional show.

This year, we are continuing to highlight French expertise in design with the Made in France Games space, in partnership with Capital Games. It is a showcase for twenty independent studios who are presenting their creations to the public. And as young

people are our primary audience, we are welcoming schools and colleges once again to the Paris Games Talents, Schools & Training section where every games fan can find out about a career in the gaming industry.

Paris Games Week is also a family event with an entire hall dedicated to fun and leisure. This year, Paris Games Week Junior will take over 1,900m<sup>2</sup> and offer 3-12 year-olds every new product dedicated to their age group as well as many other fun activities.

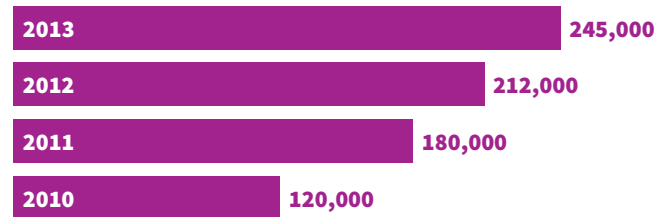
**We look forward to seeing all our fans and the entire gaming industry at Paris Games Week 2014!**

**Emmanuel Martin,**  
General Delegate of SELL

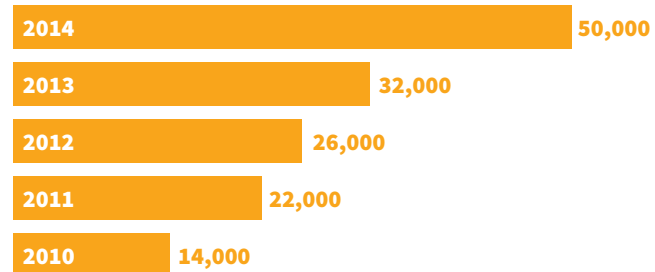
## Paris Games Week in figures

Top 5 international video game events  
Top 5 French trade fairs

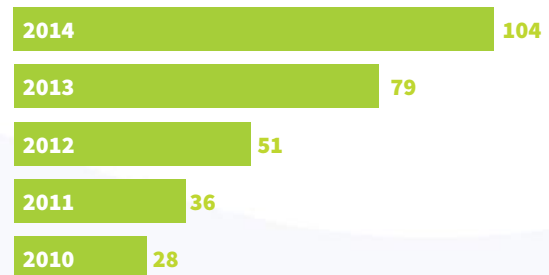
### GROWTH IN NUMBER OF VISITORS



### GROWTH IN SIZE



### GROWTH IN NUMBER OF EXHIBITORS



Chapter 5

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 game 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 [PedaGoJeux.fr](http://PedaGoJeux.fr)

### SELL ALSO ORGANISES EVENTS FOR OUR INDUSTRY:

The European trade fair:  
**IDEF** – [www.idefexpo.com](http://www.idefexpo.com)

The general public exhibition:  
**PARIS GAMES WEEK**  
[www.parisgamesweek.com](http://www.parisgamesweek.com)  
(245,000 visitors in 2013)



## The members of SELL

505 Games  
Activision Blizzard  
Bandai Namco Games  
Bethesda  
Bigben Interactive  
Capcom  
Disney Interactive  
Electronic Arts  
Focus Home Interactive  
Game One  
Innelec Multimedia  
Just For Games  
King  
Koch Media  
Konami  
Microsoft  
Nintendo  
Orange  
Sega  
Sony  
Square Enix  
Take-Two Interactive  
Ubisoft  
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](http://gfk.com) and follow us on [twitter.com/GfK\\_en](https://twitter.com/GfK_en).

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[WWW.SELL.FR](http://WWW.SELL.FR)

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