

FEBRUARY 2019

ESSENTIAL

VIDEO GAME NEWS



FRENCH MARKET REPORT

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.

FEBRUARY 2019

ESSENTIAL

VIDEO GAME NEWS

CHAPTER 1	The French video game market	8
CHAPTER 2	Profiles of French gamers	32
CHAPTER 3	A responsible industry	38
CHAPTER 4	SELL	46

EDITORIAL

**A WORD FROM
THE CHAIRWOMAN**



Video gaming is a continuously changing industry. Its energy, its ability to rise to the technological challenges and push the boundaries of creativity are its cornerstones and ensure the sector never stops reinventing itself. Whether it's a pastime, a passion or a job, in just a few years video gaming has become more accessible, addressing increasing numbers of players around the world. Video gaming is entertainment that brings people together and builds connections. Gamer communities are its first ambassadors and video gaming can incite passion and commitment like no other leisure activity. It offers a wide range of unrivalled experiences for expert gamers and occasional players and encourages playing with people all over the world.

There are too few industries capable of developing as quickly in terms of technological changes and the offer of reinvented, enriched and diversified experiences. Video gaming has become a reference for other sectors that feed off its innovations and adapt them to their issues, like the education sector and the healthcare sector too. The potential is still huge and gaming has a clear part to play.

Console hardware

Gaming software

Console Ecosystem
Hardware + software
(physical and digital) + accessories

PC Gaming Ecosystem
Hardware + software
(physical and digital)
+ accessories

Mobile Ecosystem
mobile gaming

This fantastic richness is represented by historic market growth. Where 2017 was a year of record energy (+18%), 2018 is raising the bar even higher with sales of 4.9 billion euros and growth of +15%.



2018 is raising the bar even higher with sales of 4.9 billion euros and growth of +15%.

Julie Chalmette, SELL Chairwoman

This growth is even more remarkable as it is driven by the three large ecosystems that make up the market.

Incredibly flexible when it comes to innovating and adapting to new models, the video game industry develops every year through proposals made by consumers, always with more gaming experiences. A unique situation in cultural industries, the complementary nature of the physical and digital markets defines gaming as a permanent dialogue between artistic creativity and technological innovation. The digital market posted significant growth in 2018 but the physical market remains stable.

Our market is developing very quickly and every year sees the arrival of new operators. 2019 is looking to be a year full of surprises and innovations for the entire sector.

Julie Chalmette
SELL Chairwoman



NEW PANELS

Estimations for 2018 turnover are the result of collaboration between three organisations providing SELL their data, for precise analysis of the sector's activity.

- GSD: for the physical market
- GSD and GameTrack: for the digital market
- App Annie and GameTrack: for the mobile market.

ABOUT GSD (GAME SALES DATA)

Launched in 2013, the GSD project is the result of a European project run by the ISFE (Interactive Software Federation of Europe) with around a hundred partners, with the aim of unifying data collection from different territories and regrouping this data (physical or digital) within one tool available to trade associations, distributors and video game publishers participating in the panel. The retail panel has been launched in 19 European countries. The GSD digital panel today covers 43 countries in Europe, the Middle East, Africa and Asia-Pacific. The panel is operated by B2Boost.



Methodology:

- Retail panel: the data on video game sales is sent by distributors from each country on a weekly basis. The data is standardised, combined, anonymised and extrapolated to recreate the entire market. To guarantee a reliable and standardised product database, the information on catalogues is directly supplied by the publishers. In parallel, the publishers provide data to hone the extrapolation calculation models to offer a sharper vision of markets that are not completely covered by the retail panel.
- Digital panel: digital data sales cover complete game sales on the PlayStation Network (PSN), Xbox Live (XBL) and PC sales networks. The sales figures are sent each week directly by the video game publishers taking part in the project and therefore do not require any extrapolation. GSD is the only data source for game downloads based on real sales.

GAMETRACK

ABOUT GAMETRACK

GameTrack is an additional project set up in 2011, built around a consumer panel operated by Ipsos for the ISFE. GameTrack data comes from monthly survey data published quarterly. The data analyses the demographics of European gamers, their buying behaviour across all platforms, helping to generate an in-depth view of their gaming habits and uses. The countries covered are France, the UK, Germany and Spain and also the United States and Russia. GameTrack supports the GSD project by providing a more global vision of the markets in which it operates.

Methodology

GameTrack data is collated quarterly from two surveys:

- An offline survey carried out annually on a sample 1,000 people aged 15 and over. It is used to balance answers from a more detailed online survey.
- An online survey, carried out monthly with a sample of (the same) 3,000 people per quarter, aged 6 to 64.

App Annie

ABOUT APP ANNIE

App Annie analyses data from app stores (scores, rankings, comments, etc.) and combined, anonymised transactional data from over a million applications. With this data, App Annie produces estimations about app download and revenue performance.

CHAPTER 1

THE FRENCH VIDEO GAME MARKET

GAMETRACK



App Annie



VISION OF THE MARKET

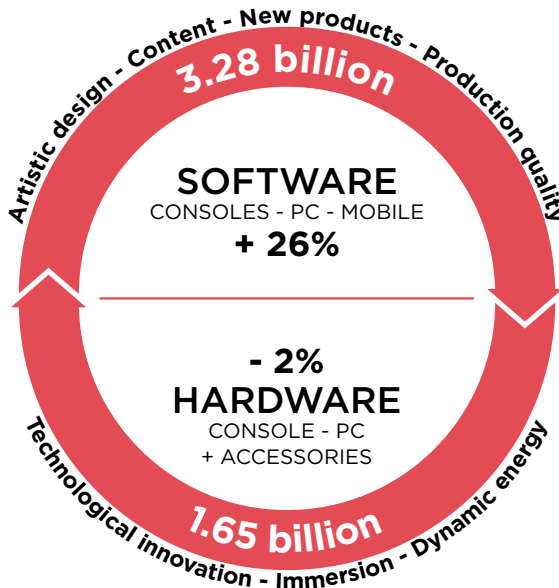
IN 2018, THE FRENCH VIDEO GAME MARKET REPORTED A NEW RECORD HIGH

The global turnover of video gaming is driven by the generalised growth of the three ecosystems: consoles, PC and mobile gaming.

The Console ecosystem which grew 15% remains the video game industry driver, generating 56% of the global value of the French market.

The hardware installed and the diversity of experiences available to gamers enabled 26% growth in sales of Console Software (physical + digital).

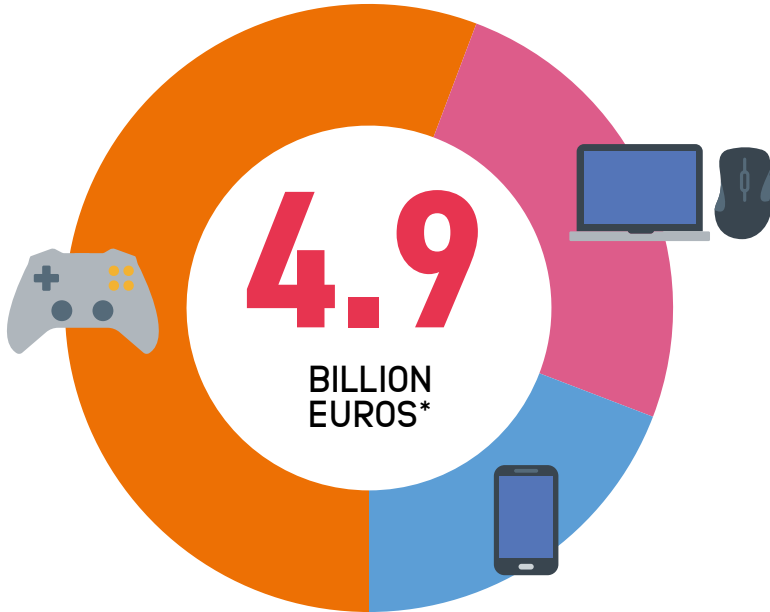
Physical software sales remained stable and digital* sales posted a significant increase in each ecosystem: digital Console (+67%), digital PC Gaming (+33%) and Mobile (+22%).





2018 MARKET REPORT

TURNOVER



CONSOLE
ecosystem**

2,750



PC Gaming
ecosystem**

1,237

in million euros



Mobile
ecosystem***

946

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

**Source: Source: SELL data, from GSD/GameTrack panels at end 2018.

***Source: GameTrack estimate based on App Annie's 2018 games consumer spend in France data, converted to Euros, French tax added.

GROWTH IN SALES

OVERALL MARKET*

+15%

VS 2017

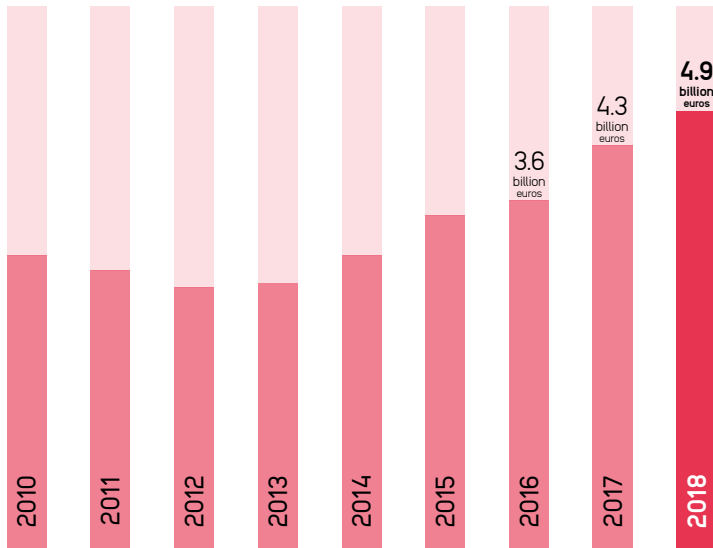
CONSOLE
ECOSYSTEM**



PC GAMING
ECOSYSTEM**



MOBILE
ECOSYSTEM***



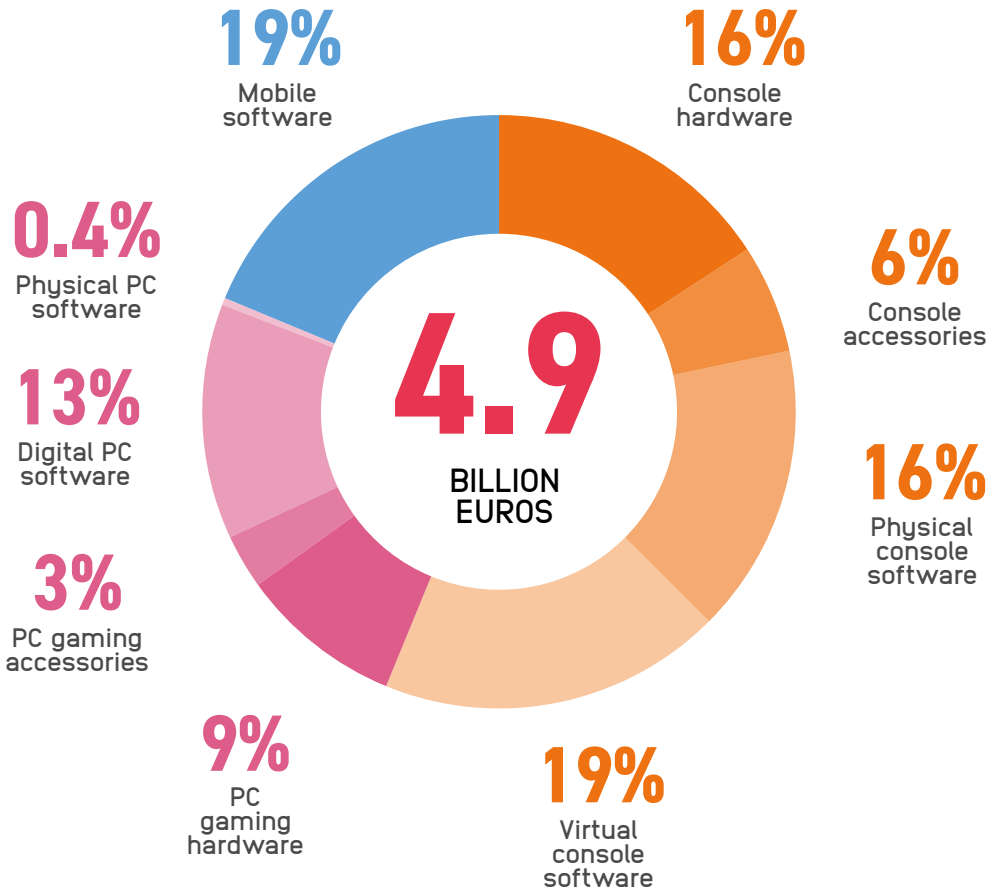
*Ecosystems: Console + PC + mobile, physical and digital

**Source: Source: SELL data, from GSD/GameTrack panels at end 2018.

***Source: GameTrack estimate based on App Annie's 2018 games consumer spend in France data, converted to Euros, French tax added.

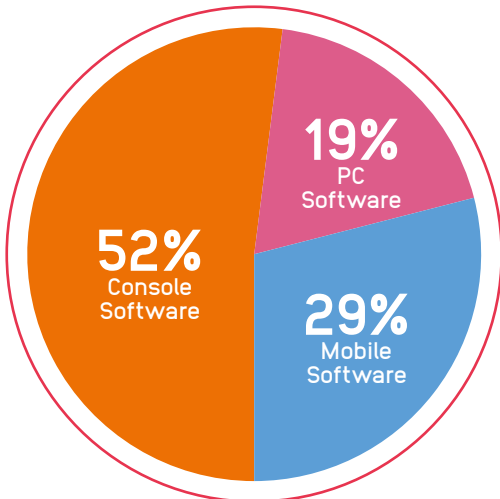


CLOSE-UP: MARKET SEGMENTS

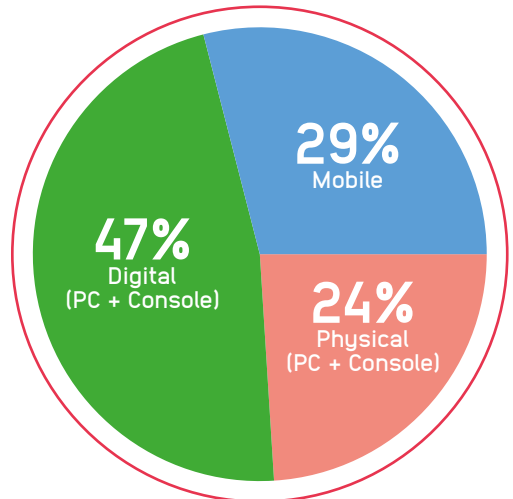


CLOSE-UP: SOFTWARE

BREAKDOWN OF TURNOVER BY PLATFORM



BREAKDOWN OF TURNOVER BY FORMAT





CONSOLE ECOSYSTEM

BREAKDOWN OF 2018 TURNOVER IN EUROS



62%

1,700 million
Console
Software



28%

772 million
Console
hardware



10%


278 million
Console
accessories

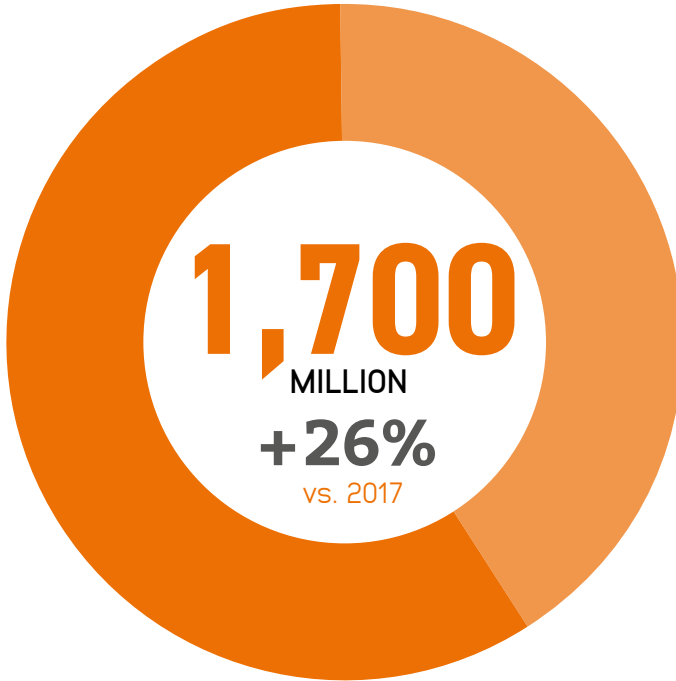



CONSOLE ECOSYSTEM

BREAKDOWN OF 2018 TURNOVER IN EUROS

Software


54%
918 million
Digital




46%
782 million
Physical

Digital
+67%
vs. 2017

Physical
- 2%
vs. 2017



CONSOLE ECOSYSTEM

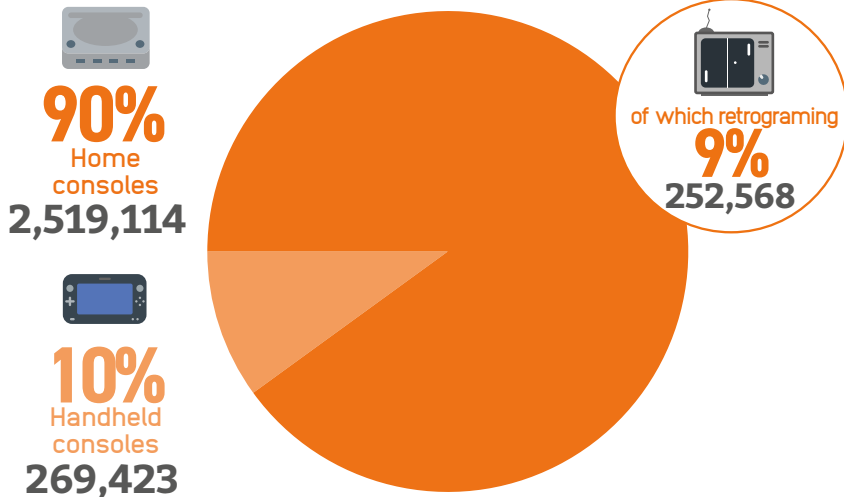
Hardware

GROWTH IN SALES FOR 2018

772 million
euros

-2%
VS 2017

SHARE OF CONSOLE SALES IN 2018



CONSOLE ECOSYSTEM

Accessories

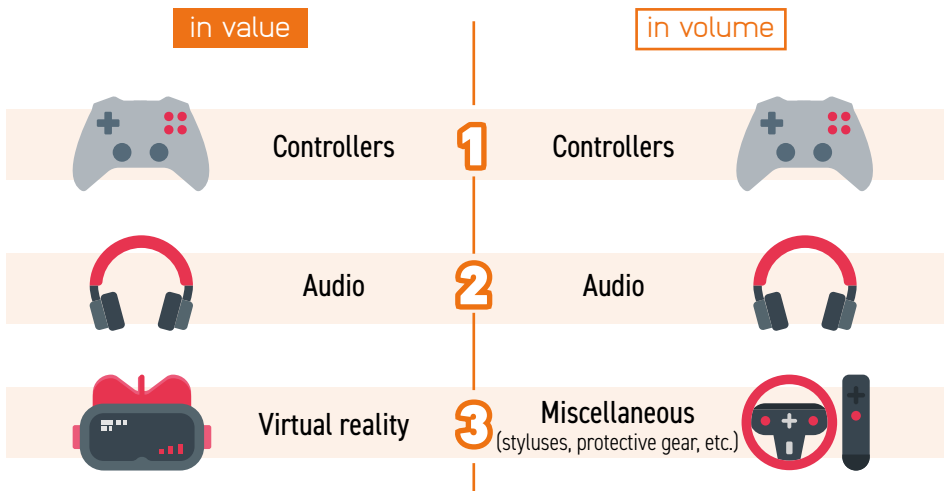
GROWTH IN SALES FOR 2018

278 million euros

+2%
VS 2017

TOP 3

CONSOLE ACCESSORIES

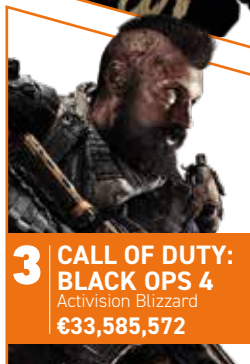
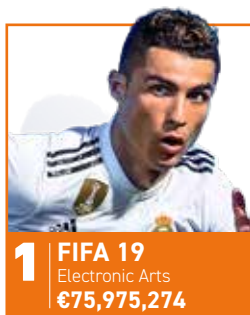


Source: SELL data, from GSD/GameTrack/App Annie Intelligence panels at end 2018. excluding pre-paid cards.



TOP 20 GAMES IN 2018

ALL PLATFORMS



	In value	Physical market	
1	FIFA 19	Electronic Arts	€75,975,274
2	Red Dead Redemption 2	Take-Two Interactive	€56,695,511
3	Call of Duty: Black Ops 4	Activision Blizzard	€33,585,572
4	Mario Kart 8 Deluxe	Nintendo	€27,726,067
5	Super Smash Bros. Ultimate	Nintendo	€20,495,794
6	Spider-Man	Sony Interactive Ent.	€19,414,113
7	Super Mario Party	Nintendo	€19,274,950
8	Assassin's Creed Odyssey	Ubisoft	€19,249,276
9	God of War	Sony Interactive Ent.	€18,511,562
10	Far Cry 5	Ubisoft	€17,433,812
11	Super Mario Odyssey	Nintendo	€16,938,838
12	The Legend Of Zelda: Breath of the Wild	Nintendo	€15,805,767
13	Dragon Ball FighterZ	Bandai Namco Ent.	€14,613,715
14	Splatoon 2	Nintendo	€13,409,703
15	FIFA 18	Electronic Arts	€12,611,556
16	Pokémon: Let's go, Pikachu!	Nintendo	€11,547,841
17	Shadow of the Tomb Raider	Square Enix	€10,155,805
18	Donkey Kong Country: Tropical Freeze	Nintendo	€9,301,874
19	Monster Hunter: World	Capcom	€9,006,400
20	Battlefield V	Electronic Arts	€8,345,840

TOP 20 GAMES IN 2018

ALL PLATFORMS

In volume

Physical market

1	FIFA 19	Electronic Arts	1,353,358
2	Red Dead Redemption 2	Take-Two Interactive	1,010,988
3	Call of Duty: Black Ops 4	Activision Blizzard	564,935
4	Mario Kart 8 Deluxe	Nintendo	542,392
5	Super Mario Party	Nintendo	380,305
6	Spider-Man	Sony Interactive Ent.	345,292
7	Super Smash Bros. Ultimate	Nintendo	335,615
8	Super Mario Odyssey	Nintendo	328,746
9	Assassin's Creed Odyssey	Ubisoft	322,770
10	God of War	Sony Interactive Ent.	301,398
11	FIFA 18	Electronic Arts	299,912
12	Far Cry 5	Ubisoft	289,198
13	The Legend Of Zelda: Breath of the Wild	Nintendo	269,450
14	Splatoon 2	Nintendo	262,023
15	Dragon Ball FighterZ	Bandai Namco Ent.	241,907
16	Pokémon: Let's go, Pikachu!	Nintendo	229,857
17	Crash Bandicoot N. Sane Trilogy	Activision Blizzard	212,062
18	Donkey Kong Country: Tropical Freeze	Nintendo	180,223
19	Grand Theft Auto V	Take-Two Interactive	173,508
20	1-2-Switch	Nintendo	172,565



1 **FIFA 19**
Electronic Arts
1,353,358



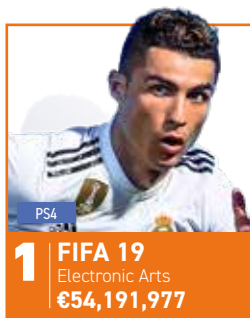
2 **RED DEAD REDEMPTION 2**
Take-Two Interactive
1,010,988



3 **CALL OF DUTY: BLACK OPS 4**
Activision Blizzard
564,935



TOP 20 GAMES IN 2018 BY PLATFORM



	In value	Physical market	
1	FIFA 19	PS4 Electronic Arts	€54,191,977
2	Red Dead Redemption 2	PS4 Take-Two Interactive	€36,426,027
3	Mario Kart 8 Deluxe	Switch Nintendo	€27,726,067
4	Call of Duty: Black Ops 4	PS4 Activision Blizzard	€27,177,331
5	Super Mario Party	Switch Nintendo	€19,274,950
6	Super Smash Bros. Ultimate	Switch Nintendo	€18,009,860
7	Spider-Man	PS4 Sony Interactive Ent.	€17,798,628
8	Super Mario Odyssey	Switch Nintendo	€16,938,838
9	God of War	PS4 Sony Interactive Ent.	€15,979,727
10	The Legend Of Zelda: Breath of the Wild	Switch Nintendo	€15,355,801
11	Splatoon 2	Switch Nintendo	€13,409,703
12	Assassin's Creed Odyssey	PS4 Ubisoft	€13,191,002
13	Far Cry 5	PS4 Ubisoft	€12,366,981
14	Pokémon: Let's go, Pikachu!	Switch Nintendo	€11,547,841
15	FIFA 19	Xbox One Electronic Arts	€10,584,681
16	Dragon Ball FighterZ	PS4 Bandai Namco Ent.	€10,177,790
17	Donkey Kong Country: Tropical Freeze	Switch Nintendo	€9,202,286
18	Red Dead Redemption 2	Xbox One Take-Two Interactive	€8,286,424
19	Red Dead Redemption 2 Special Edition	PS4 Take-Two Interactive	€7,967,238
20	1-2-Switch	Switch Nintendo	€7,609,046

TOP 20 GAMES IN 2018

BY PLATFORM

In volume

Physical market

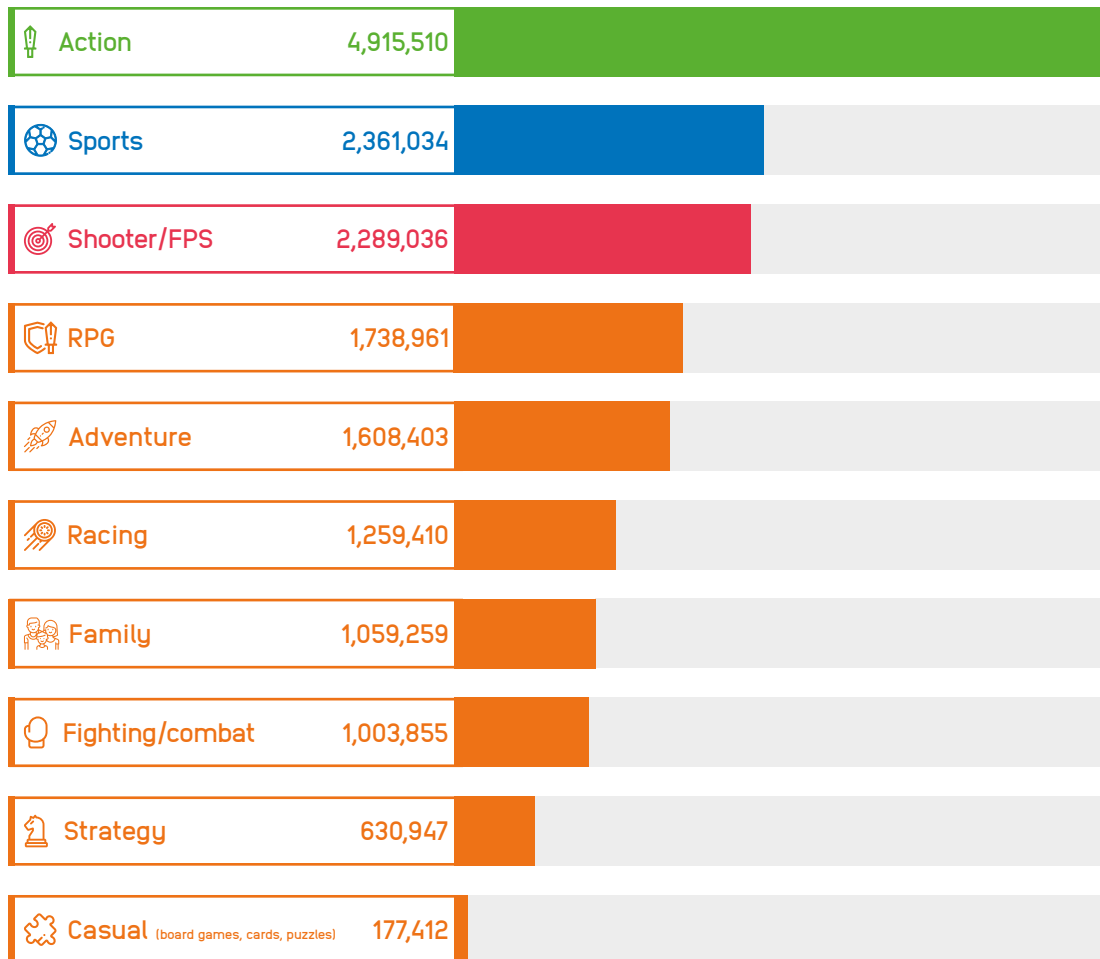
1	FIFA 19	PS4	Electronic Arts	945,190
2	Red Dead Redemption 2	PS4	Take-Two Interactive	691,905
3	Mario Kart 8 Deluxe	Switch	Nintendo	542,392
4	Call of Duty: Black Ops 4	PS4	Activision Blizzard	469,634
5	Super Mario Party	Switch	Nintendo	380,305
6	Super Mario Odyssey	Switch	Nintendo	328,746
7	Spider-Man	PS4	Sony Interactive Ent.	325,915
8	Super Smash Bros. Ultimate	Switch	Nintendo	309,469
9	God of War	PS4	Sony Interactive Ent.	277,765
10	Splatoon 2	Switch	Nintendo	262,023
11	The Legend Of Zelda: Breath of The Wild	Switch	Nintendo	261,360
12	Assassin's Creed Odyssey	PS4	Ubisoft	232,015
13	Pokémon: Let's go, Pikachu!	Switch	Nintendo	229,857
14	Far Cry 5	PS4	Ubisoft	212,601
15	FIFA 19	Xbox One	Electronic Arts	185,780
16	Donkey Kong Country: Tropical Freeze	Switch	Nintendo	175,602
17	1-2-Switch	Switch	Nintendo	172,565
18	Dragon Ball FighterZ	PS4	Bandai Namco Ent.	166,891
19	Minecraft: Nintendo Switch Edition	Switch	Microsoft	161,557
20	FIFA 19	Switch	Electronic Arts	156,854





TOP 10 TYPES OF VIDEO GAMES BOUGHT IN 2018

In volume Physical market





TOP WEEKLY SALES

Every Monday, discover
the top video game sales in France

SELL.FR

ON SOCIAL MEDIA



OR SUBSCRIBE TO OUR DEDICATED NEWSLETTER



PC GAMING ECOSYSTEM

BREAKDOWN OF 2018 TURNOVER IN EUROS



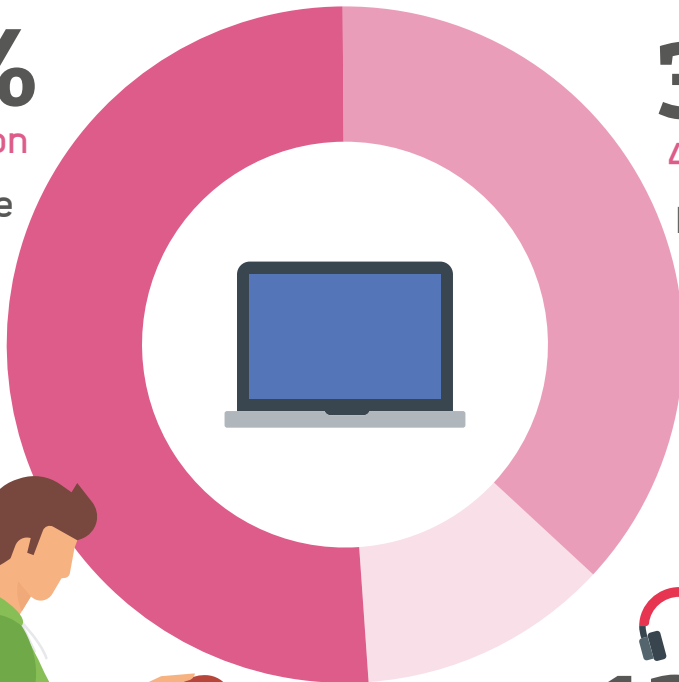
51%

636 million
PC
Software



37%

453 million
PC*
Hardware



12%

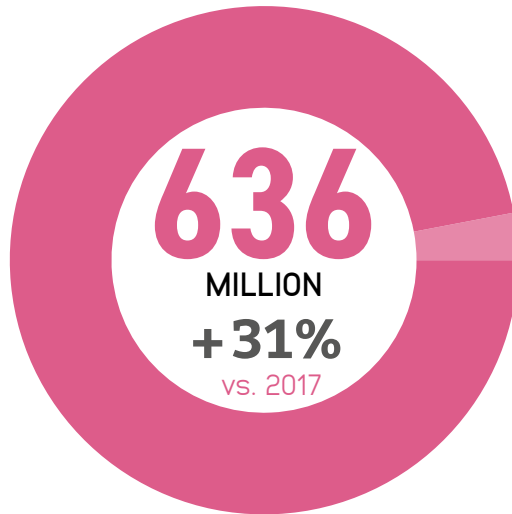
148 million
PC*
accessories



PC GAMING ECOSYSTEM

SALES GROWTH AND BREAKDOWN FOR 2018 IN EUROS

Software



97%
618 million
Digital PC



3%
18 million
Physical PC

+33%
vs. 2017

-25%
vs. 2017

Hardware*



453
million

-10%
VS 2017



Accessories*

148
million

+11%
VS 2017

Source: SELL data, from GSD/GameTrack/App Annie Intelligence panels at end 2018.

*Hardware: sales of PCs with high-performance graphics card; accessories: mice, keyboards, screens for PC gaming.



TOP 20 GAMES IN 2018

PC ECOSYSTEM



1 THE SIMS 4
Electronic Arts
54,847



2 FARMING SIMULATOR 19
Focus Home Interactive
54,195



3 OVERWATCH
Activision Blizzard
30,330

In volume

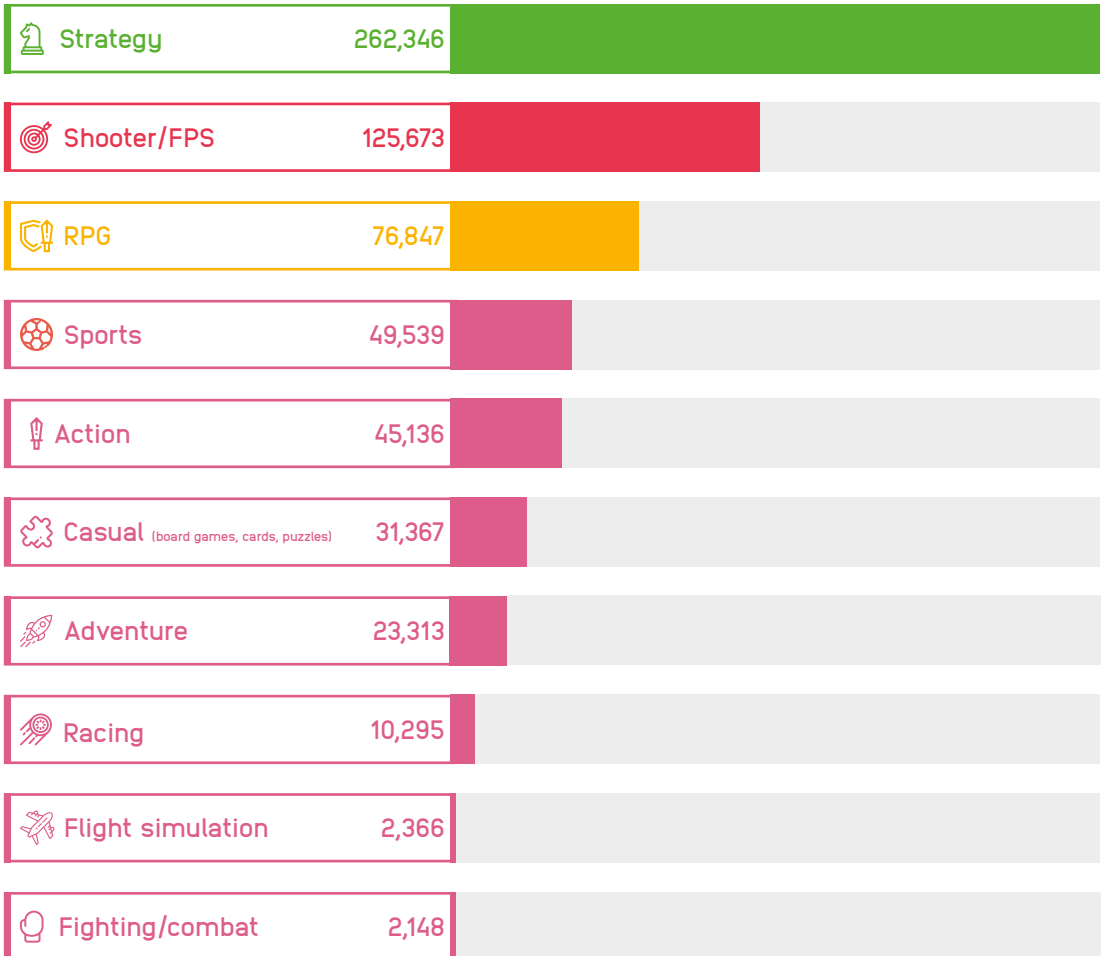
Physical market

1	The Sims 4	Electronic Arts	54,847
2	Farming Simulator 19	Focus Home Interactive	54,195
3	Overwatch	Activision Blizzard	30,330
4	World of Warcraft: Battle for Azeroth	Activision Blizzard	20,137
5	Call of Duty: Black Ops 4	Activision Blizzard	16,294
6	The Sims 4: Cats & Dogs	Electronic Arts	15,711
7	FIFA 19	Electronic Arts	12,989
8	Football Manager 2019	Sega	10,957
9	The Sims 4: Seasons	Electronic Arts	10,423
10	Battlefield V	Electronic Arts	10,321
11	Farming Simulator 17	Focus Home Interactive	8,973
12	Fallout 76	Bethesda	8,157
13	Call of Duty: Infinite Warfare	Activision Blizzard	7,326
14	Football Manager 2018	Sega	7,139
15	The Sims 4: City Living	Electronic Arts	6,965
16	Call of Duty: WWII	Activision Blizzard	6,718
17	The Sims 4: Get to Work	Electronic Arts	6,466
18	The Sims 4: Get Famous	Electronic Arts	6,060
19	Star Wars: Battlefront II	Electronic Arts	5,795
20	Grand Theft Auto V	Take-Two Interactive	4,951

TOP 10

TYPES OF VIDEO GAMES BOUGHT IN 2018

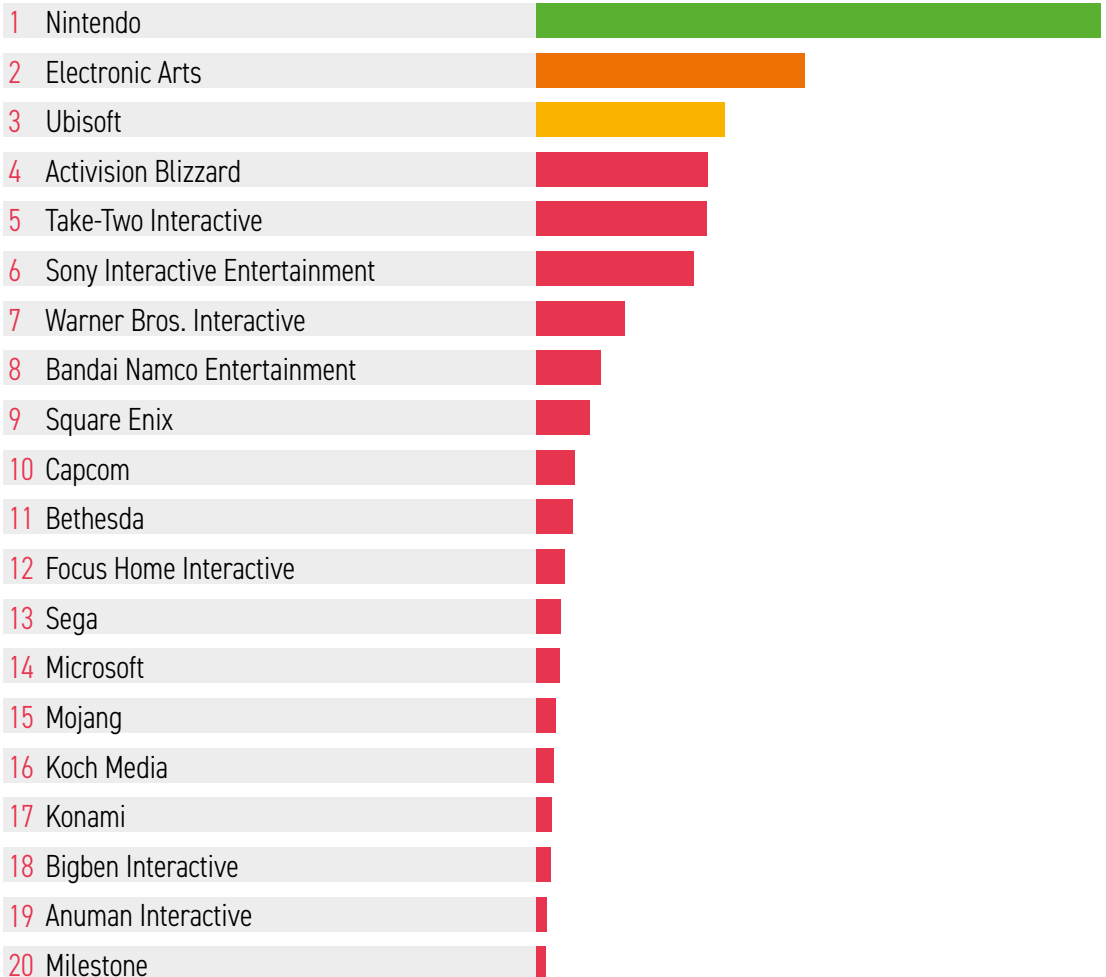
In volume Physical market





TOP 20 PUBLISHERS SOFTWARE

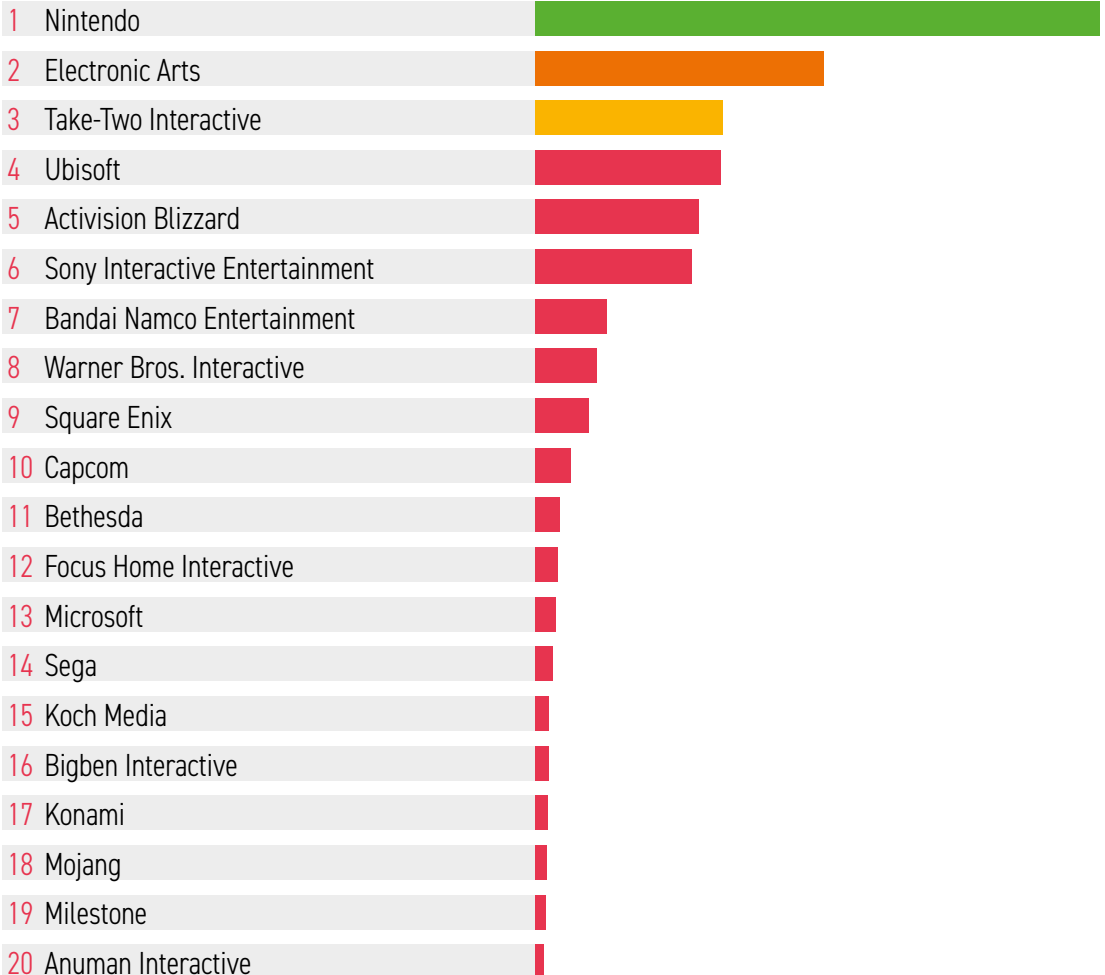
In volume Physical market



TOP 20 PUBLISHERS

SOFTWARE

In value Physical market

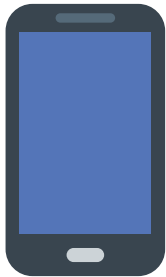




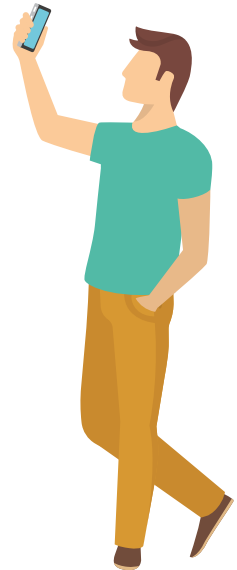
MOBILE ECOSYSTEM

Software

GROWTH IN SALES FOR 2018
IN EUROS



946
Million
Euros























+ 22%
VS 2017

TOP 10 GAMES IN 2018

MOBILE ECOSYSTEM

Consumer expenditure

Downloads

Consumer expenditure			Downloads				
1	Dragon Ball Z: Dokkan Battle	Bandai Namco Entertainment		1	Helix Jump	Voodoo	
2	Clash Royale	Supercell		2	Love Balls	SuperTapx	
3	Candy Crush Saga	King		3	Pixel Art	Easybrain	
4	Clash of Clans	Supercell		4	Knife Hit	Ketchapp	
5	Summoners War	Com2uS		5	Rise Up	Serkan Ozyilmaz	
6	Lords Mobile	IGG.com		6	Subway Surfers	Kiloo	
7	Candy Crush Soda Saga	King		7	Happy Glass	Lion Studios	
8	Gardenscapes	PlayRix Games		8	Word Cross Puzzle	WePlay Word Games	
9	Pokémon GO	Niantic		9	PUBG Mobile	Tencent	
10	Homescapes	PlayRix Games		10	Fortnite	Epic Games	

CHAPTER 2

PROFILES OF FRENCH GAMERS



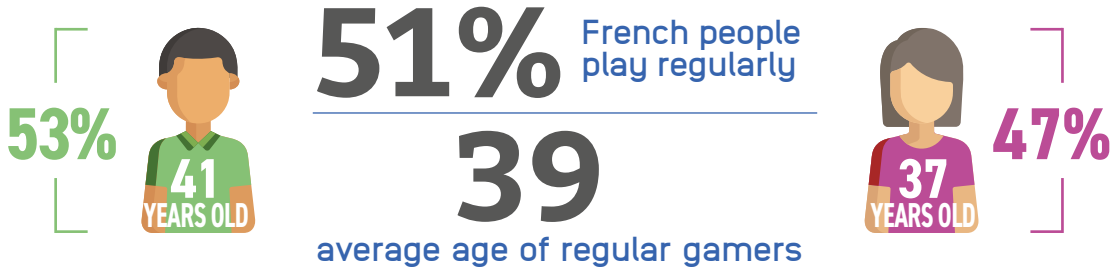
ABOUT the SELL "French public and Video gaming" survey

Data collected and analysed by Médiamétrie for SELL with the aim of measuring and understanding video game uses and purchases in France.

The survey was carried out online from 6th September to 1st October 2018 with a sample of 2,856 people aged 10 and over, representing web users living in France.

All rights reserved © 2018 Médiamétrie - www.mediametrie.fr

VIDEO GAMING: A LEISURE ACTIVITY FOR EVERYONE

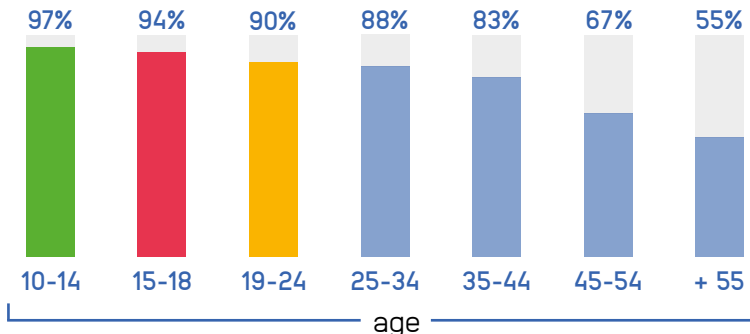


74%
of French people play at least occasionally

AVERAGE GAMER AGE PER PLATFORM

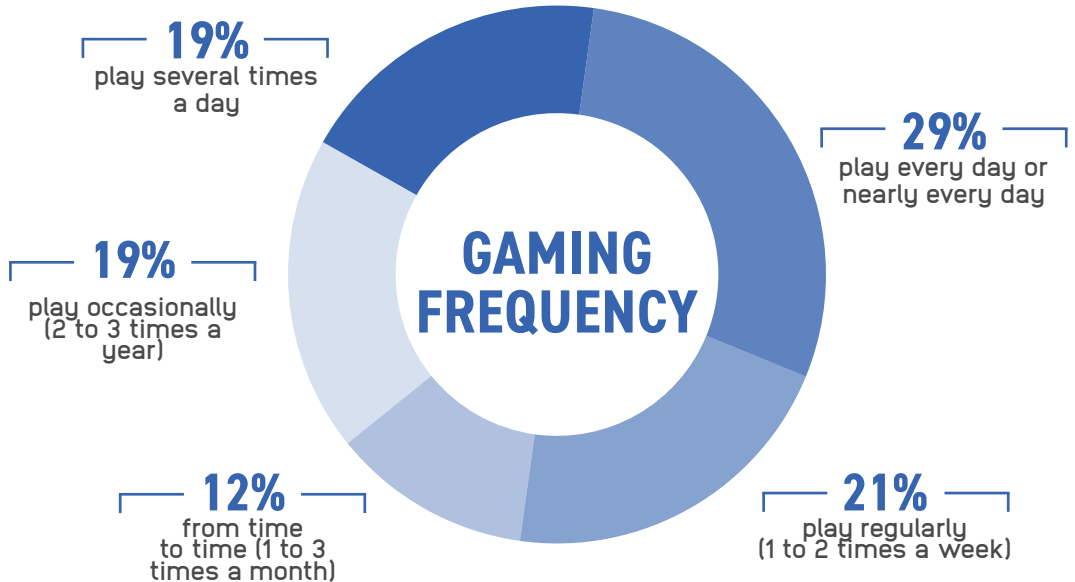
30 handheld console	32 TV console	37 box connected to the TV
37 smartphone	41 touch screen tablet	42 computer

PERCENTAGE OF GAMERS BY AGE GROUP

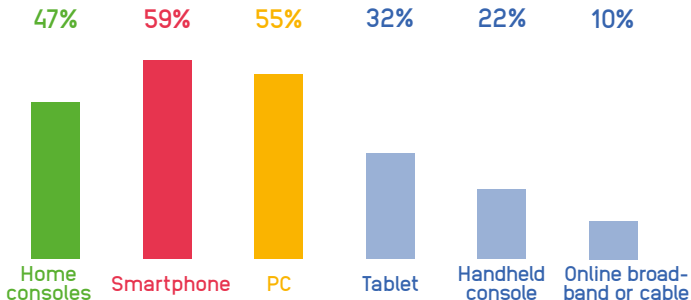




FRENCH GAMERS



PERCENTAGE OF GAMERS BY PLATFORM



DATA AND PURCHASING BEHAVIOUR

VIDEO GAME PURCHASES

37%
On the internet
and in stores

32%
In stores

24%
On the internet

7%
Other



FORMAT OF VIDEO GAMES PURCHASED

54%
Physical

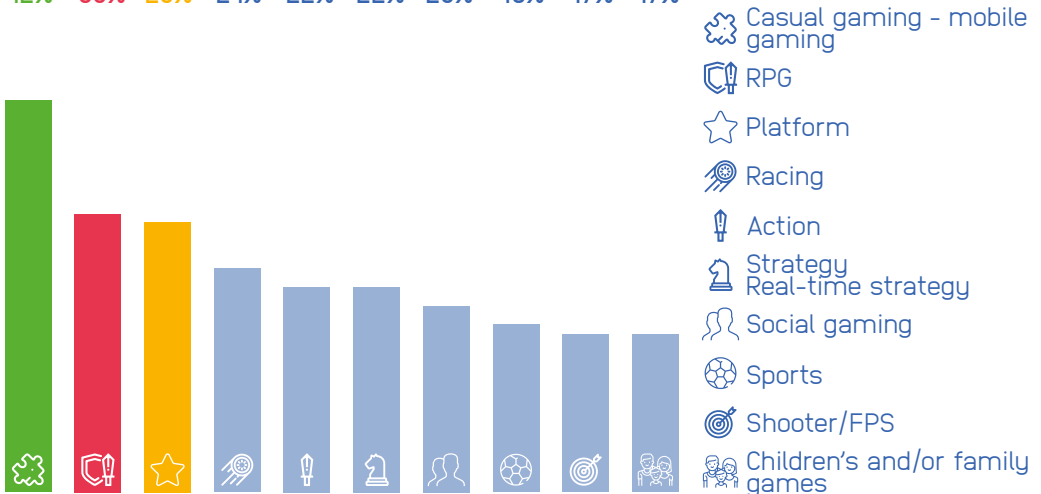
27%
Physical
and digital

19%
Digital



TOP 10 TYPES OF VIDEO GAMES THE MOST PLAYED IN 2018

42% 30% 29% 24% 22% 22% 20% 18% 17% 17%





FRENCH PEOPLE AND VIDEO GAMES

NEARLY ONE OUT OF EVERY TWO ADULTS BELIEVES THAT VIDEO GAMES HAVE A POSITIVE IMPACT ON CHILDREN'S DEVELOPMENT



89%

OF FRENCH PEOPLE
consider video
games an
innovative sector

84%

OF FRENCH PEOPLE
consider video
games to be created
by real artists

75%

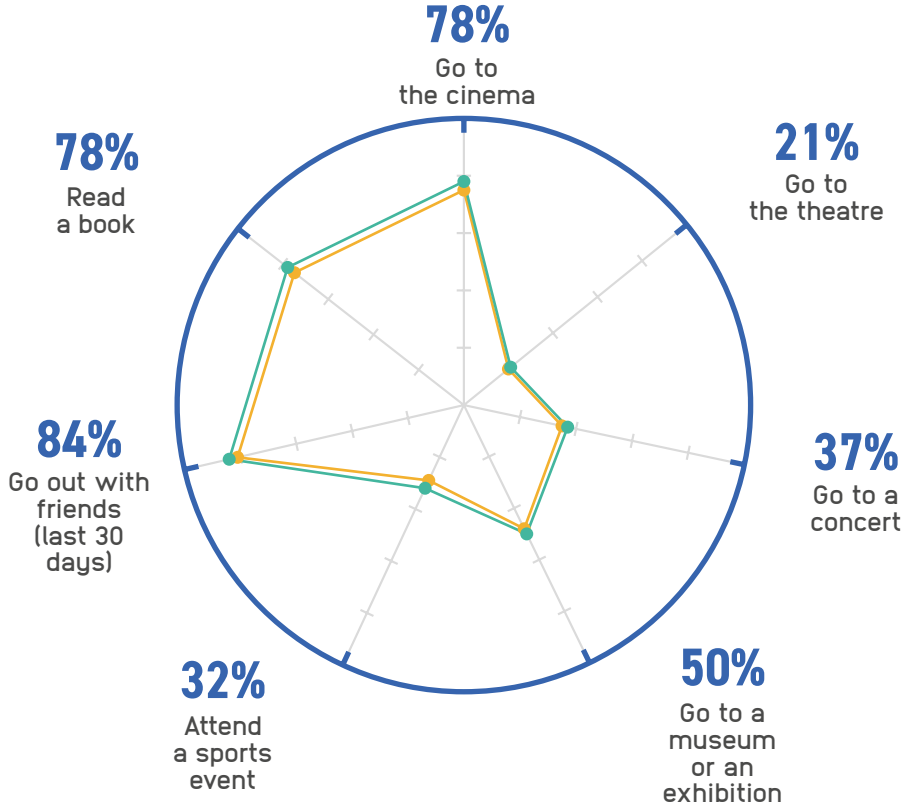
OF FRENCH PEOPLE
consider video
gaming a leisure
activity for the whole
family

62%

OF FRENCH PEOPLE
consider video
gaming a positive
activity


FRENCH PEOPLE AND THEIR HABITS

Cultural outings over the last 6 months



PLAY SPORT OR EXERCISE REGULARLY





CHAPTER 3

A RESPONSIBLE INDUSTRY

HERE TO HELP PARENTAL CONTROL

As well as the PEGI system, different manufacturers today offer a parental control system integrated in computers and consoles allowing parents to supervise which games their children play.

For several years, console manufacturers (Sony, Microsoft and Nintendo), the Mac and Windows operating systems and also Google have been using the PEGI system to offer a simple and effective parental control solution. Just a few minutes are needed to prevent children accessing games that exceed a certain age category, monitor and control online purchases, limit web browsing and the time spent playing or control the level of online interaction. These systems integrated in

different devices all strive to protect young audiences from content and behaviour unsuitable for their age. Despite manufacturers' hard work to make their control systems as effective as possible, it is essential that parents pay close attention to their children's activities and how they use the computer.

Here is a list of different equipment and software that has an integrated parental control system that can be configured to the PEGI system.



HOME CONSOLES

- Microsoft Xbox 360
- Microsoft Xbox One
- Nintendo Wii
- Nintendo Wii U
- Nintendo Switch
- Sony PlayStation 3
- Sony PlayStation 4



HANDHELD CONSOLES

- Nintendo DS
- Nintendo 3DS
- Sony PSP
- Sony PlayStation Vita



MOBILES

- Smart phones using Android
- Tablets using Android



COMPUTERS

- Windows operating system
- Mac operating system



WEB BROWSERS

- Google Chrome
- Apple Safari/WebKit
- Mozilla Firefox



PEGI

PAN EUROPEAN GAME INFORMATION

The PEGI age rating system (Pan European Game Information) gives parents throughout Europe the opportunity to make enlightened decisions before purchasing a video game.

Launched in spring 2003, PEGI has replaced a certain number of national age ratings through unique labels that are now used in most European countries. The system enjoys the support of the leading console manufacturers, including Sony, Microsoft and Nintendo, and also interactive game publishers and developers throughout Europe. It is also used for all new apps available from the Google Play Store. The age rating system was created by the ISFE - the Interactive Software Federation of Europe.

WHAT DO THE LABELS MEAN?

The PEGI labels appear on the front and back of the cover, indicating one of the following age ratings: 3, 7, 12, 16 or 18 (age). They provide a reliable indication of the game's content with regard to the protection of minors.

The age rating does not take into account the difficulty of the game or the skills required to play it. The descriptors (see below) on the back cover indicate the main reasons why a game has a specific age rating.

CREATED
IN
2003

PRESENT
IN
38 COUNTRIES

NEARLY
30,000
APPROVED GAMES

FEDERATING
1,800
MEMBER COMPANIES

THE LABELS



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



Unrealistic
Implicit violence
Cartoon, fun.
Frightening scenes for young children



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
















Realistic violence towards human characters.
Sports action with presence of blood.
Foul language, drug use.
Representation of criminal activity.



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

PEGI LABELS

	 VIOLENDE	 LANGAGE GROSSIER	 PEUR	 SEXE	 DROGUE	 JEUX DE HASARD	 DISCRIMINATION	 ACHATS INTÉGRÉS
	—	—	—	—	—	—	—	—
	✓	—	✓	—	—	—	—	—
	✓	✓	✓	✓	✓	✓	—	—
	✓	✓	—	✓	✓	✓	—	—
	✓	✓	—	✓	✓	✓	✓	—



This game contains bad language.



This game contains images which may encourage discrimination.



This game encourages and/or teaches gambling.



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



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



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



This game contains violent scenes.



This game may frighten young children.

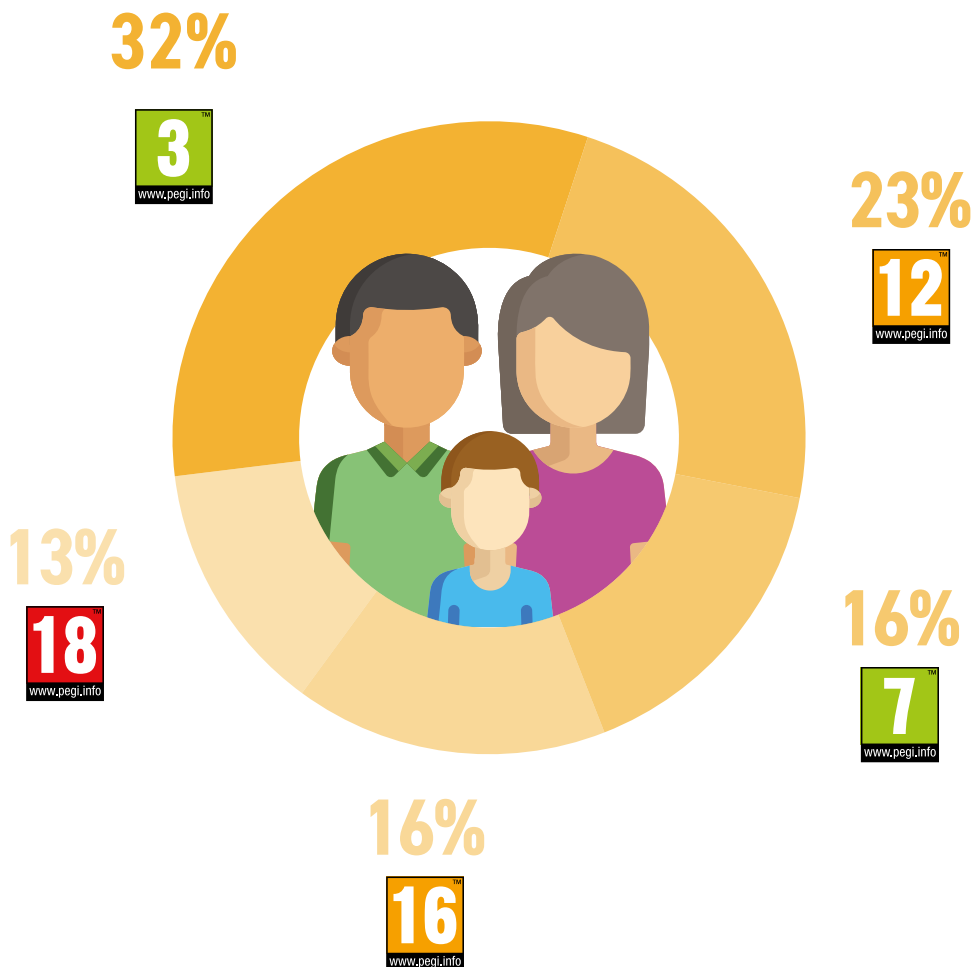


A RESPONSIBLE
INDUSTRY

PEGI

ANALYSIS OF THE 2018 OFFER

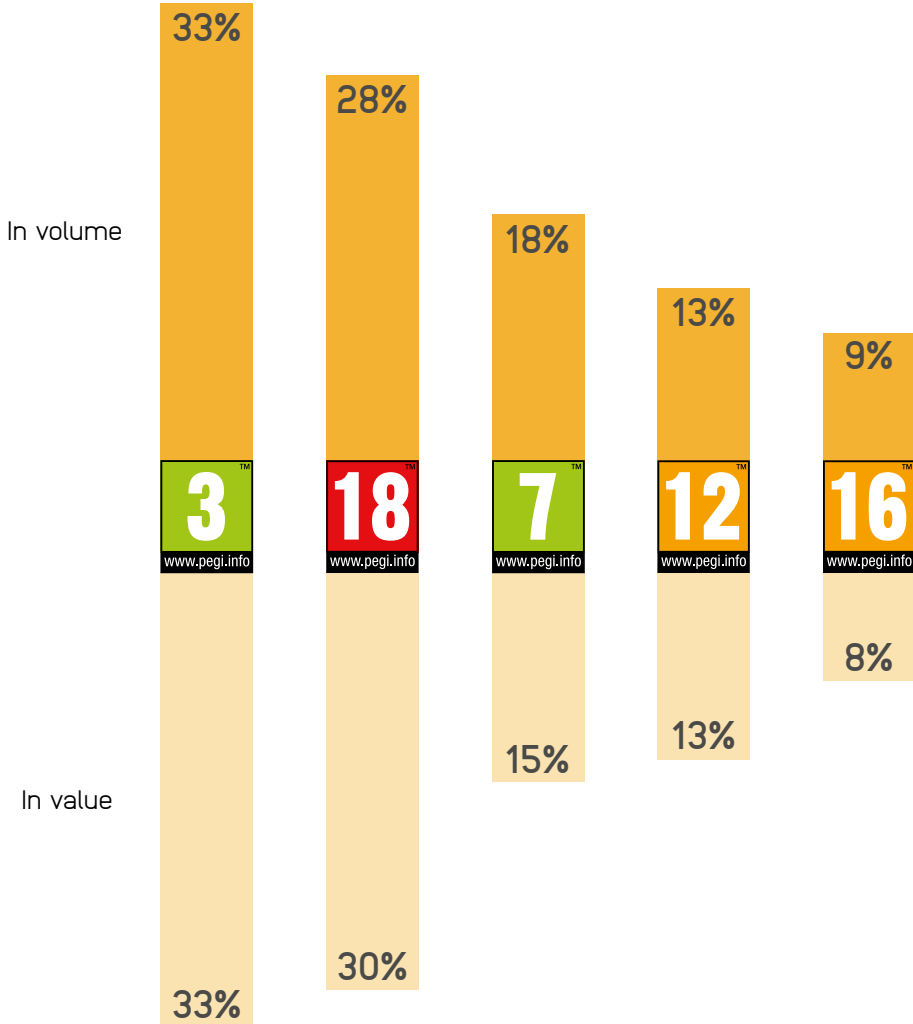
Physical market



PEGI

SALES ANALYSIS, MARKET SHARE IN 2018

Physical market

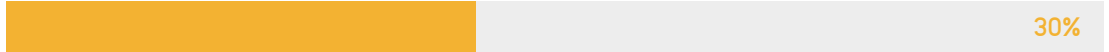




PARENT BEHAVIOUR TOWARDS VIDEO GAMES

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

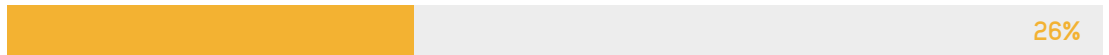
He plays video games by himself, but I choose the games he can play



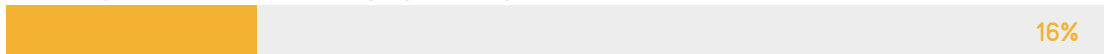
He plays video games by himself and doesn't need my approval to play the games he wants to play



He plays video games by himself, but I advise against certain games



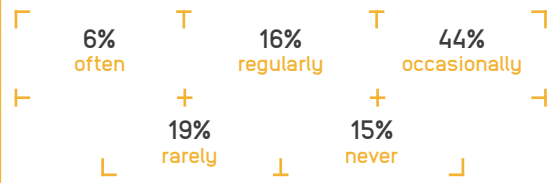
I'm always next to him when he plays video games



WHY DO PARENTS GAME WITH THEIR CHILDREN?



HOW OFTEN PARENTS GAME WITH THEIR CHILDREN?



THE ACT OF BUYING AND THE PEGI RATING SYSTEM

ATTITUDE TO THE PEGI RATING SYSTEM

ADULTS

PAY ATTENTION TO THE PEGI SYSTEM

35%
YES

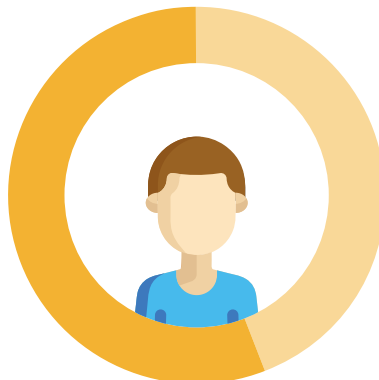


65%
NO

CHILDREN

PAY ATTENTION TO THE PEGI SYSTEM

56%
YES



44%
NO

CHAPTER 4

**SELL: SYNDICAT DES
EDITEURS DE LOGICIELS DE
LOISIRS, 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.



THE MISSIONS OF SELL



PROMOTE VIDEO GAMES

SELL's main objective is to promote video games and gaming with the general public, national and European stakeholders and the authorities. It also has a vocation to defend the interests of its members and, more generally, of the entire video game sector.

ORGANISE UNMISSABLE EVENTS

Every year, SELL organises two shows:

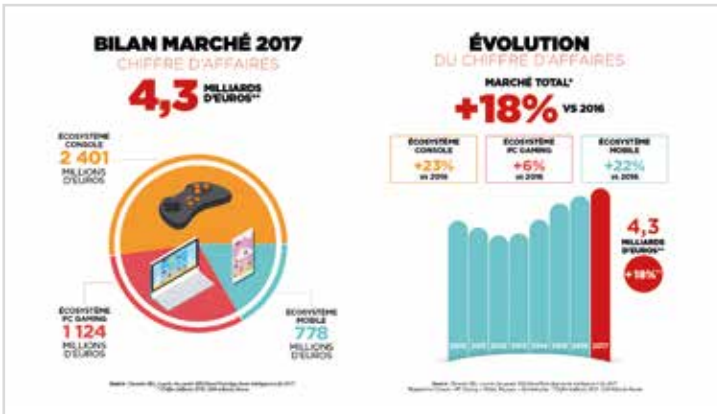
- Paris Games Week (PGW)
- The Interactive & Digital Entertainment Festival (IDEF)

Every year, these two events bring together the main stakeholders in the gaming sector.



INFORM AND PROTECT

Since its beginnings, SELL has been committed to informing and protecting the consumer. In this vein, the organisation operates in many areas to raise the awareness of gamers, parents and families about issues associated with video gaming.



STRUCTURE MARKET INFORMATION

To structure market information, SELL focuses on partnerships and provides the entire gaming ecosystem with a reliable and faithful map of the video game market.



PROMOTING THE INDUSTRY'S CREATIVITY, INNOVATION AND RESPONSIBILITY

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: Elijah Wood

ART AND VIDEO GAMES



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

Throughout the year SELL, which embraces an informative, educational and promotional approach to the video gaming industry gives a voice to many talented people from the sector. Since 2017, SELL has been spotlighting all the richness of video gaming through various documentaries.

GAME IN PROGRESS



This five-episode documentary takes us behind the scenes of designing and creating video games. It reveals the different production stages and introduces the viewer to the professions and talents involved. To present all the creative stages with the greatest accuracy, SELL interviewed a wide cross-section of video game industry stakeholders, in France and around the world. They discuss the creative aspects, the script and even the technology of their work.

PLAY AS YOU ARE



For the International Day of Persons with Disabilities, SELL - the Union of Video Game Publishers – presented the documentary “Play as you are”. This 9-minute video shows how video gaming is an inclusive activity for people with disabilities. Professionals, charity workers and people with disabilities discuss initiatives that have made gaming accessible to all and helped change society's views of disability. Video gaming is a fantastic tool for breaking down barriers and getting everyone to play together.

**FIND ALL THIS CONTENT
ON SELL.FR**



THE BOARD OF DIRECTORS

Frédérique de Fondaumière
Activision Blizzard

Arnaud Muller
Bandai Namco Entertainment

Julie Chalmette
Bethesda

Dominique Cor
Electronic Arts

John Bert
Focus Home Interactive

Hugues Ouvrard
Microsoft

Philippe Lavoué
Nintendo

Philippe Cardon
Sony Interactive Entertainment

Yves Elalouf
Warner Bros. Interactive Entertainment

Patrick Bellaiche and Michel Magne
Take-Two Interactive

John Parkes
Ubisoft

Yves Bléhaut
Whybe Online

THE MEMBERS OF SELL

Activision Blizzard
Bandai Namco Entertainment
Bethesda
Bigben Interactive
Capcom
Disney Interactive
Electronic Arts
Focus Home Interactive
Innelec Multimedia
Just For Games
Koch Media

Konami
Microsoft
Nintendo
Orange
Sega
Sony Interactive Entertainment
Square Enix
Take-Two Interactive
Ubisoft
Warner Bros. Interactive Entertainment
Whybe Online

NOTES



Julie Chalmette
Chairwoman

Emmanuel Martin
General Delegate
e.martin@sell.fr

Anne-Sophie Montadier
*Communication and
Marketing Manager*
as.montadier@sell.fr

Meryl Pioche
Marketing Manager
m.pioche@sell.fr

Read all of SELL's news on social media



[@SELL_JeuxVideo](https://twitter.com/SELL_JeuxVideo)



[@SELL.JeuxVideo](https://www.facebook.com/SELL.JeuxVideo)



[@SELL_JeuxVideo](https://www.linkedin.com/company/SELL_JeuxVideo)



[SELL TV](#)

www.sell.fr