

**#PGW**  
**23 > 27**  
**OCTOBER 2024**  
**PARIS EXPO**  
PORTE DE VERSAILLES

**PARIS  
GAMES  
WEEK**

**PRESS  
RELEASE**

Paris, May 17, 2024

**D-159 TO PARIS GAMES WEEK 2024:  
TICKETING IS OPEN,  
THE COUNTDOWN IS OFFICIALLY ON!**

**Paris Games Week returns in force from October 23 to 27, 2024. This Thursday, a festive evening at Paris City Hall marked the official launch of this edition: an opportunity to celebrate the 12th anniversary of this emblematic French and European video game event, and to illustrate its entry into a new era.**

**PGW 2024: official launch at Paris City Hall**

Yesterday, Paris City Hall shook to the rhythm of Paris Games Week 2024, in the presence of Mr. Emmanuel Grégoire, First Deputy Mayor of Paris in charge of urban planning, architecture, Greater Paris, relations with the arrondissements and the transformation of public policies, and Ms. Pénélope Komitès, Deputy Mayor of Paris in charge of innovation, attractiveness, the Paris 2030 outlook and resilience.

The city of Paris, which is preparing to host the Olympic and Paralympic Games this summer, and the League of Legends Worlds next October, is thus affirming its support for the PGW, a real vector of attractiveness for the Paris region ecosystem.

**James Rebours, President of the SELL, comments:** *“We are delighted to be launching Paris Games Week 2024 from such a prestigious venue as the Hôtel de Ville de Paris. This show can count on strong partners, whom we wanted to thank. And in 2024, we'll be going even further with new players who will enable us to offer an even richer experience, open to the worlds of entertainment and pop culture. We want to be the only show where video games, esports, anime, manga, sports, cosplay, influencer shows and live music converge.”*

This exceptional evening began with the first “Rendez-vous business PGW”, bringing together major industry players to discuss the strengths of Paris and France in the video game sector. PGW, which reflects this local appeal every year, highlighting games “Made in France” and beyond, intends to encourage meetings between industry professionals, through these meetings, which it inaugurates at this 2024 edition.

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### **PGW: 12 years of passion and sharing**

This launch event was also an opportunity to reunite and honor all those who have made and kept PGW alive for the past 12 years. A not-to-be-missed event for gaming enthusiasts, the show has undergone a number of changes over the years, to better reflect the richness and diversity of video game communities and universes.

In 2024, visitors will be able to discover and exclusively test the latest international and French releases, on the stands of the biggest players in the video game industry. Daily entertainment and video game experiences for all ages will be the order of the day at this year's show.

Although PGW is the show of choice for 18-35 year-olds, it also attracts an intergenerational audience, united by a common passion. It promotes the responsible use of video games, raising awareness of best practices and equality within the industry and communities. Accessibility is also a priority at PGW, with dedicated zones for people with disabilities, accompaniment in French sign language (LSF), and adapted booths, to ensure an inclusive experience for all.

### **Esport at PGW 2024: first program announcements**

Last year, esports was particularly prominent at PGW, with national and international rounds held on the show's main stage. In particular, the 2023 edition showcased women's esports, with the first Star Cup final.

In 2024, the discipline will once again be in the spotlight, with a richly varied stage program entirely piloted by Webedia, a long-standing partner of the show. PGW 2024 will feature a wide range of competitions. These include

- The Banque Postale Coupe de France, which will bring together the LFL, DIV2 and Nexus Tour teams for the final competition of the League of Legends season in France;
- The Trackmania World Cup, apotheosis of the Trackmania World Tour 2024, where the 8 best players of the season will compete to become World Champion.
- The Coupe des Étoiles, the biggest League of Legends competition for women in France.
- The Coupe de France de BlindTest: after several weeks of competition around the ThisisBlindTest, the best competitors will compete on stage to become French Champion.

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### **From esports to sport: building new bridges in 2024**

Sport is now an integral part of PGW. Last year, players from the world of sport, such as ASPTT Fédération Omnisports and the French Table Tennis Federation, among others, presented new experiences and memorable moments for visitors, including virtual reality sports, and activities combining physical movement and interactive screens.

In 2024, PGW will be welcoming even more sports federations to its large “Sport & Esport Village”, and will be offering demonstrations, live matches and activities to be experienced in sneakers, to underline the links between real and virtual sport, and enable participants to test their skills on site.

### **A more complete and entertaining experience than ever, to be shared by pop culture enthusiasts.**

Every year, PGW welcomes new worlds inspired by video games. Since 2022, the show has been reinventing itself, offering immersive experiences ranging from VR and connected sports to concerts and influencer-created content.

In 2024, PGW promises an even more varied program, mixing gaming, pop culture, sport, but also cinema and music. Cosplay will also be a highlight of the show, with the return of the “Cosplay Village”, featuring the most talented French and European cosplayers.

### **A renowned ambassador to bring the 2024 event to life**

To embody this new edition, and guide fans in its preparation, journalist and streamer Samuel Etienne has been chosen as ambassador. In the run-up to the show, and right up to the week of the event, he will be reporting on PGW news and behind-the-scenes stories to fans of France's biggest gaming event.

After interacting with gamer communities online for several years, Samuel Etienne was able to meet them “in real life” at PGW 2023, which he attended for the first time. Closer than ever to video game enthusiasts, who come from all corners of France to attend the show, he embraced his role as ambassador in 2024 with pleasure and passion.

### **Ticketing is now open!**

The countdown is on: in 159 days, Paris Games Week will open its doors for an unforgettable edition, at Paris Expo - Porte de Versailles.

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Until May 31, the ticket office is offering an “early bird” offer, with entry tickets priced at €15 (reduced rate) or €16 (full rate). This year, tickets are no longer backdated: visitors no longer need to select their day of visit when booking.

[Get your tickets here](#)

## PRESS CONTACT

### BEYOND

Nicolas BRODIEZ - 06 15 93 52 10 - nbrodiez@beyond-pr.com

### About SELL - Union of Video Game Publishers - [www.sell.fr](http://www.sell.fr)

SELL is the professional association representing video game publishers in France. SELL has twenty-six members. It promotes and defends the collective interests of video game publishers in their different fields, helps structure the market and supports its recognition by all professionals, public authorities and consumers. SELL represents the industry's commitment to responsibility through actions promoting diversity in video games. SELL supports and provides information about the PEGI European standard, a rating system for video game content that provides reliable information that is easy to understand in label format on all video games, whether they are sold physically or digitally. SELL is also the creator and organiser of Paris Games Week launched in 2010. The Chairman of SELL is James Rebours and the General Delegate is Nicolas Vignolles.

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