

NOVEMBER 2022

ESSENTIEL

VIDEO GAME NEWS



FRENCH PEOPLE AND VIDEO GAMES



SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS

NOVEMBER 2022

ESSENTIEL

VIDEO GAME NEWS

CHAPTER 1

VIDEO GAMES IN FRANCE

06

CHAPTER 2

A RESPONSIBLE INDUSTRY

34

CHAPTER 3

SELL

50

EDITORIAL

A WORD FROM THE CHAIRWOMAN



Dear all,

2022 has been like no other year and marks a turning point in our industry. Exactly 50 years ago, the first video game console was released setting the stage for a sector that did not yet know it would have both a technological and sociological impact. Generation after generation, this digital leisure activity has seduced players of all ages. Yesterday's players are today's parents, which gives video games the strength of a transgenerational medium that can be played and shared.

Video games have become a social, convivial and family leisure activity in French homes, but above all, they are an integral part of our daily lives. There is no such thing as a typical video game player, as players today are so representative of the French population. Our new study in collaboration with Médiamétrie highlights the fact that video games have become established in all sectors of our society. Juniors, seniors, children, parents... There are 37 million of them (aged 10 and over) and 53% of French people say they play regularly.

The popularity of video games is due to their intergenerational strength. 95% of children over 10 years of age engage in this hobby, 68% of adults. But the most significant fact is that year after year, video games are becoming more and more popular among the over-60s, with 44% of this population concerned.

In many ways, video games are winning people over. Firstly, through the diversity of platforms offering the possibility of experiencing adventures and emotions on PC, console, smartphone or tablet,

but also through increasingly rich and diversified editorial content.

There are many titles to escape in, allowing video games to be considered as a vector for relaxation, pleasure, sharing and conviviality. Whether playing with friends in the living room or remotely through online multiplayer platforms, this conviviality is at the heart of the experience and is one of the main sources of motivation for 69% of players.

Sharing is also an important value within the family cocoon: 72% of French people consider video games to be a leisure activity for the whole family and therefore enjoy sharing moments with their loved ones. 64% of parents play at least occasionally with their child, an indication of their growing interest. In addition, they pay close attention to video game content thanks to the PEGI rating. Proof that the awareness campaigns and parental control tools made available by manufacturers and publishers for several years now are bearing fruit. SELL is more than ever committed to its role in the evolution of this ecosystem and the development of parental control.

Over the past fifty years, the video game industry has continued to evolve. From the creative process to production and marketing, a number of professions are now involved with the launch of a game or a new licence. So many women and men who contribute to generating emotions, passions and now vocations. Among 18-24 year-olds, 43% have already considered working in video games. With nearly a hundred colleges and universities offering digital courses and more than 700 studios, France is a fertile ground for creativity and innovation, but above all, it is a land of players.

**JULIE CHALMETTE
SELL CHAIRWOMAN**



CHAPTER 1

VIDEO GAMES IN FRANCE



About the "French people and video games" survey

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

Survey carried out online from 24th August to 15th September 2022 with a sample of 4,001 people aged 10 and over, representing web users living in France.

All rights reserved © 2022 Médiamétrie - www.mediametrie.fr



Médiamétrie

VIDEO GAMES IN FRANCE

**37.4 MILLION
PLAYERS**
AGED 10 AND OVER



*a player who says they play video games at least once a year

VIDEO GAMES IN FRANCE

88%
ADULTS (18 AND OVER)
32.8 MILLION PEOPLE

**FRENCH
PLAYERS
OVERALL**



12%
CHILDREN (AGED 10-17)
4.6 MILLION PEOPLE

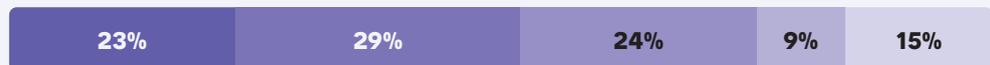


VIDEO GAMES IN FRANCE

VIDEO GAMES ARE ROOTED IN FRENCH PEOPLE'S DAILY LIVES:

3/4 OF VIDEO GAME PLAYERS PLAY AT LEAST ONCE A WEEK

VIDEO GAME PLAYERS



CHILDREN PLAYERS



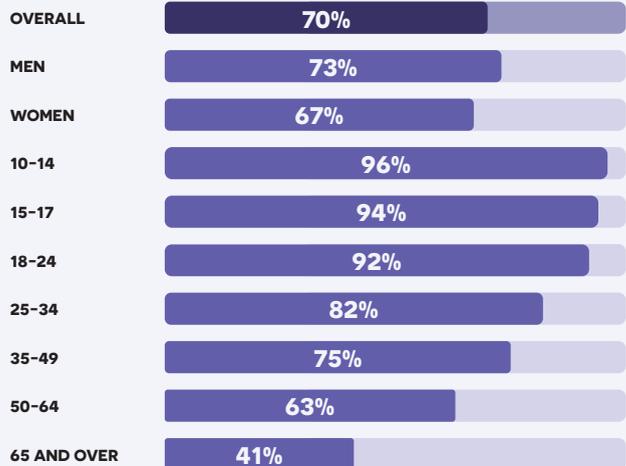
ADULT PLAYERS



SEVERAL TIMES A DAY EVERY DAY OR NEARLY EVERY DAY ONCE OR TWICE A WEEK 1 TO 3 TIMES A MONTH LESS OFTEN

VIDEO GAMES INVOLVE

EVERY LEVEL OF THE POPULATION



95%

OF CHILDREN PLAY VIDEO GAMES (AGED 10-17)



68%

OF ADULTS PLAY VIDEO GAMES (18 YEARS OR OLDER)

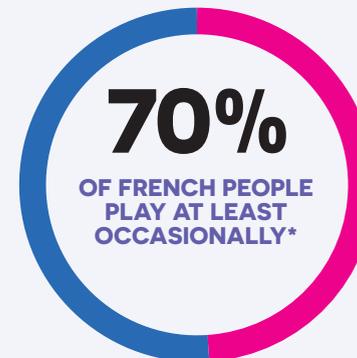
PROFILES OF FRENCH PLAYERS

ALL PLAYERS



51%

MEN
40



49%

WOMEN
39

39
AVERAGE AGE OF PLAYERS

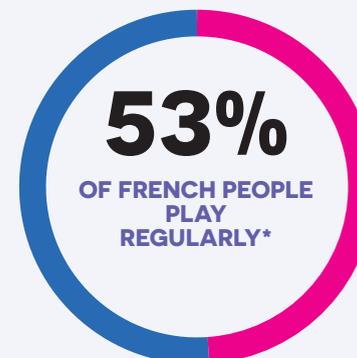
*a player who says they play video games at least once a year.

REGULAR PLAYERS



53%

MEN
38



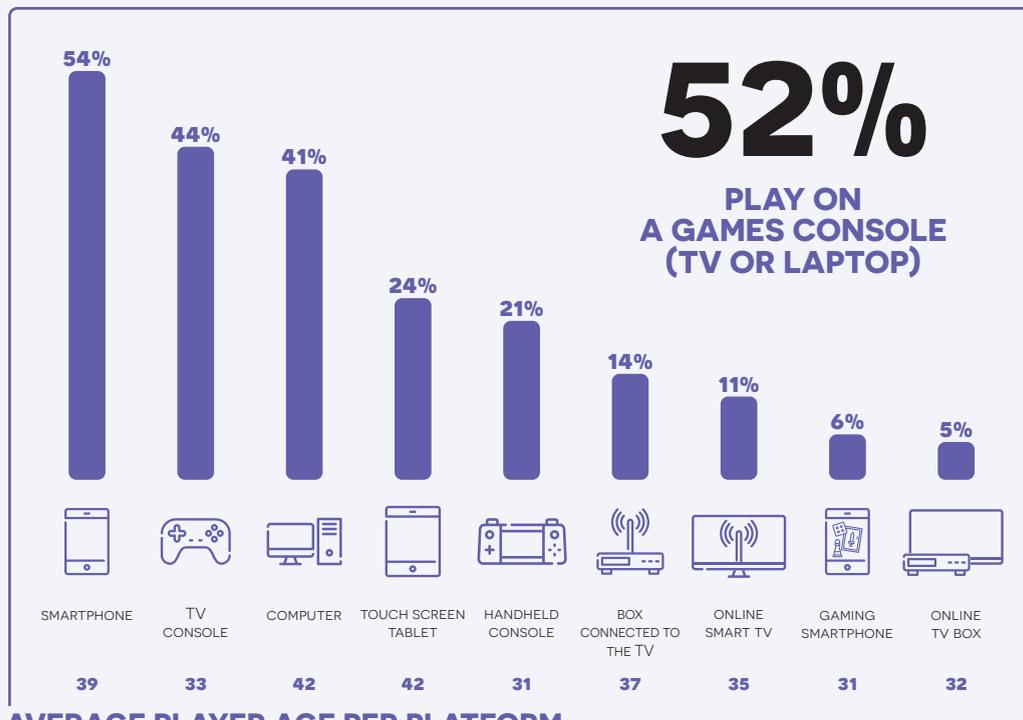
47%

WOMEN
39

38
AVERAGE AGE OF PLAYERS

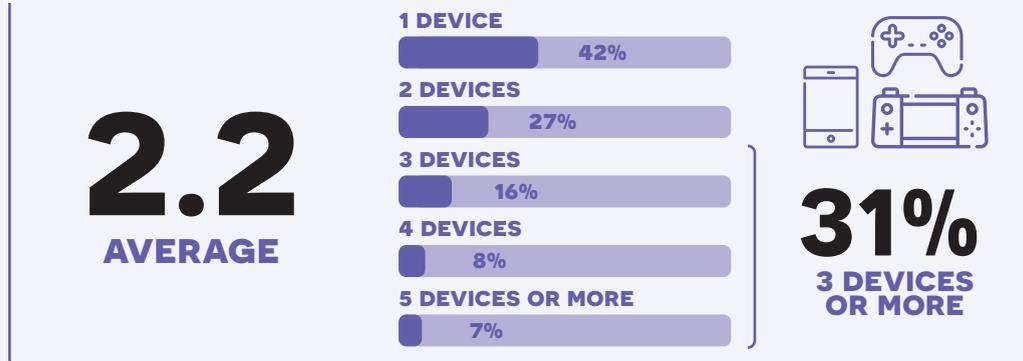
*Regular player: player who says they play video games at least once a week.

DEVICES USED TO PLAY VIDEO GAMES



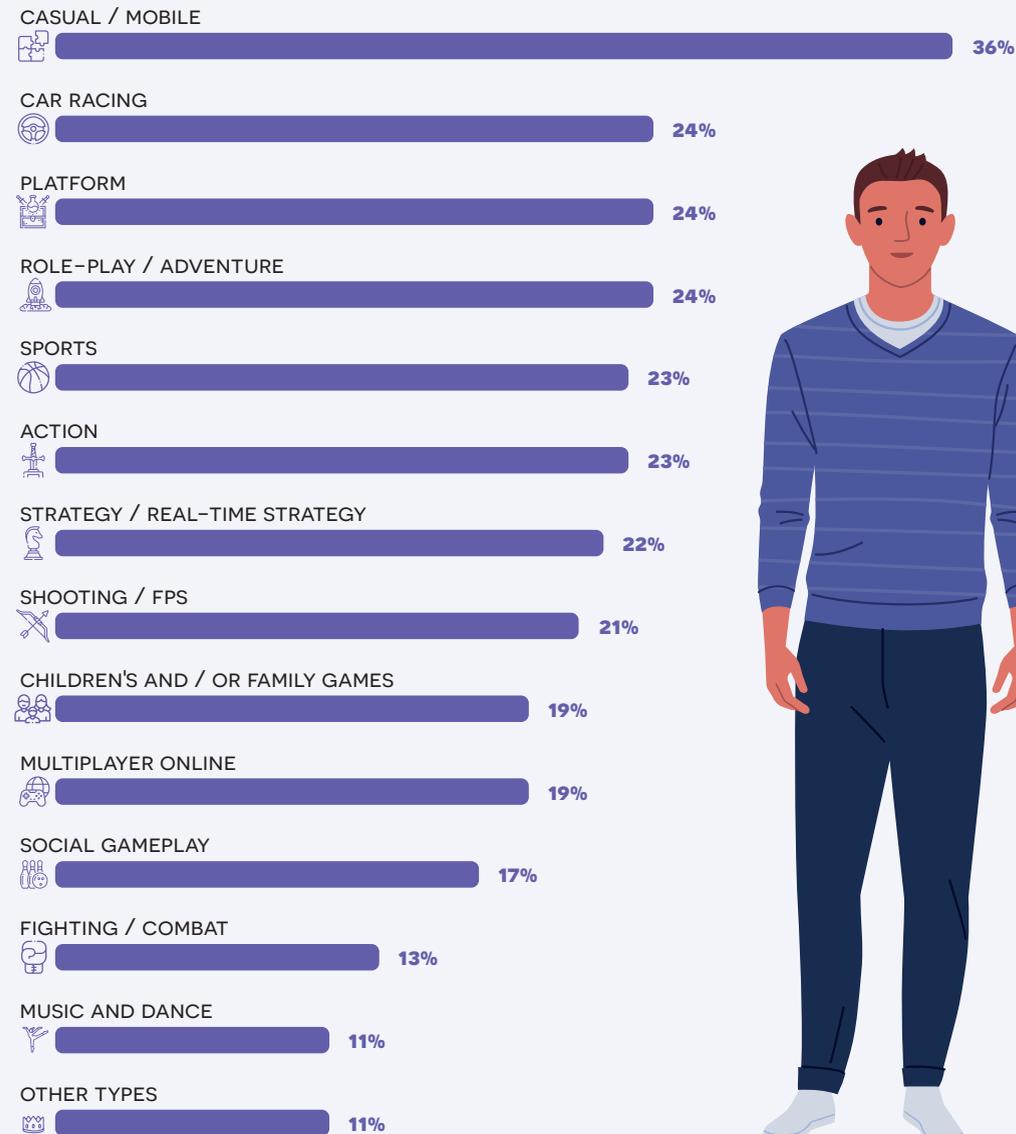
AVERAGE PLAYER AGE PER PLATFORM

NUMBER OF DEVICES USED TO PLAY



TOP 10 TYPES OF VIDEO GAMES PLAYED IN FRANCE

IN 2022, PLAYERS PLAY AN AVERAGE OF 3 DIFFERENT TYPES OF GAME



TOP 3 TYPES OF VIDEO GAMES PLAYED BY DEVICE

SMARTPHONE
54% CASUAL
11% SOCIAL GAMEPLAY
11% STRATEGY / REAL-TIME

TV CONSOLE
34% ACTION
33% CAR RACING
33% SPORTS

BOX CONNECTED TO THE TV
19% CHILDREN'S / FAMILY GAMES
19% SHOOTING / FPS
19% CAR RACING

COMPUTER
24% STRATEGY / REAL-TIME
20% MULTIPLAYER ONLINE
19% CASUAL

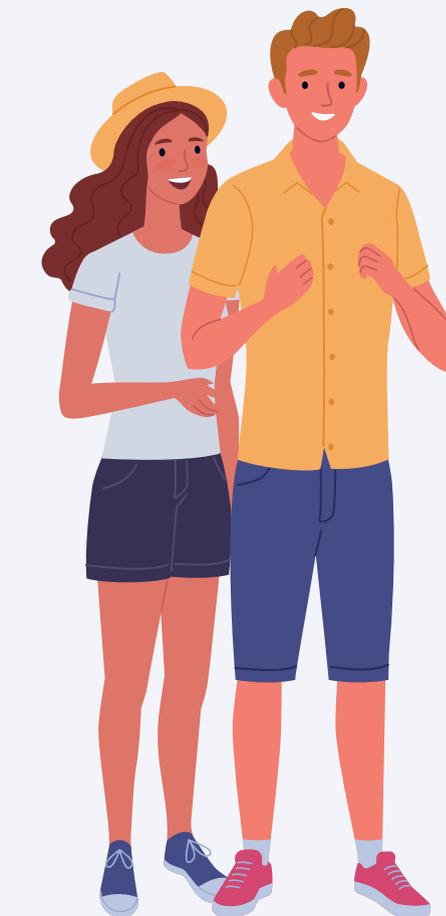
TABLET
41% CASUAL
13% STRATEGY / REAL-TIME
13% SPORTS

ONLINE SMART TV
25% ACTION
20% STRATEGY / REAL-TIME
20% ROLE-PLAY / ADVENTURE

HANDHELD CONSOLE
37% PLATFORM
30% CHILDREN'S / FAMILY GAMES
22% ROLE-PLAY / ADVENTURE



GAMING SMARTPHONE
39% CASUAL
26% ACTION
24% PLATFORM



ONLINE TV BOX
31% STRATEGY / REAL-TIME
31% CASUAL
27% MULTIPLAYER ONLINE

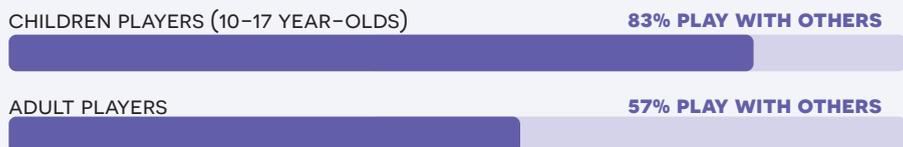
Source: online SELU/Médiamétrie study "French people and video games" from 24th August to 15th September 2022, with a sample of 4,001 web users aged 10 and over.

SOCIAL ASPECT OF VIDEO GAMES

PLAYING GAMES WITH OTHERS



ALL PLAYERS (97%) PLAY ALONE BUT 60% ALSO PLAY WITH MORE THAN ONE PERSON (ONLINE OR LOCAL)



HALF OF VIDEO GAME PLAYERS PLAY ONLINE WITH OTHER PLAYERS

50%
OF PLAYERS PLAY ONLINE GAMES



50%
OF PLAYERS DO NOT PLAY ONLINE GAMES



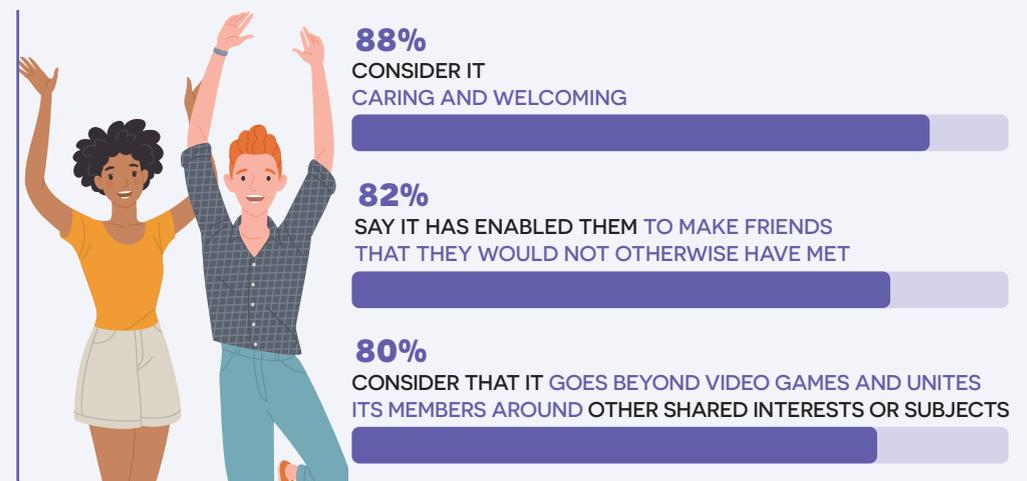
31% SAY THAT VIDEO GAMES HELPED THEM TO MAKE FRIENDS

SOCIAL ASPECT OF VIDEO GAMES

A STRONG COMMUNITY DIMENSION AND A POSITIVE PERCEPTION OF THE COMMUNITY



FOR PLAYERS WHO FEEL THAT THEY ARE PART OF A COMMUNITY...



VIDEO GAMES AS A VECTOR OF SOCIABILITY

CONTACT WITH MEMBERS OF A COMMUNITY

FOR PLAYERS WHO FEEL THAT THEY ARE PART OF A COMMUNITY...

35%
YES, I HAVE MET THEM IN PERSON
AT PRIVATE EVENTS

28%
YES, I HAVE MET THEM IN PERSON
AT PUBLIC EVENTS

21%
YES, ONLINE IN DISCUSSION FORUMS OR STREAMINGS

19%
YES, ONLINE ON PRIVATE SOCIAL MEDIA

57%
HAVE ALREADY MET MEMBERS OF THEIR COMMUNITY IN PERSON

79%
HAVE ALREADY MET MEMBERS OF THEIR COMMUNITY

35%
HAVE ALREADY MET MEMBERS OF THEIR COMMUNITY ONLINE



PURCHASING BEHAVIOUR



38%
OF FRENCH PEOPLE BUY PHYSICAL OR ONLINE VIDEO GAMES

TOP 5 CRITERIA THAT LEAD TO A PURCHASE

ATTRACTED TO THE STYLE, WORLD OF THE GAME **39%**

THE PRICE OF THE GAME, ON SPECIAL OFFER / SALE **38%**

TO PLAY WITH MY FRIENDS WHO HAVE THE SAME GAME **26%**

THE APPEAL OF THE GAME SERIES (LICENCE) **26%**

THE OPINIONS OF FRIENDS AND FAMILY **25%**



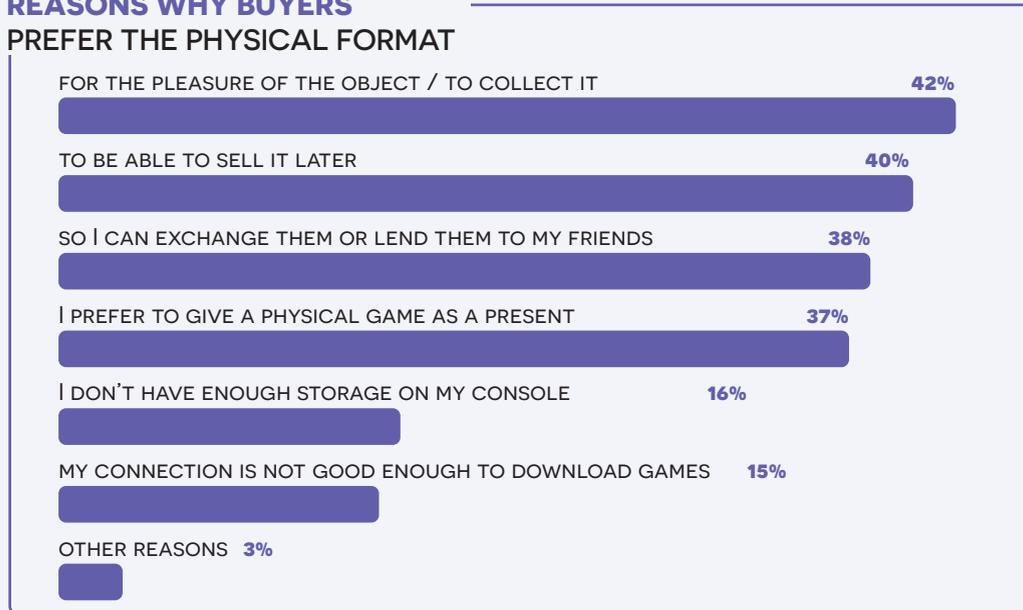
PURCHASING BEHAVIOUR

PLAYERS ARE STILL ATTACHED TO PHYSICAL GAMES FOR SYMBOLIC (BEING ABLE TO COLLECT GAMES) AND PRACTICAL REASONS

PREFERRED FORMAT OF VIDEO GAMES PURCHASED

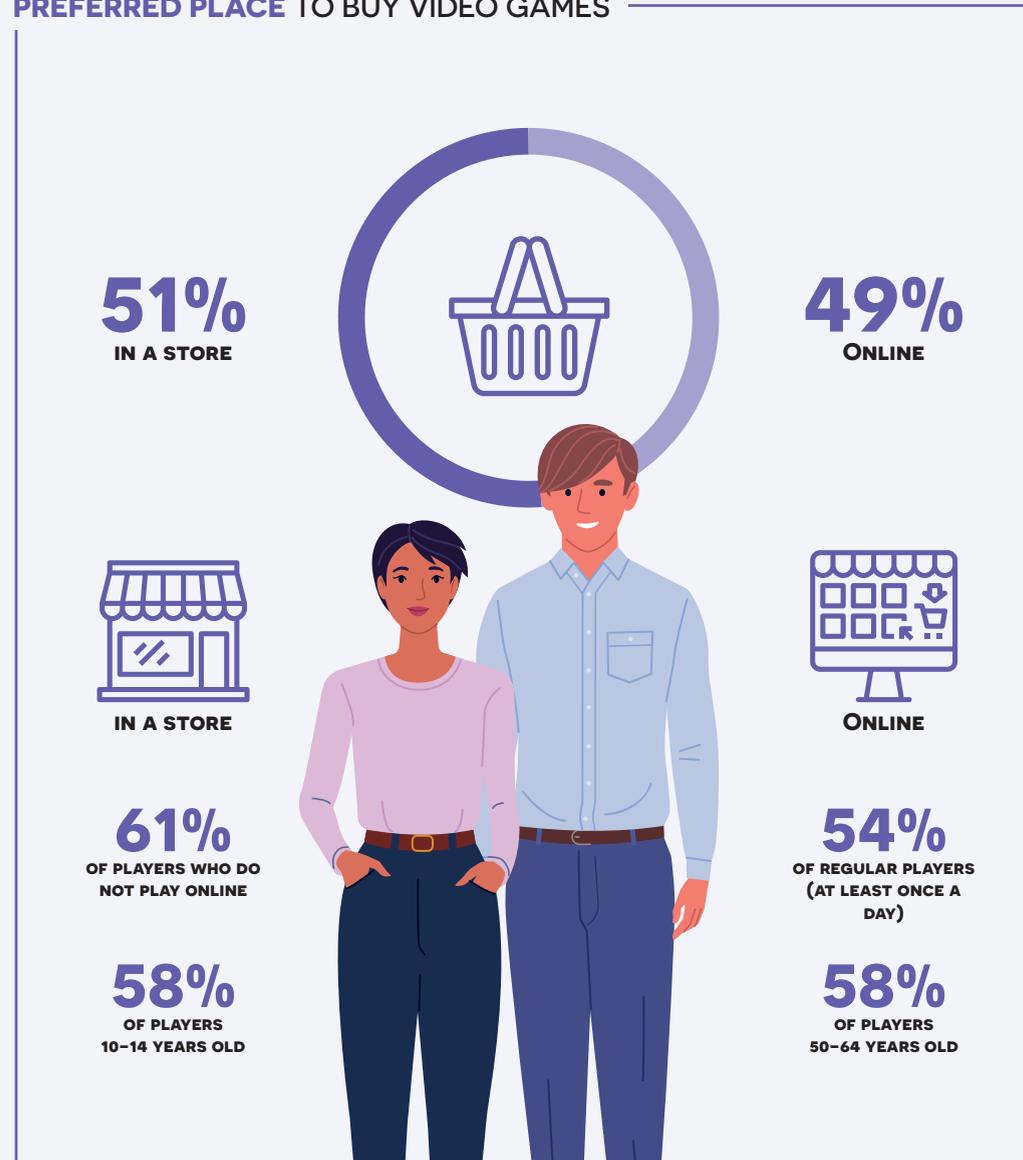


REASONS WHY BUYERS PREFER THE PHYSICAL FORMAT



PURCHASING BEHAVIOUR

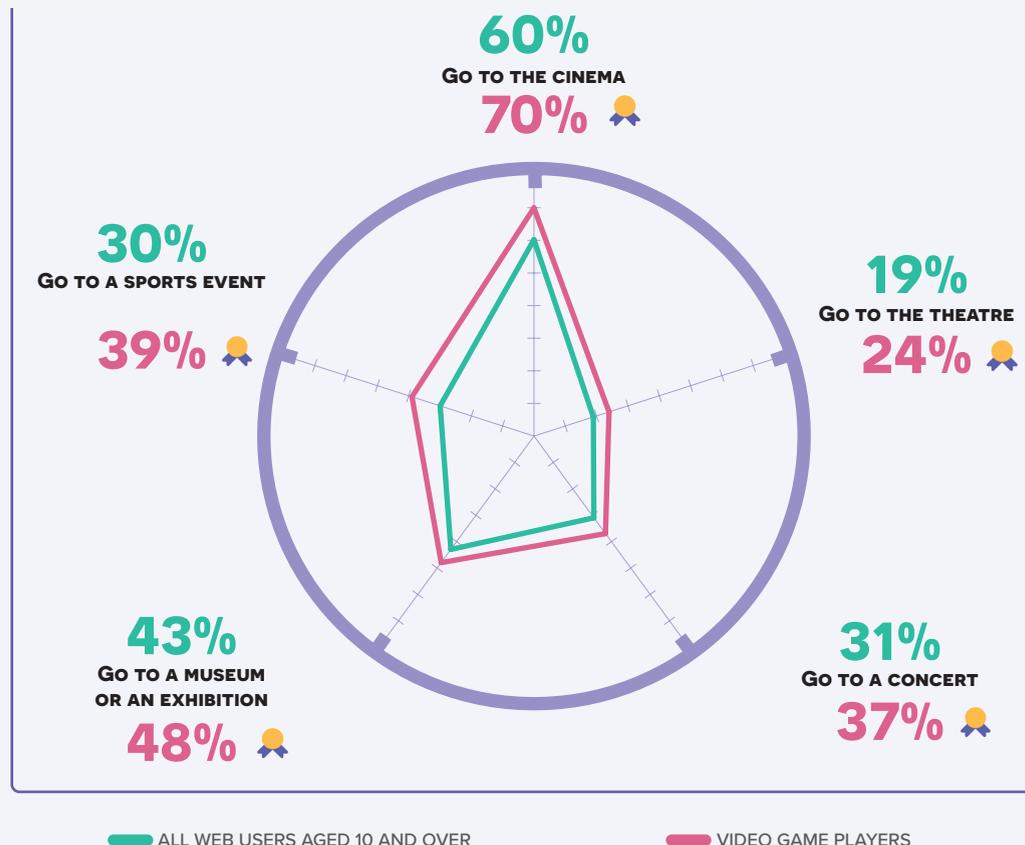
PREFERRED PLACE TO BUY VIDEO GAMES



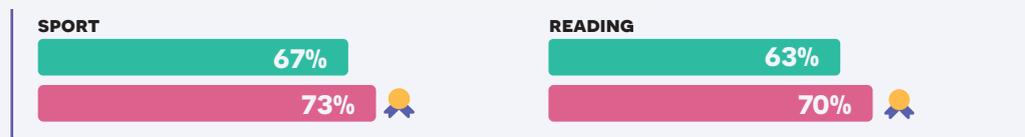
CULTURAL AND SPORTS PLAYER HABITS

VIDEO GAME PLAYERS HAVE MORE CULTURAL AND SPORTING ACTIVITIES THAN NON-PLAYERS

CULTURAL ACTIVITIES OVER THE LAST 6 MONTHS

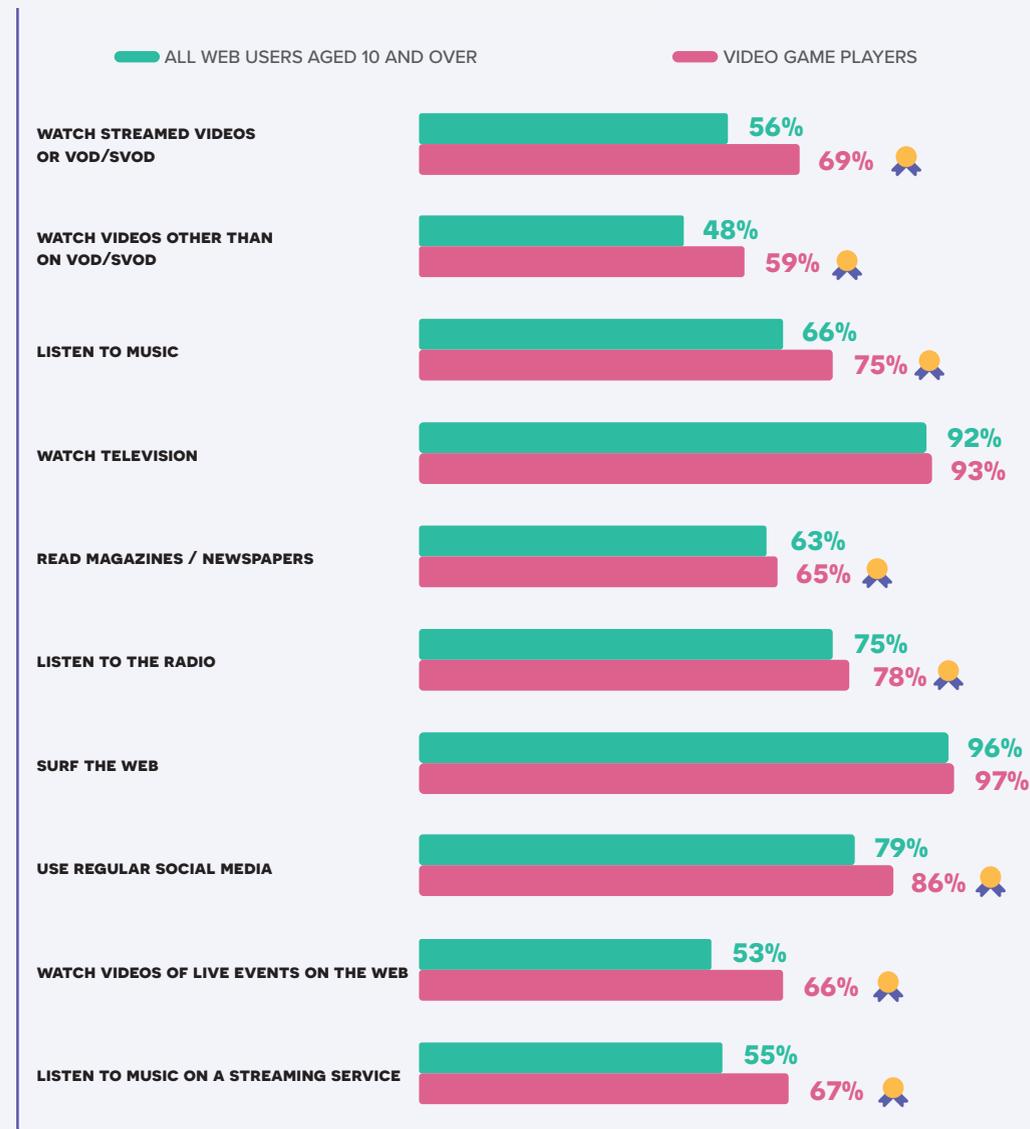


DO AN ACTIVITY AT LEAST ONCE A MONTH



MULTIMEDIA PLAYER HABITS

DO AN ACTIVITY AT LEAST ONCE A MONTH



Source: online SELL/Médiamétrie study "French people and video games" from 24th August to 15th September 2022, with a sample of 4,001 web users aged 10 and over.



Source: online SELL/Médiamétrie study "French people and video games" from 24th August to 15th September 2022, with a sample of 4 001 web users aged 10 and over.

REASONS FOR PLAYING VIDEO GAMES

ENTERTAINMENT AND ESCAPE ARE THE MAIN REASONS FOR PLAYING, BUT CONVIVIALITY IS ALSO IMPORTANT

PLAYING VIDEO GAMES ENABLES YOU TO...



92%

HAVE FUN



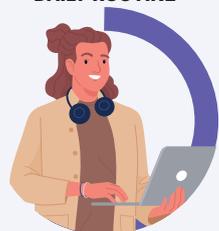
83%

GET AWAY FROM THINGS, GET A BREAK FROM THE DAILY ROUTINE



69%

SHARE A PLEASANT MOMENT WITH OTHER PEOPLE



58%

TRAIN IN A PARTICULAR ACTIVITY TO PROGRESS, LEARN AND IMPROVE



50%

TAKE PART IN A COMPETITIVE ACTIVITY WITH A CHALLENGE OR AN OBJECTIVE...



45%

TAKE PART IN AN ACTIVITY THAT HAS THE LATEST TECHNOLOGICAL AND DIGITAL ADVANCES

FRENCH PEOPLE AND VIDEO GAMES

THE FRENCH HAVE A POSITIVE OPINION OF VIDEO GAMES AND RECOGNISE THEIR INNOVATIVE, ARTISTIC AND SOCIAL DIMENSION



80% OF FRENCH PEOPLE CONSIDER VIDEO GAMES AN INNOVATIVE SECTOR

59% OF FRENCH PEOPLE THINK THAT VIDEO GAMES HELP DEVELOP SKILLS

77% OF FRENCH PEOPLE THINK THAT VIDEO GAMES ARE CREATED BY ARTISTS

72% OF FRENCH PEOPLE CONSIDER PLAYING VIDEO GAMES A LEISURE ACTIVITY FOR THE WHOLE FAMILY

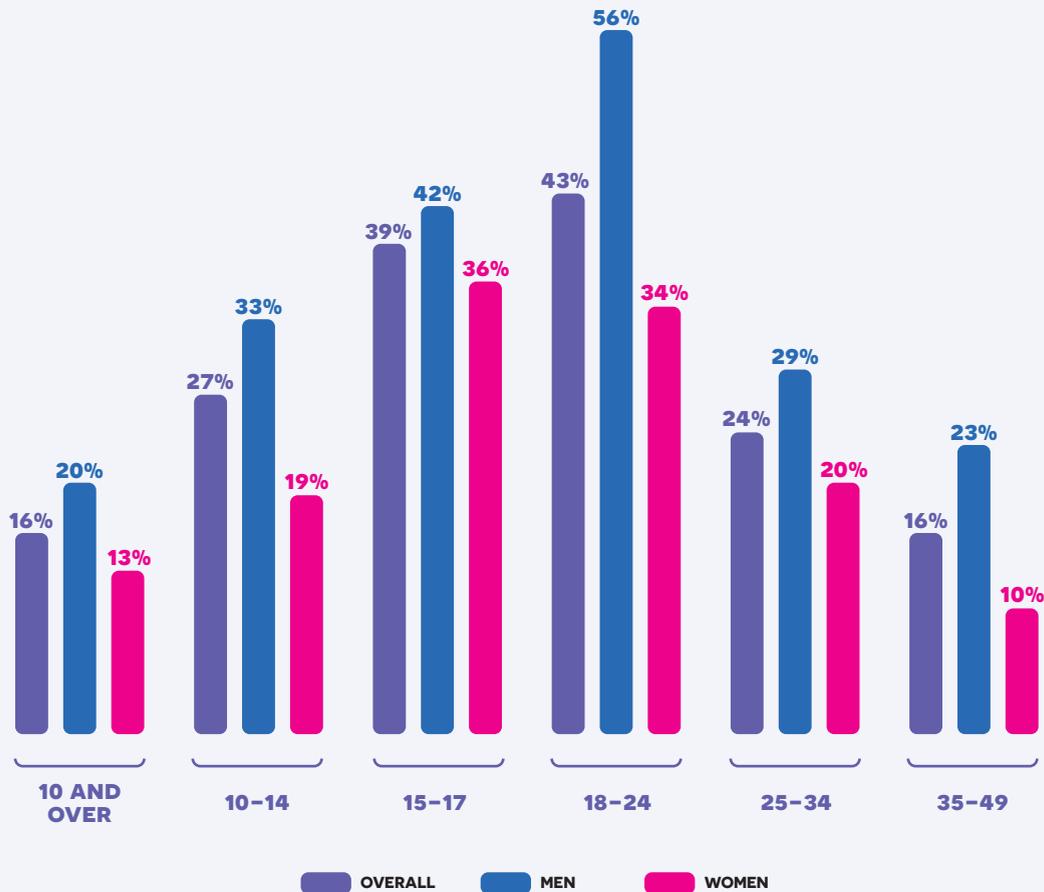
60% OF FRENCH PEOPLE CONSIDER VIDEO GAMES TO BE A POSITIVE ACTIVITY

AN ATTRACTIVE PROFESSIONAL SECTOR

VIDEO GAMES: AN INDUSTRY THAT ATTRACTS YOUNG PEOPLE

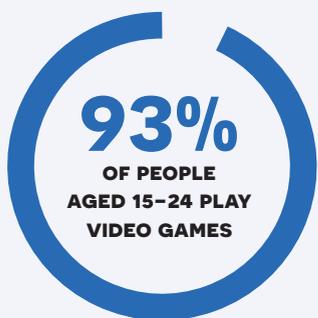
16%

OF INTERNET USERS AGED 10 AND OVER HAVE ALREADY CONSIDERED WORKING IN THE VIDEO GAME INDUSTRY



GENERATION Z (AGED 15-24) AND VIDEO GAMES

7.1 MILLION PLAYERS



21
AVERAGE AGE



29%
PLAY SEVERAL
TIMES A DAY
(PLAYERS AGED 10 AND OVER: 23%)

10%
PLAY
LESS OFTEN
(PLAYERS AGED 10 AND OVER: 15%)

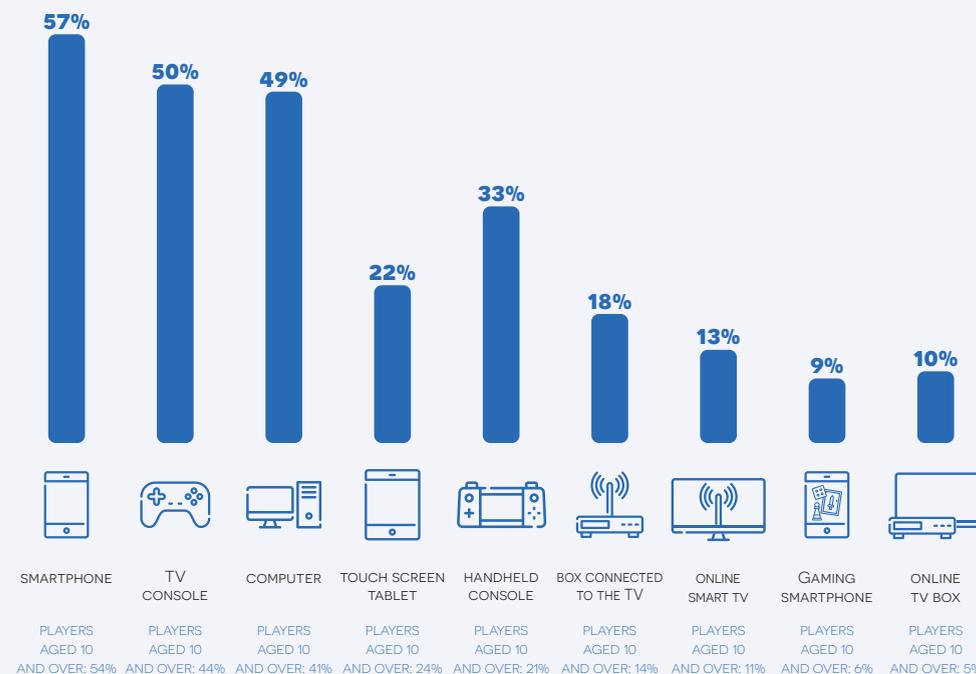
9%
PLAY FROM TIME
TO TIME (1 TO 3 TIMES A MONTH)
(PLAYERS AGED 10 AND OVER: 9%)



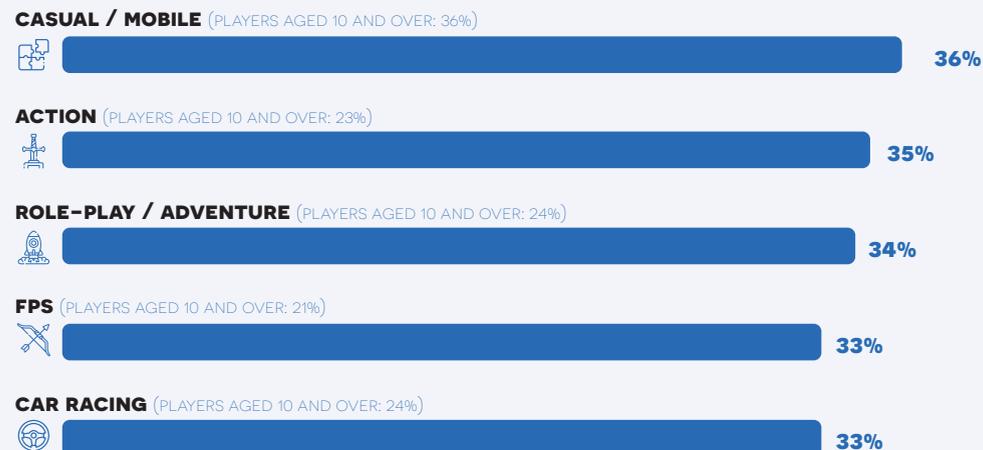
27%
PLAY EVERY DAY
OR NEARLY EVERY DAY
(PLAYERS AGED 10 AND OVER: 29%)

25%
PLAY REGULARLY
(1 TO 2 TIMES A WEEK)
(PLAYERS AGED 10 AND OVER: 24%)

DEVICES USED TO PLAY VIDEO GAMES



FAVOURITE VIDEO GAME GENRES



WOMEN AND VIDEO GAMES

18.3 MILLION WOMEN PLAYERS



39
AVERAGE AGE

67%
OF WOMEN
PLAY
VIDEO GAMES

49%
OF PLAYERS
ARE WOMEN

21%
PLAY SEVERAL
TIMES A DAY

(PLAYERS AGED 10 AND OVER: 23%)

17%
PLAY
LESS OFTEN

(PLAYERS AGED 10 AND OVER: 15%)



32%
PLAY EVERY DAY
OR NEARLY EVERY DAY

(PLAYERS AGED 10 AND OVER: 29%)

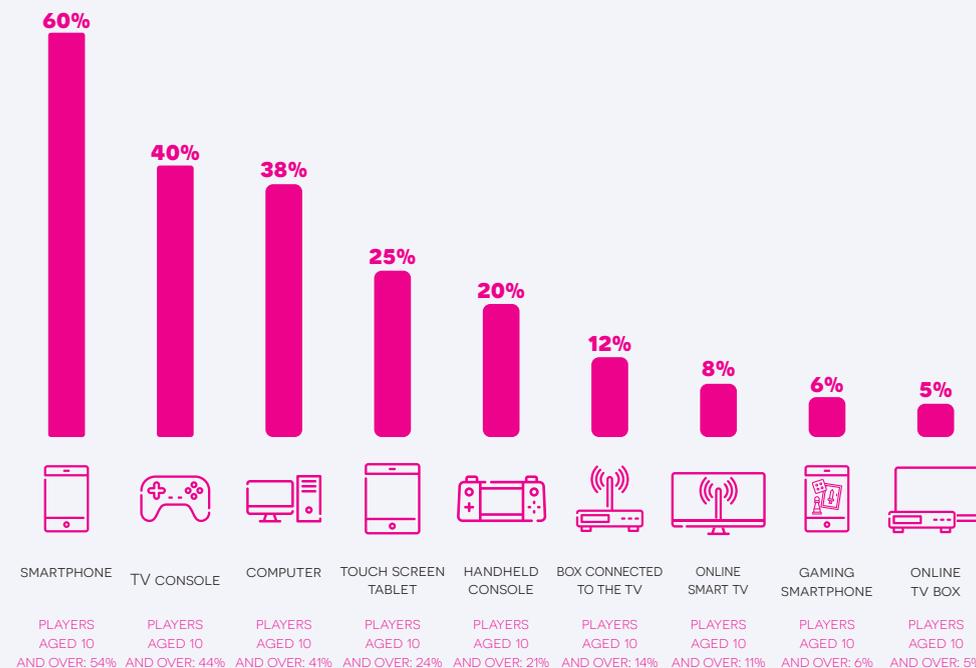
10%
PLAY FROM TIME
TO TIME (1 TO 3 TIMES A MONTH)

(PLAYERS AGED 10 AND OVER: 9%)

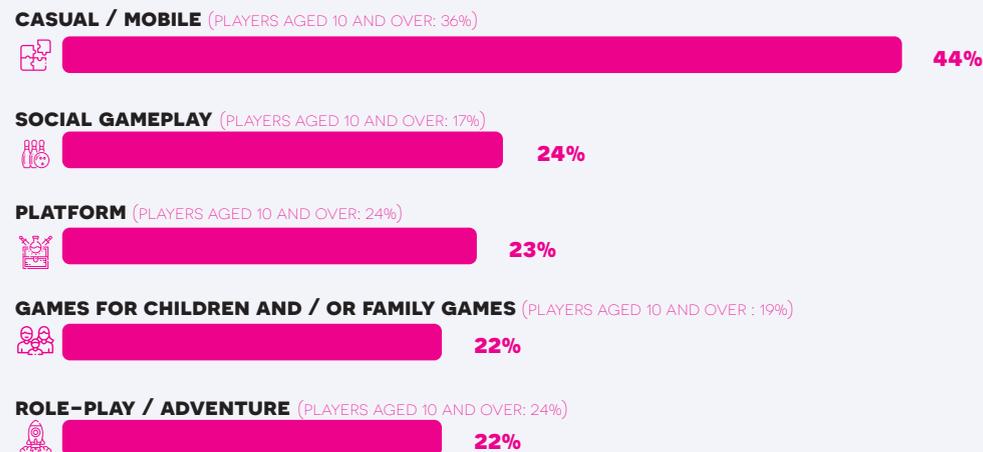
21%
PLAY REGULARLY
(1 TO 2 TIMES A WEEK)

(PLAYERS AGED 10 AND OVER: 24%)

DEVICES USED TO PLAY VIDEO GAMES

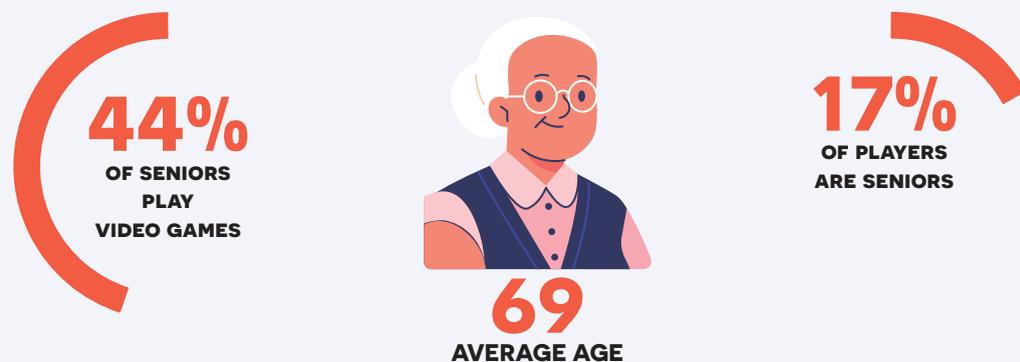


FAVOURITE VIDEO GAME GENRES



SENIORS (AGED 60 AND OVER) AND VIDEO GAMES

6.3 MILLION PLAYERS



20%
PLAY SEVERAL
TIMES A DAY
(PLAYERS AGED 10 AND OVER: 23%)

25%
PLAY
LESS OFTEN
(PLAYERS AGED 10 AND OVER: 15%)

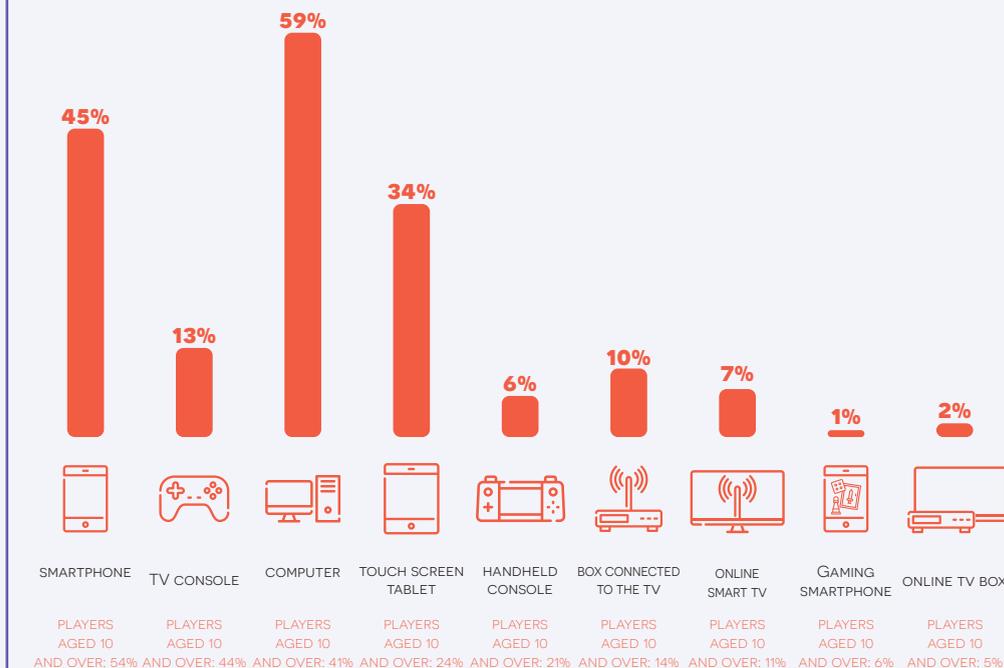
7%
PLAY FROM TIME
TO TIME (1 TO 3 TIMES A MONTH)
(PLAYERS AGED 10 AND OVER: 9%)



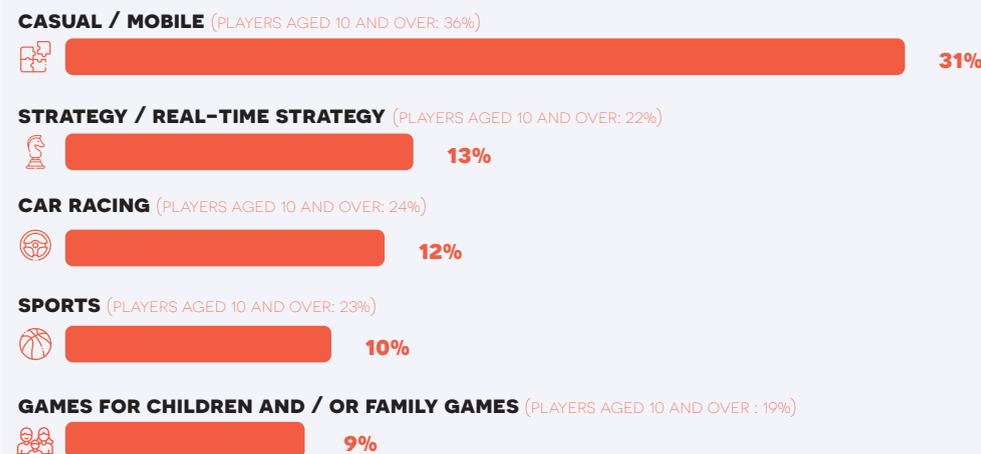
32%
PLAY EVERY DAY
OR NEARLY EVERY DAY
(PLAYERS AGED 10 AND OVER: 29%)

16%
PLAY REGULARLY
(1 TO 2 TIMES A WEEK)
(PLAYERS AGED 10 AND OVER: 24%)

DEVICES USED TO PLAY VIDEO GAMES



FAVOURITE VIDEO GAME GENRES



CHAPTER 2

A RESPONSIBLE INDUSTRY

34



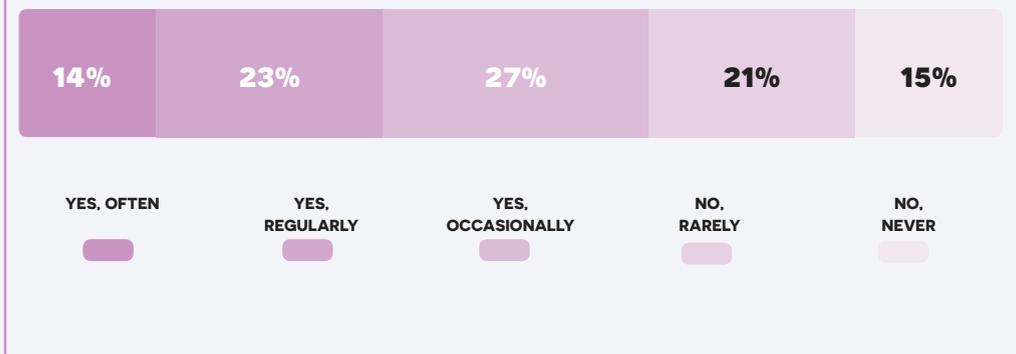
PARENT BEHAVIOUR TOWARDS VIDEO GAMES

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



Source: online SELL/Médiamétrie study "French people and video games" from 24th August to 15th September 2022, with a sample of 4,001 web users aged 10 and over.

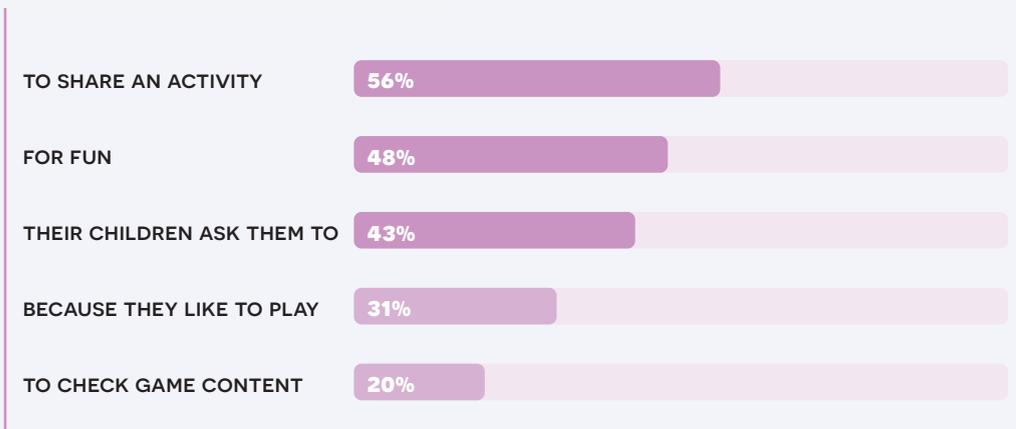
HOW OFTEN PARENTS PLAY WITH THEIR CHILDREN



64%

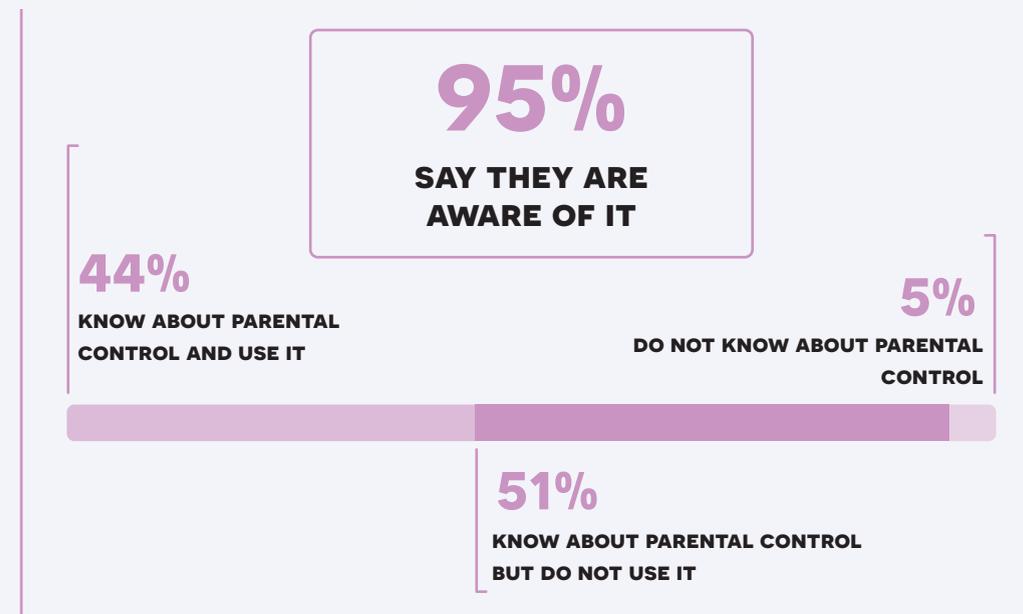
OF PARENTS SAY THEY PLAY WITH THEIR CHILDREN AT LEAST OCCASIONALLY

WHY DO PARENTS PLAY WITH THEIR CHILDREN?



PARENT BEHAVIOUR TOWARDS VIDEO GAMES

KNOWLEDGE AND USE OF PARENTAL CONTROL



KNOWLEDGE OF THE PEGI SYSTEM



THE ACT OF BUYING AND THE PEGI RATING SYSTEM

ATTITUDE TO THE PEGI RATING SYSTEM



PARENTS VIDEO GAME BUYERS

65%
PAY
ATTENTION



35%
DO NOT PAY
ATTENTION

CHILDREN VIDEO GAME BUYERS

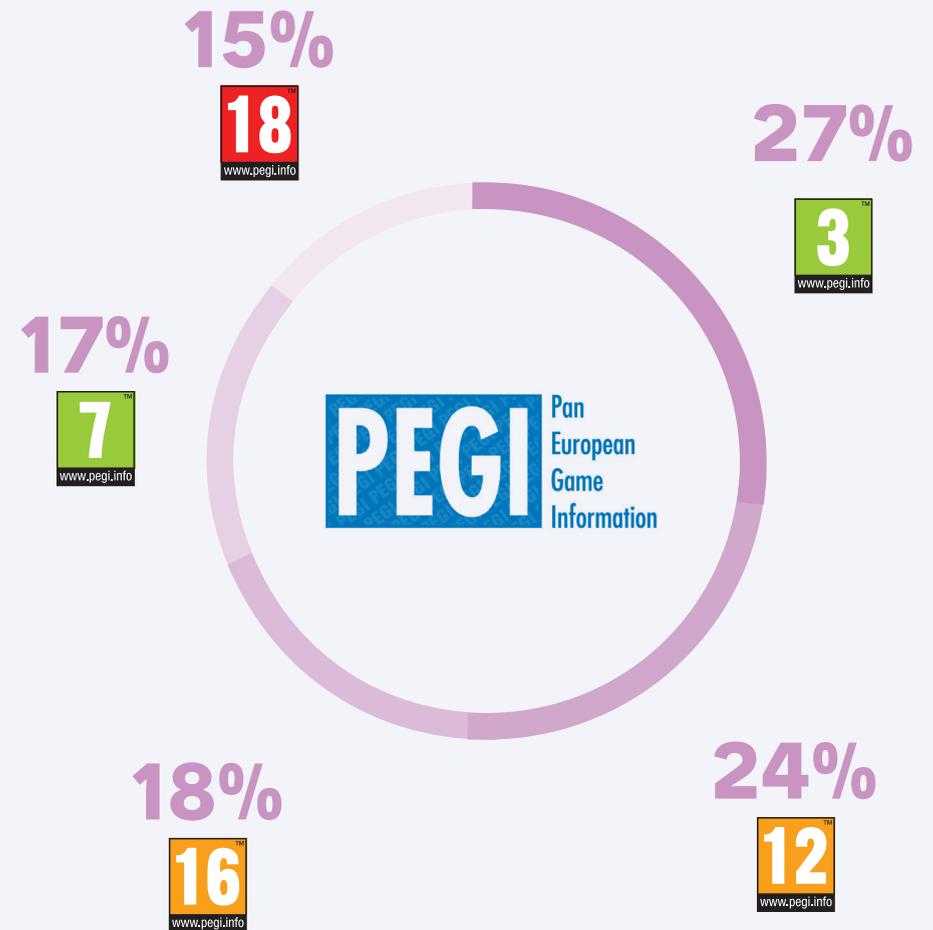
54%
PAY
ATTENTION



46%
DO NOT PAY
ATTENTION

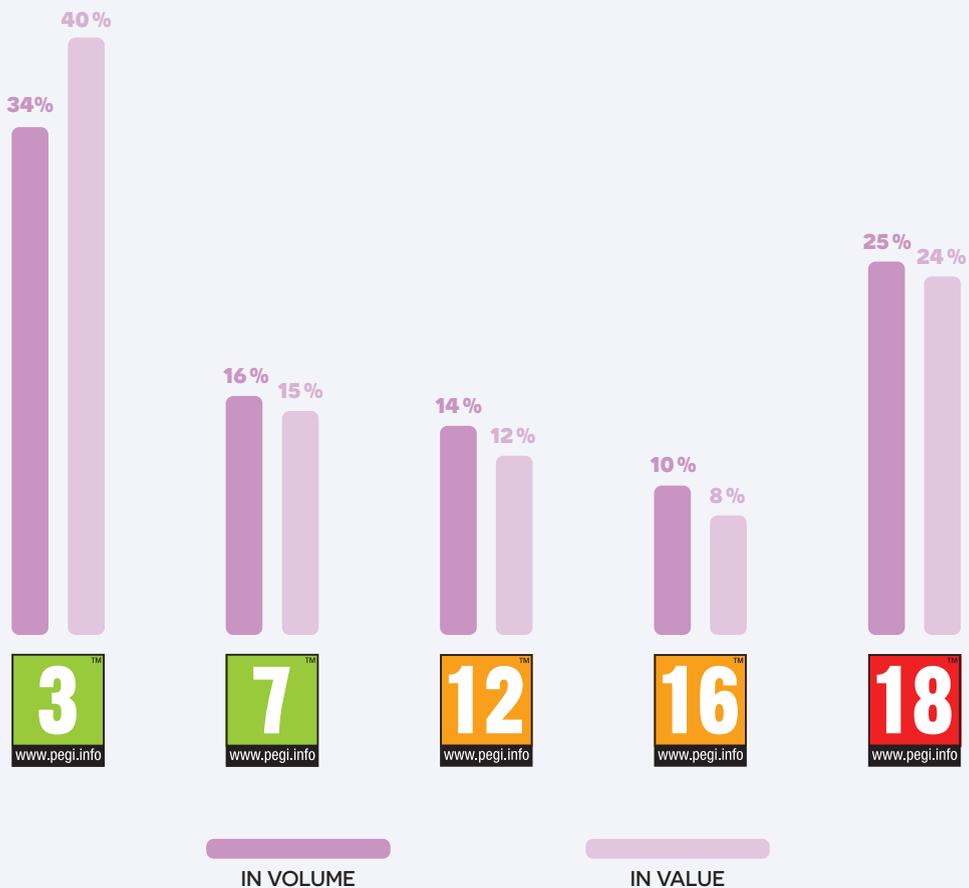
PEGI ANALYSIS OF THE 2021 OFFER

PHYSICAL + DIGITAL MARKETS



PEGI SALES ANALYSIS, MARKET SHARE IN 2021

PHYSICAL + DIGITAL MARKETS



Source: SELL data, from GSD/GameTrack panels at end 2021. Excluding bundles. This listing does not include Nintendo virtual sales data.

PEGI PAN EUROPEAN GAME INFORMATION

The PEGI age rating system (Pan European Game Information) gives parents throughout Europe the opportunity to make informed 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 video 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 and on the online platforms, 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 or on the page of the game/platform indicate the main reasons why a game has a specific age rating.

CREATED IN 2003

PRESENT IN 38 COUNTRIES

NEARLY 35,000 RATED GAMES AND MILLIONS OF APPS

FEDERATING 2,500 MEMBER COMPANIES



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

AGE LABELS



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



Violence towards fantasy
characters or unrealistic violence
towards human characters. Mild
bad language, nudity, horror.



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



Extreme violence to defenceless
or innocent human characters.
Glamorization of drugs. Sexual
expression or activity.



This game contains
bad language.

CONTENT DESCRIPTORS



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 and random content
with real money.
Includes random content



This game contains
violent scenes.



This game may frighten
young children.



This game contains images
which may encourage
discrimination.

HOW DOES PEGI WORK?

Every commercialised version of a video game must be approved by PEGI before release. This approval is granted following an assessment by two independent institutes: NICAM and VSC, which evaluate games with 3 and 7, and 12, 16 and 18 age ratings respectively to smoothen the process.

NICAM

The **NICAM** (Netherland Institute for the Classification of Audiovisual Media) was founded in 1999, with the support of the Dutch government, in response to the European Commission's order to protect young audiences from unsuitable audiovisual content. Given its extensive expertise in approving audiovisual content, PEGI works with NICAM to approve video games for young audiences (PEGI 3 PEGI 7) published in Europe.

The **VSC** (Video Standard Council) is an organisation that was founded in 1989 to hold producers of video content – both interactive and non-interactive – accountable for their role in disseminating inappropriate images to the public. Since its inception, the VSC has therefore been responsible for approving games published in the UK. This led PEGI to entrust the British organisation with the task of approving PEGI 12, PEGI 16 and PEGI 18 games in 2003.



THE RATING PROCESS

1 - ANALYSING THE CONTENT

Publishers complete a closed-ended questionnaire to determine a provisional rating.

2 - PLAYING FOR VALIDATION PURPOSES

The approving officers explore all features of the game to confirm that the answers provided apply to the version under examination.

3 - ISSUING THE RATING

The provisional rating is approved or modified within 4 to 10 days. PEGI then issues a licence to the publisher, authorising the use of age labels and descriptors.

4 - INFORMING CONSUMERS

The publisher must display the relevant logos on the game box, as well as on its website and in its promotional communications and materials.

PARENTAL CONTROL SYSTEMS

To help families establish rules for playing video games, all consoles have a parental control system. They are easy to activate and configure, so your children can enjoy themselves in a digital environment perfectly suited to their age.

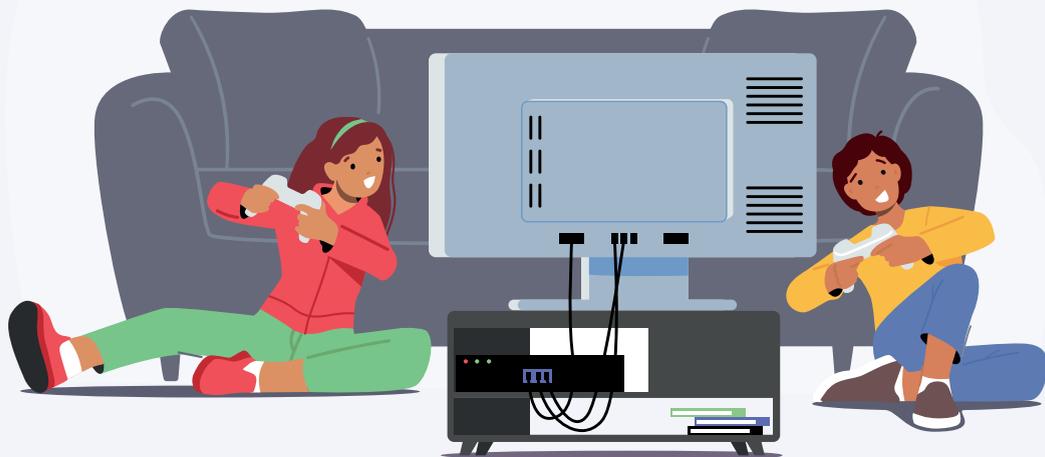
But why use a parental control system?

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

Every age takes pleasure in different things. Not all video games are intended for children. That's why the PEGI rating system makes things much easier, providing clear information on this particular issue. Parental control systems take this into account, preventing children from playing games inappropriate for their age.

ESTABLISHING A CHILD'S PLAYTIME

Most solutions allow parents to define digital activity times. This usually concerns playing video games. It is therefore possible to set out a schedule for each day, indicating periods when a child is allowed to play video games. Outside these periods, they will be unable to play video games. This feature can be particularly useful when older children are at home alone, preventing them from playing video games beyond their allocated time slots. Some solutions even offer remote monitoring via an app.



REGULATING INTERNET BROWSING

Parental control systems allow you to authorise or unauthorise internet browsing while restricting access to certain sites. For example, before you give your child your tablet or computer, make sure that they are unable to access offensive content, pornographic sites or online gambling. Parental control systems allow you to identify the exact sites to which your children have access, ensuring a pleasant browsing experience. Sometimes, it is even possible to identify keywords that should be blocked automatically.

PROTECTING YOUR PRIVACY

Parental control systems can also prevent your children from sharing personal information with strangers. For example, some disable the option to enter personal details in a questionnaire. They can also block chats or prevent access to forums.

RESTRICTING ACCESS

Whether it's a smartphone, tablet or laptop, not all content on your device is intended for your children. When you lend your device to your children, you may want to make sure that they are unable to look through your personal files. It would be a real shame if they accidentally deleted all your family photos that you had carefully organised into folders. Parental control systems can restrict access to certain areas, applications and folders.



Learn more about the Nintendo Switch's parental control system on the **NINTENDO** website
nintendo.co.uk/Hardware/Parental-control-of-Nintendo-Switch/Parental-control-of-Nintendo-Switch-1183145.html



Learn more about the Xbox Series X|S and Xbox One parental control system on the **XBOX** website
xbox.com/en-EN/community/for-everyone/responsible-gaming



Learn more about the PS4 and PS5 parental control system on the **PLAYSTATION** website
playstation.com/en-en/support/account/ps5-parental-controls-spending-limits/



To find out more and install your parental control systems step by step, please visit the **PÉDAGOJEUX** website.
pedagojeux.fr/accompagner-mon-enfant/

ONLINE INTERACTIONS AND MODERATION

Some video games allow players to connect and interact with others while playing. In the case of children, these interactions could be with school friends or other players of the game unknown to you or your child. As a parent, you always have the option to block your child's online interactions while they are playing, including the option to block other players, restrict communication features entirely or limit the features of certain games.

While playing, and without interfering with the game, your child can block or unblock disorderly players, preventing them from sending messages or taking part in voice chats. When these players are blocked, your child can no longer receive friend requests, messages or invitations to play from them.

Even if you don't play with your child, make sure they know that they are able to do that. As a parent, you want to give your child the tools they need to make the right decisions. And if your child knows that you are paying attention, it will be easier and more natural for them to share their online experience with you.

Although rare, if you or your child come across inappropriate behaviour, such as foul language, bullying, trolling, unwanted or inappropriate advances, threatening behaviour or other players encouraging self-harm, you can report it immediately using the built-in reporting tools. Each report is reviewed by a team of moderators to determine whether the behaviour violates community rules or the code of conduct of the online platform on which it is posted. If this is the case, the content will be removed and appropriate action will be taken against the player who shared it. It should also be noted that suspended players have no way of knowing who filed the complaint at the time of registration. This protects your privacy and ensures your safety.

For more information, please visit the SELL website.



INITIATIVES & CAMPAIGNS

SELL's main aim is to provide information and raise awareness among families and players. As a founding member of the PédagoJeux collective and a steering committee member of the PEGI age rating system, SELL runs large-scale campaigns every year to raise awareness of these good practices among families and to encourage parents to adopt them.



2016 "There is an age for everything. There is a video game for every age."
Cinema & web campaign



2017 Three rules for better video game fun
Published an advertorial in 11 general public magazines



2018 "PEGI Documentary"
Produced a documentary: PEGI teams explained how the organisation operates, as well as each stage of the rating process



2018 The PEGI Guide
Produced an information guide on the PEGI system



2019 "Good play, good memories"
TV and web ad about PEGI, PédagoJeux and parental control systems



2020-2021 #ITSYOURTURNTOPLAY
Digital awareness campaigns to encourage parents to install and configure parental control systems

2022 "A new look at screens"

A digital campaign that explains screen use and raises awareness of the need to install parental control systems



PÉDAGOJEUX

VIDEO GAMES EXPLAINED TO PARENTS

FOR SOME PARENTS, it can be difficult to understand the uses and practices surrounding video games. How to support your child? How to know which game to choose for your child? Why and how to set the rules? What games should you play with them? Where can you go for advice if you think your child is spending too long playing video games? You can find practical answers to all these questions on www.pedagojeux.fr

Founded in 2008, the aim of the PédagoJeux collective is to inform parents and educational providers about the practices and uses of video games.

Run by Unaf (National Union of Family Associations), PédagoJeux draws on the expertise and diversity of its members (Unaf, Ministry of Family Affairs, Internet sans crainte [Internet without fear], SELL [Union of Video Game Publishers], JeuxOnLine [Online Games], Eyesight Improvement Association (Asnav) and Action Innocence Monaco [Monaco Innocent Action Association] to provide independent and objective information.

PédagoJeux explains the challenges of video games, providing the keys to a pleasant video game experience and addressing things to watch out for. On the PédagoJeux website, parents and professionals can access advice, practical information sheets, files and many other resources that address all these aspects of video games.

To extend its action on the ground and operate as closely as possible to parents, PédagoJeux has been federating a network of Ambassadors since 2014. More than 200 associations and public organisations are engaged in many efforts in the field, at both the national and local levels (schools, local authorities, libraries, media libraries, toy libraries, sports associations, etc.), to promote a pleasant video game experience in family households.



CHAPTER 4

THE UNION OF VIDEO GAME PUBLISHERS



SYNDICAT
DES EDITEURS
DE LOGICIELS
DE LOISIRS

50

WHO WE ARE

The Union of Video Game Publishers is a professional organisation founded in 1995 and made up of businesses from the video game sector specialised in publishing.

With 24 members, including 21 publishers and three associate members, SELL is the spokesperson for video game businesses in contact with organisations, the media; families and players. Publishers are specialists in video game promotion. They find and support talented studios and provide the distribution, marketing and advertising resources for their creations.

SELL's vocation is to federate these partners and encourage their work on agreed actions, expressing the richness, creativity and responsibilities of this industry. Its main missions are to promote video games and raise awareness of all players and their families about best practices, so they can enjoy playing with peace of mind.



OUR MISSIONS

REPRESENTING THE PUBLISHING INDUSTRY

As an industry spokesperson, SELL's primary vocation is to defend the interests of its members and, more generally, all of the video game sector. It is the key contact with public authorities, politicians and also innovative and cultural ecosystems.

To achieve this, SELL has invested in several organisations and working groups.

Interministerial working group made up of the General Directorate for Enterprise (DGE), the CNC, the National Video Game Union (SNJV), SELL and Ubisoft.

CNC: member of the Commission for Diversity in the Cultural Sector.

CSA: member of the Child Protection Commission.

Strategic Guidance for the National Digital Council.

ISFE (Interactive Software Federation of Europe): member of the Board of Directors.

France Esports: member of the Board of Directors.

INFORMING, PROTECTING AND SUPPORTING RESPONSIBLE INITIATIVES

Since its beginnings, SELL has been committed to a corporate social responsibility initiative to inform and protect the consumer.

PEGI: Created in 2003, PEGI (Pan European Game Information) is the European rating system for video games. It provided information on the content of each game and indicated a minimum advised playing age.

PédaGoJeuX: PédaGoJeuX is a collective created in 2008 bringing together people from public bodies, the video games industry and associations. SELL is one of its founding members and works hard to develop it. The collective has the mission to raise awareness and help people understand video games. PédaGoJeuX guides parents by providing advice and information on the tools that will help them better support their children in this leisure activity, and supervise their playing. Every year SELL implements extensive information and awareness-raising campaigns on good practices. To extend the scope of PédaGoJeuX actions, it is developing a network of ambassadors across the entire country: state or charity organisations working in the fields of family awareness and information.



SELL places CSR at the heart of its initiatives: inclusion, diversity, digital sobriety and accessibility are priorities. Recent years have marked an increase in the actions implemented by our association.

The health crisis has led to a change in the way video games are viewed. As an increasingly popular 21st century medium and a leading sector among the major cultural industries, the video games industry also faces many challenges.

New issues have emerged in recent years that we must continue to address collectively.

Through the support of leading associations on these issues, SELL wishes to affirm its commitment to a more diverse, inclusive and accessible industry.

We want to increase this dynamic and implement concrete actions for our members. The signing of the Charter for the Promotion of Diversity in December 2020 is

a good example of concrete action taken by the whole ecosystem, with the support of the public authorities, that we intend to continue with the implementation of pledges and commitments.

Digital sobriety is a topic of growing concern. We are working hard to better understand our industry's impact, to face this major challenge. SELL is currently working on the publication of a Guide detailing the challenges faced by the sector and presenting all of the levers for action, and best practices.

Video games are a universal and inter-generational leisure activity that help to bridge the digital divide. Similarly, accessible video games must become the norm.

The last two years have been a turning point for the image of video games and its commitment to these fundamental issues. The whole industry intends to continue its efforts!

STRUCTURING MARKET INFORMATION

SELL works with partners to provide the whole ecosystem with reliable studies on the video game market, video game player profiles and also video game player purchasing and use. Several panels are used to carry out this analysis.

GSD Panel, Game Sales Data (distributors and digital) – ISFE/Sparkers;
GameTrack Panel (consumers)
 – ISFE/IPSOS;
Data.ai Panel (mobile) – ISFE;
Other surveys: “The French and video games”
 – SELL/Médiamétrie.
IDC Panel (Hardware and Gaming PC Accessories) – SELL/IDC



PROMOTING VIDEO GAMES



SELL's mission is to promote video games, the industry's innovations and creativity with the general public, national and European stakeholders and also the media. It carries out these promotional actions through regular communication and most importantly via two major annual events:

IDEF: Interactive & Digital Entertainment Festival. Created in 2006, this professional event is organised by SELL for French stakeholders in the video game and interactive leisure activity market. It takes place every year in the early summer. Developers, publishers, accessory manufacturers and distributors come together for business meetings to structure the end of the year. The 2022 edition took place from 27th to 29th June at the Palais des Congrès Antibes - Juan Les Pins.

Paris Games Week - Since 2010, Paris Games Week has been inviting all video game players and their families and friends to come and celebrate the wealth, creativity and innovation of an entire industry. The 2019 edition welcomed 317,000 visitors and 194 exhibitors in the 80,000 m² of the Porte de Versailles exhibition centre.

It has quickly become a must-attend event in the French video game calendar, and every year it changes to reflect the evolution of a fast-growing industry, thanks in particular to the presence of major stakeholders such as console producers, publishers, design studios and accessory manufacturers. Noted and praised for its unique atmosphere and the quality of its entertainment, the show now brings together a community of passionate players who come to enjoy a festive and immersive experience.

THE BOARD OF DIRECTORS

CHRISTOPHE HAVART
BANDAI NAMCO ENTERTAINMENT

JULIE CHALMETTE
BETHESDA

DOMINIQUE COR
ELECTRONIC ARTS

JOHN BERT
FOCUS ENTERTAINMENT

JAMES REBOURS
PLAION

INA GELBERT
MICROSOFT

PHILIPPE LAVOUÉ
NINTENDO

GUILLAUME DE FONDAUMIÈRE
QUANTIC DREAM

EMMANUEL GRANGE
SONY INTERACTIVE ENTERTAINMENT

PATRICK BELLAICHE AND MICHEL MAGNE
TAKE-TWO INTERACTIVE

BÉNÉDICTE GERMAIN
UBISOFT

YVES ELALOUF
WARNER BROS. INTERACTIVE ENTERTAINMENT

THE MEMBERS OF SELL

BANDAI NAMCO

Bethesda

CAPCOM



**FOCUS
ENTERTAINMENT**

innelec



KONAMI

MICROIDS

Microsoft

nacon

Nintendo



PLAION

**PLUG IN
DIGITAL**

**QUANTIC
DREAM**

SEGA



SQUARE ENIX



UBISOFT





**SYNDICAT
DES ÉDITEURS
DE LOGICIELS
DE LOISIRS**

Julie Chalmette
Chairwoman

Nicolas Vignolles
Managing Director
n.vignolles@sell.fr

Anne-Sophie Montadier
Communication,
Marketing & CSR
Director
as.montadier@sell.fr

Timothée d'Arcy
Project Manager
t.darcy@sell.fr

Éléa Colpart
Project Manager
e.colpart@sell.fr

Read all of SELL's news on social media



@SELL_JeuxVideo



SELL TV

www.sell.fr