

10<sup>e</sup>  
ÉDITION

PARIS  
GAMES  
WEEK

COMMUNIQUÉ DE PRESSE

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Paris, 3rd November 2019

## The 10<sup>th</sup> Paris Games Week: meeting all the gamers



As the 10<sup>th</sup> edition closes its doors, never has Paris Games Week resonated with so many people from every generation as they came together to celebrate the world of video games. 317,000\* visitors of all ages came to game, discover and share their passion in some 80,000 square metres of exhibition space at Paris Expo - Porte de Versailles. Whether it was testing the latest new products for the festive season, previewing some of the most keenly awaited games for next year or watching esports competitions, the pleasure of gaming was shared by the different generations as never before: children, teenagers, parents and grandparents!

**Julie Chalmette, Chairwoman of SELL:**

*“Over 10 editions of PGW, we have seen how the perception of video games has changed as French people appropriated gaming as a leisure activity. Through Paris Games Week, video gaming has been showcased as a real societal phenomenon: a reputed and popular past time. PGW is a reflection of this passion that drives us and enables visitors to witness the industry’s many facets. Our ambition is to bring together all the great initiatives that help recognise and promote video gaming.”*

**Emmanuel Martin, SELL’s General Delegate** concludes: *“We’re all gamers! A stroll through the alleys at the trade fair was all you needed to understand the broad range of visitors there. The involvement and commitment of manufacturers, publishers, studios, organisations and*

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*associations have helped us enrich the exhibition's events over the years to address new audiences today.*

*2020 will reflect a new stage: a second decade for PGW. The industry's creative strength combined with its capacity for innovation mean we still have a great deal of surprises in store over the coming years. "*

**2020 will mark 10 years of Paris Games Week**  
**See you from 23rd to 27th October 2020!**

*\*Source: online SELL/Médiamétrie study "French people and video games", from 2nd to 27th September 2019, with a sample of 4,049 web users aged 10 and over, representative of internet users living in France.*

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*\*Different combined daily flows: paying visitors and guests, exhibitors, organisation and security teams, media, professionals, premier and night event attendees.*



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