

**Coca-Cola**  
PRÉSENTE

**PARIS  
GAMES  
WEEK**

**28 OCTOBRE  
01 NOVEMBRE**

**2015**

**PARIS EXPO - PORTE DE VERSAILLES**

**PAVILLONS  
1&2.1**

**LE JEU VIDÉO  
FAIT SON SHOW!  
#PGW**

## COMMUNIQUÉ DE PRESSE

Paris, October 2015

### The gaming world invites you to Paris Games Week 2015

In 2015, Paris Games Week, the French video game trade fair organised by SELL (the Union of Video Game Publishers), is firmly established on the international gaming calendar. This 6th edition will once again welcome all audiences and industry professionals and will host the sector's flagship experiences. Paris Games Week 2015 will be a stage for international events: European releases, professional trading, conferences and more. From 28th October to 1st November 2015, Paris Games Week will be the showcase for a dynamic and innovative industry.

#### A federating and family event

For its 6th edition, Paris Games Week is pursuing its objective of offering visitors an **immersive and fun experience**. Ideally scheduled during the October school holidays, it offers gamers and their friends or families all the ingredients that have made it such a success: new products for the Christmas season, previews for 2016, international eSport competitions and more. Manufacturers, publishers and accessory manufacturers will reveal many surprises. Over 5 days, the fair enables gamers to familiarise themselves with new products presented by publishers in a fun and festive atmosphere. To make the event even more memorable, **Paris Games Week continues to grow and has now invested in over 60,000 square metres, in halls 1 and 2.1 at the Paris Expo exhibition centre in Porte de Versailles.**

Always focused on the "gaming for all" approach, gamers in the making are honoured with **Paris Games Week Junior which has also grown in size: over 2,000m<sup>2</sup> dedicated to kids and their parents**, where

#### Paris Games Week in figures

**Created in 2010** by SELL (the Union of Video Game Publishers), PGW enjoyed a record **272,000** visitors in **2014** representing an increase of **10%** compared to **2013**. The fair is expecting **300,000** visitors in 2015.

In 2015, Paris Games Week increased the exhibition area by **20%** to over **60,000 square metres** exclusively dedicated to video gaming.

**125 exhibitors** from every video gaming sector attended 2014's Paris Games Week.

they can test a great number of new products for 6-12 year-olds. **Paris Games Week has established itself as the showcase for all video games.**

Video gaming is recognised as the number 2 cultural industry in France behind books\* and the only physical entertainment market to enjoy growth last year\*. Paris Games Week is duty-bound to represent this strong industry: **virtual reality, augmented reality, Cloud Gaming, blockbusters, independent games...** The **latest trends and innovations** are accessible to every gamer and fan, with 5 days celebrating discovery and sharing. Every year, Paris Games Week federates more industry professionals to offer the public every gaming experience on every platform.

*"Since the first edition in 2010, we have striven to improve our visitor comfort and offer them the most diverse gaming experience possible. To achieve this we bring together all the industry's stakeholders to represent every segment and every video gaming practice,"* explains Emmanuel Martin, General Delegate of SELL



### International scope

The first Paris Games Week was held 5 years ago. This event tailored for all gamers has quickly and firmly established itself in the world's **top 5 video gaming fairs.**

Today, Paris Games Week is one of the **world's essential gaming industry events, for gamers as much as for professionals.** The 2015 edition will host international speakers and exclusive releases, brand new to Paris Games Week. Members of SELL, which is celebrating its 20th anniversary this year, are delighted to see the Porte de Versailles exhibition centre become home to everyone involved in video gaming, a place where the industry comes together to discover the new products that will be the stars of the end-of-year season.



*"We are endeavouring to offer French audiences the best of the industry but our aim is also to make PGW a showcase for video gaming in every shape and form. This is why we are increasing our partnerships and invitations to studios, schools, associations and communities. Alongside the manufacturers, publishers, accessory manufacturers and e-sport players, they make up the rich fabric of our world,"* explains Jean-Claude Ghinozzi, Chairman of SELL



**Paris Games Week renews its partnership with Game Connection** This international professional video game event, run by Capital Games, brings together over 2,700 decision-makers and 250 buyers (publishers, distributors, developers, journalists and service providers) from over 50

countries.

Every participant has the opportunity of scheduling appointments before the event using a matchmaking tool that has made the reputation of Game Connection. In parallel, Game Connection is offering a three-day programme of conferences, master classes and buyer meetings, with expert video gaming speakers from around the world.

## France: an European video game leader

The increasing presence of Paris Games Week on the international video game calendar can be explained by the success of France's gaming industry. France is in the top 3 European video game markets. With 53%\* of its population gaming, the French are among the most regular gamers in Europe.

Recognised all over the world for its creativity and excellence, French savoir-faire exports well and video gaming is one of Europe's most dynamic industries. The combined actions of the industry and the government enhance and strengthen the French gaming sector.

In 2014, Paris Games Week received the support of Fleur Pellerin, Minister for Culture and Communication who inaugurated the exhibition and Axelle Lemaire, Secretary of State for Digital Business within the Ministry for the Economy, Industrial Recovery and Digital Business.

\*Source: SELL/GFK 2014

### **About PGW – Paris Games Week – [www.parisgamesweek.com](http://www.parisgamesweek.com):**

Paris Games Week by Coca Cola is the French video games trade fair for the general public organised by SELL (Union of Video Game Publishers (Syndicat des éditeurs de logiciels de loisirs)). One of the top 5 French trade fairs, this annual event was visited by 272,000 people in 2014, and has become a showcase for the video game industry. The 6th edition, from 28th October to 1st November 2015 at the Porte de Versailles exhibition centre in Paris covers over 60,000 square metres and will be held in halls 1 and 2.1. Gamers and their families will be able to discover all the new products for the end of the year, the upcoming trends and what the future holds for video gaming. An event for the whole family, organised during the October school holidays, this year Paris Games Week is once again hosting a vast area for Paris Games Week Junior, for 6-12 year-olds.



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

SELL acts as the national representative of video game and leisure software publishers, i.e. general public software that is not for office use. Today it has almost thirty members representing over 95% of the sector's turnover, according to the GfK panel.

SELL promotes and defends the collective interests of video game publishers in different domains where their products are used 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 supports the PEGI European standard, a rating system for video game content that provides reliable information that is easy to understand on the game's packaging. SELL represents the digital leisure industry's commitment to responsibility.

The Chairman of SELL is Jean-Claude Ghinozzi, and his general delegate is Emmanuel Martin.

### **About CAPITAL GAMES - [www.capital-games.org](http://www.capital-games.org)**

Capital Games has given itself the mission of federating video gaming stakeholders in Paris and the greater Paris area, grouping resources and requirements to consolidate and represent the gaming industry, promote greater Paris design and development expertise, defend local competitiveness and increase employment in and around the French capital.

Capital Games supports its members in their short and mid-term actions and also helps provide structure to the industry over the long-term.

The association's projects are the reflection of the sector's realities. The cluster has structured its activity around 6 key axes corresponding to the everyday issues small and mid-sized businesses face: subscription services, human resources and training, financing, international development, communication, marketing and ethics.

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Paris Expo exhibition centre - Porte de Versailles - Halls 1 and 2.1

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