

#PGW
23 > 27
OCTOBRE 2024
PARIS EXPO
PORTE DE VERSAILLES

**PARIS
GAMES
WEEK**

**COMMUNIQUÉ
DE PRESSE**

Paris, October 27, 2024

**PARIS GAMES WEEK :
FRANCE'S LARGEST VIDEO GAME TRADE SHOW UNDERGOES
A MAJOR TRANSFORMATION, WITH A SUCCESSFUL 13TH
EDITION.**

Paris Games Week confirms its position as France's leading video game trade show. In a particular post-Covid context for the industry, the show was able to maintain sustained attendance with 188,000 visitors, and the presence of industry majors: Nintendo, PlayStation, Xbox, Bandai Namco, Capcom, PLAION, Focus Entertainment Publishing, Microids, SEGA and Ubisoft. This year's edition, 2024, marks an all-time record, with 228 brands represented.



Five days of games and experiences for all enthusiasts

In this age of digitalization, the PGW demonstrates the attachment of gamers to testing new games at the show, just a few weeks before Christmas.

PGW is a major gathering for casual and experienced gamers alike, who come together to celebrate video games. It's also an opportunity for those who meet virtually throughout the year to get together in person.

A show with a renewed offering, ever more open to *pop culture* and sport

PGW 2024 stood out for the diversity of its offering, and its ever-wider openness to the different facets of *pop culture*.

Visitors were able to discover immersive themed zones, such as the Esport & Sport Village and the Manga Quarter, reflecting the changing interests of gamers, who are now major consumers of culture and sports enthusiasts.

Cosplayers have never been as numerous as at this edition of PGW. Now a veritable temple to cosplay, the show offered visitors an experience as successful in the aisles as it was on the stands.

A must-attend business and investment event

This year, PGW created a major B2B component. The "Future of Gaming" stage, in partnership with the law firm CMS Francis Lefebvre and the Syndicat national du jeu vidéo, as well as the new "Business VIP" area, transformed the show into a must-attend event for industry professionals.

Some fifty hours of round tables, keynotes and business meetings addressed the crucial issues facing the industry, from current challenges to the esports explosion, investment and training.

A real highlight of the week, the "Invest in France" day was a great success with investors and the entire ecosystem.

On this occasion, Rachida Dati, French Minister of Culture, lent her strong support to the sector, by reinforcing the video game tax credit, an economic pillar of the industry's development in France. Her pro-attractiveness and pro-business speech was greatly appreciated by all the professionals.

A show in perpetual transformation, now looking to the future

James Rebours, President of SELL, comments: *"Paris Games Week continues to evolve to reflect the changing face of video games. Our mission goes far beyond organizing a trade show: we are a catalyst that unites communities, professionals and institutions around the diversity of our industry. A stronger brand than ever, PGW has forged an emotional bond with French gamers. It is the unique place where passion and creation, popular culture and innovation*

meet. This year's success means we must continue to evolve, and we're already hard at work on that."

CONTACT PRESSE

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À propos du SELL, Syndicat des éditeurs de Logiciels de Loisirs - www.sell.fr

Le SELL est l'association professionnelle qui représente en France les éditeurs de jeux vidéo. Le SELL compte vingt-six adhérents, il promeut et défend les intérêts collectifs des éditeurs de jeux vidéo dans les différents domaines où ils sont engagés, contribue à la structuration du marché et à sa reconnaissance par tous les professionnels, les pouvoirs publics et les consommateurs. Le SELL représente la volonté d'engagement et de responsabilisation de l'industrie en menant des actions en faveur de la diversité dans le jeu vidéo. Le SELL soutient et informe sur la norme européenne PEGI, système de classification du contenu des jeux vidéo, qui propose des informations fiables et faciles à comprendre sous forme de labels figurant sur tous les jeux vidéo, vendus en version physique et dématérialisée. Le SELL est également créateur et organisateur de l'événement Paris Games Week, lancé en 2010. Le Président du SELL est James Rebours, et son Délégué général Nicolas Vignolles

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