



# All about Video Games

CULTURE-CREATIVITY-TECHNOLOGY  
**EUROPEAN KEY FACTS 2024**

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### MEMBERS

40



Talent & creativity

Innovation

Economic success

Societal & cultural impact

“  
**Players are at  
the heart of  
what we do**

”

# Foreword

## A Strategic Sector for Europe's Digital Future

**The European video games industry is a high-growth, innovation-driven sector and an economic and cultural success story. With a strong record in responsible gameplay and digital transformation, we are ready to help deliver on Europe's competitiveness goals.**

**In 2024, the European videogames industry saw:**

- 1 **€26.8 billion spent on games (+4% on 2023)**
- 2 **116,419 skilled workers employed in making and publishing games**
- 3 **54% of Europeans playing our games—45% of them women**
- 4 **PEGI, our co-regulatory minor protection system used in 40 European countries**

This report presents key research insights into Europe's video game audience—who plays, how they play, and how they spend—offering a data-driven foundation for informed policymaking.

As Enrico Letta, the former Prime Minister of Italy, rightly stated in his 2024 report of the Single Market, "*Europe faces an urgent imperative to prioritise the establishment of technological foundations that foster knowledge and innovation, by equipping individuals, businesses, and Member States with the necessary skills, infrastructures, and investments, to enable widespread prosperity and industrial leadership.*" We fully support this call to action.

Over the past five years, our sector has grown by 15%, contributing to Europe's economy and employing a highly skilled workforce that showed a 7% growth rate last year, including such areas as coding, artistic design, and AI. Europe is now home to 6,000 studios, and 90% of our revenue is digital, highlighting clearly the successful digital transformation of the sector. Our technologies are also driving innovation across other creative and traditional industries.

In 2024, we presented our **Manifesto for 2024–2029**, with four key asks to EU policymakers:

- 1 Make Europe the best place to create and invest in games.
- 2 Invest in education strategies to close the digital skills gap and build a robust talent pipeline.
- 3 Allow time for businesses to adapt to new regulations, and recognise the value of self- and co-regulation.
- 4 Support innovation, IP creation, and new business models.

**If these asks are met, our sector can lead globally.**

We welcome the **Union for Skills strategy** adopted by the European Commission in 2025. It is vital to address the shortage of digitally-skilled young talent. We support targeted strategies like the **STEM education strategic plan**, which upskills teachers and encourages youth into STEM careers.

Through the **UNICEF Game Changers Coalition**, we've reached over 150,000 people—especially adolescent girls in emerging economies—equipping them for careers in games and tech. We believe this hands-on approach can inspire EU Member States.

Our **Games in Schools** project shows the huge potential of



**Hester Woodliffe**

Chair, **Video Games Europe**  
SVP Publishing, International,  
**Warner Bros. Games**



**Hendrik Lesser**

President, **EGDF**  
CEO, **Remote Control  
Productions GmbH**

video games as educational tools, reimagining education through a digital lens. Research confirms that girls who play games are three times more likely to study STEM. We urge policymakers to act on this insight.

Innovation continues to drive our sector and reflects consumer expectations for new content, new experiences, and player choice. Players now enjoy vast choice—across platforms, genres, and payment models.

**71% play on smartphones or tablets, 59% on consoles, and 43% on PCs. The free-to-play model, where games are free to download with optional in-game purchases, is common on mobile games,** reflecting the high player engagement on smartphone devices, as well as enabling the rise of innovative European mobile studios entirely focused on this consumer-friendly business model.

**We are committed to fair, transparent in-game purchases that respect consumer protection laws.**

PEGI's updated Code of Conduct and new extended industry measures—including reimbursement policies and parental controls—

demonstrate our proactive approach, together with ongoing information campaigns for parents on controls and tools for limiting and blocking optional in-game content purchases. We look forward to working with policymakers to sustain Europe's leadership in game development while ensuring safe, enjoyable experiences for players.

**Looking ahead,** we offer Europe a unique opportunity: to empower digital citizens, grow a competitive creative economy, and lead the global digital transition. With a new European Parliament and Commission now firmly established for the next five years, we ask for recognition of our sector's distinct needs and strategic growth potential, backed up with the right policy environment to thrive on the global stage.

# The Data in this Report

**Data used in this publication is provided by Ipsos and commissioned by Video Games Europe. It is extracted from GameTrack, GSD and the EGDF-VGE video games industry insights report.**

## GAMETRACK



**The polling is done in France, UK, Spain, Italy and Germany. It involves online polling of 12,000 people per country between the ages of 6 and 64 – 60,000 in total per year.**

There is also an annual face-to-face survey of 1,000 people per country which is nationally representative (in terms of age, gender and region). This final step is used to calibrate the online data.

**GameTrack uses three key metrics:**

- 1.** Volume – the number of games being acquired (both paid and free).
- 2.** Value – the amount of money being spent on games.
- 3.** Demographics – who play games and how do people play games.

**Each metric breaks down the total market by specific devices and types of games.**

## HOW DO WE DO IT?

### Yearly fieldwork



**1,000 NAT REP OFFLINE / YEAR**  
(cut-down weighting survey - Aged 18+)

### Monthly fieldwork



**1,000 ONLINE REP / MONTH (FULL INTERVIEW)**  
Aged 6-64 years

**Offline sample used to weight the online sample to be nationally representative for ages 6-64**

**Reporting Quarterly per market on**

**3,000 interviews**



## GAMES SALES DATA



Games Sales Data (GSD) is the first video games industry chart to include data on both retail and digital sales. Data outlined in this report is gathered from Austria, Belgium, Croatia, Cyprus, Czech Republic, Denmark, Finland, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Malta, Netherlands, France, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.



# Europe's Video Game Players

01

# Who we are



**Playing video games is an activity most people integrate into their leisure time in one form or another.**

**Data from 5 major European markets.**

**54%**

of the population aged 6-64 plays video games

**31 y/o**

is the average age of a video game player in Europe

**75%**

of video game players are adults (18 years old and/or older)



## TOTAL NUMBER OF PLAYERS\* IN EACH MARKET

\*age 6-64 years old

**25.5m**  
(51% of the population)

UK

**30.8m**  
(63% of the population)

France

**22.1m**  
(62% of the population)

Spain

Germany

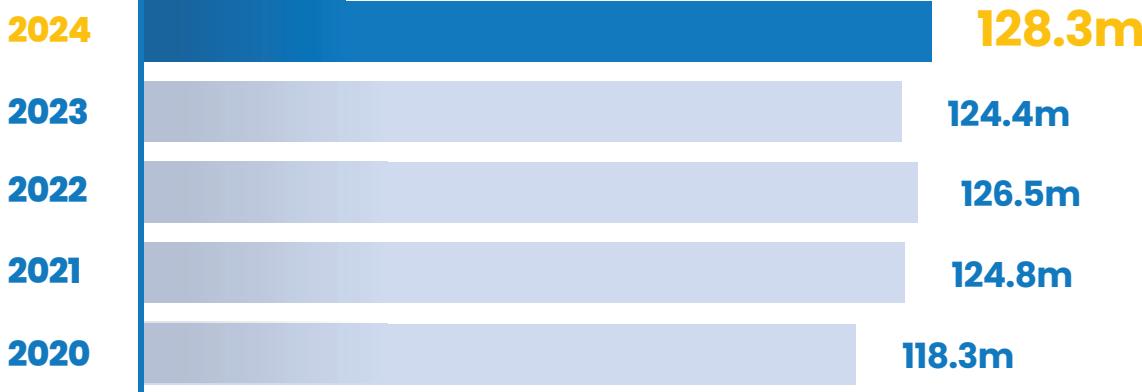
**35.9m**  
(60% of the population)

Italy

**14.0m**

(33% of the population)

## NUMBER OF PLAYERS





**45%**  
of all European  
gameplayers are  
women.

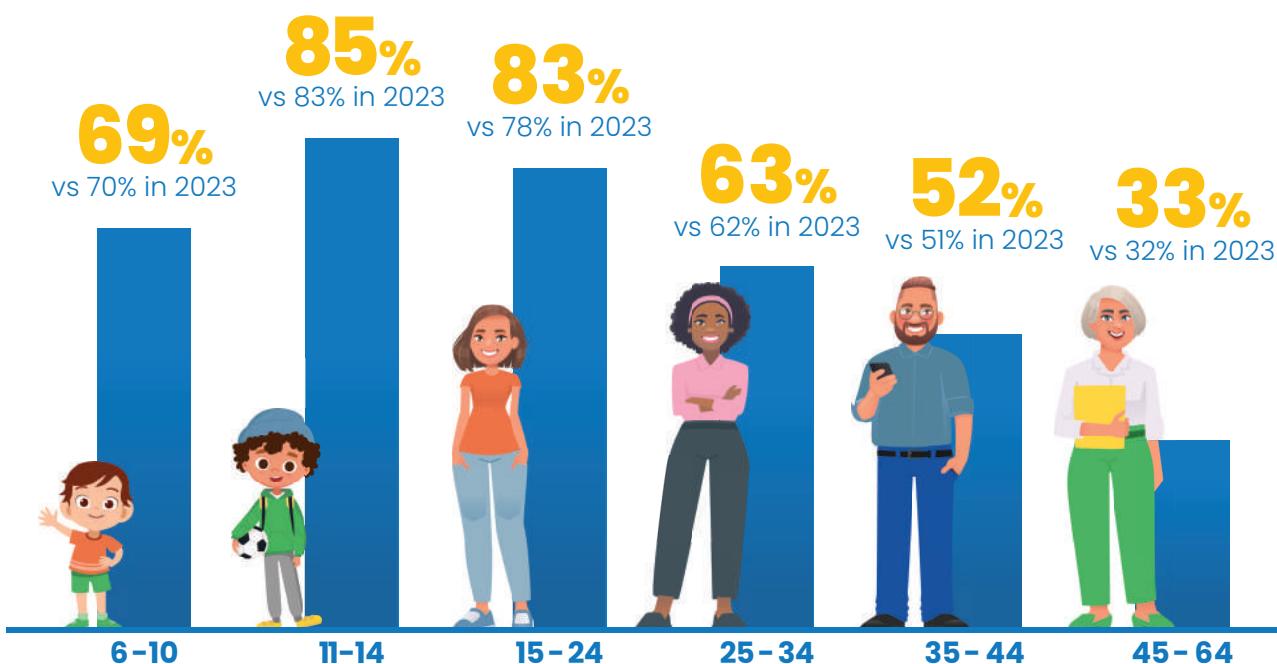
**32 y/o**  
is the average  
age of women  
who play video  
games

#### PERCENTAGE OF GAME PLAYERS IN EACH AGE GROUP

1.	<b>6-14 y/o</b>	18% vs 19% in 2023
2.	<b>15-24 y/o</b>	23% vs 22% in 2023
3.	<b>25-34 y/o</b>	19% same as 2023
4.	<b>35-44 y/o</b>	17% same as 2023
5.	<b>45-64 y/o</b>	23% same as 2023

#### PERCENTAGE OF VIDEO GAME PLAYERS BY AGE GROUP

The composition of players in Europe has largely remained consistent. Digging deeper into each age group, this is the percentage of video game players in each age group.





# How do we play

Data from 5 major European markets.

**75%**  
play at least  
one hour  
per week

**15%**  
play at least  
one hour  
per month

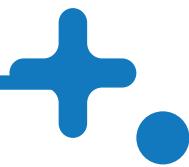
**10%**  
play at least  
once a year

## AVERAGE PLAY TIME BY COUNTRY IN 2024

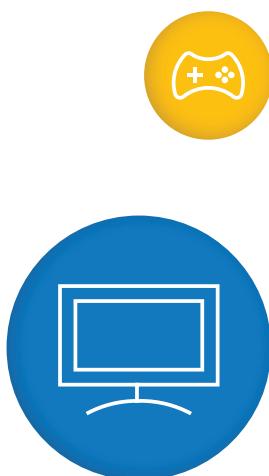


## AVERAGE PLAYTIME IN HOURS PER WEEK (2012 – 2024)





ON AVERAGE, PEOPLE IN EUROPE SPEND



**9.4 hours/week**

playing video games



**16.75 hours/week**

on social media\*

**23 hours/week**

on watching TV\*\*

\*GlobalWebIndex GWI Report on the time spent on social media platforms by a "typical" user.

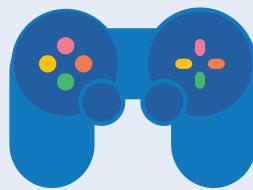
\*\*Thinkbox TV Viewing Report 2024. Time spent watching TV broadcast plus SVOD & AVOD.

PLAYERS BY DEVICE



**71%**  
play on smartphones  
or tablets  
(vs 68% in 2023)

All players



**59%**  
play on consoles  
(vs 56% in 2023)

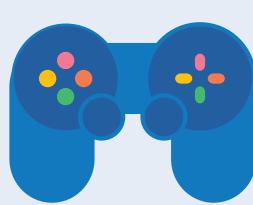


**43%**  
play on PC  
(vs 46% in 2023)

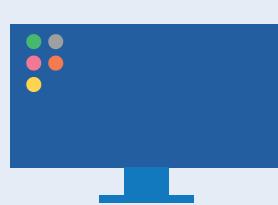
And looking at how women play



**76%**  
play on smartphones  
or tablets  
(vs 71% in 2023)



**55%**  
play on consoles  
(vs 50% in 2023)



**35%**  
play on PC  
(vs 40% in 2023)



# What do we play

Top played video game genres by device.

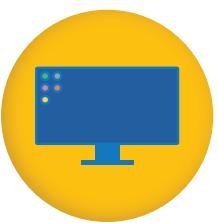
Data from 5 major European markets.



- 1. BRAIN / PUZZLE** – 25%
- 2. ROLE PLAYING / STRATEGY** – 17%
- 3. WORD** – 17%



- 1. RACING** – 31%
- 2. SPORT GAMES** – 28%
- 3. ADVENTURE** – 28%



- 1. ADVENTURE** – 23%
- 2. SHOOTER** – 20%
- 3. STRATEGY** – 18%

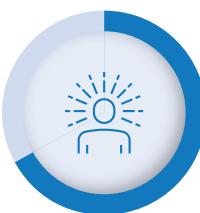
# Why do we play

As the video games industry continues to evolve in scope and technology, there is a growing discussion around the benefits of playing video games that go beyond having fun. In 2023, the global video games industry came together to publish the 'Power of Play' report, providing important insights into video games, **social, mental, and emotional benefits** of video gameplay.

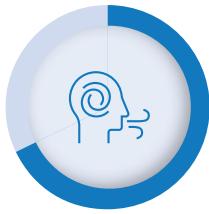
In Europe, represented by France, Germany, Italy, Poland, Spain and the United Kingdom, the survey of video game players found:



**74%**  
agree playing video games provides mental stimulation



**67%**  
agree playing video games provides one with a healthy outlet from everyday challenges



**68%**  
agree playing video games helps one feel less stressed



**75%**  
of players agree there is a video game for everyone





# The Video Games Industry

02



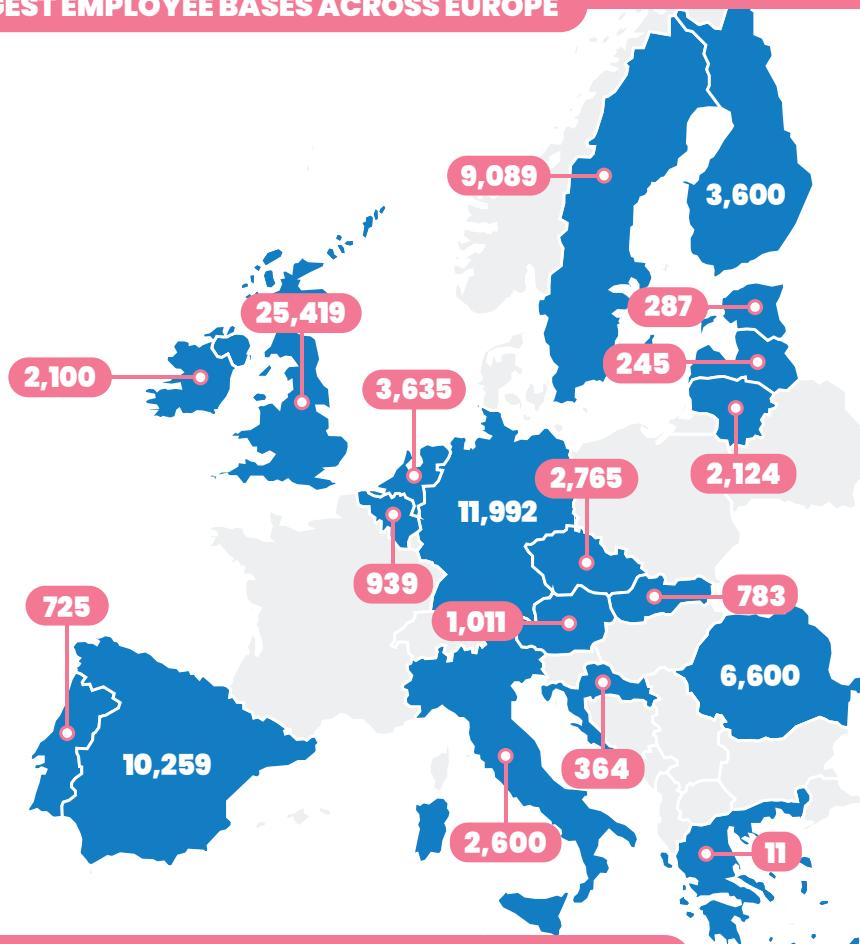
# Workforce & Employment

## LARGEST EMPLOYEE BASES ACROSS EUROPE

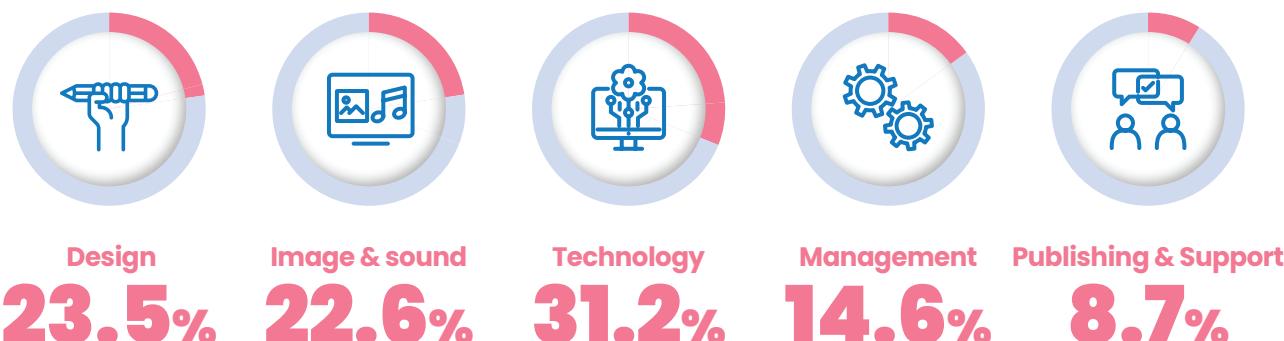
**116,419**  
people are employed  
throughout Europe  
(+1.8% vs 2023)



**24.9%**  
of the workforce  
are women  
(+0.5% vs 2023)



## BREAKDOWN OF WORKFORCE ACCORDING TO JOB CATEGORY\*



\*SNJV Référentiel des Métiers du Jeu Vidéo 2024.

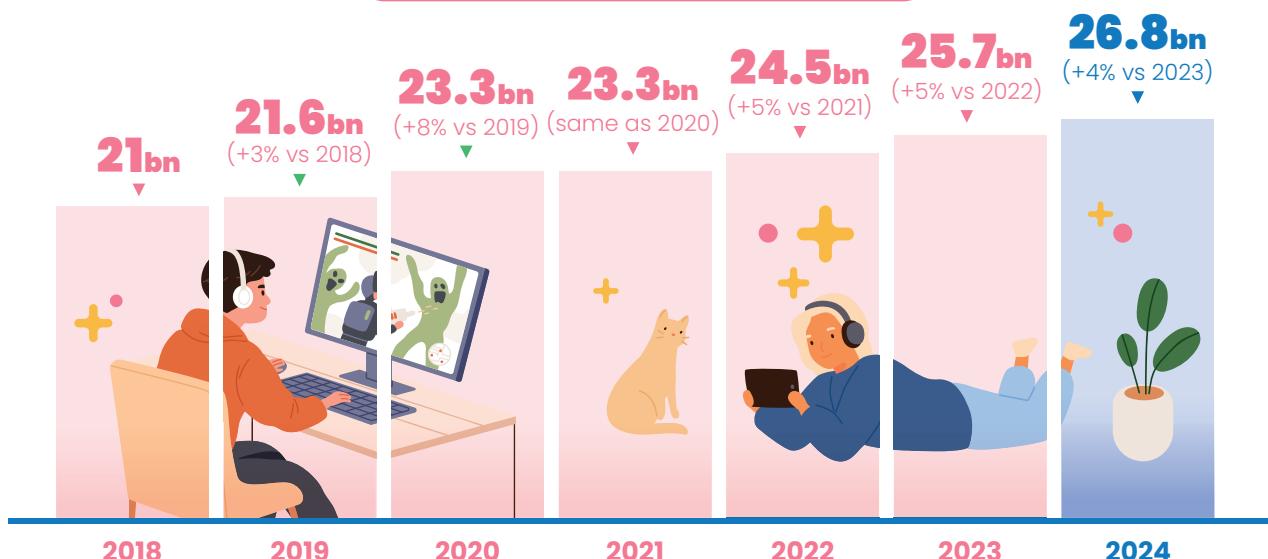


# Industry Revenue

## CHOICES AND OPTIONS OF VIDEO GAMEPLAY

European players have an almost unimaginable choice of options. Many genres of games and business models have developed over the last twenty years in response to consumer expectations for new content and experiences.

## REVENUE IN THE EUROPEAN MARKET



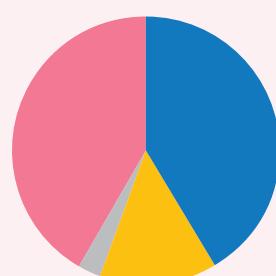
## REVENUE SPLIT BY DEVICE

**38%** Consoles

vs 41% in 2023

**4%** On-demand/  
streaming

vs 3% in 2023



**Mobile 44%**

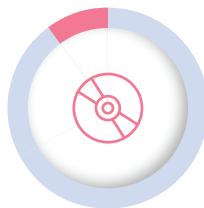
vs 41% in 2023

**PC 15%**

vs 14% in 2023

## REVENUE SPLIT BY SOURCE

**Physical revenue**  
**10%**  
vs 15% in 2023



**Digital revenue**  
**90%**  
vs 85% in 2023

### Online revenue

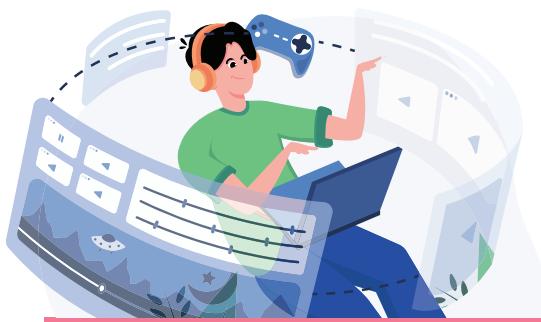
**47%** (vs 44% in 2023)

- Full game downloads
- In-game extras (DLC and microtransactions)
- Multiplayer
- On-Demand / Streaming
- Social
- Browser

### App revenue

**43%** (vs 41% in 2023)

- In-app purchases and paid for apps



# Top Selling Games in 2024

Data from 5 major European markets.



## Consoles

- 1 EA FC 25 (PEGI 3)
- 2 Call of Duty Black Ops 6 (PEGI 18)
- 3 EA FC 24 (PEGI 3)
- 4 Hogwarts Legacy (PEGI 12)
- 5 GTA V (PEGI 18)
- 6 Mario Kart Deluxe 8 (PEGI 3)
- 7 Dragonball Sparkling Zero (PEGI 12)
- 8 Red Dead Redemption 2 (PEGI 18)
- 9 Helldivers 2 (PEGI 18)
- 10 Super Mario Party Jamboree (PEGI 18)



## PC

- 1 Helldivers 2 (PEGI 18)
- 2 Call of Duty Black Ops 6 (PEGI 18)
- 3 Command and Conquer Generals (PEGI 16)
- 4 GTA V (PEGI 18)
- 5 EA FC 25 (PEGI 3)
- 6 The Crew 2 (PEGI 12)
- 7 Red Dead Redemption 2 (PEGI 18)
- 8 Hogwarts Legacy (PEGI 12)
- 9 EA FC 24 (PEGI 3)
- 10 Command and Conquer (Bundle) (PEGI 16)

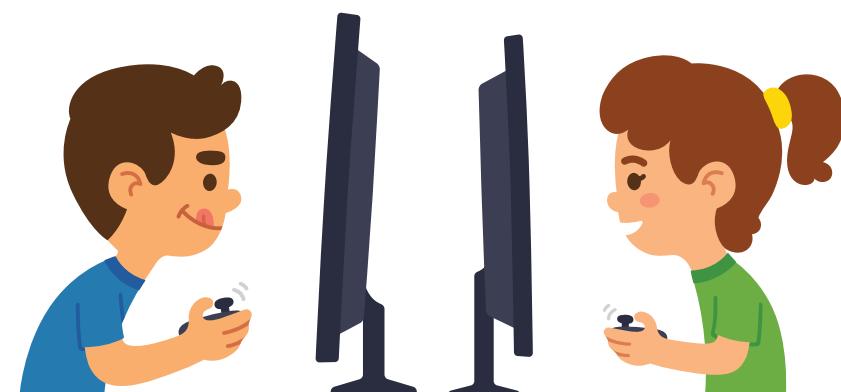


## Apps

- 1 Coin Master (PEGI 18)
- 2 Royal Match (PEGI 3)
- 3 Brawl Stars (PEGI 7)
- 4 Candy Crush Saga (PEGI 3)
- 5 Roblox (Parental Guidance label)
- 6 Monopoly GO! (PEGI 3)
- 7 Gadern Scapes (PEGI 3)
- 8 Last War (PEGI 12)
- 9 Whiteout Survival (PEGI 7)
- 10 Clash of Clans (PEGI 7)

# Responsible gameplay

03



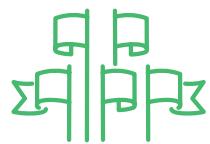
## What is PEGI



**PEGI is the pan-European video game age rating system.**

**PEGI was founded in 2003, at the request of the EU institutions.**

**PEGI is a co-regulatory minor protection system for video games.**



**40**  
European  
countries



**2,800+**  
member companies



**43,800+**  
games and millions  
of apps classified

**PEGI's goal is to educate, advise and empower players, parents and guardians on age appropriate content in video games.**

- PEGI also ensures that games are sold and advertised responsibly, that consumer redress is available, and that companies have tools and safeguards in place to ensure that online gameplay environments are free from illegal and harmful content.
- PEGI age ratings are examined and issued by two independent administrators, NICAM and the Games Rating Authority. The classification criteria are established under the supervision of independent experts. PEGI is recognised by the European institutions and EU Member States as a model of European harmonisation in the field of minor protection and consumer transparency.

Visit [www.pegi.info](http://www.pegi.info) for more information



# How PEGI is structured

## PEGI Council

**The PEGI Council is a vital part of the PEGI organisation. It is made up of civil servants, media specialists, psychologists, and minor protection legal advisers Europe.**

The Council is responsible for making recommendations so that national as well as European developments are communicated and reflected in the PEGI system and its Code of Conduct.

The Council gives the countries that use PEGI a voice. Of equal importance is that the authorities in the PEGI countries stay abreast of and are involved in PEGI.

## Management Board

**At the core of the PEGI organisation is the PEGI Management Board, which guides the day-to-day activities of PEGI.**

The Board is made up of representatives of the users of PEGI (games publishers and developers), the gatekeepers of PEGI (the game console manufacturers) and the promoters of PEGI (national trade associations) plus representatives from the PEGI Council and the PEGI Experts Group.

This board structure ensures there is proper oversight while maintaining PEGI's regulatory strength.

## Experts Group

**PEGI maintain a network of technical experts, the PEGI Experts Group, that includes specialists and academics in the fields of media, psychology, classification, legal matters, technology, the online world, etc.**

This experts group advises PEGI on the technological and content-related development recommended by the PEGI Council, the PEGI Management Board or other sources such as by the complaints procedure.

## Enforcement Committee

**The Enforcement Committee is charged with the enforcement of the provisions of the PEGI Code of Conduct, including any conclusions of the Complaints Board.**

This Committee is made up of twelve members – six chosen from the PEGI Committees and six publishers.

## PEGI Code of Conduct

**PEGI has a robust and enforceable Code of Conduct. Signatories must adhere to strict standards related to the age classification process, the display of age rating information, as well as new rules on in-game monetization (Article 8) and online safety (Article 9). The Code was updated in 2024.**

### IN-GAME MONETISATION

-  In-Game Purchase offers must be made in a **fair and transparent** manner and in compliance with applicable laws and regulations.
-  The In-Game Purchases descriptor as well as the Paid Random items notice for loot boxes must be **displayed at the point of purchase**.
-  If a game has paid random items, it must **inform players** about the probabilities to obtain that item.
-  Games must have a policy that **explicitly prohibits** that items acquired in-game can be transferred into monetary value or use in unlawful trading, gambling and betting activities.
-  Signatories must ensure that the **value of purchased content is clear** to consumers, for example by easy access to information on how much of the in-game currency the player currently holds and/or the storefront area where this in-game currency can be purchased.

### ONLINE SAFETY

-  The game's **terms of service** must prohibit players from introducing content or indulging in online behaviour which is illegal and/or harmful.
-  Precautions must be in place to **protect children** from access to age-inappropriate content if text, voice, video chat, or image sharing is allowed.
-  **User-friendly mechanisms** must be in place allowing players to notify about illegal and/or harmful content or behaviour.
-  **Notifications must be reviewed** in a timely, diligent and objective manner and any content must be removed as quickly as possible.
-  Players should be advised to take **regular breaks**.
-  Staff should receive **regular training** on the rhetoric and the tactics used to promote prohibited content.
-  Any privacy-related information, in particular related to the notification mechanisms, should be conveyed in **clear language** or in a medium that children can easily understand.

**Violation of the PEGI Code of Conduct** (e.g. inaccurate disclosure of video game content or inaccurate display of age rating information) can be sanctioned by an independent Committee. Sanctions may include relabelling of packaging, removal of logos or descriptors, product recalls, and fines which can range from €5,000 to €500,000, depending on the severity of the violation.



## How are games rated?

**PEGI uses a single set of criteria to determine the age rating of a video game, but it has two different rating procedures that are adapted to the needs of different business models – physical or purely digital release.**

### PHYSICAL RELEASE

PEGI ensures that **physical console and PC games** display accurate age ratings by requiring publishers to complete a content questionnaire before release. Based on their responses, a provisional rating is generated and reviewed by PEGI administrators (NICAM or GRA). Once approved, publishers receive a license to display the appropriate age rating and content descriptors on packaging or digital storefronts.

**NICAM**



### DIGITAL RELEASE

Purely **digital releases** are supported by the International Age Rating Coalition (IARC). IARC is a global solution developed by major rating authorities to streamline age classification for digital games and apps across multiple regions. Developers complete a single questionnaire to receive immediate, cost-free age ratings recognised by participating countries. The system ensures consistency and compliance, with ongoing oversight to correct any misclassifications quickly.

### PEGI'S AGE LABELS



Suitable for all age groups, no unsuitable content.



May contain some non-realistic or implied violence, and scenes that might be frightening to younger children



Can feature realistic violence against fantasy characters, non-realistic violence against humanlike characters, mild bad language, or sexual innuendo

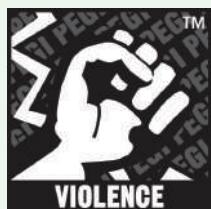


May depict realistic violence against humanlike characters, bad language, use of drugs, or erotic nudity

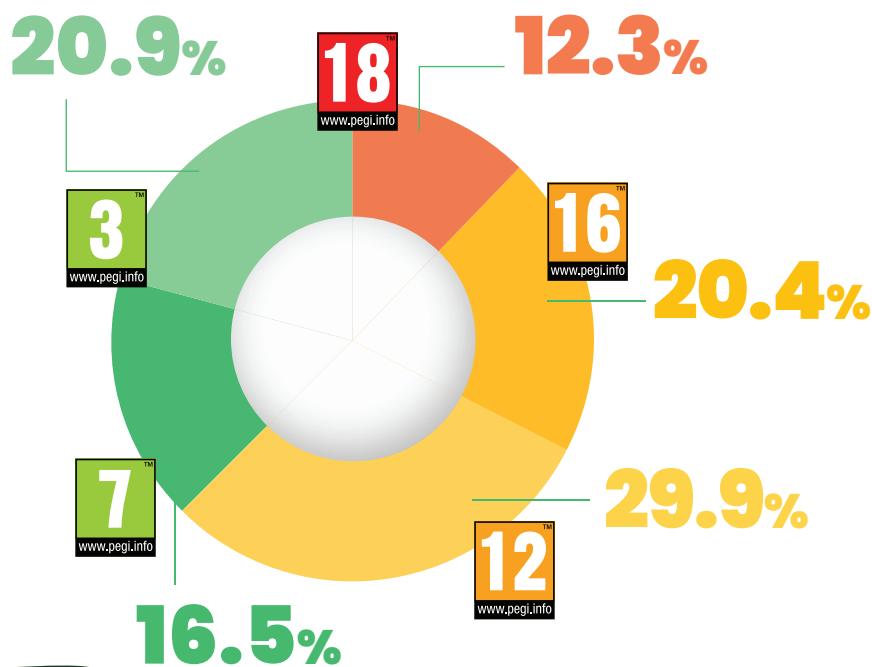


Games can contain gross violence or violence against defenceless characters, glamorisation of drugs, or explicit sexual activity

### PEGI'S CONTENT DESCRIPTORS



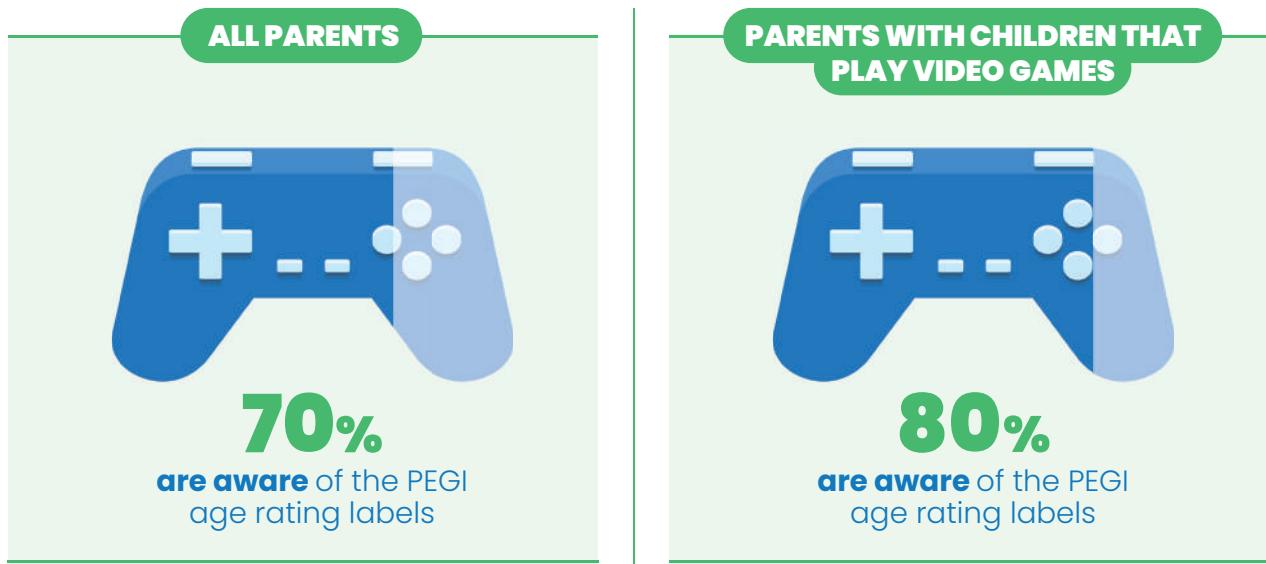
  
**+10,000**  
 games rated  
 in 2024



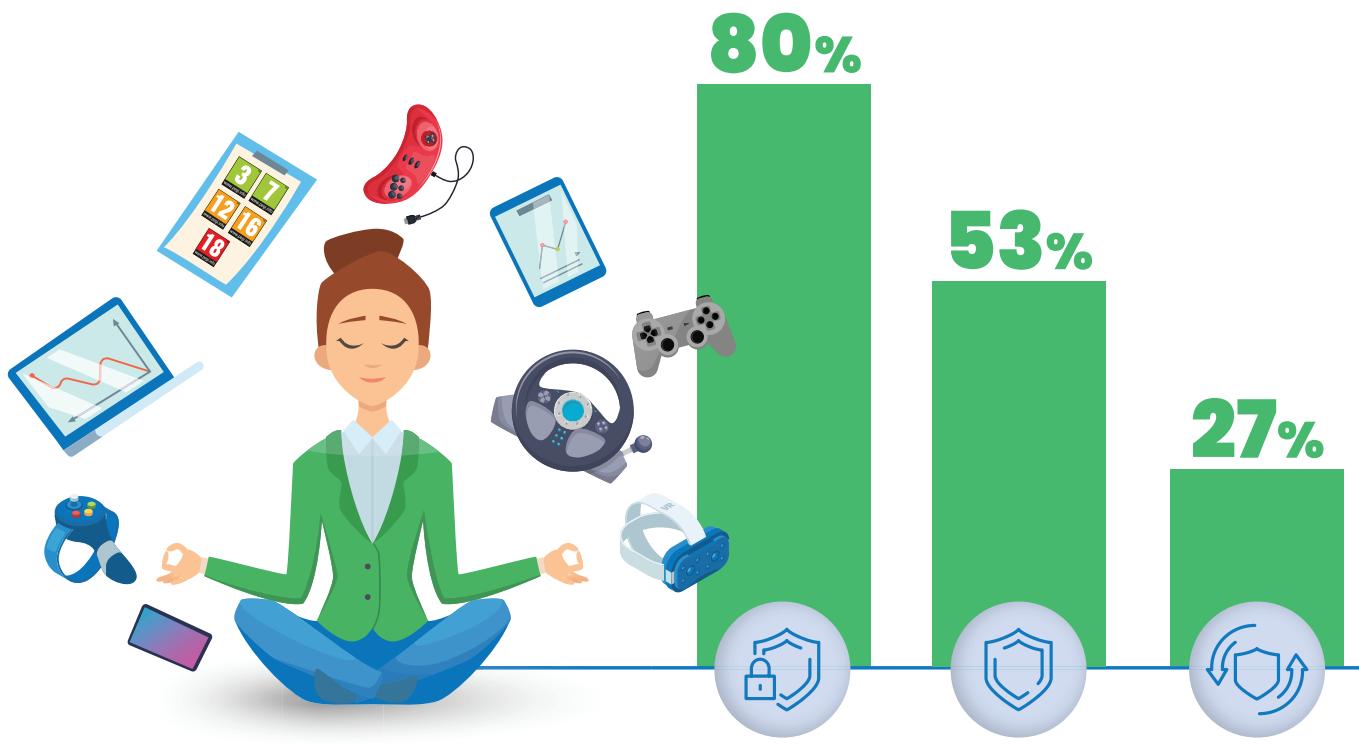
These stats include age ratings on the following platforms: Microsoft Xbox and Windows, Nintendo, Sony PlayStation, and PC.



## Awareness of PEGI age labels



### PARENTS AWARE OF THE PEGI AGE RATINGS LABELS



\*Only 20% respondents selected the option:  
"No, I do not pay attention to age rating  
labels when deciding what games my child

Source: GameTrack study of ES, FR, IT and UK.

## Players and family setting tools

**Family settings help parents and guardians decide with their children what works best for them, from time spent playing video games to communication with other players and much more. On every device, it is possible to discuss:**



### Age rating

Which games they can play based on PEGI age ratings.



### Time limit

Agree on playtime limits, allowing for better playtime management.



### Online spending

Discuss with their children how much can be spent when purchasing games and other downloadable content.



### Online interaction

Agree on communications in games: friends only, friends of friends, anyone, or no one.

**67%** of parents apply one or more family setting tools to monitor or limit their children's gameplay

#### LIST OF DEVICES OFFERING PARENTAL CONTROL TOOLS



PlayStation



Xbox



Nintendo 3DS



PS Vita



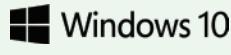
Nintendo Switch  
Lite



iPhone/iPad



Android/Google Play



Windows 10



Windows



Mac OS



PlayStation VR2



Meta Quest

In addition to parental control tools on devices, publishers' own platforms increasingly offer parental control tools and additional verification mechanisms, such as young player accounts and verified parental consent.

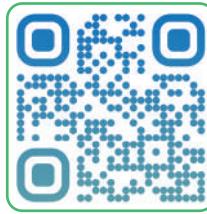
Some examples are: [BlizzardBattle.net](#), [EA Origin](#), [Epic Games](#) including [Epic Cabined Accounts](#) for young players, [Roblox](#), [Ubisoft's young player account](#), [Bandai](#), [Niantic](#), [Sega](#). Further, Riot Games have brought in state of the art voice moderation to their chats.



Visit Video Games Europe's website to access information on player and parental control tools for various devices and platforms. <https://videogameseurope.eu/responsible-gameplay/parental-controls>

# Our commitment

to players and consumers



POSITION  
PAPER

DOWNLOAD

**Video Games Europe, EGDF, and our members are committed to a fair and transparent player and consumer experiences when playing games. Our position on fair and transparent purchases of in-game content.**



## PEGI CODE OF CONDUCT ARTICLE ON IN-GAME MONETISATION

- Information obligation: game purchases icon.
- Transparency in transactions.
- Transparency on in-game currency and how it is offered.
- Transparent and fair paid random items.
- No skin gambling.
- PEGI Code of Conduct enforcement.



## ADDITIONAL COMMITMENTS

- Tools to manage, limit, or block purchases.
- Transactions are kept separate from gameplay.
- Fair refund policies.
- Inform players about the discontinuation of in-game currency.
- No unauthorised trading.



## EDUCATION CAMPAIGNS & DATA

- Trade associations run information campaigns – in collaboration with stakeholders
- Commitment to provide trusted data

# Children's spending

in game and parents' supervision



IPSOS RESEARCH REPORT

DOWNLOAD

**Trusted data gathered by Ipsos since 2018 has found that:**

**95%**

of parents of children who buy in-game extras actively monitor their children's spending.

**76%**

of the parents of children that play games say their children do not purchase in-game content (stable since 2020).

Amongst those allowed to purchase in-game content, average spend has decreased by

**21%**  
since 2023.



# Family setting tools

The video games industry wants people to enjoy this popular pastime.

To that end, the industry empowers parents so that they can engage with their children and agree on appropriate rules around video gameplay, and encourages parents to learn about the games their children love. Find information in your local language below:

## SEIZETHECONTROLS.EU

### Austria

Gemeinsam Spielen  
[www.gemeinsamspielen.at](http://www.gemeinsamspielen.at)

### Belgium

Jouezmalin / Speelhetslim  
[www.jouezmalin.be](http://www.jouezmalin.be)  
[www.speelhetslim.be](http://www.speelhetslim.be)

### Denmark

ANGI Nordic  
[www.angi-nordic.com](http://www.angi-nordic.com)

### Finland

Peliviikko  
[www.peliviikko.fi](http://www.peliviikko.fi)

### France

PédaGoJeux  
[www.pedagojeux.fr](http://www.pedagojeux.fr)

### Germany

Unterhaltungssoftware  
Selbstkontrolle (USK)  
<https://usk.de>

### Italy

Tutto sui Videogiochi  
[www.tuttosuivideogiochi.it](http://www.tuttosuivideogiochi.it)

### Netherlands

Rule the Game  
[www.rulethegame.nl](http://www.rulethegame.nl)

### Poland

Zapytaj o Gry  
[www.zapytajogry.pl](http://www.zapytajogry.pl)

### Norway

ANGI Nordic  
[www.angi-nordic.com](http://www.angi-nordic.com)

### Portugal

Saber Jogar  
<https://aepdv.pt>

### Romania

Despre Jocuri Video  
[desprejocurivideo.ro](http://desprejocurivideo.ro)

### Spain

The Good Gamer  
[www.thegoodgamer.es](http://www.thegoodgamer.es)

### Sweden

Fråga, Prata, Spela  
[www.fragaprataspela.se](http://www.fragaprataspela.se)

### Switzerland

Play Smart  
[play-smart.ch](http://play-smart.ch)

### United Kingdom

Ask about games  
[www.askaboutgames.com](http://www.askaboutgames.com)

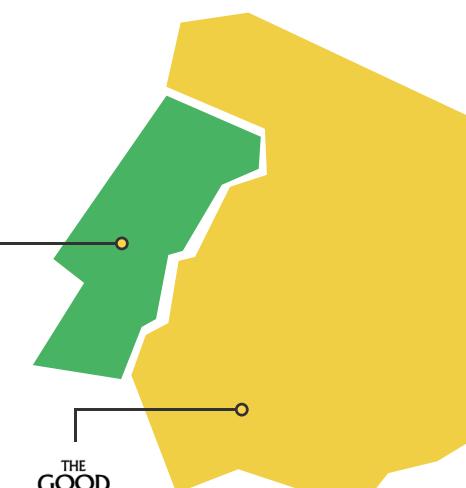


Video Games Europe's  
5 tips for parents



AEPDU

Portugal



Video Games Europe organises training sessions with the Safer Internet Centres to present the latest parental and player control features and tips.



**Video Games Europe**

**KEY FACTS REPORT 2024**

# **Manifesto & Pixels to Policy**

© Image from Prince of Persia

**04**

# Our 2024–2029 Manifesto

## Our Asks from the EU

**Make Europe  
the best  
place to  
create and  
invest in  
games**

### 01

**Protect the status  
of video games** as a unique combination of technology and creative works. Do not make the EU a global outlier by trying to force video games into the audiovisual sector.

### 02

**Maintain an open and competitive market:** any form of additional or EU levy, tax or fee on the distribution of video games would disincentivise investment, chill innovation, and distort the Single Market.

### 03

**Adapt the Creative Europe programme** and extend the General Block Exemption Regulation (GBER) to video games. Make them both fit for the video games sector and its unique needs.

**Continue the successful story of self- and co-regulation**

### 04

**Recognise the value of the PEGI system** and of self- and co-regulation to address consumer and business concerns in a fast and efficient manner, keeping in step with the ever-evolving digital landscape. Self-

and co-regulation are an important complement to existing regulations.

### 05

**Adopt our proposals** on fair and transparent purchases of in-game content. Equip parents with the necessary tools to manage children's gameplay, playtime and spending. We are concerned that the effectiveness of the existing EU legal framework is being undermined by insufficient enforcement.

### 06

**Give companies the breathing space** to assess how they should comply with the recent new raft of regulations. Assess if those regulations are fit for purpose or if they have produced unintended consequences.



### Create, attract and invest in skills and talent

**07**

**Invest in education** at the EU and Member State levels to tackle the digital skills gap. Build networks of excellence, promote life-long learning, encourage girls to join STEAM programmes, and upskill teachers.

**08**

**Adopt strategies** at the EU and Member State levels to attract and retain the best global and diverse talent.

**09**

**Use Horizon programme funding** for a project

mapping the video game workforce, the availability of relevant education programmes, and the skills gaps that still exist, to help the sector's success and growth.

### Support innovation (Turning boring into fun for everyone)

**10**

**Uphold a strong framework** for enforcement of intellectual property law to support innovation.

**11**

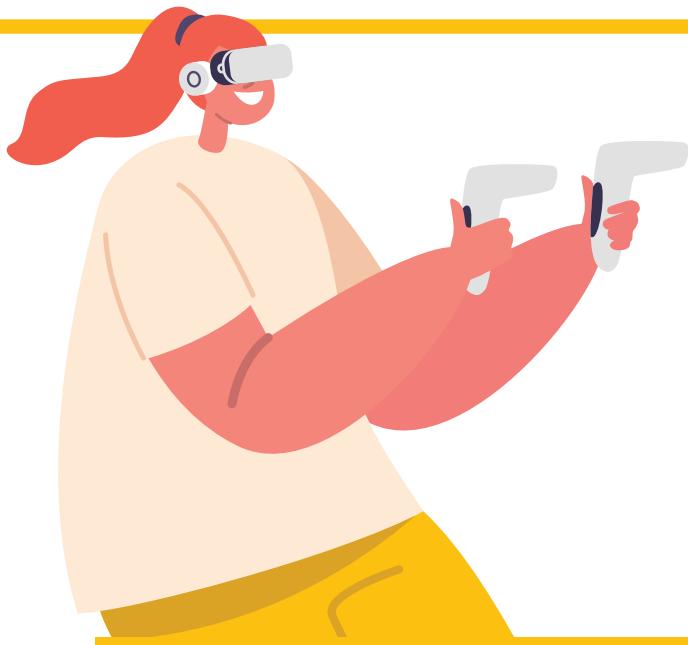
**Adapt NACE codes** to give the EU the tools to have a full picture of the economic value of our IP intensive industry.

**12**

**Protect the EU acquis** through careful coordination of ICT standardisation activities in international fora.

**Download**





# Pixels to Policy

**Europe is home to more than 5000 studios and make up for in our impressive SME game development industry, creating global hits and using a variety of business models that make the games accessible to all.**

**Our sector is a success story in how an industry has managed its digital transition,** providing more choice than even to Europe's player base in how they decide to access games.

**71%**  
playing on mobile  
is the most popular form of play



In 2024, playing on mobile is the most popular form of play accounting for 71% of the player base. Business models sustaining this form of play must be supported with the right policies and support to continue to inspire creativity, to provide skilled jobs and growth, and to provide entertainment for millions of Europeans.

**Our information campaign** – Pixels to Policy – will tell the story of our unique and extraordinary industry, giving the voice to European studios so they can continue to play a crucial role in Europe's digital and creative economy.

## Pixels to Policy will inform about:

The economy,  
the players,  
the jobs



How do we  
sustain player  
choice

Europe's video  
game landscape  
– punching above  
our weight



How we do best-  
in-class minor  
protection and  
parental guidance



# Our Partnerships & Actions

© Image from Dragon Age

05



# UNICEF Game Changers Coalition

A blue print for the EU Union of Skills

**Empowering the digital future with STEM and diversity  
– a blue print for inspiration.**

## GAME CHANGERS COALITION

In 2024 UNICEF and the Global Video Game Coalition (GVGC), of which Video Games Europe is a key member, announced their partnership to equip adolescent girls with the technological and leadership skills needed to thrive in a digital future.

Every year, adolescent girls and young women in low and middle-income countries miss out on USD 15 billion in economic opportunities due to a gap in internet access and digital skills relative to their male peers. With 90% of jobs today requiring digital competencies, the Game Changers Coalition responds to the urgency of closing the gender digital skills gap.

The partnership aims to equip girls, especially in emerging economies, to pursue careers in high-income, fast-growing industries like video game and tech.

The initiative has already reached over 150,000 people, including adolescent girls, parents and teachers across 100 schools in Armenia, Brazil, Cambodia, India, Kazakhstan, Morocco and South Africa.



**Video Games Europe Welcome the European Commission's  
Union of Skills** initiative as a critical step in strengthening Europe's workforce and global competitiveness. As a sector driven by creativity, technology, and skilled talent, we fully support the EU's vision for skills development, digital education, upskilling and reskilling, and global talent mobility.

# How we contribute to education, upskilling of teachers and STEAM



Since 2008, European Schoolnet, the network of 34 Ministries of Education across Europe, and Video Games Europe have been collaborating to deliver the Games in Schools project designed to train teachers and educators across Europe on how to use video games as pedagogical support in the classroom.

In April 2025 the Games in Schools initiative, run by European Schoolnet with support from Video Games Europe published new research on how to upskill teachers in Europe. The research involved surveying 1,474 teachers in 26 countries in Europe and findings confirming that appropriate use of video games in the classroom enhances student motivation, supports varied learning styles and inclusivity, improves collaboration, focus and creativity and helps explain complex subjects, including for students with special needs.



The Report also as key case studies from countries pioneering in this space: Belgium, France, Italy, Luxembourg, Poland, Romania, Sweden and the UK.



# Games in Schools

The 2023 Games in Schools Handbook was launched via a successful back-to-school webinar bringing together over 130 teachers, educators and education policy makers. We discussed how video games can be used in the classroom and highlighted how video games can support inclusive education and help pupils acquire essential (digital) competences – a key objective of the European Year of Skills that ended in April 2024.



In 2024, the handbook has been translated in several languages, including:

	Croatian		Polish
	Dutch		Portuguese
	French		Spanish

The Handbook is seen as an important tool to improve learning outcomes and upskills teachers by the Belgian, Croatian, and Polish governments.

## Diversity, Inclusion and Equality



Driving diversity, inclusion and equality is not just the socially responsible thing to do, it is the right thing to do. Video games Europe and our members are working to deliver and promote best practices across Europe for the good of both the industry and the playing community.

# Our Diversity Initiatives



Video Games Europe is a corporate ambassador of Women in Games, a not-for-profit looking for equity and parity for all women and girls in the video games industry and esports.



[DOWNLOAD](#)

Women In Games guide 'Building a Fair Playing Field' is available in Italian, Polish, and Spanish.



SELL and SNJV, representing the French video games sector have signed a Diversity Charter alongside Women in Games France to promote diversity within the French games industry.

[womeningamesfrance.org](http://womeningamesfrance.org)



Launched in 2018, Women in Games Italia is a non-profit organisation working for diversity in the video game industry in Italy. Their goal is to double the number of female professionals in the sector in 10 years.

The association is committed to four main areas: promoting the visibility of professionals in the sector, informing young girls and students about professional opportunities in the video game sector, building and strengthening networking opportunities and raising awareness among sector players on the issue of diversity. The Association is active throughout Italy.

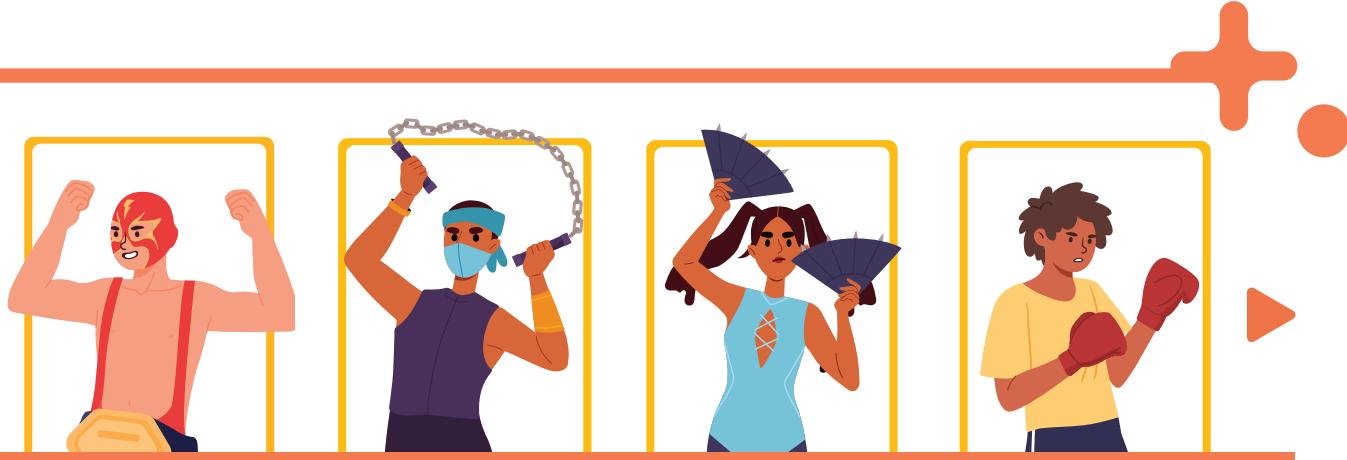
[womeningamesitalia.org](http://womeningamesitalia.org)



Empower Up is a not-for-profit initiative supported by Ukie's #RaiseTheGame and Amiqus. It provides resources, knowledge, and frameworks to help video game organisations enhance their Equality, Diversity, and Inclusion (ED&I) policies and practices.

The goal is to create a diverse and inclusive industry where individuals from all backgrounds feel welcome and valued, and can thrive in their careers. Empower Up aims to enable organisations and individuals to advance their ED&I efforts through measurable and actionable steps.

[empower-up.com](http://empower-up.com)



## #PlayEquall

AEVI, representing the Spanish video games industry launched their #PlayEquall initiative, created to materialise the video game industry's commitment to the values of equality, diversity and inclusion. More than 120 video games companies (including AEVI'S members) and more than 40 industry professionals have signed on to the effort.

 [playequall.es](https://playequall.es)



**HIER SPIELT  
VIELFALT**  
#TEAMDIVERSITY

Over 400 companies and more than 1,000 individuals have already signed game's (German video games association) declaration to actively support diversity and inclusion in the video games industry and became part of #TeamDiversity in Germany.

 [hier-spielt-vielfalt.de/en](https://hier-spielt-vielfalt.de/en)

## #RaiseTheGame

Diversity Pledge

#RaiseTheGame is a collaborative, high-impact and industry-wide pledge initiative, managed and facilitated by Ukie, representing the UK's games and interactive entertainment industry.

With more than 200 organisations involved, #RaiseTheGame strives to inspire meaningful, cultural and behavioural change in all games businesses, companies and organisations, regardless of size or stage of their equality, diversity and inclusion (EDI) journey.

 [raisethegame.com](https://raisethegame.com)



D I V E R S I

Dataspelsbranschen, representing the Swedish games industry, engages in a number of initiatives aimed at improving diversity in the local video games industry.

Dataspelsbransen hosts networking events at Nordic Games, scholarships for female game students to attend the Game Developers Conference, job fairs, the Kvarvaro study, and much more with the goal of encouraging more women to study game development and of creating an industry where women want to stay and make a career.

 [diversi.nu](https://diversi.nu)

# Climate

**Since 2021**, Video Games Europe is an Associate Member of the UN-facilitated Playing for the Planet Alliance, and support the work of the alliance across our members and networks.



**PLAYING FOR THE PLANET**

Video games have a unique opportunity to inspire change and raise awareness among players through gameplay and innovative storytelling. As an Alliance Member of Playing for the Planet, an initiative started by the United Nations Environment Programme (UNEP) and led by the games industry, Video Games Europe contributes to the Alliance's collective objective to address climate change, promote best practices, and facilitate dialogue within the industry.

## THE SEVEN ACHIEVEMENTS OF THE ALLIANCE



**01**

Green Game Jam 2024 reached over 108 million daily active users (DAU) worldwide.



**02**

XBOX Sustainability Toolkit released a new one-line code.



**03**

Sony Interactive Entertainment created their ground-breaking Climate Station.



**04**

Playing for the Planet with Ubisoft, Amazon Games, and others launched a Sustainable Events Guide.



**05**

Launch of a Carbon Calculator to measure studios and companies' climate impact.



**06**

First edition of the Playing for the Planet Awards took place in Helsinki.



**07**

Ubisoft launched a cardboard box edition of Skull & Bones for PC, aligning with the Alliance's Packaging Working Group.

## 2024 PLAYING FOR THE PLANET OBJECTIVES: KEY ACHIEVEMENTS



### Decarbonisation

Commissioned a new Greenhouse Gas Protocol Aligned Scope-3 calculator to help studios reduce their carbon emissions.



### Green Game Jam

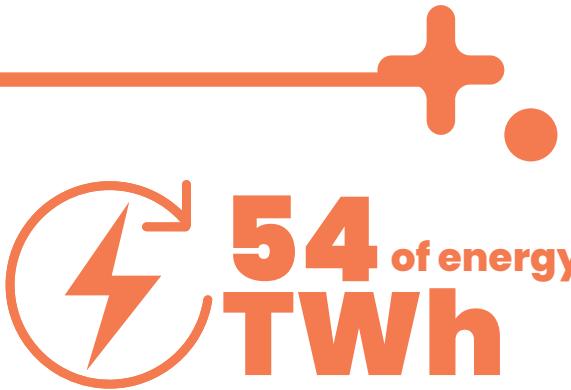
A model to inspire players to take actions for climate and support behaviour change.



### Research and Insight

Commissioned ground-breaking research for green activations in games and connections to real world actions.

# Enhancing the sustainability of video game consoles



GCVA saved over the lifetime of PS4 and Xbox One series consoles (equivalent to Portugal's annual consumption)

In 2015, Nintendo, Sony Interactive Entertainment and Microsoft launched the Games Consoles Voluntary Agreement (GCVA) together with the European Commission, to improve energy and resource efficiency of current and future games consoles.

## ENCOURAGING INDUSTRY DISCUSSION

- The Green Games Summit, delivered by Ukie in collaboration with Video Games Europe and the Playing for the Planet Alliance, took place in October 2021
- The event encouraged the international games sector to share knowledge and discuss the industry's approach to the climate crisis ahead of COP26
- Hundreds of games businesses from over 20 different countries participated
- The Summit also received additional support from the global games community, with trade bodies from across the world signing up as global partners:



## VIDEO GAMES EUROPE SECRETARIAT'S ONGOING COMMITMENTS

### Our office measures our carbon impact!

With the help of ClimatePartner, the Video Games Europe Secretariat measured and offset its carbon impact for 2021, estimated at 25.369 kg CO<sub>2</sub>-eq. The calculation follows the GHG Protocol and includes Scope 3 emissions. We are committed to repeating this exercise each year in order to achieve continuous climate neutrality.

## Video game companies

- Activision Blizzard [\(I\)](#)
- Bandai Namco [\(I\)](#)
- Electronic Arts [\(I\)](#)
- Embracer Group [\(I\)](#)
- Epic Games [\(I\)](#)
- Games Denmark [\(I\)](#)
- Level Infinite [\(I\)](#)
- Microsoft [\(I\)](#)
- Niantic [\(I\)](#)
- Nintendo [\(I\)](#)
- Riot Games
- Roblox [\(I\)](#)
- Sega [\(I\)](#)
- Sony Interactive Entertainment [\(I\)](#)
- Square Enix [\(I\)](#)
- Supercell [\(I\)](#)
- Take 2 Interactive [\(I\)](#)
- Ubisoft [\(I\)](#)
- Warner Bros Interactive [\(I\)](#)

## National Trade Associations

- Austria: OVUS [\(I\)](#) PGDA [\(P\)](#)
- Belgium: VGFB [\(I\)](#) FLEGA [\(P\)](#)
- Czechia: GDACZ [\(P\)](#)
- Denmark: Producentforeningen [\(P\)](#)
- Finland: Suomen pelinkehittäjät [\(P\)](#)
- France: S.E.L.L. [\(I\)](#) SNJV [\(P\)](#)
- Germany: game [\(I\)](#) [\(P\)](#)
- Italy: IIDEA [\(I\)](#) [\(P\)](#)
- Lithuania: LZKA [\(P\)](#)
- Netherlands: VGFN [\(I\)](#) DGA [\(P\)](#)
- Nordic (Denmark, Finland, Norway, Sweden): ANGI [\(I\)](#)
- Norway: Produsentforeningen [\(P\)](#)
- Poland: Video Games Poland [\(I\)](#) PGA, Indie Game Poland Foundation [\(P\)](#)
- Portugal: AEPDV [\(I\)](#) AVPV [\(P\)](#)
- Romania: RGDA [\(P\)](#)
- Serbia: SGA [\(P\)](#)
- Slovakia: SGDA [\(P\)](#)
- Spain: AEVI [\(I\)](#) DEV [\(P\)](#)
- Sweden: Spelplan-ASGD [\(P\)](#)
- Switzerland: SIEA [\(I\)](#) SGDA [\(P\)](#)
- Turkey: TOGED [\(P\)](#)
- United Kingdom: Ukie [\(I\)](#) TIGA [\(P\)](#)

## ABOUT VIDEO GAMES EUROPE

Since 1998, Video Games Europe has ensured that the voice of a responsible games ecosystem is heard and understood. Its mission is to support and celebrate the sector's creative and economic potential and to ensure that players around the world enjoy the benefits of great video game playing experiences.

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## ABOUT EGDF

EGDF represents European game developers on a European level, helping to build up policies that support the growth of the European game developer studios and foster the development of the entire digital ecosystem in Europe.

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