Video Games Europe



All about Video Games

CULTURE - CREATIVITY - TECHNOLOGY

EUROPEAN KEY FACTS 2025

VIDEOGAMESEUROPE

European Games Developer Federation

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Talent & creativity
Innovation
“Players are at the heart of what we do”
Economic success
Societal & cultural impact

Foreword

Europe's sector punching above its weight

Europe's video game sector has been a positive outlier and one of the few beacons of artistic and tech success for the continent. Games created in Europe are played by hundreds of millions of people worldwide, driving innovation, supporting highly skilled jobs, and contributing to Europe's global competitiveness.

In recognition of the sector's important role in Europe's creative and digital economy, Video Games Europe has extended this year's annual Key Facts market data report from the five main markets (France, Germany, Italy, Spain and the UK) to 16 countries, adding Austria, Belgium, Croatia, Denmark, Finland, Ireland, Netherlands, Poland, Romania, Sweden, and Switzerland. Furthermore, EGDF and VGE aggregated industry data from 28 European countries for a separate European Industry Insights Report.

This is a significant contribution from Video Games Europe to ensure that trusted market data tracking the evolution of video game play across Europe is publicly available. **We hope this data will be a useful resource for policymakers and anyone interested in our sector**.

The numbers speak for themselves: **€30 billion** in market revenue in 2025, and **123,000 employed** in the sector (UK & EU). While the major video game platforms are not developed in Europe, we punch above our weight in cultural content creation and making great games. SME game development studios in Europe create globally recognised hits accessible through consoles, PC, and mobile devices, including award-winners such as Baldur's Gate III and Clair Obscur: Expedition 33. European studios and publishers also produce international collaborations for good, such as Angry Birds for sustainability; in fact, Red Bird has been a UN Honorary Ambassador for Green since 2016. There are also The Witcher and Minecraft, just two great examples of the transmedia power of IP. Among the standout findings in this report: nearly half of the total market revenue in Europe is driven by gameplay on mobile devices, with more than **70% of players** enjoying games in this format. This success is largely due to the easy accessibility that mobile games offer. Mobile games can often be played for free, without the upfront cost of a console or a downloadable game, and this has democratised access to play, including for older players. The economic model that underpins the thriving European mobile game development scene is the option to purchase additional in-game content, such as a new outfit or item, additional to core gameplay. Compared to other creative industries that may rely only on advertising or subscriptions, the video game industry has made a huge success of the user-friendly microtransactions model.

However, across Europe, the industry faces legal uncertainty surrounding its ability to keep offering optional purchases of in-game content, a significant business model that sustains not just mobile games but also PC and console games. Recent Key Principles issued by the CPC Network have turned the whole industry on its head, reinterpreting the consumer protection law the industry has complied with in good faith since the Consumer Rights Directive 2011. Through an unprecedented procedure, and without any prior consultation with our industry, the CPC



CLEMENS MAYER-WEGELIN

Chair, **Video Games Europe**, Managing Director General Counsel Europe, **Nintendo of Europe**



HENDRIK LESSER

President of the Board, **European Games Developer Federation**, Chief Executive Officer, **Remote Control Productions GmbH**

Network has advanced a novel view of how the video games industry should comply with the law, opposing also the view of the Court of Justice of the European Union (CJEU) that considers that in-game content, such as tokens, gold and diamonds, are indeed neither vouchers nor virtual currencies – a view that is shared by the sector. The new interpretation by the CPC Network introduces significant legal consequences and undermines the predictability we need to run our operations. The industry has put forward significant proposals to ensure further consumer transparency where players can purchase in-game currency to use in the game, and we sincerely hope that reason will prevail in the upcoming Digital Fairness Act: after all, the protection of consumers, especially minors, is in the DNA of the video games industry.

The industry has long set the bar for safeguards and minor protection tools, including those in place to protect children from making unauthorised purchases without the verified consent of the parent. In fact, the data we have been collecting via Ipsos since 2018 shows that **95% of parents supervise their children's purchasing** when it comes to in-game content – something the industry actively encourages. This brings us to a major development this year. PEGI, the self- and co-regulatory body that has, for more than twenty years, spearheaded the ever-evolving minor protection standards for our industry in Europe, has added a new criterion of 'interactive risks' to its classification. Through its five age categories and eight content descriptors (violence, bad language, fear, sex, drugs, discrimination, gambling, online gameplay), PEGI ensures that reliable information about video game content is provided in an easy-to-understand manner to players and parents. The new 'interactive risks' classification provides more information to parents, greater transparency, and bolsters online safety. Mandatory since June 2026, newly submitted games are now classified with a broader set of criteria that include purchases of in-game content, loot boxes, incentives to play, and communications features. Games containing loot boxes will be rated PEGI 16 by default. Existing games will need to comply by October this year. These changes have been welcomed across Europe by policymakers – an important development that clearly demonstrates our industry's commitment to the protection of minors. We are now calling on the EU to make the PEGI and USK rules the standard for all games made available in Europe.

Finally, as a leading creative and entertainment sector, we are proud of the many benefits playing video games can bring to education, health, society, and more. But most importantly, it is great fun. The latest data tells us that an estimated **199 million Europeans play video games, 46% of whom are women**. We invite policymakers to engage with us, to celebrate our successes and understand our challenges, and to help us advance Europe's digital and creative economy still further – inspiring, as we go, the storytellers and digital innovators of tomorrow.



© Image from Mario Kart World published by Nintendo

The Video Game Industry

01

Who we are

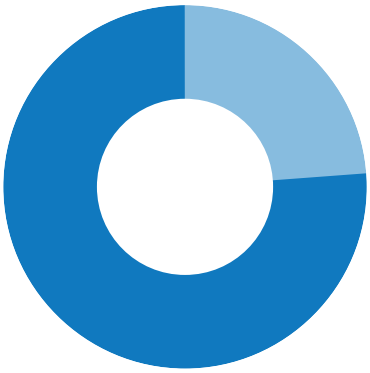
EU16

Playing video games is an activity over half Europeans enjoy.

DATA FROM 16 EUROPEAN MARKETS

199 million

PLAYERS IN 2025



77%

of video game players are 18 years or older (up to 75 y/o)





51%

of the population aged 6-75 plays video games





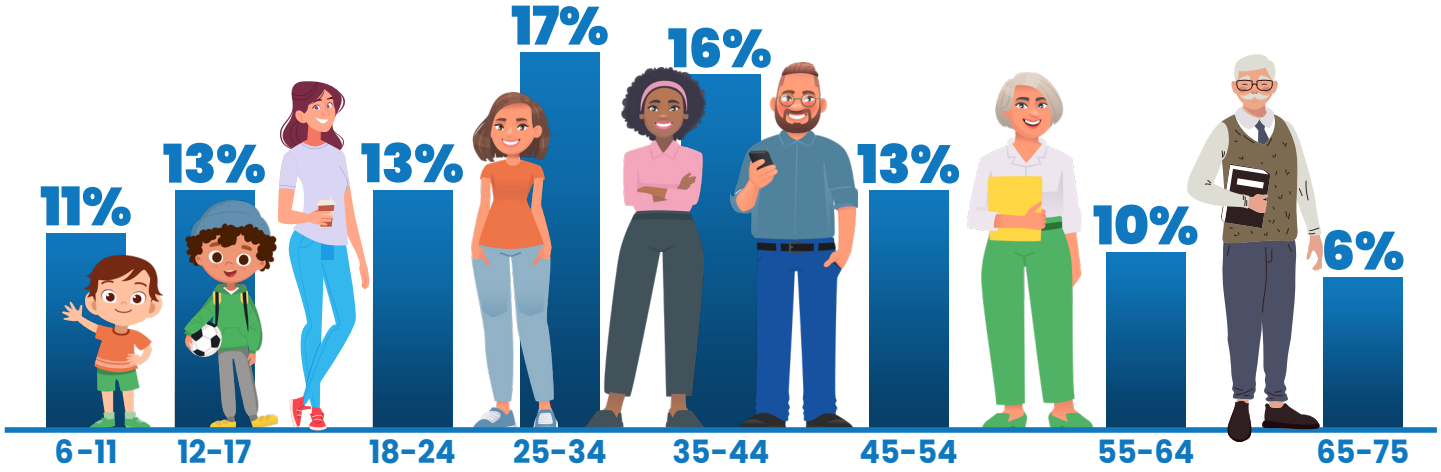
34

is the average age of a video game player in Europe

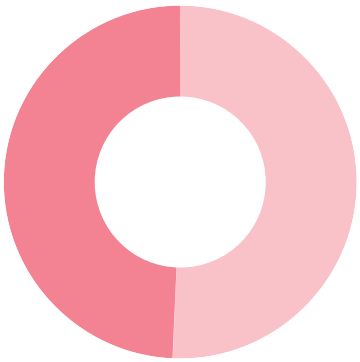
Video Games Aren't Just For Kids

EU16

PERCENTAGE OF PLAYERS BY AGE GROUP



PLAYERS BY DEVICE



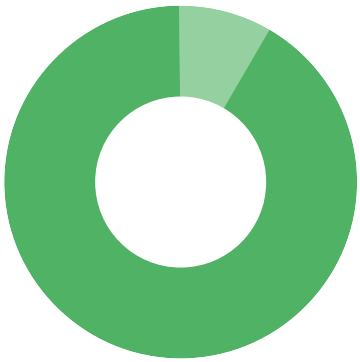
47%

CONSOLES



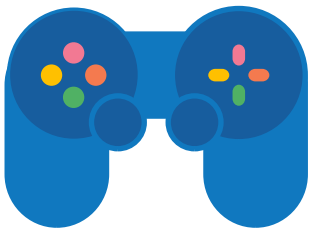
34%

PC

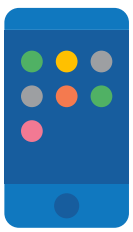


82%

MOBILE AND TABLETS









Women and Video Games

EU16

Close to 91.5 million women play video games in Europe

46%
of European game players are women

90.5 million
of game players are women

35
years is the average age of women who play video games

7
hours a week is the average playtime for women

WOMEN REPRESENT



37%

of all console players



35%

of all PC players



48%

of all smartphone and tablet players

How do we play

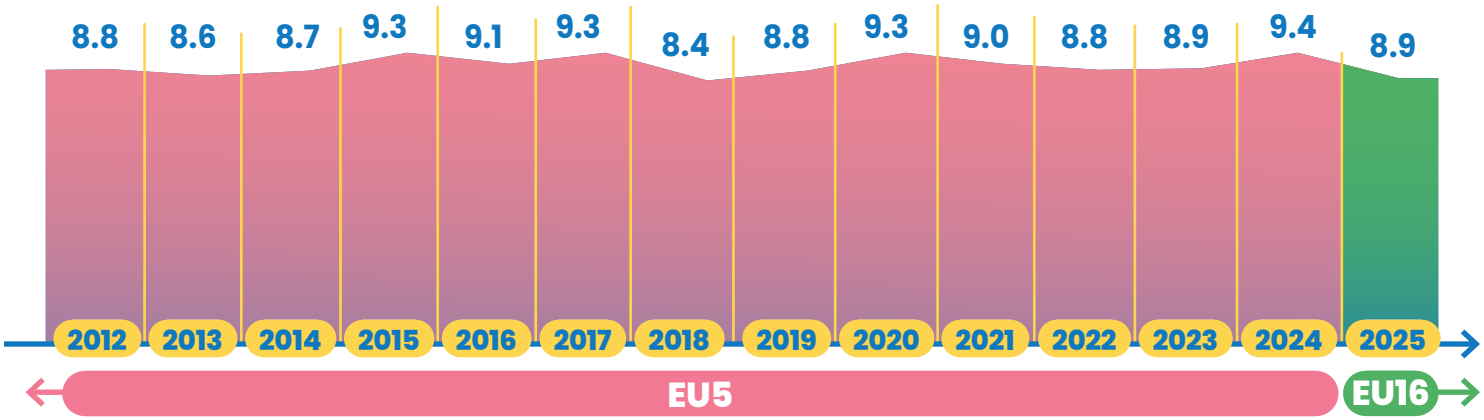
EU16



Average playtime per week

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

Average playtime in hours per week (2012-2025)



On average, people in Europe spend

8:59 hours/week playing video games

16:20* hours/week on social media**

23:22 hours/week watching TV***



*In a recent Eurobarometer survey from June 2026, "Impact of excessive screen time and social media on young people's mental health" the number is 10:45 hours/week.

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

***Thinkbox TV Viewing Report 2025 from May 2026. Time spent watching TV broadcast plus SVOD & AVOD.

Workforce & Employment*









123,000
people are employed throughout Europe

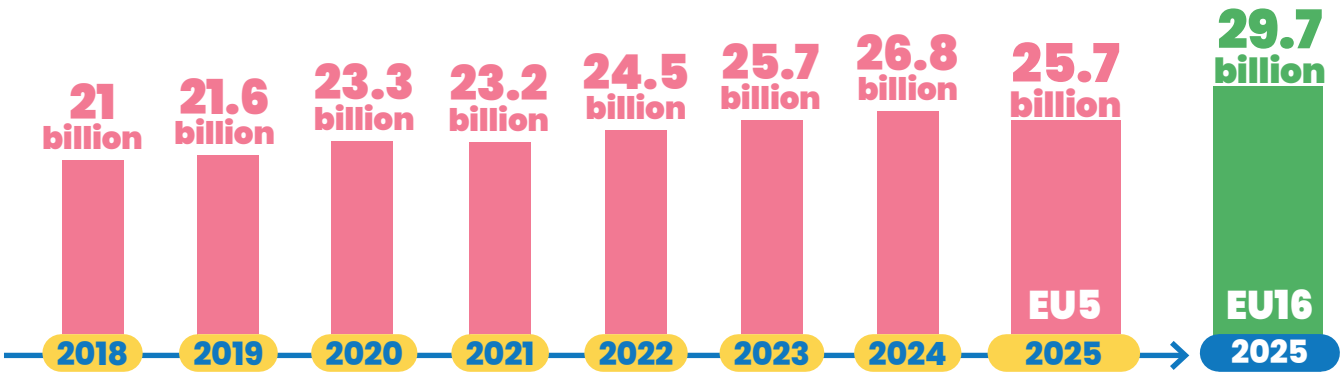
8,700
studios in Europe

24%
of the workforce are women

*Data displayed is collected from the "2024 EUROPEAN VIDEO GAMES INDUSTRY INSIGHT REPORT" from EGDF, published August 2026, with additional data from Cyprus, France, and Bulgaria.

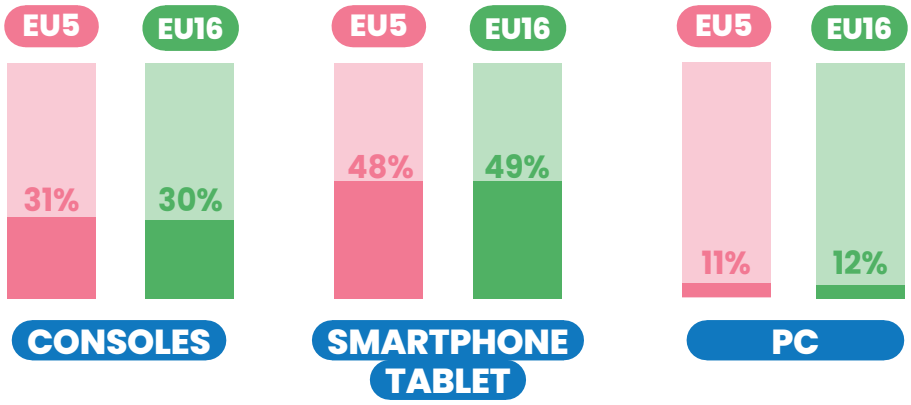
Industry Revenue

Key European Markets Revenue (2018-2025)



When it comes to 2025 industry revenue in the EU5 market, Ipsos data shows a downward trend compared to 2024 figures of -4%.

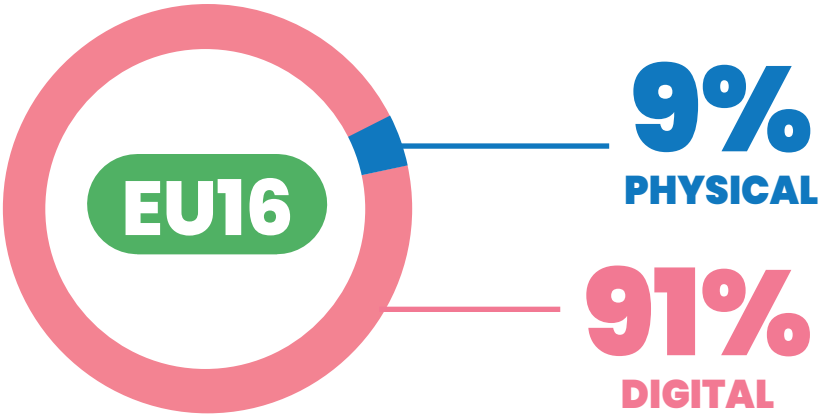
Revenue split by device





Revenue split by source





Top selling games in 2025

	CONSOLES	PC	APPS
1	EA SPORTS FC 26	BATTLEFIELD 6	COIN MASTER
2	EA SPORTS FC 25	RED DEAD REDEMPTION II	ROYAL MATCH!
3	BATTLEFIELD 6	grand theft auto V	Candy Crush Saga
4	HOGWARTS LEGACY	EA SPORTS FC 26	MONOPOLY GO!
5	grand theft auto V	HOGWARTS LEGACY	LAST WAR
6	ASSASSIN'S CREED SHADOWS	STAR WARS BATTLEFRONT II	Gossip Harbor
7	RED DEAD REDEMPTION II	Kingdom Come Deliverance II	WHITEOUT SURVIVAL
8	CALL OF DUTY BLACK OPS 7	MONSTER HUNTER WILDS	ROBLOX
9	LÉGENDES POKÉMON Z-A	The Elder Scrolls IV OBLIVION	CLASH ROYALE
10	grand theft auto ONLINE	EA SPORTS FC 25	Gardenscapes



© Image from Assassin's Creed Shadows published by Ubisoft

Key Data by Country

04

AUSTRIA

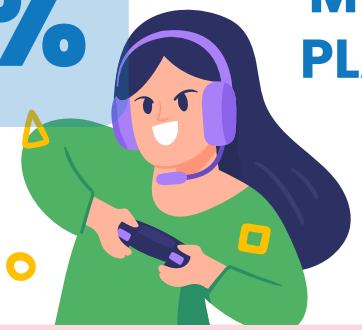
6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

78%

6.1

MILLION PLAYERS





OVUS
Österreichischer Verband für Unterhaltungssoftware

REVENUE

€ 707.5 million

GENDER %

♂ 51%

♀ 49%

FOR MORE INFORMATION VISIT: WWW.OVUS.AT

BELGIUM

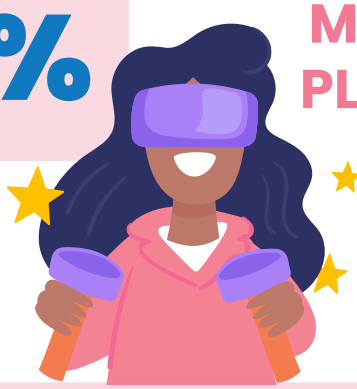
6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

63%

6.3

MILLION PLAYERS





VGFB
Video Games Federation Belgium

REVENUE

€ 646 million

GENDER %

♂ 53%

♀ 47%

FOR MORE INFORMATION VISIT: WWW.VGFB.BE

CROATIA

6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

52%

1.7
MILLION PLAYERS





REVENUE

€ 126 million

GENDER %

♂ 54%

♀ 46%

DENMARK

6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

61%

3.1
MILLION PLAYERS





GAMES DENMARK

REVENUE

€ 411 million

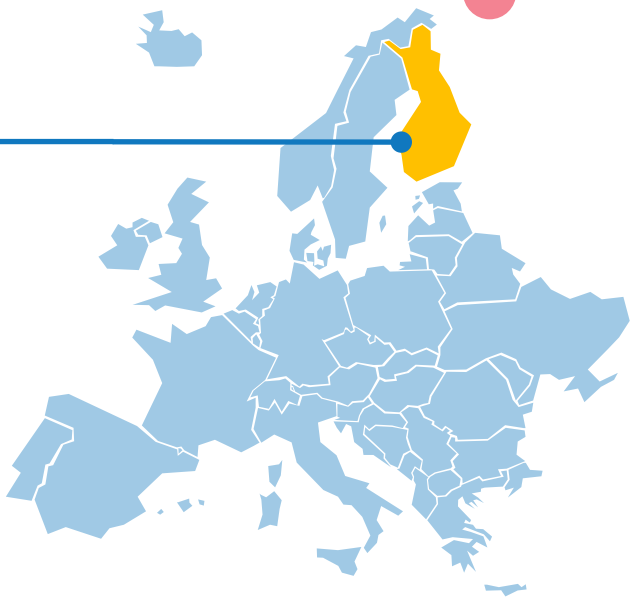
GENDER %

♂ 54%

♀ 46%

FOR MORE INFORMATION VISIT: WWW.GAMESDENMARK.DK

FINLAND



6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

50%

2.4

MILLION PLAYERS



neogames
HUB OF THE FINNISH GAME INDUSTRY

REVENUE

€ 305 million

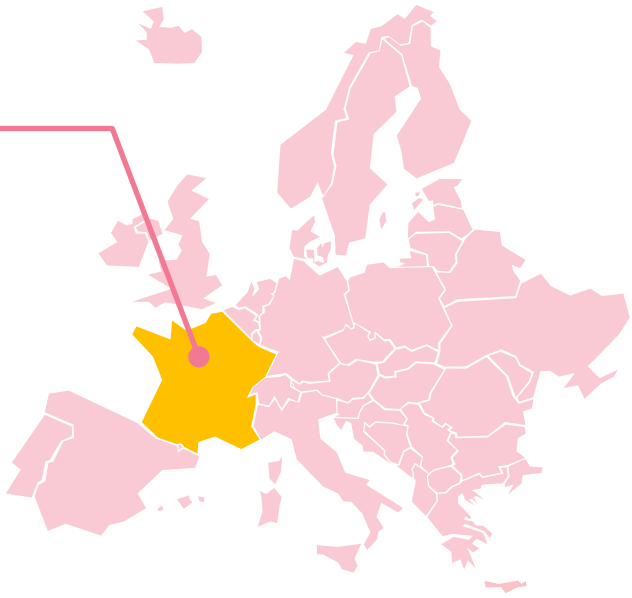
GENDER %

♂ 56%

♀ 44%

FOR MORE INFORMATION VISIT: WWW.NEOGAMES.FI

FRANCE

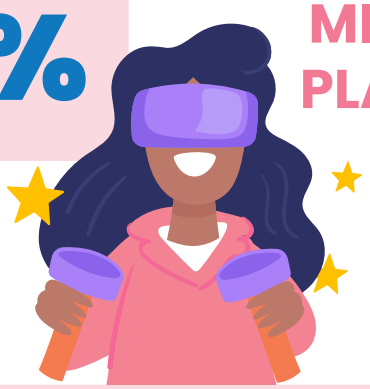


6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

57%

31.5

MILLION PLAYERS



SELL
SYNDICAT DES ÉDITEURS DE LOGICIELS DE LOISIRS

REVENUE

€ 3.8 billion

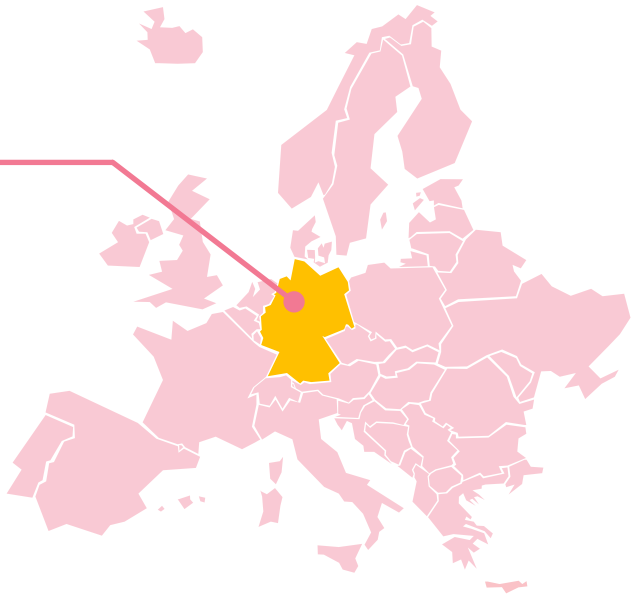
GENDER %

♂ 54%

♀ 46%

FOR MORE INFORMATION VISIT: WWW.SELL.FR

GERMANY



6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

54%

37.7
MILLION
PLAYERS



game
Verband der deutschen Games-Branche

REVENUE

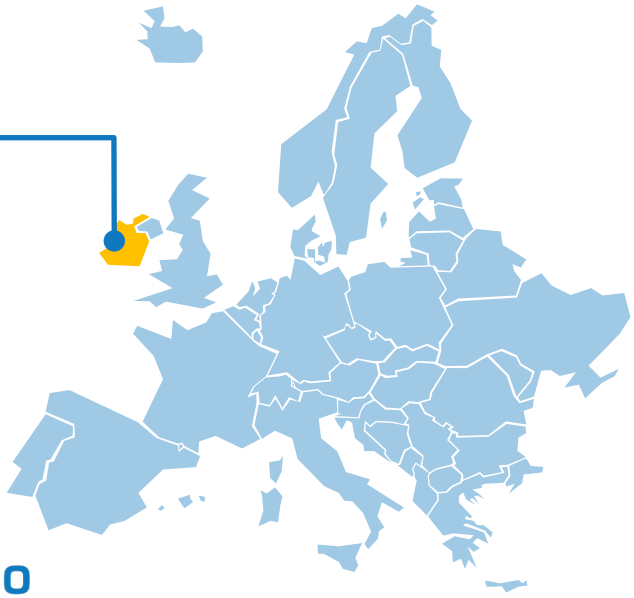
€ 6.5 billion

GENDER %

♂ 54%
♀ 45%
⚧ 1%

FOR MORE INFORMATION VISIT: WWW.GAME.DE

IRELAND



6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

59%

2.6
MILLION
PLAYERS



VIDEO GAMES EUROPE

REVENUE

€ 379 million

GENDER %

♂ 52%
♀ 48%

FOR MORE INFORMATION VISIT: WWW.VIDEOGAMESEUROPE.EU

ITALY

6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

29%

14.2

MILLION PLAYERS





IDEA
Italian Interactive Digital Entertainment Association

GENDER %

♂ 60%

♀ 39%

⚥ 1%

REVENUE

€ 1.8 billion

FOR MORE INFORMATION VISIT: WWW.IIDEASSOCIATION.COM

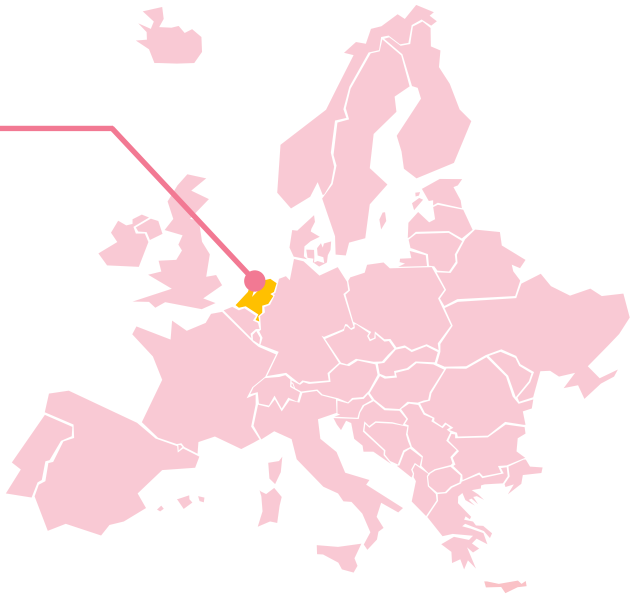
NETHERLANDS

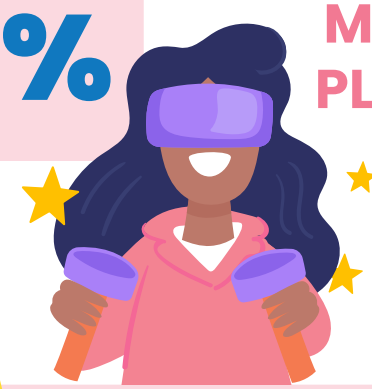
6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

64%

9.9

MILLION PLAYERS





VGFN DUTCH VIDEO GAMES INDUSTRY

GENDER %

♂ 53%

♀ 46%

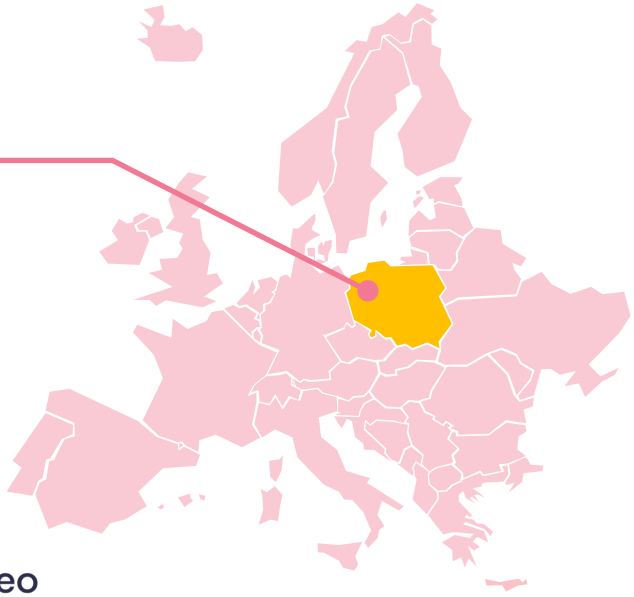
⚥ <1%

REVENUE

€ 1.1 billion

FOR MORE INFORMATION VISIT: WWW.VGFN.NL

POLAND



6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

50%

15.9
MILLION
PLAYERS



Video Games Poland ASSOCIATION

REVENUE

€ 1.2 billion

GENDER %

♂ 52%

♀ 48%

FOR MORE INFORMATION VISIT: WWW.VIDEOGAMESPOLAND.PL

ROMANIA



6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

52%

8.6
MILLION
PLAYERS



RGDA ROMANIAN GAME DEVELOPERS ASSOCIATION

REVENUE

€ 449 million

GENDER %

♂ 53%

♀ 47%

FOR MORE INFORMATION VISIT: WWW.RGDA.RO

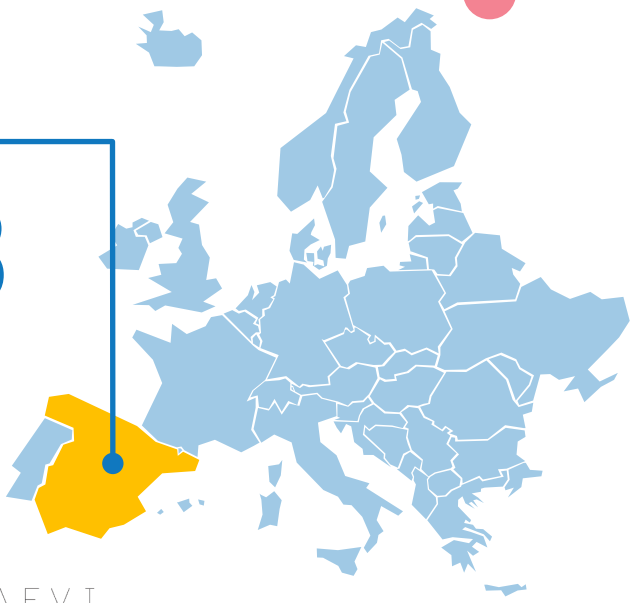
SPAIN

6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

54%

22.8

MILLION PLAYERS





AEVI ASOCIACIÓN ESPAÑOLA DE VIDEOJUEGOS

REVENUE

€ 2.29 billion

GENDER %

♂	51%
♀	48%
⚥	< 1%

FOR MORE INFORMATION VISIT: WWW.AEVI.ORG.ES

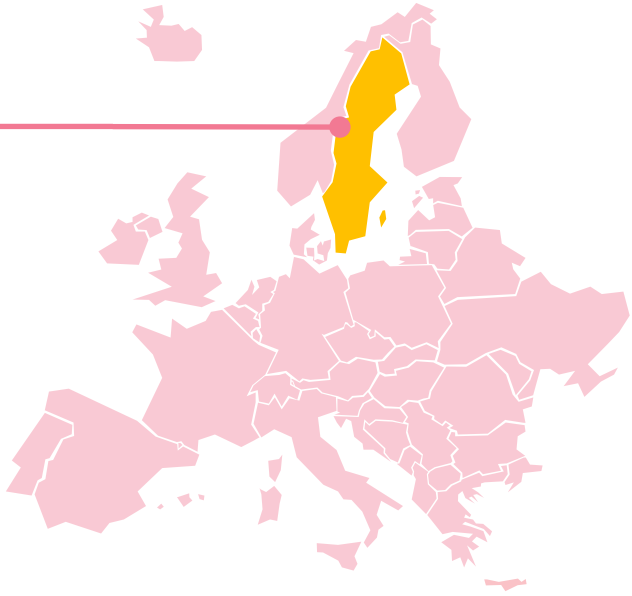
SWEDEN

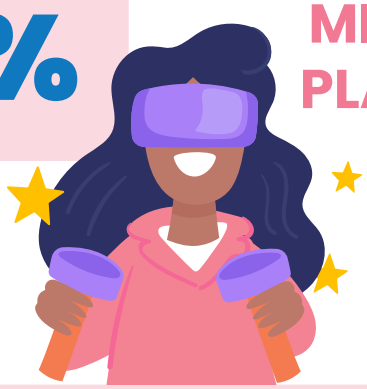
6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

61%

5.4

MILLION PLAYERS





Dataspelsbranschen
Swedish Games Industry

REVENUE

€ 726 million

GENDER %

♂	56%
♀	44%
⚥	< 1%

FOR MORE INFORMATION VISIT: WWW.DATASPELSBRANSCHEN.SE

SWITZERLAND

6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

74%

5.6
MILLION
PLAYERS





swiss interactive entertainment association siea

REVENUE

€ 752 million

GENDER %

♂ 51%

♀ 49%

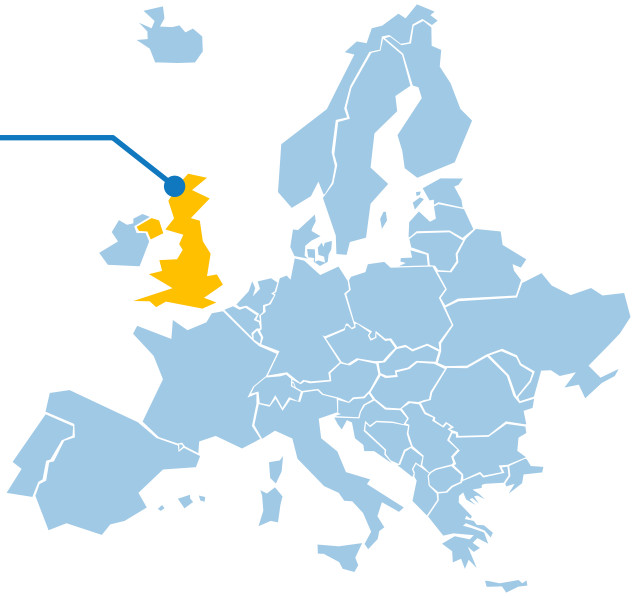
FOR MORE INFORMATION VISIT: WWW.SIEA.CH

UK

6-75 YEARS OLD POPULATION PLAY VIDEO GAMES

44%

25
MILLION
PLAYERS





ukie

REVENUE

€ 5.5 billion

GENDER %

♂ 58%

♀ 43%

FOR MORE INFORMATION VISIT: WWW.UKIE.ORG.UK

Data in the 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 insight report.



GameTrack

GameTrack is run by Ipsos on behalf of Video Games Europe. Results provide an analysis of the demographics of European video game players and their purchasing behaviour across all platforms and formats, offering a comprehensive view of their habits. Historically, GameTrack has focused on five key European markets: the **UK**, **France**, **Germany**, **Spain**, and **Italy**. From 2025 GameTrack has expanded to include **Austria**, **Belgium**, **Croatia**, **Denmark**, **Finland**, **Ireland**, the **Netherlands**, **Poland**, **Romania**, **Sweden**, and **Switzerland**.

The research employs a two-stage, bi-modal survey approach supplemented by external sales data to comprehensively analyse video game behavior and spending.

HOW DO WE DO IT?

YEARLY FIELDWORK

1,000 NAT REP FACE-TO-FACE

(cut-down weighting survey - Aged 18+)

2,000/3,000 ONLINE NAT REP/YEARLY (FULL INTERVIEW)*

Aged 6-75 years

FACE TO-FACE SAMPLE USED TO WEIGHT THE ONLINE SAMPLE TO BE NATIONALLY REPRESENTATIVE FOR AGES 6-75

1 VOLUME

the number of games being acquired (both paid and free)

2 VALUE

the amount of money being spent on games

3 DEMOGRAPHIC

who plays games and how do people play them

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, Greece, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxemburg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Spain, and Sweden.

*total respondent number: 39,371



© Image from Dune: Awakening published by Level Infinite

Responsible Gameplay

03

What is PEGI?

PEGI Pan European Game Information

PEGI is the European age rating system for video games. It was founded by the video games industry in 2003, at the request of the EU institutions.

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

40
European countries

2,900+
member companies

45,000+
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.



PEGI is keeping up with the evolving digital environment



2003
PEGI launched in Europe at the request of the European Institutions

2007
Introduction of PEGI Online Safety Code

2013
PEGI co-founded the International Age Rating Coalition (IARC)

2015
PEGI starts rating apps on mobile and tablets

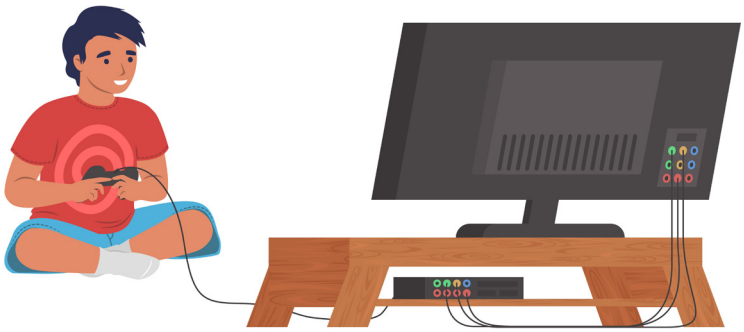
2018
Addition of the In-Game Purchases content descriptor

2019
PEGI launched the PEGI App (in 15 European languages)

2020
Creation of the paid random items feature notice

2024
PEGI updated its Code of Conduct to include more rules on in-game monetisation and online safety





2026

PEGI UPDATED ITS RATING CRITERIA TO INCLUDE INTERACTIVE RISK CATEGORIES

PEGI has updated its rating criteria to include interaction risk categories



Starting in June 2026, PEGI is classifying video games with a broader set of criteria, which now includes both content and functionality, such as optional purchases of in-game content, paid random items, unrestricted communication, and features that incentivise players to continue playing.

So what does this look like?

Time-limited offers:

Games with time-limited or quantity-limited offers will be classified with a PEGI 12; games with NFTs or blockchain-related mechanisms will be PEGI 18.

Paid random items:

The default rating will be PEGI 16 if the game contains paid random items (and in some cases games can be rated PEGI 18).



Pressure to play:

Mechanisms that penalise players for not returning to the game (e.g. by losing content or reducing progress) will be PEGI 12, while mechanisms that simply reward engagement with the game (e.g. daily quests) will get a PEGI 7.

Unrestricted communication:

If games contain unrestricted communication features (e.g. no blocking or muting features), they will be rated PEGI 18.

This is the biggest reform of the PEGI system since it was created in 2003,

and it has been some time in the making. In addition to working with its internal committees of experts, PEGI cooperated closely with the German age rating authority USK, which implemented similar changes in 2023 following an update of the German Youth Protection Act. This timely update of the PEGI system demonstrates the flexible nature of the age-rating system to adapt to the evolving digital environment.

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 monetisation (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 those item.

Games must have a policy that **explicitly prohibits** items acquired in-game being transferred into monetary value or being used 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 reporting 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 PEGI is structured

PEGI COUNCIL

The PEGI 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 are involved. Council members are primarily recruited from the authorities in the PEGI countries, working as civil servants, media specialists, psychologists, and legal advisers versed in the protection of minors in Europe.

EXPERTS GROUP

The PEGI Experts Group involves specialists and academics in the fields of media, psychology, classification, legal matters, technology, the online world, etc. They advise PEGI by considering technological and content-related developments as recommended by the Administrators, the PEGI Council, the PEGI Management Board or through circumstances brought to light by the complaints procedure.

MANAGEMENT BOARD

The PEGI Management Board sits at the core of the PEGI organisation. 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 self-regulatory strength.

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. The Enforcement Committee is made up of twelve members: half are chosen from the PEGI Committees and the other half are publishers.



How games are 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.

NICAM | games rating authority

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 the game is examined 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.

DIGITAL RELEASE

Purely digital releases can be classified via a procedure developed by the International Age Rating Coalition, or IARC, which is a global solution that was co-founded by PEGI to streamline age classifications for high volumes of games and apps across multiple regions. Developers complete a similar questionnaire to receive a PEGI age rating and those of all participatng rating authorities. The system benefits from the international cooperation to ensure consistency and compliance, with ongoing oversight to quickly correct any misclassifications.



PEGI 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.



May depict realistic violence towards fantasy characters or non-realistic violence towards human-like characters, 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



















Awareness of PEGI labels

Parents with children who play video games:

79% are aware of PEGI age rating labels.



75%

of parents use PEGI age rating labels when purchasing video games for their children.

79%

agree it's important to have a standardised age rating system available across digital platforms and storefronts.

71%

of parents agree that PEGI rating icons are useful.

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

Playtime limits, allowing for better playtime management.

ONLINE SPENDING

How much can be spent when purchasing games and other downloadable content.

ONLINE INTERACTION

Communications in games: friends only, friends of friends, anyone, or no one.

79% of parents apply one or more family setting tools to monitor or limit their children's gameplay.

74% of parents have an agreement, monitor, and/or use family setting tools to manage their children's online interactions.

75% of parents prefer to have a say in their children's video game restrictions.



LIST OF DEVICES OFFERING PARENTAL CONTROLS

PlayStation | Xbox | Nintendo | Nintendo 3DS | PS Vita | Windows | Mac OS

iPhone/iPad | Android/Google Play | Windows 11 | PlayStation VR2 | Meta Quest

In addition to parental control tools on devices, publisher own platforms increasingly offer parental control tools and additional verification mechanisms, such as young player accounts and verified parental consent. Some examples are: **Blizzard Battle.net**, **EA**, **Epic Games** including Epic Cabined Accounts for young players, **Roblox**, **Ubisoft's** young player account, **Bandai**, **Niantic**, and **Sega**. Further, **Riot Games** has 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

👉 **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 fair and transparent player and consumer experiences when playing games.

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

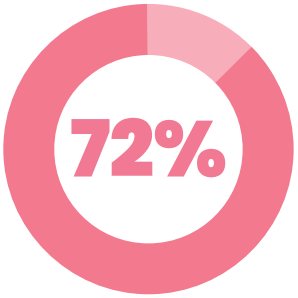
- Trade associations run information campaigns in collaboration with stakeholders
- Commitment to provide trusted data



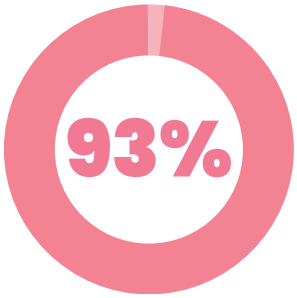
Children's Spending

Parental supervision of children's purchase of in-game content

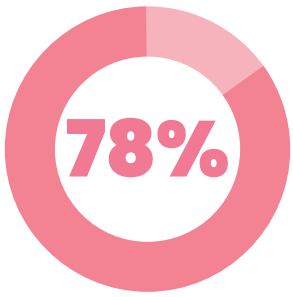
Trusted data gathered by Ipsos has found that in **EU5**:



of parents of children who play video games state their children do not purchase in-game additional content.



of parents of children that are allowed to purchase in-game content monitor their purchases.

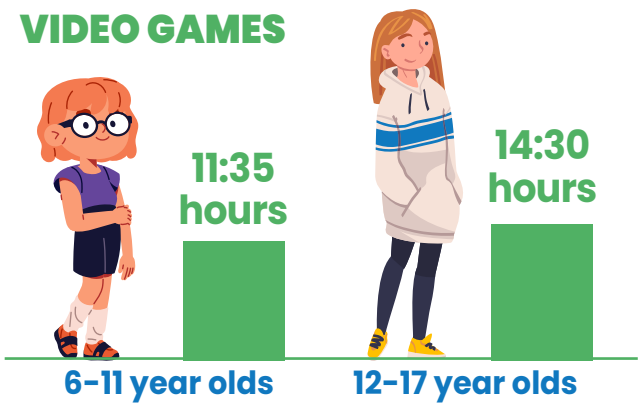


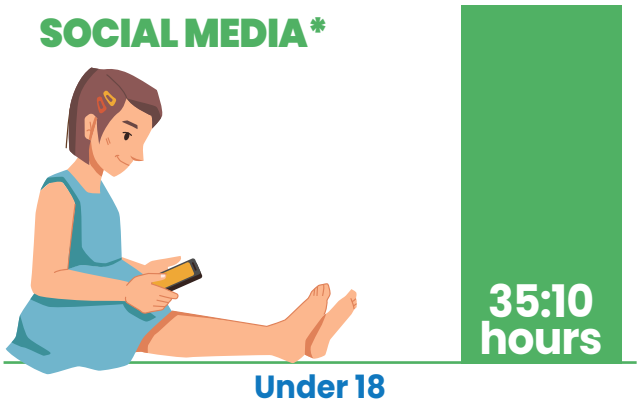
of parents of children who play games have an agreement with them on the amount and frequency of their purchases.

↓13% Average spend has decreased by **13%** since 2024 amongst children allowed to purchase in-game content

Average hours of gameplay per week (aged 6-17)

Trusted data gathered by Ipsos has found that in **EU16** children play video games and engage with social media for on average:





*Eurobarometer research "Impact of excessive screen time and social media on young people's mental health" from March - April 2026

Video Games Europe, in partnership with video game trade associations in Australia, Canada, South Korea and the U.S., has published the 2025 Power of Play report providing fresh insights from European players on the social and mental benefits of video gameplay.

#PRESSPLAYTOGETHER

The video game 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:

AUSTRIA
Gemeinsamspielen
www.gemeinsamspielen.at

BELGIUM
Speel het slim
www.speelhetslim.be
Jouez Malin
www.jouezmalin.be

FINLAND
Peliviikko
www.peliviikko.fi

FRANCE
PédaGoJeux
www.pedagojeux.fr

GERMANY
USK
www.usk.de

ITALY
Tutto sui videogiochi
www.tuttosuivideogiochi.it

NETHERLANDS
RuleTheGame
www.rulethegame.nl

NORWAY
Snakk om spill
www.medietilsynet.no

POLAND
Zapytaj o Gry
www.zapytajogry.pl

PORTUGAL
#SaberJogar
www.aepdv.pt

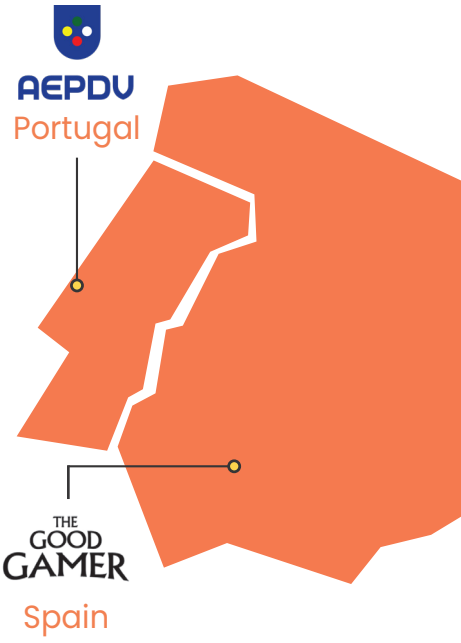
ROMANIA
Despre jocuri video
www.desprejocurivideo.ro

SPAIN
The Good Gamer
www.thegoodgamer.es

SWEDEN
Fraga, Prata, Spela!
www.fragaprataspela.se

SWITZERLAND
PlaySmart
www.play-smart.ch

UNITED KINGDOM
Ask About Games
www.askaboutgames.com




Norway
Fråga, Prata, Spela!
Sweden
ASK ABOUT GAMES
United Kingdom
Finland
GEMEINSAM SPIELEN.AT
Austria
RULETHEGAME
Netherlands
jouezmalin.be
speelhetslim.be
Belgium
USK
Germany
ZAPYTAJ O GRY
Poland
PédaGoJeux.fr
LE JEU VIDÉO EXPLIQUÉ AUX PARENTS
France
ESPREJOCURIVIDE
Romania
PlaySmart
Switzerland
TUTTO SUI VIDEOGIOCHI
Italy

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 purpuse 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 IP and Innovation

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





© Image from Split Fiction published by EA

Our Actions and Partnerships

04

PIXELS TO POLICY

Pixels to Policy is the information campaign from Video Games Europe, in collaboration with the European Game Developers Federation, dedicated to policymakers wishing to explore how the video game industry contributes to the European economy, provides thousands of skilled jobs, and has a robust co-regulatory minor protection system. The Pixels to Policy interactive journey will guide you through four different knowledge levels!

LEVEL 1

THE ECONOMY, THE PLAYERS, THE JOBS!



LEVEL 2

BEST-IN-CLASS MINOR PROTECTION AND PARENTAL GUIDANCE



LEVEL 3

EUROPE'S VIDEO GAME LANDSCAPE



LEVEL 4

PLAYER CHOICES AND IN-GAME ACTIVITIES



GAMES in schools

Since 2008, European Schoolnet, the network of Ministries of Education in Europe, and Video Games Europe have collaborated with the 'Games in Schools' project to train teachers and educators on how to use commercial video games to enhance the teaching environment. The project also supports the development of digital competences, boosts digital literacy and helps fill the digital skills gap in Europe.



In April 2025, European Schoolnet and Video Games Europe published the new 'Video Games in European Schools' research report providing up-to-date insights and evidence on the topic of game-based learning for researchers, policymakers and education professionals and practitioners with an interest in bringing video games to the classroom.

SCAN HERE



Using Video Games in School

The Games in Schools Handbook launched in 2003 is a resource for school teachers who would like to use video games in their classrooms. It provides the background knowledge to get started with using video games for educational purposes by offering plenty of examples in the form of pedagogical approaches to use, interesting games to explore and resources to guide you.



THE HANDBOOK IS ALSO AVAILABLE IN:

- CROATIAN
- DUTCH
- FRENCH
- POLISH
- PORTUGUESE
- SPANISH

UNICEF Game Changers Coalition

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 help adolescent girls expand career pathways in the video game and tech industries worldwide. Together with partners, the Coalition is set to reach 1.1 million adolescent and young girls in 12 countries by 2027.

Since its launch in 2023, the **UNICEF Game Changers Coalition pilot programme** has engaged over **640,000 girls, parents, and teachers** in eight countries (Armenia, Brazil, Cambodia, Malaysia, Morocco, South Africa, India and Kazakhstan), building STEAM skills through practical training and in-person game jams.

Worldwide, **only 35% of STEAM students in tertiary education are female**. At 15 years old, twice as many boys as girls expect to become engineers, scientists and architects. Closing the gender gaps in digital literacy, access, and experiences is **crucial for the inclusion of girls and women** in the global digital economy.

The UNICEF Game Changers Coalition curriculum attracts and retains young talent by combining video games with the STEAM skills needed to create them.



Our Diversity Initiatives

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

WWW.WOMENINGAMESITALIA.ORG

Launched in 2018, **Women in Games Italia** is a non-profit organisation working for **diversity in the video game industry in Italy**.

WWW.WOMENINGAMESFRANCE.ORG

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**.

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

WWW.PLAYEQUALL.ES

AEVI, representing the Spanish video games industry launched the **#PlayEquall** initiative 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.

WWW.RAISETHEGAME.COM

#RaiseTheGame is a collaborative, high-impact, and industry-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 game businesses, companies, and organisations, regardless of size or stage of their equality, diversity, and inclusion (EDI) journey.

WWW.HIER-SPIELT-VIELFALT.DE

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

Country Initiatives



Climate Commitment

PLAYING FOR THE PLANET

Since 2021, Video Games Europe has been an Associate member of the Playing for the Planet Alliance, an initiative from the United Nations Environment Programme (UNEP) that supports the video games industry to take action on the environment.

The 2025 achievements of the Alliance

1. The Green Game Jam 2025 saw the participation of **71,000** players and 55 studios.

2. The **Xbox Sustainability Toolkit** is available, offering practical, actionable techniques for helping reduce energy use at runtime.

3. The **Playing for the Planet Carbon Calculator** is designed by, and for, games studios that measure emissions in alignment with the **Greenhouse Gas Protocol**.

4. **Beyond the Endgame: How Climate and Nature Enhance Game Narrative** is the new resource for game studios to integrate themes of climate, nature, and the environment in their games.



5. Sony announced the **"Green Management 2030"** plan, reducing total greenhouse gas emissions across its entire value chain by **more than 25%** over five years.

6. **The Games Studio's Guide to Net Zero Targets** is a tailored resource for games industry businesses to navigate the process of setting **credible net zero targets**.



7. Ubisoft introduced **"Eco Mode"** in *For Honor* and Pause Menu Optimisation in *Star Wars Outlaws*.



Enhancing the sustainability of video game consoles

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. The agreement focuses on reducing the energy your console consumes every day. It does this by setting strict power limits in three specific areas: Stanby Mode, Media Streaming, and Auto Power Down.

Encouraging industry discussion

The 2025 Green Games Summit, delivered by Playing for the Planet with support from Bastion, Liquid Crimson, BFI, Ukie, VGE, DGA, game, SNJV, and Video Games Poland, gathered climate experts and industry leaders to discuss reducing carbon emissions

The summit reconfirmed the industry's commitment to keep working on emission reduction and engage players on these themes

Major highlights from the summit included: The Playing for the Planet Awards, the announcement of the Carbon Calculator and the PlayCreateGreen digital platform

Ukie and Games London also launched the Green Games Guide to help UK games businesses take action against climate change



The Games Studio's Guide to Net Zero Targets is a tailored resource for games industry businesses to navigate the process of setting credible net zero targets, published by Playing for the Planet. Created with members of the Playing for the Planet Alliance, the guide provides technical and practical support to studios no matter where they are on their decarbonisation journey. For some companies, expert support can be a costly barrier to progress. The Games Studio's Guide to Net Zero Targets simplifies the process by breaking down complex requirements and providing a clear framework for measuring impact, setting goals, and tracking results.

Members

VIDEO GAMES EUROPE EGDF

VIDEO GAME COMPANIES

- Activision Blizzard
- Bandai Namco
- CD Projekt RED
- Electronic Arts
- Embracer Group
- Epic Games
- Level Infinite
- Microsoft
- Modern Times Group
- Niantic
- Nintendo
- Riot Games
- Roblox
- Sega
- Sony Interactive Entertainment
- Square Enix
- Supercell
- Take-Two Interactive
- Ubisoft
- Warner Bros Interactive

NATIONAL TRADE ASSOCIATIONS

- Austria: OVUS PGDA
- Belgium: VGFB FLEGA WALGA
- Croatia: CGDA
- Czechia: GDACZ
- Denmark: Games Denmark Producentforeningen
- Estonia: Gamedev Estonia
- Finland: Suomen pelinkehittäjät
- France: S.E.L.L. SNJV
- Germany: game GBM
- Ireland: IMIRT
- Italy: IIDEA
- Lithuania: LZKA
- Netherlands: VGFN DGA
- North Macedonia: MGI
- Norway: Produsentforeningen
- Poland: Video Games Poland PGA
- Portugal: AEPDV AVPV
- Romania: RGDA
- Serbia: SGA
- Slovakia: SGDA
- Spain: AEVI DEV
- Sweden: Spelplan-ASGD
- Switzerland: SIEA SGDA
- Turkey: TOGED
- United Kingdom: Ukie TIGA

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.

T: +32 261-21778

info@videogameseurope.eu

Rue du Trône 108, 1050 Brussels

EU transparency Register ID: 20586492362-11

@videogames_EU

Video Games Europe

ABOUT EGDF

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

T: +358 40 716 3640

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c/o Spelplan-ASGD, Box 22307, SE 104 22 STOCKHOLM, Sweden

EU transparency Register ID: 57235487137-80

@EgdfTeam

EGDF

European Games Developer Federation (EGDF)

VIDEOGAMESEUROPE

European Games Developer Federation

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