

Paris, 25 October 2011
Press Release

Attendance record for the second Paris Games Week in 2011: over 180,000 visitors in 5 days!

A world premiere for an exhibition devoted to video games!

Never seen before...no other video show has ever managed to attract nearly 180,000 people the second time it was held.

The Paris Games Week achieved its goals, and this video games show, unique in France, has unquestionably proved to be a success.

"With 180,000 visitors this year (vs. 120,000 in 2010), the Paris Games Week is now in the TOP 10 of French exhibitions. This is a real source of satisfaction for our industry!" explains Jean-Claude Larue, the show's General Manager.

All the blockbusters and new releases for the end of the year were there!

Emotions, special events, festivities, innovations, and celebrities were featured, to the delight of both children and adults.

Visitors were able to discover all the musts for the end of the year:

- The largest television in the world, a Panasonic (Ubisoft stand),
- the dance floors,
- the new PS Vita portable console, which could be played in exclusivity,
- the animations on Sony 3D screens,
- the Skylanders "video toy" from Activision,
- the much-awaited release of the Tintin video game from Ubisoft,
- and the indispensable Sonic, Mario, Call of Duty Modern Warfare 3, Battlefield 3, Fifa 12 and Lapins Crétins games.



There were over 24,000sq.m of events, shows, and competitions on stands with over 1,000 game terminals. The show reflected all the trends in video games, a truly transgenerational cultural phenomenon.

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Fun for the whole family

Paris Games Week has decided this year to include the whole family in the entertainment. This new area of over 200sq.m was a complete success. Meant for every family members, children could pose with their favourite characters (Flash Mac Queen, Bob l'Eponge, Pokemons, Lapins Crétins, etc.).

Parents could learn more about PEGI (the European rating system for video games) and talk to the Pedagojeux website staff (www.pedagojeux.fr) which aims to inform and increase parents' awareness.



Claude GREFF, the Family State Secretary visiting the PGW's family area with members of the S.E.L.L.

The Video Games Careers Forum, which participated for the first time, attracted over 100 people at each conference they held, and 10 schools specializing in this field were present.

The Electronic Sports World Cup (ESWC)

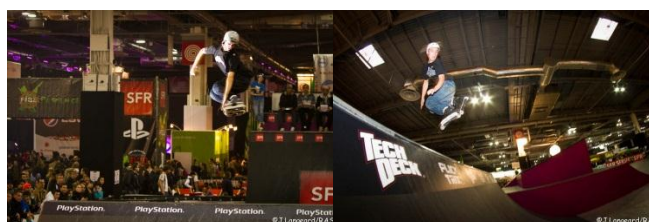
The ESWC, a yearly event that counts more than 55 million players in the world, chose Paris Games Week to organise the big finals. 470 world champions coming from 59 countries played against one another during 5 days.



Starcraft 2's winner : Stephano (France)

The International Festival of Extreme Sports finals (FISE)

This championship made out of 11 stages chose Paris Games Week to hold the finals on October 22nd and 23rd. The best rollerbladers and bmx riders confronted one another in front of enthusiastic spectators.



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All this and celebrities too!

Takeshi Iizuka, the "father" of Sonic, the cult hedgehog, gave a talk and signed autographs for fans.



The world wrestling super star, Edge, also held a massive autograph session on Saturday for the release of WWE12 (THQ).

Champions Christophe Lemaitre and Ladjani Djoukouré, actors Benoît Magimel and José Garcia, but also singers Matt Pokora, Koolhaan, and Grégoire who enjoy video games, came to play at the unique and unmissable Paris Games Week.



The results of the 2011 PGW Trophies are available at www.parisgamesweek.com.

The Public Choice Award went to Guild Wars 2, NCSoft.

A jury of professionals awarded the Grand Prix to Lapins Crétins Partent en Live, Ubisoft.



The craze for video games will continue starting on 10th November at "Games Story, an exhibition recounting the history of video games at the Grand Palais in Paris.

Key facts and figures for Paris Games Week

Paris Games Week is the most important show in France for the general public, bringing together all the actors of the video game industry. The second show was held from 21st to 25th October 2011 at Paris Expo - Porte de Versailles. This year, exhibitors covered 60% more surface area, or 24,000sq.m in Hall 3. Over sixty exhibitors from the video game industry: producers, developers, and constructors were present. The first Paris Games Week attracted 120,000 visitors in October 2010, and received the "2010 Exhibition of the Year" Award and the "Viparis Grand Prix for Creation" - a record for a first event.

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