



KEY FACTS  
BELGIAN GAMES  
**FOR THE YEAR 2022**

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# FOREWORD

We are delighted to present the 2023 edition of BelgianGames Key Facts, in collaboration with our partners and sources. This report contains figures related to the year 2022, unless otherwise stated.

As a sector we are committed to a safe and responsible videogame environment. That's why this report not only features facts and figures about the economic value of videogames in Belgium and Europe, but also offers clear insights in how people play games and how parents engage about videogames with their kids. This report also dives into interesting topics such as inclusion & diversity, games for good, games in schools, esports and our climate engagement.

Have a nice read and don't hesitate to get in touch with us! Feel free to publish any results of this report as long as you clearly refer to the relevant sources.

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-  [www.vgfb.be](http://www.vgfb.be)
-  @Video Games Federation Belgium
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# HOW WE PLAY IN EUROPE

The data presented below are in line with those for 2021, unless otherwise stated.

## DEMOGRAPHIC DATA



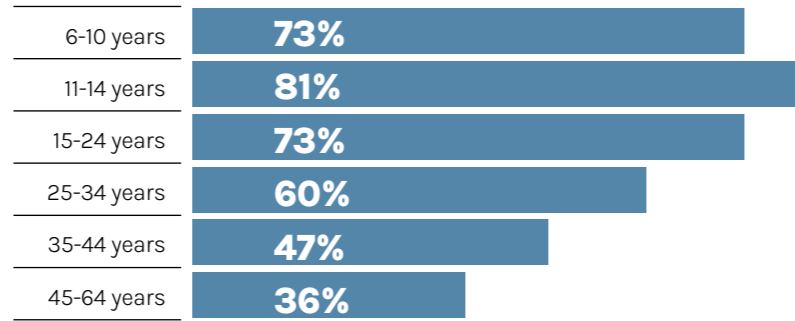
## AVERAGE SCREENTIME COMPARISON IN EUROPE

**8,8h/week**  
is average time spent playing **videogames**  
down by 12 minutes per week since last year\*

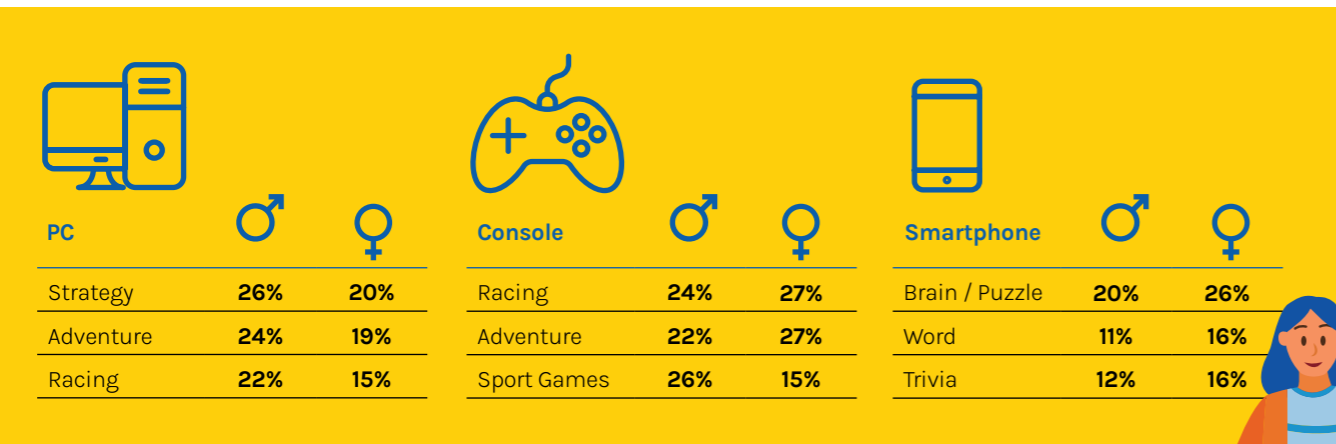
**14,1h/week**  
is average time spent on **social media**  
down by 5 minutes per week since last year\*\*

**23,5h/week**  
is average time spent **watching TV**  
no change from last year\*\*\*

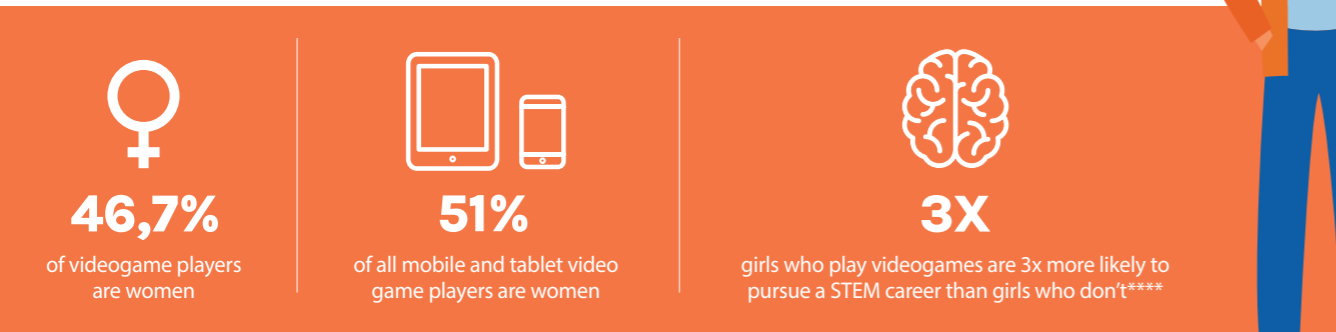
## REACH PER AGE GROUP



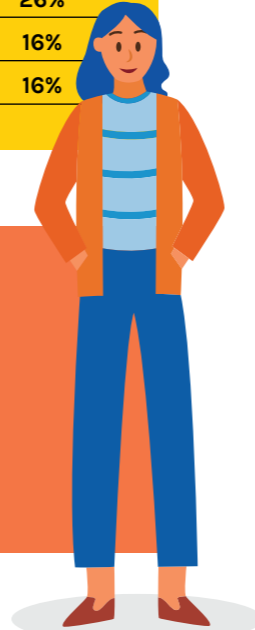
## TOP PLAYED VIDEOGAME GENRES BY DEVICE (MALE/FEMALE)



## FEMALE VIDEOGAME PLAYER



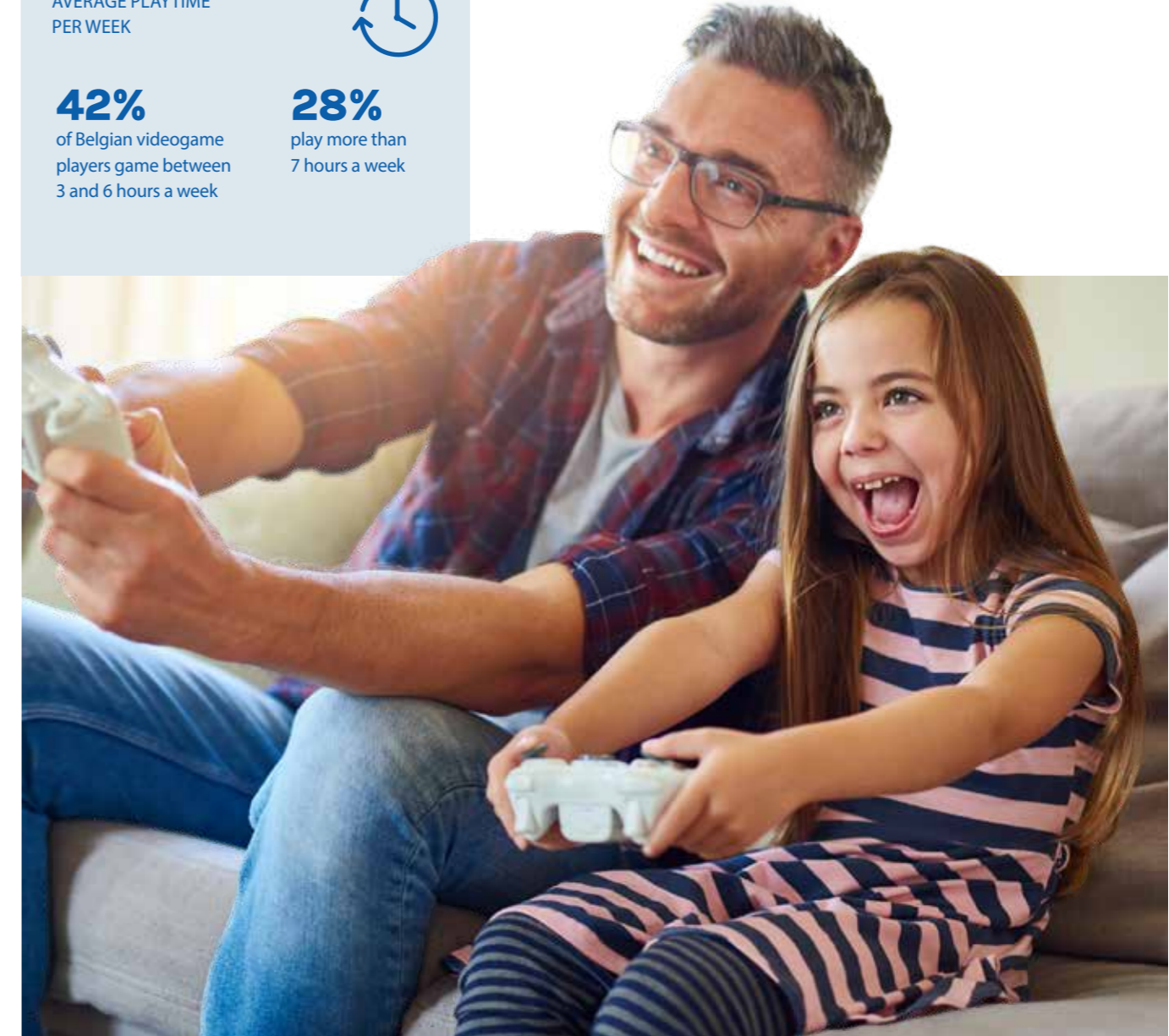
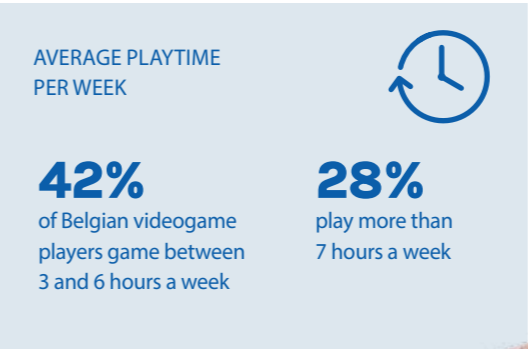
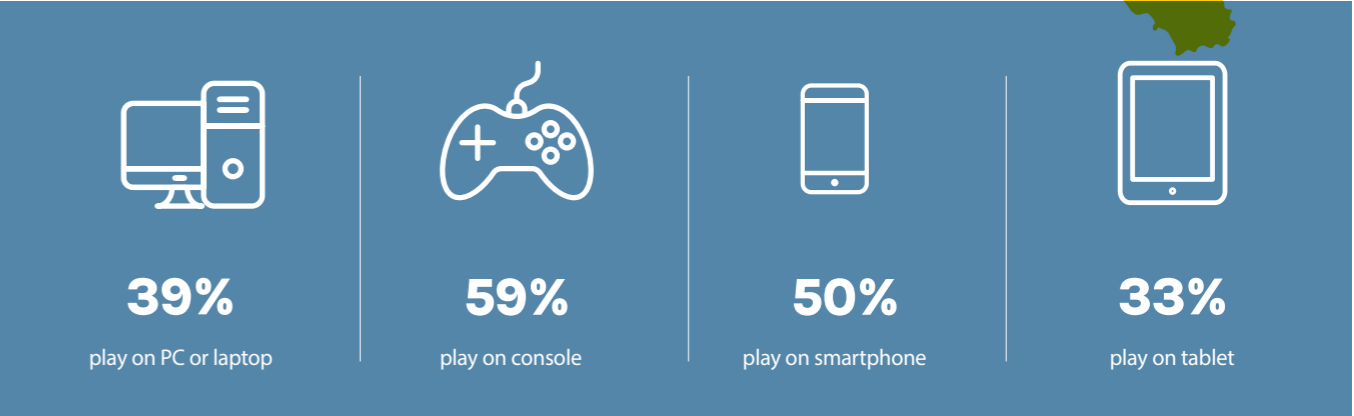
Sources:  
 Research on the status of children playing videogames in Belgium - DJV Insights study commissioned by VGFB - March 2023  
 Video Games Europe Key Facts 2021 & 2022  
 \*GameTrack data, provided by IPSOS and commissioned by Video Games Europe  
 \*\*GlobalWebIndex GWI Core Q3 2019-03 2021, Average time Europe's online consumers spend using social media on a typical day. Base respondents: 1,606,432 internet users aged 16-64  
 \*\*\*EU audiovisual observatory, Yearbook 2021/2022  
 \*\*\*\*Hosein Anesa, "Girls' gaming behaviour and undergraduate degree selection: A secondary data analysis approach", Computers in Human Behaviour, vol. 91, February 2019, pp. 226-235, University of Surrey.



# HOW WE PLAY IN BELGIUM

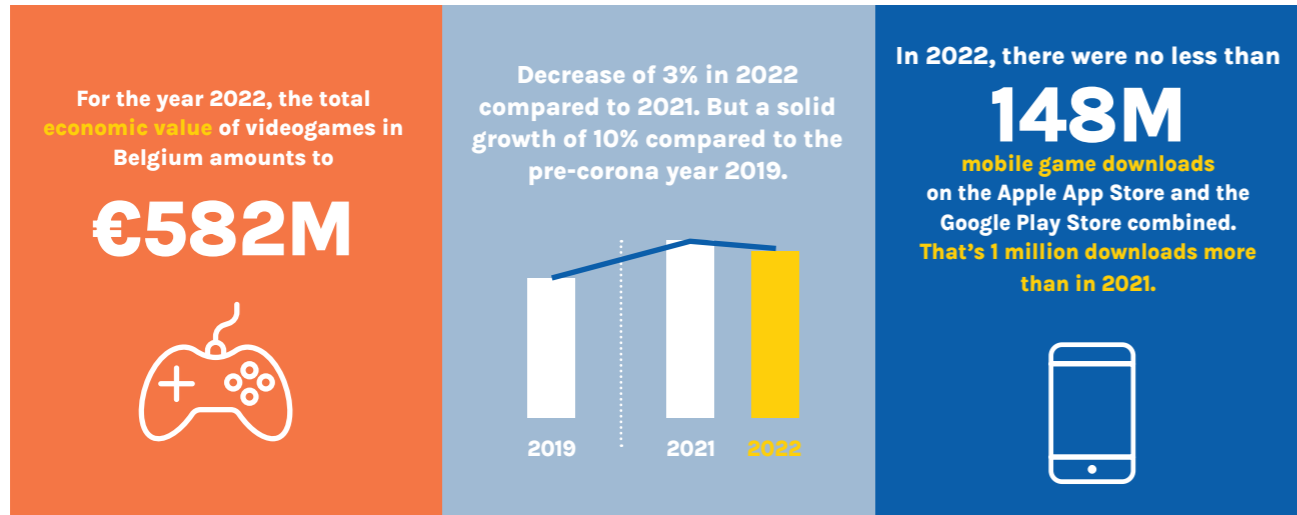
The data presented below are in line with those for 2021, unless otherwise stated.

## USAGE PER VIDEOGAME DEVICE





## BELGIAN VIDEOGAME SECTOR (OVERALL)



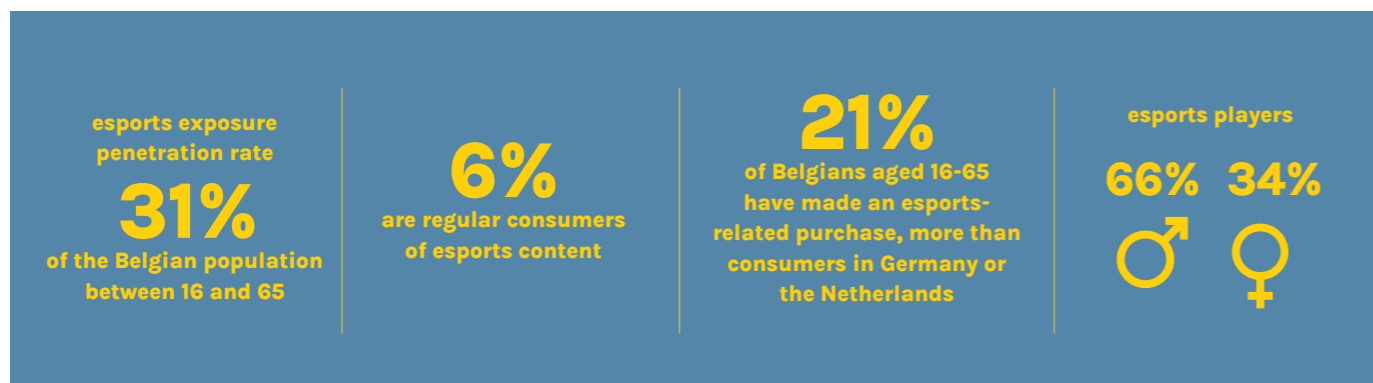
Sources: pc and console figures (for 2022) compiled by Games Sales Data, the official tracker of the game sector, supplemented by additional data from individual videogame companies and taking into account sales generated by game consoles, first and third party console accessories, online console subscriptions, streaming subscriptions, prepaid cards, in-game microtransactions, full physical pc and videogame sales in all Belgian supermarkets, specialized stores and online stores, except MediaMarkt, as well as full pc and videogame downloads on PSN, Xbox Live, Nintendo e-Shop (only third party publishers), Steam, Epic Games Store, Origin Store, Ubisoft Store, Battle.net, Rockstar Games store; mobile game figures (for 2022) compiled by AppMagic taking into account revenue generated by full videogame downloads as well as in-game microtransactions; local videogame development figures (for 2021) based on a sector wide survey; pc hardware and accessories not included.

## BELGIAN ESPORTS

Esports are leagues, competitive circuits, tournaments or similar competitions where individuals or teams play videogames, typically for spectators, either in-person or online, for the purpose of entertainment, prizes or money.



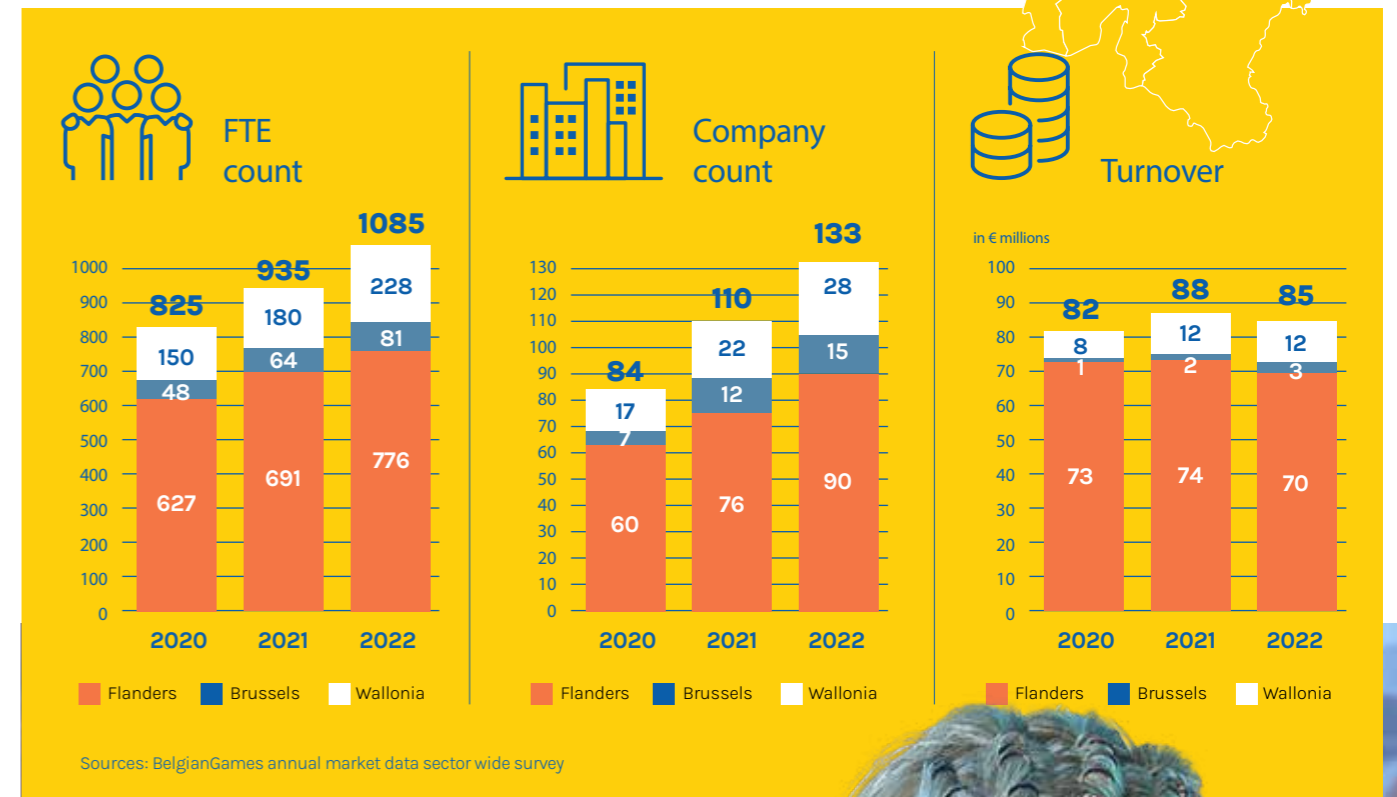
For more information on esports, consult the [Video Games Europe's Guide to esports](#)



Sources: Deloitte report 2022 - Let's Play! - The European esports report Growing popularity in Belgium bodes well for the future Video Games Europe's Guide to esports 2021



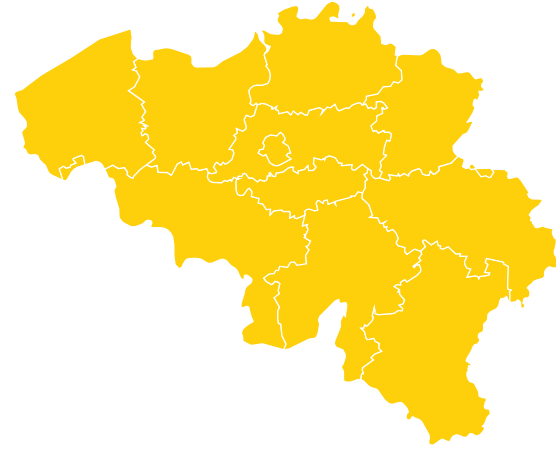
## BELGIAN VIDEOGAME DEVELOPMENT



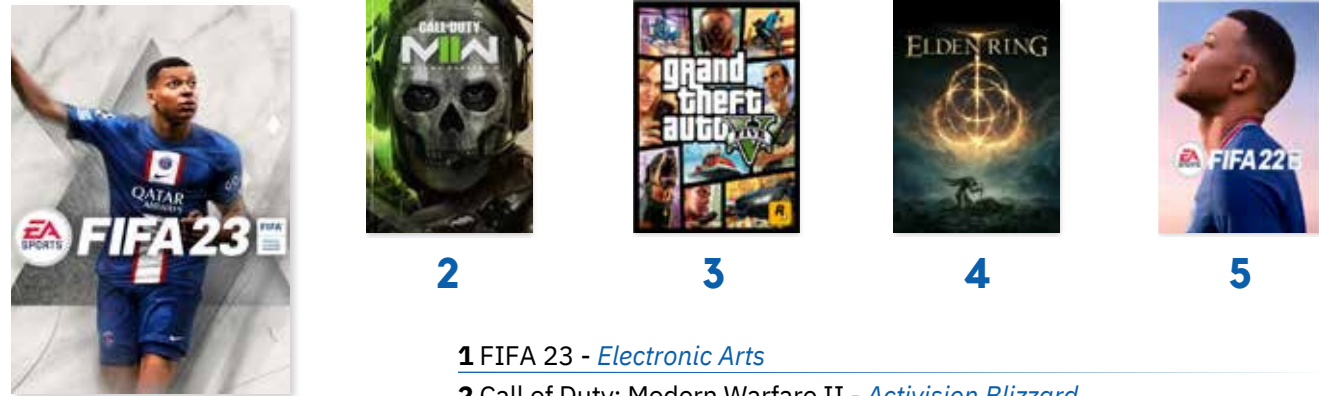
Sources: Deloitte report 2022 - Let's Play! - The European esports report Growing popularity in Belgium bodes well for the future Video Games Europe's Guide to esports 2021



# TOP SELLING VIDEOGAME PRODUCTS



## TOP 5 best-selling pc and console videogames



1

- 2
  - 3
  - 4
  - 5
- 1 **FIFA 23** - *Electronic Arts*
  - 2 **Call of Duty: Modern Warfare II** - *Activision Blizzard*
  - 3 **Grand Theft Auto V** - *Rockstar Games*
  - 4 **Elden Ring** - *Bandai Namco Entertainment*
  - 5 **FIFA 22** - *Electronic Arts*



## TOP 5 best-selling videogame devices



1

- 2
  - 3
  - 4
  - 5
- 1 **Nintendo Switch**
  - 2 **PlayStation 5**
  - 3 **Xbox Series**
  - 4 **Nintendo Switch Lite**
  - 5 **META Quest 2**

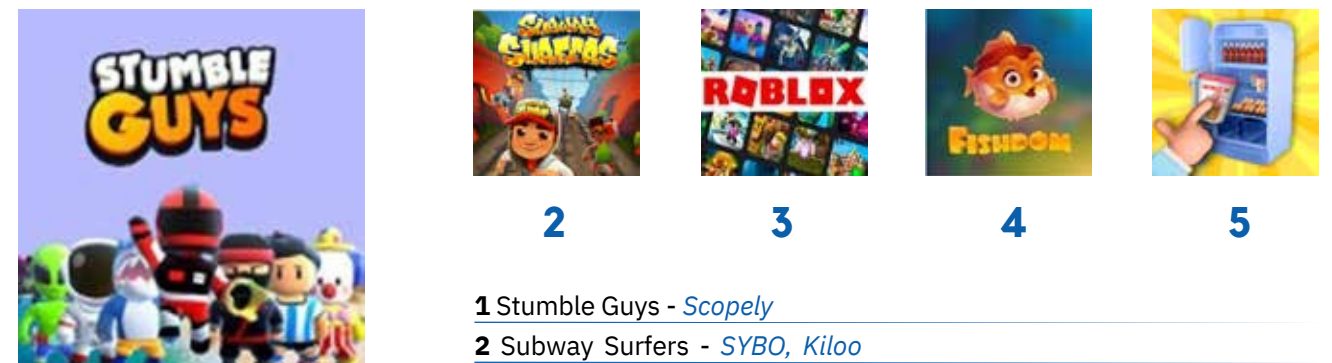
## TOP 5 best-selling mobile games



1

- 2
  - 3
  - 4
  - 5
- 1 **Candy Crush Saga** - *King*
  - 2 **Roblox** - *Roblox Corporation*
  - 3 **Pokémon GO** - *Niantic*
  - 4 **Clash of Clans** - *Supercell*
  - 5 **State of Survival: Zombie War** - *FunPlus International A.G.*

## TOP 5 most downloaded mobile games



1

- 2
  - 3
  - 4
  - 5
- 1 **Stumble Guys** - *Scopely*
  - 2 **Subway Surfers** - *SYBO, Kiloo*
  - 3 **Roblox** - *Roblox Corporation*
  - 4 **Fishdom** - *Playrix*
  - 5 **Fill the Fridge** - *Gybe Games*



## PARENTAL CONTROL TOOLS

As a (grand)parent, it is advisable to make clear agreements ensuring healthy gameplay for kids.

In addition to self-regulatory classification systems, the videogames sector offers parents several tools to monitor children's videogame play. For every device, it is possible to set up parental control tools which control:



**Age rating:**  
age filter online content and videogames



**Online interaction:**  
restrict communications with others and block or report toxic online behavior



**Online spending:**  
disable or limit in-game spending



**Time limit:**  
manage the time your child(ren) play(s) videogames

For more information, visit our website in

NL



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## PARENTAL SUPERVISION

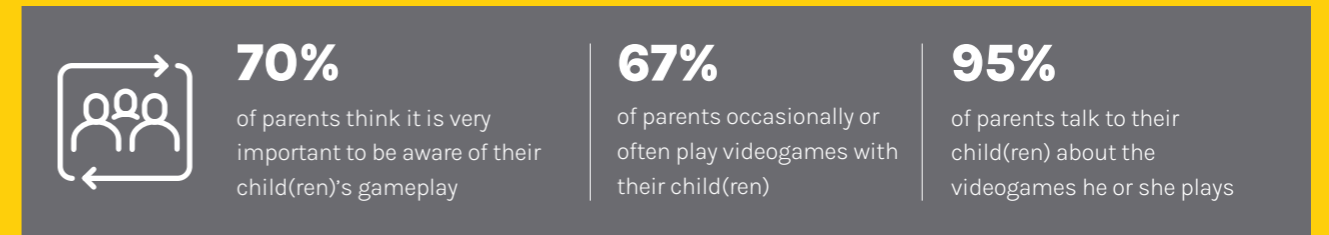


Classification systems such as PEGI are essential to help parents choose suitable videogames for their children

The data presented below are in line with those for 2021, unless otherwise stated.



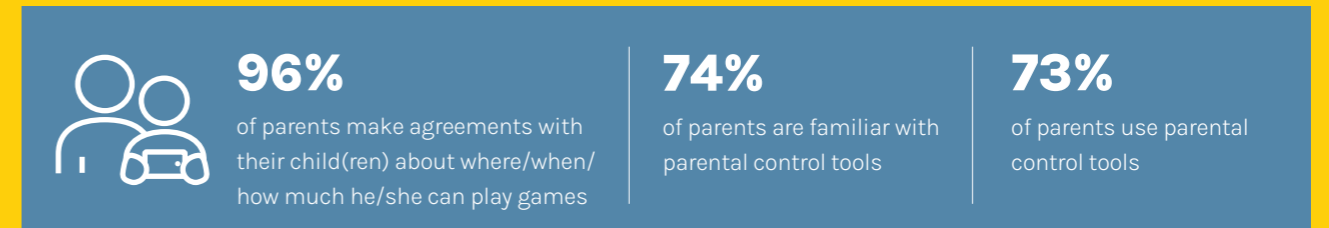
### Engagement and communication about videogames



### In-game spending

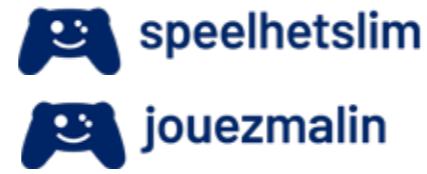


### Agreements and parental control tools





# SPEELHETSLIM/JOUEZMALIN



Our website in Dutch and French for (grand) parents, supervisors and teachers offering guidance on videogames

- ➔ Game guides to explain popular videogames
- ➔ Parental control tools
- ➔ Gamelingo to explain frequently used videogame terminology
- ➔ PEGI classification system
- ➔ Test your videogame knowledge with our quiz
- ➔ Tips and guidance about well being, game disorder, online safety, in-game purchases and more



HOE VERMIJD JE ONGEWENST GAME GEDRAG?

NL



COMMENT DÉNONCER LES COMPORTEMENTS TOXIQUES ?

FR



9 SLIMME TIPS VAN OUDERS

NL



9 ASTUCES POUR LES PARENTS

FR



AFSPRAKEN MAKEN OVER GAMETIJD

NL



SE METTRE D'ACCORD SUR LA DURÉE DE JEU

FR



# WHAT IS PEGI

PEGI is the pan-European videogame age rating system

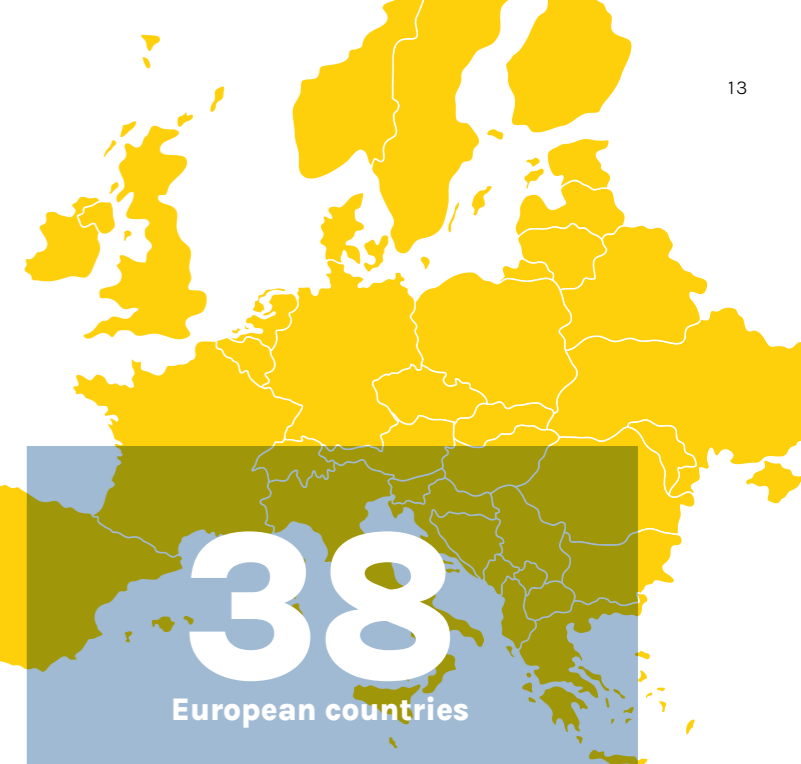
PEGI's goal is to educate consumers, particularly parents, in order to protect minors from potentially inappropriate videogame content. PEGI also ensures that games are sold responsibly, that consumer redress is available and that online game playing environments are kept safe.

PEGI ratings are established under the supervision of independent experts and classification bodies. PEGI is recognised by the European institutions and national Member States as a model for European harmonization in the field of minor protection and consumer transparency.

Visit [www.pegi.info](http://www.pegi.info) for more information and download the PEGI app for iOS/Android.



Source: PEGI.net



38 European countries



+35.000 games and millions of applications classified





## GAMES IN SCHOOLS

Did you know motivated, actively interested students learn more easily? Some videogames provide an instructive and creative way to learn actual historical, geographical, physical facts and more.

Here are some tips for integrating videogames in the classroom and avoiding pitfalls.



Tips voor games in de klas  
NL



Conseils pour les jeux vidéo en classe  
FR

Many teachers already use videogames in the classroom. Here are some powerful testimonials.

'GAMENDE MEISJES ZIJN DE WETENSCHAPPERS VAN MORGEN'

NL



Anesa Hosein - Researcher

"LES GAMEUSES D'AUJOURD'HUI SONT LES SCIENTIFIQUES DE DEMAIN"

FR



Lander Van der Biest - Teacher

'VIDEOGAMES IN DE KLAS VERHOOGT DE LEERMOTIVATIE'

NL



"LES JEUX VIDÉO EN CLASSE AUGMENTENT LA MOTIVATION DES ÉLÈVES"

FR



LEERKRACHT JEROEN HEREMANS GEEFT TIPS VOOR GAMES IN DE KLAS

NL



Jeroen Heremans - Teacher

L'ENSEIGNANT JEROEN HEREMANS DONNE DES CONSEILS POUR LES JEUX VIDÉO EN CLASSE

FR



## INCLUSION & DIVERSITY

As a sector we fully understand the importance of inclusion and diversity. The following blogs provide more insights into our commitment on this front.



Toegankelijke videogames  
NL



Advies voor en door vrouwelijke game designer  
NL



Jeux vidéo accessibles  
FR



Conseils pour et par une conceptrice de jeux vidéo  
FR

## OUR CLIMATE ENGAGEMENT

Our European trade federation, Video Games Europe, has been Associate Member of the United Nations-facilitated Playing for the Planet Alliance since 2021. Please check out their [Annual Impact Report 2022](#).



Videogames brengen ecologische problemen onder de aandacht  
NL



Les jeux vidéo pour sensibiliser à la crise climatique  
FR



## GAMES FOR GOOD

Did you know that videogames are not only being used for entertainment purposes? A lot of videogames have a very positive impact and offer solutions in healthcare, mental health, social connectivity...



Videogame ter behandeling van ADHD  
NL



Videogames stimuleren professionele vaardigheden  
NL



Jeu vidéo pour soigner le TDAH  
FR



Les jeux vidéo renforcent les compétences professionnelles  
FR



## SOURCES

You're free to publish all results of this report as long as you clearly refer to the relevant sources. Thank you.



**Games Sales Data (GSD)** is the first videogames sector chart to include data on both retail and digital sales. The retail panel includes 25 European countries, while the digital panel includes 50 markets throughout Europe, the Middle East, Africa and Asia.

### APPMAGIC

**AppMagic** is a service for mobile app market intelligence designed for quick and powerful market research.

### GAMETRACK

**GameTrack** is a survey that runs across the largest European markets (Europe 5: France, Germany, Italy, Spain and the United Kingdom) and has been following the videogame market for since 2011 in terms of:

- How many people play videogames.
- Their level of engagement - videogame time.
- Their level of acquisitions of videogames in terms of volume - number of videogames.
- The revenue generated by videogame sales.

GameTrack results are broadly used and represent the currency for the videogame industry.

### VIDEOGAMES EUROPE

**Video Games Europe** represents the videogame sector in Europe - comprising both major videogame publishers and national trade associations in 13 countries. Our national trade associations in turn represent thousands of developers and publishers at a national level.

### dvj insights

**DVJ Insights** is an ambitious, innovative, and fast-growing global marketing research agency with offices in the Netherlands, Sweden, the UK, and Germany.

### Deloitte

**Deloitte Belgium** is the Belgian affiliate of Deloitte NSE LLP, member firm of Deloitte Touche Tohmatsu Limited. Deloitte offers value added services in audit, risk advisory, accounting, tax & legal, consulting & financial advisory services.

## BELGIANGAMES

BelgianGames, the umbrella organization of videogame federations, represents the entire videogame ecosystem in Belgium.



### About VGFB

Video Games Federation Belgium (VGFB) is the federation representing videogame publishers and platforms in Belgium. The mission of VGFB is to support, represent and promote the game sector. VGFB is the voice of the game sector towards the government, advisory bodies and professional associations. VGFB also gives advice to its members in different areas and acts as a source of information for its members, the media and the public.

[www.vgfb.be](http://www.vgfb.be)



### About FLEGA

FLEGA is the federation of Flemish videogame developers. FLEGA supports the Flemish sector and brings together all Flemish individuals and companies active in the Flemish game sector (such as developers, service providers, educational organizations, researchers, local publishers...). FLEGA proactively defends and promotes the interests of its members. FLEGA also advises its members and encourages them to share information and knowledge. FLEGA represents its members when it comes to communication with government and other non-game sectors or international organizations.

[www.flega.be](http://www.flega.be)



### About WALGA

WALGA is the federation of the Walloon videogame ecosystem (companies, start-ups, schools...) and is supported by the Walloon Region. WALGA proactively promotes games, game studios, esports stakeholders, events, education and training centers from Wallonia. WALGA provides all information relevant to game development on all platforms (pc, console, mobile, VR...) as well as on serious games, gamification, game studies and esports in Wallonia and acts as a central hub.

[www.walga.be](http://www.walga.be)



### About games.brussels

games.brussels is the federation of Brussels videogame developers. The mission of games.brussels is to structure, represent, defend and promote the interests of its members. games.brussels facilitates networking and access to the industry through Brotaru, our monthly event aimed at companies, individuals and students.

[games.brussels](http://games.brussels)