# TIME TO GAME

## FACTS, FIGURES & INSPIRATION OF THE VIDEO GAME INDUSTRY IN BELGIUM IN 2023

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# 01 FACTS & FIGURES

# SOURCES

Find out our methodology and sources via the QR code

## DATA FOR BELGIUM

**Player data** is extracted from GameTrack provided by Ipsos and extrapolated for Belgium by Sparkers. VGFB also commissioned an annual survey conducted by DVJ Insights. Survey of 700 parents and caretakers in Belgium between 25 and 60 years old with kids aged 4 to 17 that play video games.

kids aged
**4-17**

parents and caretakers aged
**25-60**

**700**
respondants/year

**Consumer sales data** on pc and console is extracted from Game Sales Data (GSD) tracker, processed by Sparkers and commissioned by VGFB. Mobile turnover data is extracted from AppMagic.

**Audience data** is extracted from the Audience tracker by Sparkers.

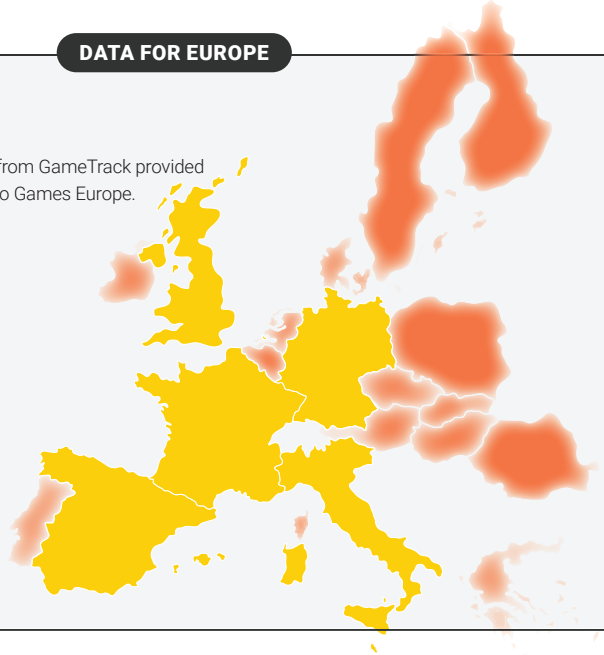
**Company data** is obtained via an annual survey of all Belgian companies active in game development and services, supplemented with official financial statements. Larian data only for studio in Ghent. Wallonia data provided by WALGA. Brussels data represents 87% from service providers and 13% from game development studios. Job data provided by Games Jobs Live.

## DATA FOR EUROPE

**Player data** for Europe is extracted from GameTrack provided by Ipsos and commissioned by Video Games Europe.

**60.000**
respondants/year

aged
**6-64**



# MAKING VIDEO GAMES IN BELGIUM

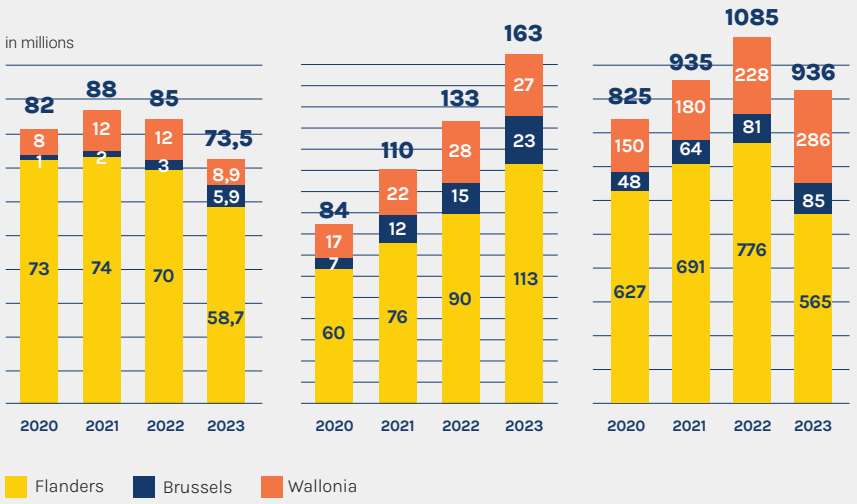
## VIDEO GAME DEVELOPMENT IN BELGIUM

### LARIAN WORLDWIDE SALES AND EMPLOYMENT DATA NOT INCLUDED FOR 2023, ONLY DATA FOR STUDIO IN GHENT, BELGIUM

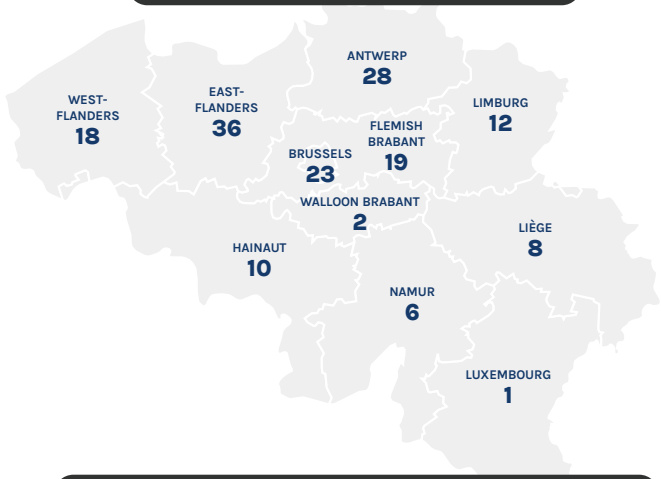
**Overall turnover**
**€73,5mio**

**Company count**
**163**

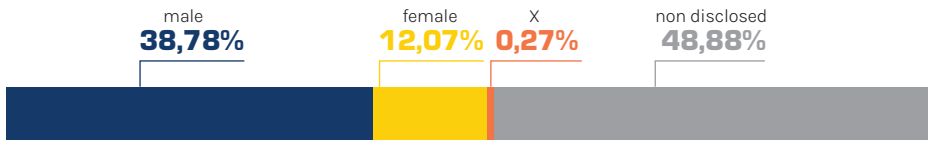
**Overall FTE count**
**936**




## NUMBER OF COMPANIES PER PROVINCE

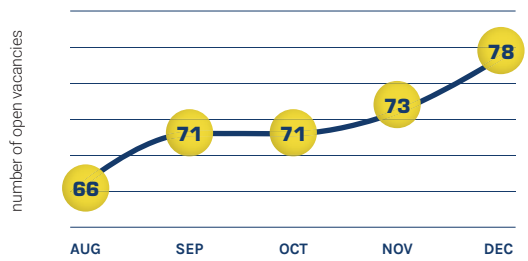



## % MALE-FEMALE-X EMPLOYEES IN GAMES IN BELGIUM




## EVOLUTION OF OPEN VACANCIES

In the second half of 2023 job openings were on the rise in Belgium, effectively solidifying the region and going against worldwide trends of lay offs.




## MOST WANTED JOB PROFILES

1. CODE
2. ART
3. DESIGN
4. PRODUCTION
5. OTHER*
6. ANIMATION

*can include jobs such as video content creator, strategic content coordinator or administrative assistant.

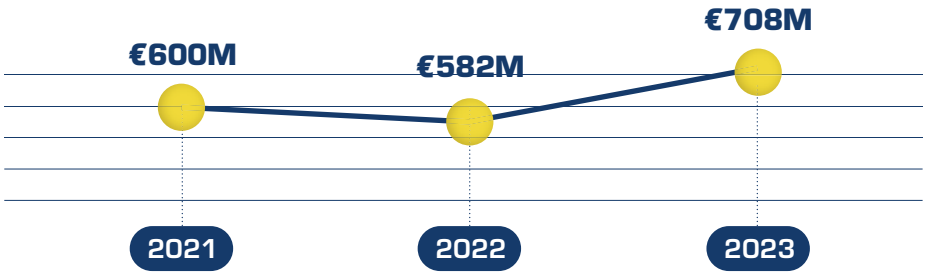
# VIDEO GAMES SOLD IN BELGIUM

**"IN 2022 THE PLAYSTATION 5 WAS HARDLY AVAILABLE DUE TO CHIP SHORTAGES. AS SOON AS THAT SITUATION WAS REVERSED, BELGIAN CONSUMERS BOUGHT PLAYSTATION 5 CONSOLES EN MASSE. SALES OF DOWNLOAD SOFTWARE ALSO INCREASED SIGNIFICANTLY"**

## ECONOMIC VALUE OF VIDEO GAMES IN BELGIUM

**€708 million**

**+21,6%**



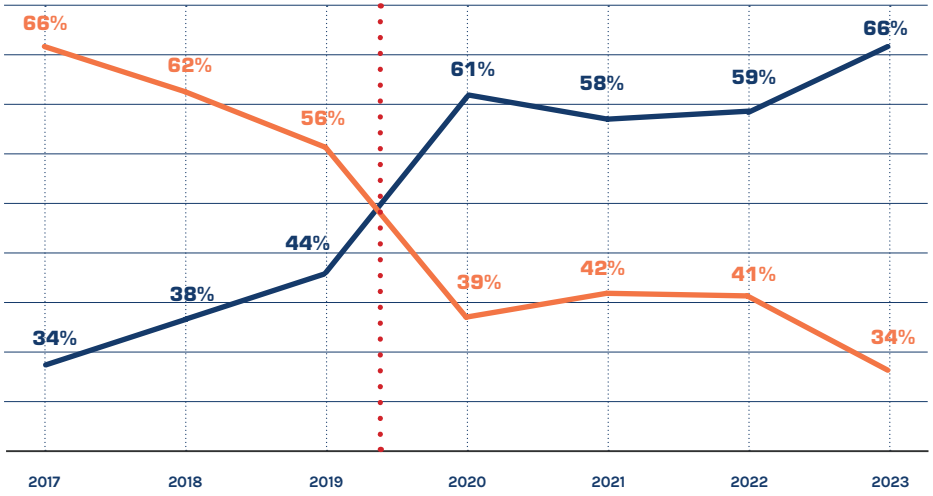

Find out our methodology and sources via the QR code



## EVOLUTION PHYSICAL VS DIGITAL GAMES

Physical · Digital · Covid

Please note that this graph only includes physical and digital sales from full GSD participants. Nintendo does not share their digital sales with GSD. Therefore, we did not include Nintendo physical sales either, otherwise physical sales would appear significantly higher than they are in reality.




## TOP 5 BEST-SELLING VIDEO GAME DEVICES IN BELGIUM

1. PLAYSTATION 5
2. NINTENDO SWITCH
3. XBOX SERIES
4. META QUEST 2
5. PLAYSTATION 4

## TOP 5 BEST-SELLING CONSOLE GAMES

1

2

3

4

5

## TOP 5 BEST-SELLING PC GAMES

1

2

3

4

5

## TOP 5 MOST DOWNLOADED MOBILE GAMES

1

2

3

4

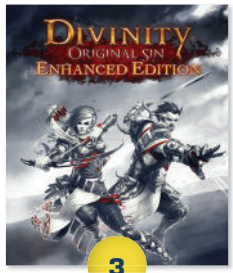
5



## TOP 5 MOST STREAMED VIDEO GAMES OF BELGIAN ORIGIN

1

2



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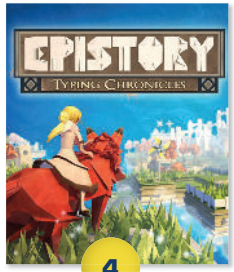

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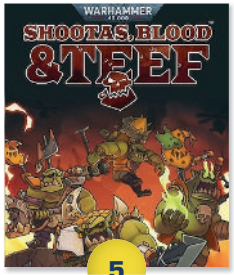

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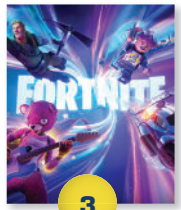
## TOP 5 MOST STREAMED INTERNATIONAL VIDEO GAMES

1

2



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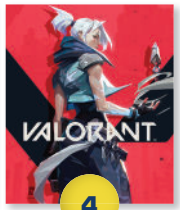

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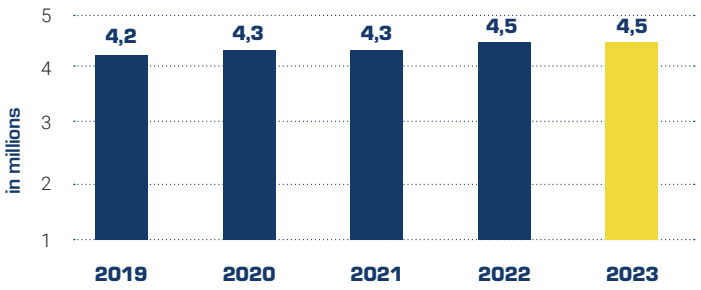
5

# PLAYING VIDEO GAMES IN BELGIUM

## GAMERS IN BELGIUM

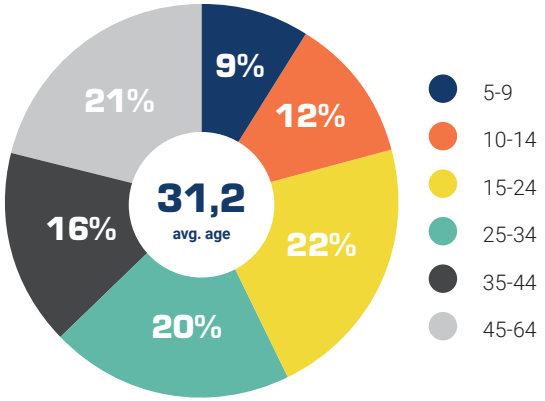



## GAMERS' PROFILE IN BELGIUM

**47%** **53%**

Shares of **women increased by 10%** over the last 15 years

More than **1 out of 3** Belgian gamers is **older than 35 years**




## MOST WATCHED BELGIAN CHANNELS

1 WAZZ

2 XKENNYY

3 MISTER WALLON



## KIDS AND THEIR PLAYTIME

**3/4**

76% of parents set a **maximum number of hours** for their child(ren) to play

**45%**

of Belgian kids aged 4 to 17 play video games **less than 7 hours per week**

**9h**

In comparison: the average playtime in Europe is **9 hours per week**

## HOW KIDS AGED 4 TO 17 PLAY

**44%**
on smartphone

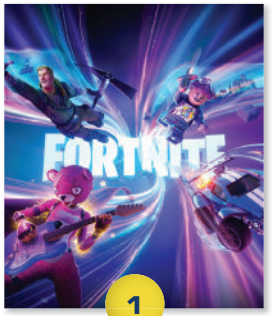
**33%**
on tablet

**62%**
on console

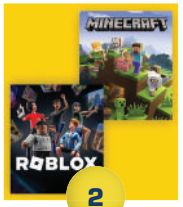
**33%**
on pc or laptop

**7%**
via streaming

## TOP 5 MOST PLAYED VIDEO GAMES BY KIDS AGED 4 TO 17




1 FORTNITE




2 ROBLOX MINECRAFT

3 MARIO GAMES

4 GRAND THEFT AUTO GAMES

5 POKÉMON GAMES

## “THERE IS A NEED FOR INFORMATION. AGE AND CONTENT CLASSIFICATION SYSTEM PEGI IS ESSENTIAL TO HELP PARENTS CHOOSE SUITABLE VIDEO GAMES FOR THEIR CHILDREN”

### AWARENESS OF PARENTS

**59%** of parents know about the age and content classification system PEGI

**88%** of parents seek information on video games their child(ren) play

**76%** of parents use parental control tools

**74%** of parents know the difference between reporting and blocking another player

## “THE MAJORITY OF PARENTS ARE COMFORTABLE WITH THEIR CHILD’S PLAY EXPERIENCE”

**95%** of parents **talk** to their child(ren) about video games they play

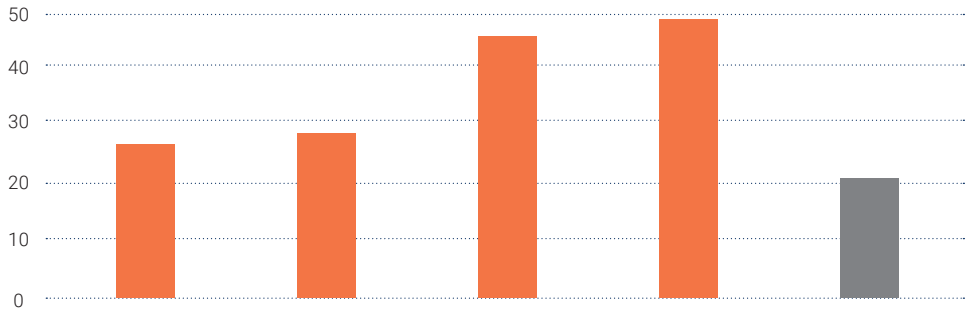
**94%** of parents **make agreements** with their child(ren) about where/when/how much they can play games

**75%** of parents feel that they have **sufficient control** over the video game experience of their child(ren)

**78%** of parents occasionally or often **play** video games **with their child(ren)**

**55%** of parents think it is very important to **be aware** of their child(ren)’s video game experience

### BENEFITS PARENTS BELIEVE VIDEO GAMES HAVE ON THEIR CHILD(REN)




**27%** of parents believe playing video games **benefits their intelligence**

**29%** of parents believe playing video games **benefits their social skills**

**46%** of parents believe playing video games **benefits their English language skills**

**49%** of parents believe playing video games **benefits their creativity**

**21%** of parents **do not believe** playing video games benefits their child(ren)

## AGREEMENTS PARENTS MAKE WITH THEIR CHILD(REN)

**30%**

of parents allow their child(ren) to **spend money** whilst playing a video game

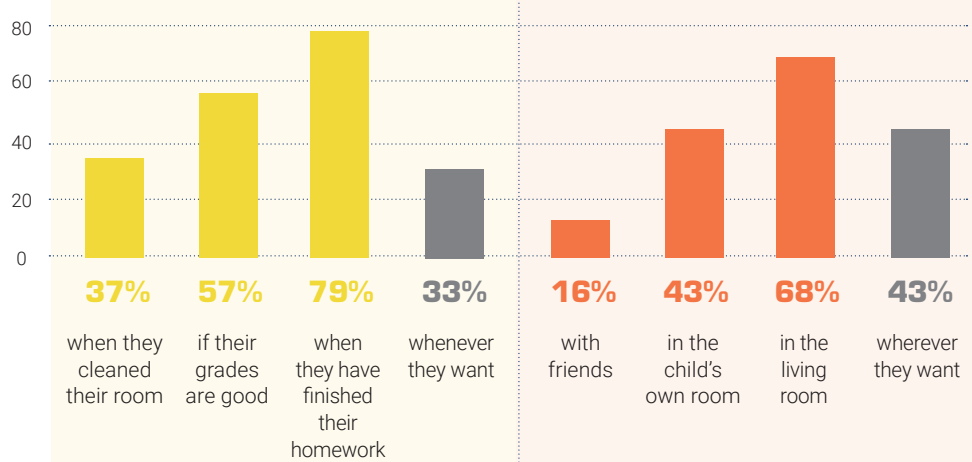
**17%**

of parents allow their child(ren) to spend **between 10 and 50 euro per month**

**42%**

of parents allow their child(ren) to play **any video game** they want

## PARENTS ALLOW THEIR CHILD(REN) TO PLAY



# 02 TOOLS & INSPIRATION

# INFORMING AND SUPPORTING PARENTS IN BELGIUM

## PARENTAL CONTROL TOOLS

In addition to the self-regulatory age and content classification system PEGI, the video games sector offers parents several tools to monitor their kids video game experience. For every device, it is possible to set up parental control tools which control:

**Age rating**
Age filter online content and video games.

**Time limit**
Manage the time kids play video games.

**Spending**
Disable or limit in-game purchases.

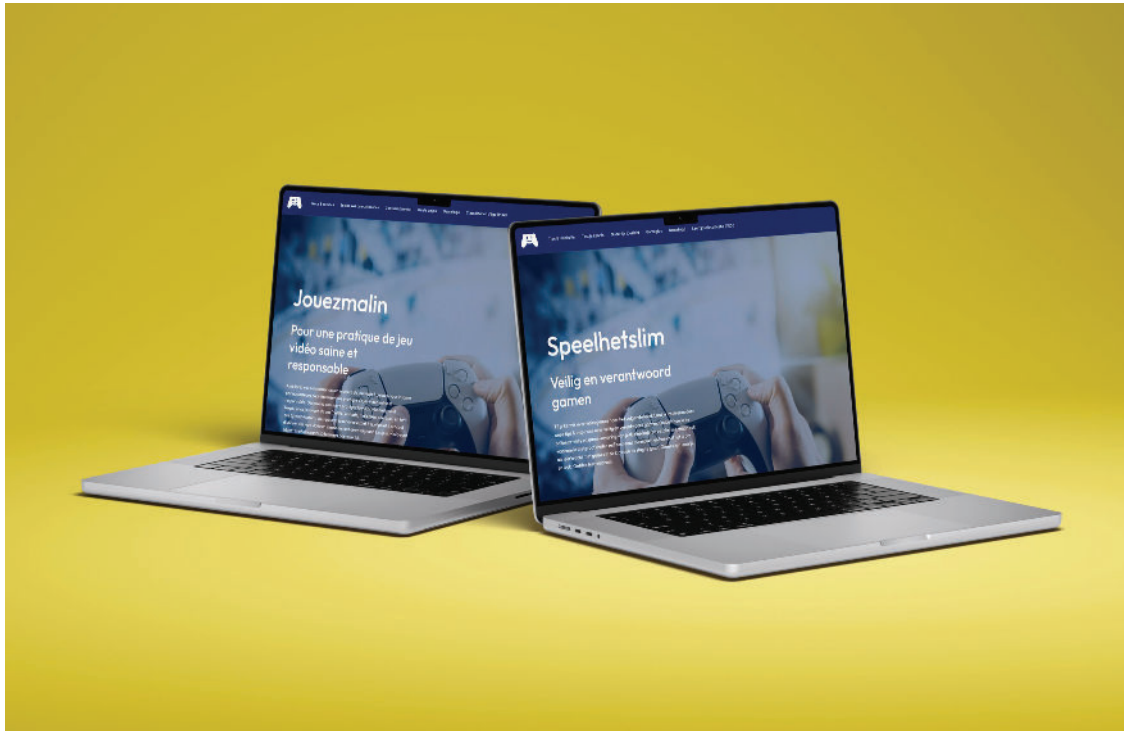
**Online interaction**
Restrict communications, mute, block or report toxic online behavior.

# SPEEL HET SLIM JOUEZ MALIN

Our website in Dutch and French for (grand)parents, teachers and caretakers offering guidance on video games.

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

**speelhetslim.be**
**jouezmalin.be**

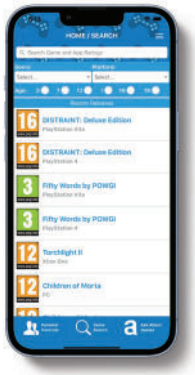


# AGE AND CONTENT CLASSIFICATION SYSTEM PEGI

PEGI is the pan-European video game age rating system. PEGI's goal is to educate consumers, particularly parents, in order to protect minors from potentially inappropriate video game content. PEGI also ensures that games are sold and advertised responsibly, that consumer redress is available and that online video game play environments are kept safe.

**40**
European countries

**35.000+**
games and millions of apps classified



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 pegi.info for more information**

Download the **PEGI Ratings app** for iOS/Android

Download on the App Store

Google play



# INCLUSION AND ACCESSIBILITY

We are committed to advancing gender equality, diversity and accessibility in the video game sector, promoting ongoing efforts and serving as a resource for information on diversity-related policy and legislative issues.

## WOMEN IN GAMES

Video Games Europe became 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.

**womeningames.org**

## THE GUIDE: BUILDING A FAIR PLAYING FIELD

The Guide: Building A Fair Playing Field, by Women in Games, is available to download for free, featuring almost 150 pages of information, inspiration, resources, first-hand accounts, case studies, recommendations and more.

## THE GDI PLAYBOOK

A free, self-directed, online resource for game designers that contains best practices to demonstrate how inclusive representation can be practically applied.

**gdiplaybook.org**

## ACCESSIBILITY IN GAMES

Not every player is able to enjoy a video game in the same way. Our members go the extra mile to make their games as accessible as possible.

**Find more information on speelhetslim.be (dutch version) or jouezmalin.be (french version)**

# GAMES IN SCHOOLS

Did you know that there are a lot of video games that have real educational value? Some video games provide an instructive and creative way to learn actual historical, geographical, physical… facts.

Find the Dutch version here

Find the French version here

## WHY USE VIDEO GAMES IN THE CLASSROOM

1. **Video games are a form of play**
   Students are therefore intensely engaged, which increases their learning curve.
2. **Video games require problem-solving thinking**
   This fuels creativity.
3. **Video games give students results and feedback**
   Students learn from them.
4. **Video games have goals**
   As a result, they generate motivation.
5. **Video games require interaction**
   That's how they bring social groups together.
6. **Video games have rules**
   Video games provide therefore structure.
7. **Video games have a story**
   That arouses emotion.

# WHO WE ARE

**Video Games Federation Belgium (VGFB)** represents the video game publishers and platforms in Belgium. VGFB voices their needs/interests towards the government, professional associations and the media.

info@vgfb.be
www.vgfb.be
@Video Games Federation Belgium
@VGFB_federation

**Speelhetslim.be** and **jouezmalin.be** guide (grand)parents, teachers and caretakers through the world of video games, with tips & inspiration on safe and responsible video game play.

www.speelhetslim.be
www.jouezmalin.be

# OUR PARTNERS

**Flemish Games Association (FLEGA)** represents the game development sector in Flanders, including solo developers, game studio's and service providers.

www.flega.be

**Wallonia Games Federation (WALGA)** is the federation of the Walloon video game ecosystem (companies, start-ups, schools...) and is supported by the Walloon Region.

www.walga.be

**games.brussels** is the federation of Brussels video game developers. The mission of games.brussels is to structure, represent, defend and promote the interests of its members.

games.brussels

# SOURCES

GAMETRACK
GAMES JOBS LIVE
GSD
dvj insights
Ipsos
VIDEO GAMES EUROPE
sparkers
APPMAGIC