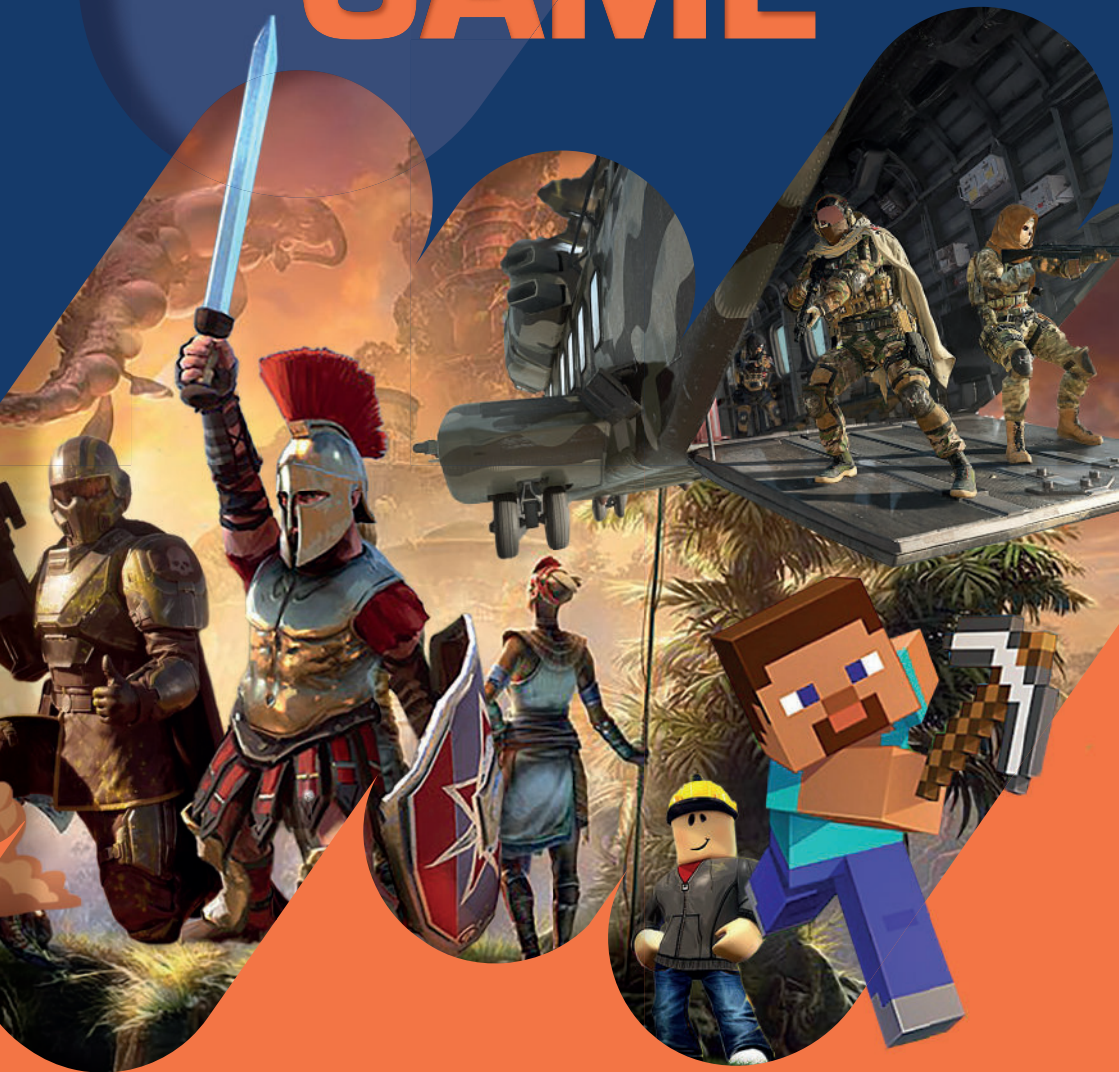


TIME TO GAME



**FACTS, FIGURES & INSPIRATION
OF THE VIDEO GAME INDUSTRY
IN BELGIUM IN 2024**



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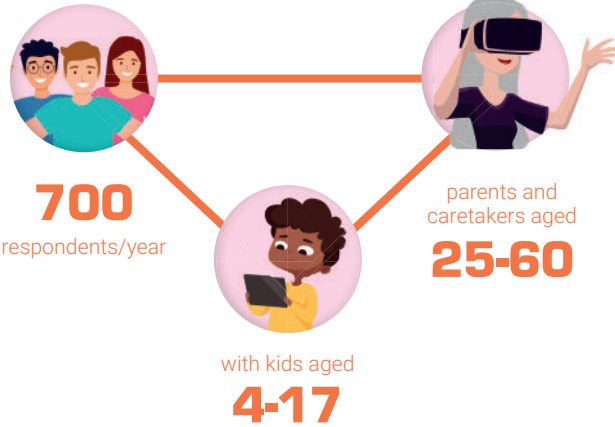
23 OUR PARTNERS

SOURCES



Player Data extracted from Global Games Markets & Forecasts report by Newzoo.

Children's and parents data extracted from annual survey conducted by DVJ Insights, commissioned by VGFB. Survey of 700 parents and caretakers in Belgium between 25 and 60 years old with kids aged 4 to 17 that play video games.



Consumer sales data on console and pc extracted from Game Sales Data tracker by Sparkers and Game Performance Monitor by Newzoo.

Mobile sales data extracted from AppMagic.

Audience data extracted from Audience tracker by Sparkers.

Company data is obtained via the annual survey of all Belgian companies active in game development and services, supplemented with official financial statements, provided by FLEGA, WALGA and games.brussels.



Find out our methodology and sources via the QR code



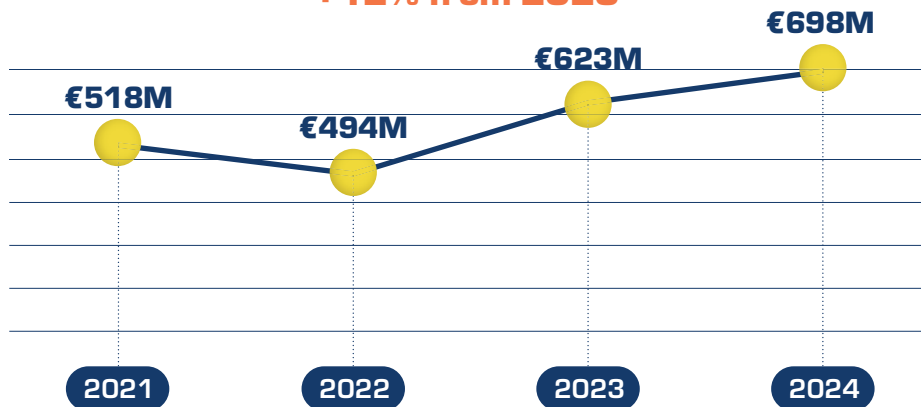
01 FACTS & FIGURES

VIDEO GAMES SOLD

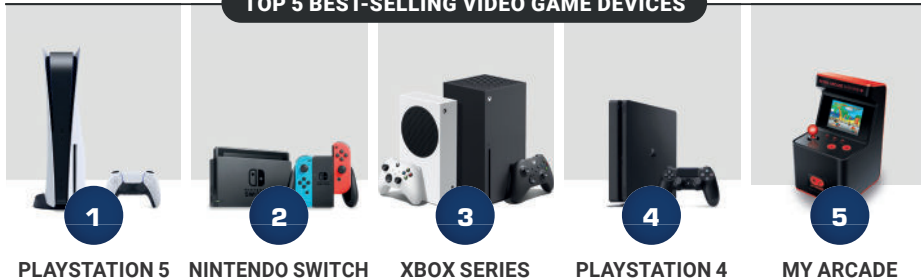
“BELGIUM CONTINUES TO BE A VIDEO GAME POWERHOUSE WITH UPWARD SOFTWARE AND HARDWARE SALES ACROSS THE BOARD, CLIMBING 12% FROM 2023 TO €698 MILLION”

VIDEO GAME SALES

€698 million
+12% from 2023



TOP 5 BEST-SELLING VIDEO GAME DEVICES

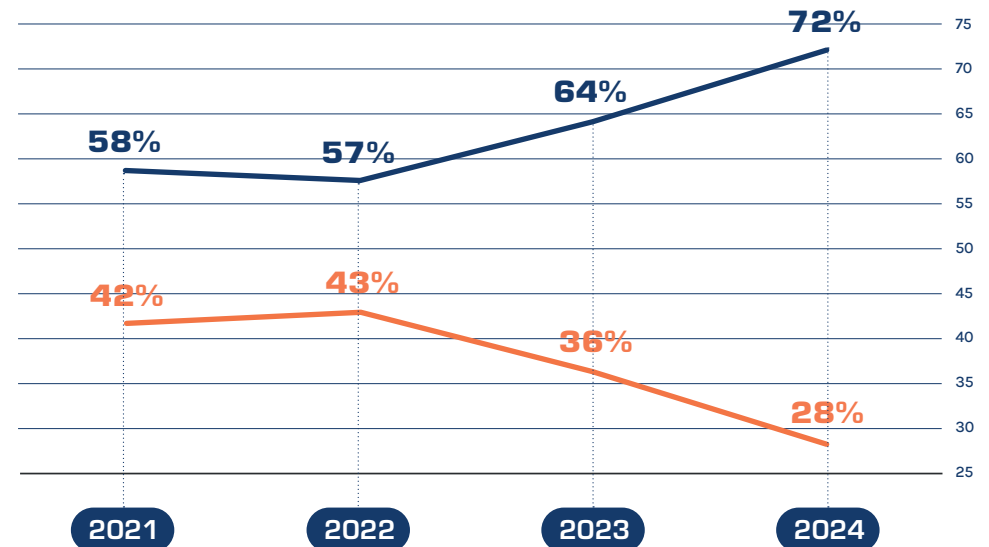


EVOLUTION PHYSICAL VS DIGITAL FULL GAME SALES

“LOOKING IN DETAIL AT FULL SOFTWARE SALES, 72% ARE DIGITAL DOWNLOADS, WHICH MEANS BELGIUM IS LAGGING THE WORLDWIDE TREND OF AROUND 85% DIGITAL SOFTWARE DOWNLOADS”

● Physical ● Digital

Nintendo does not share their digital sales with Sparkers' Games Sales Data (GSD). Therefore, we did not include Nintendo physical sales either, as this would make the share of physical sales appear higher than it is.



Find out our methodology and sources via the QR code



VIDEO GAMES SOLD

TOP 5 BEST-SELLING CONSOLE GAMES



TOP 5 BEST-SELLING PC GAMES



TOP 5 HIGHEST GROSSING MOBILE GAMES

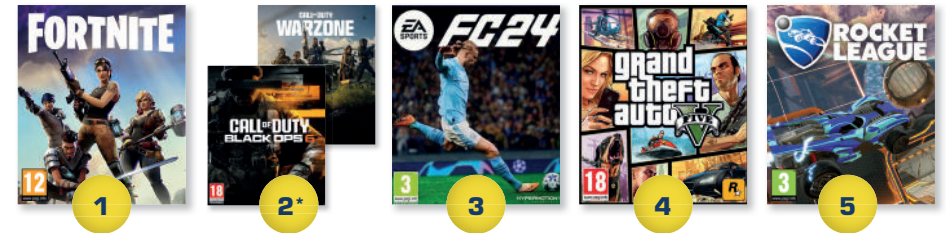


VIDEO GAMES PLAYED AND STREAMED

TOP 5 MOST DOWNLOADED MOBILE GAMES



TOP 5 MOST PLAYED PC & CONSOLE GAMES

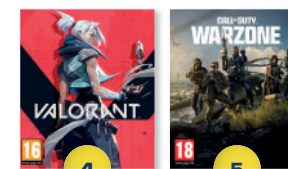


TOP 5 MOST LIVE STREAMED VIDEO GAMES IN HOURS WATCHED

INTERNATIONAL

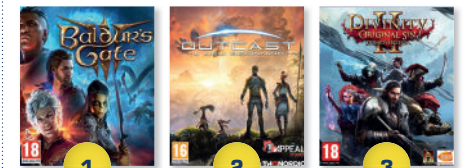


7.114.934 5.799.588 2.978.813

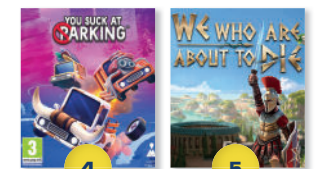


2.859.844 1.902.872

BELGIAN



275.190 3.873 882



592 555

*Due to technical reasons, it is unfortunately not possible to split these Call of Duty titles

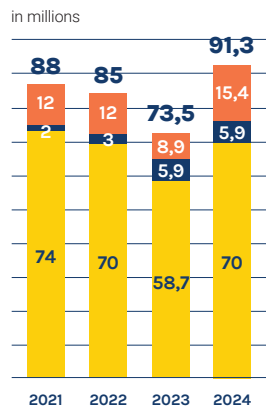
MAKING VIDEO GAMES

VIDEO GAME DEVELOPMENT

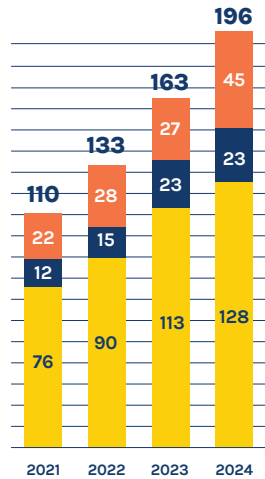
“FLANDERS REMAINS THE ECONOMIC MOTOR OF THE BELGIAN ECOSYSTEM, SHOWING A STEADY INCREASE. ACTIVITY IN THE BRUSSELS REGION REMAINS STABLE COMPARED TO 2023, WHILST WALLONIA ALMOST DOUBLED ITS TURNOVER”



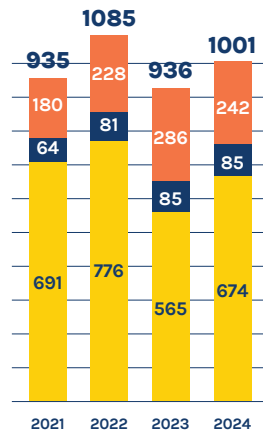
Turnover
€91,3M



Company count
196

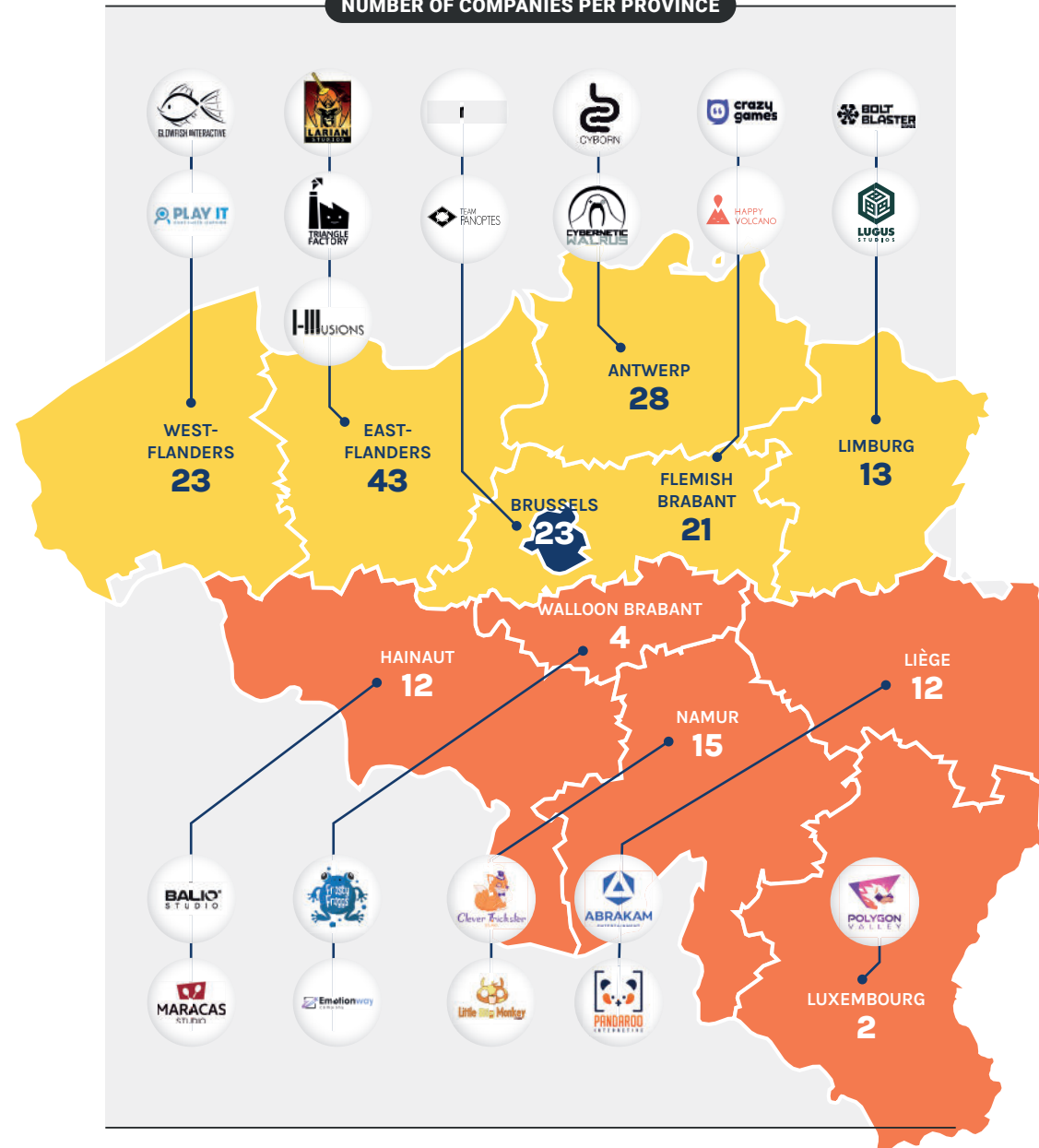


FTE count
1001



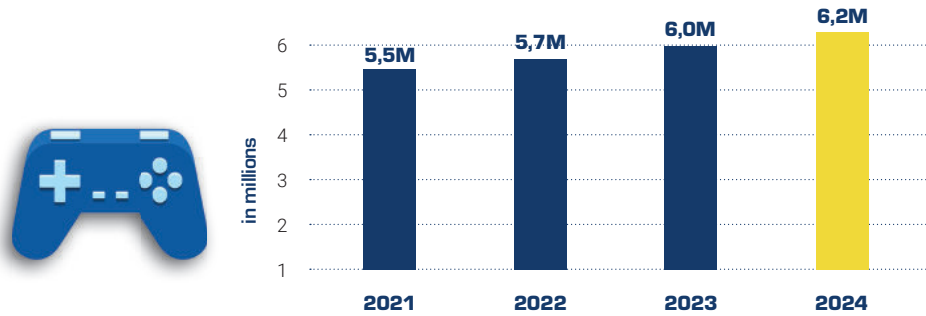
■ Flanders ■ Brussels ■ Wallonia

NUMBER OF COMPANIES PER PROVINCE



PLAYING VIDEO GAMES

GAMERS



GAMERS' PROFILE



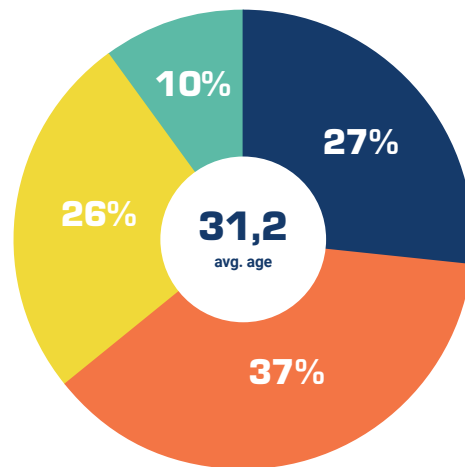
46%

53%

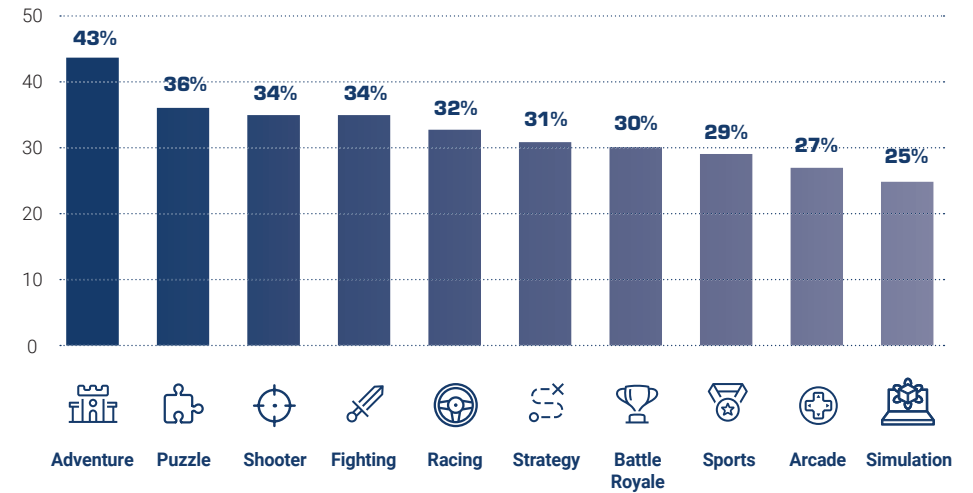
Other / non-binary

1%

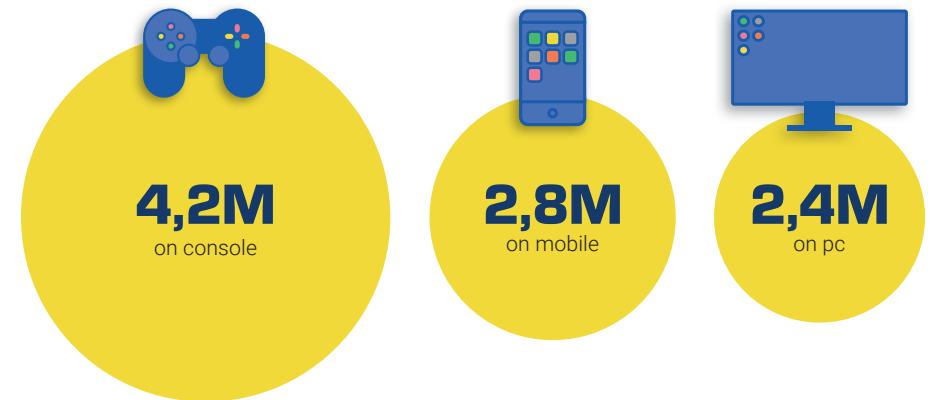
More than **1 out of 3** Belgian gamers is older than 35 years



TOP 10 MOST PLAYED GENRES

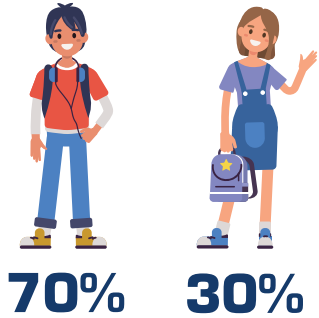


NUMBER OF PLAYERS PER PLATFORM



CHILDREN'S VIDEO GAMEPLAY

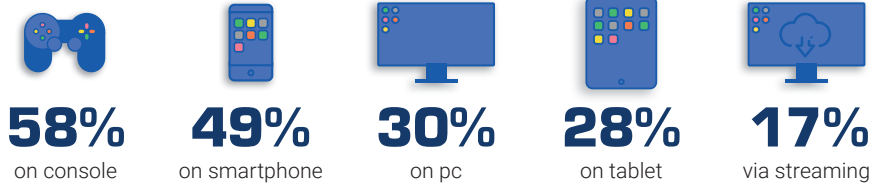
KIDS' PROFILE AND THEIR PLAYTIME



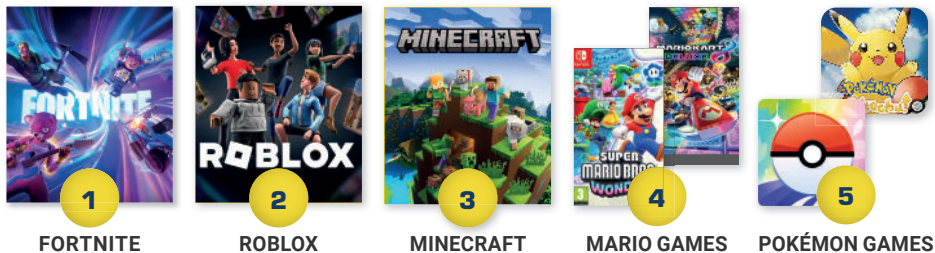
- 61%** of Belgian kids aged 4 to 17 play video games **less than 7 hours per week**
- 36%** of Belgian kids aged 4 to 17 play video games **between 7 and 15 hours per week**
- 3%** of Belgian kids aged 4 to 17 play video games **more than 15 hours per week**

"80% OF PARENTS SET A MAXIMUM NUMBER OF HOURS FOR THEIR CHILD(REN) TO PLAY"

HOW KIDS AGED 4 TO 17 PLAY

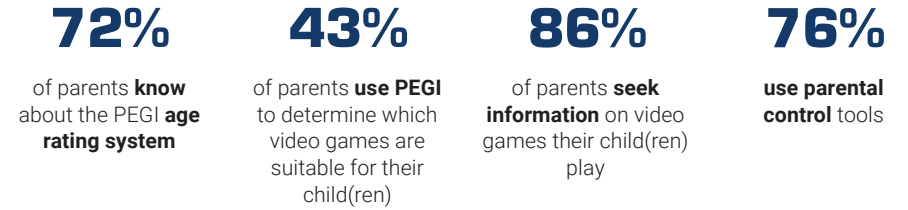


TOP 5 MOST PLAYED VIDEO GAMES BY KIDS AGED 4 TO 17



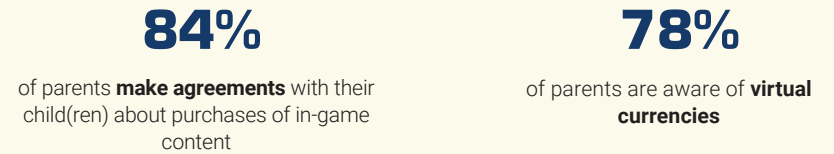
AWARENESS OF PARENTS

PEGI AND PARENTAL CONTROL TOOLS



PURCHASES OF IN-GAME CONTENT

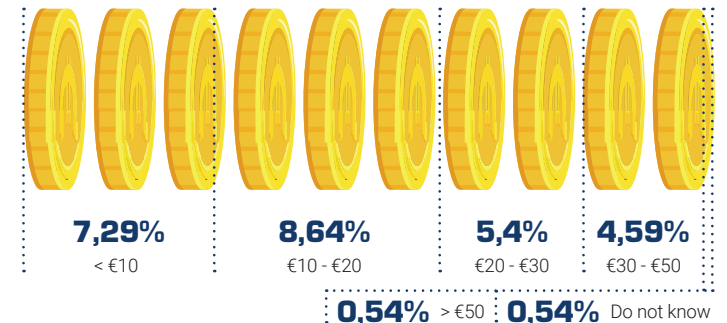
"ALMOST 50% OF SURVEYED PARENTS ARE WELL TO VERY WELL INFORMED ABOUT THE TOPIC OF PURCHASES OF IN-GAME CONTENT"



IN-GAME SPENDING

73% of parents indicate their child(ren) is/are **not allowed to spend money** while playing.

27% of parents indicate their child(ren) is/are **allowed to spend money while playing**. The amount allowed per month is:



AWARENESS OF PARENTS

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

45%

of parents believe playing video games **benefits creativity**

36%

of parents believe playing video games **benefits language skills**

27%

of parents believe playing video games **benefits intelligence**

27%

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

AGREEMENTS PARENTS MAKE WITH THEIR CHILD(REN)

97%

of parents think it is **important to be aware** of their child(ren)'s video game experience

97%

of parents **talk** to their child(ren) **about the games** they play

96%

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

78%

of parents **play** video games **with their child(ren)**, of which 19% play together often

78%

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

56%

of parents allow their child(ren) to play video games **if a parent is present**

35%

of parents allow their child(ren) to play **online** video games **with other friends**

2%





of parents allow their child(ren) to play **online** video games **with people he/she does not know**



02 TOOLS & INSPIRATION

PARENTAL CONTROL TOOLS

In addition to the co-regulatory PEGI age rating system, the video game 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 manage:

 <p>Age rating Age filter online content and video games</p>	 <p>Time limit Manage the time kids play video games</p>	 <p>Spending Disable or limit purchases of in-game content</p>	 <p>Online interaction Restrict communications, mute, block or report toxic online behavior</p>
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“76% OF PARENTS USE PARENTAL CONTROLS FOR THEIR CHILD(REN)’S PLAYTIME”

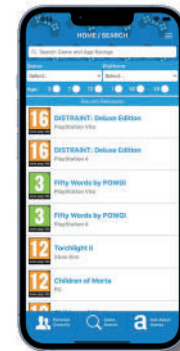


THE PEGI AGE RATING SYSTEM

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 consumer redress is available, while games with a PEGI license need to be sold and advertised responsibly, and online gameplay environments must be kept safe.

 **40** European countries

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



“72% OF THE PARENTS KNOW ABOUT THE PEGI AGE RATING SYSTEM, WHILST 43% OF PARENTS USE PEGI TO DETERMINE WHICH VIDEO GAMES ARE SUITABLE FOR THEIR CHILD(REN)”

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



KNOW MORE ABOUT KEY TOPICS

TRANSPARENT AND FAIR PURCHASES OF IN-GAME CONTENT



New characters, extra levels, and cool virtual game items: these are examples of content that players can purchase through microtransactions in a video game. Purchases of in-game content have enabled the development of new game features, including free-to-play games and the live operations of games long after their release—often by small and independent studios.

Read more via the QR code



WHAT IS THE SITUATION OF PAID LOOT BOXES IN BELGIUM?



A loot box is a virtual treasure chest that players in a video game can optionally open to obtain random virtual items, such as costumes (skins), for example. In many games, purchases of in-game content or microtransactions – including paid loot boxes – can be disabled through parental controls or console settings. Additionally, payment options for in-game purchases can be limited.

Dive deeper via the QR code



ACCOUNT BANS IN ONLINE VIDEO GAMES

In the world of online video games, players can be temporarily or permanently suspended or banned. This can happen due to inappropriate behaviour, cheating, or other violations. How does this work? Why do companies have these systems in place? Can a player appeal a ban?

Read the answers on 10 crucial questions via the QR code



GAMES IN SCHOOLS



Finding effective ways to keep students motivated and engaged is a huge challenge. Games are a perfect tool for this. Our consumer website speelhetslim.be (dutch)/ jouezmalin.be (french) provides teachers, school staff or caregivers with necessary knowledge to use games as educational tools in schools.

The mini site offers numerous practical examples, testimonials, pedagogical tips and recommendations for suitable games, from and for teachers.



Discover the Dutch version here



Discover the French version here

SUSTAINABILITY IN VIDEO GAMES



Many players of video games are aware of the impact we as humans have on our planet. How does the sector focus on sustainability, how sustainable are video games and what can you do as a player to reduce your ecological footprint as much as possible?

Our consumer website speelhetslim.be (dutch)/ jouezmalin.be (french) provides inspiration, information and practical tips on the topic.



Discover the Dutch version here



Discover the French version here

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 on well-being, online safety, purchases of in-game content and much more
- ➔ Game guides to inform about popular video games
- ➔ Information and links to parental control tools
- ➔ Details on the PEGI age rating system
- ➔ Gamelingo to explain frequently used video game terminology
- ➔ Fun quizzes to test your video game knowledge

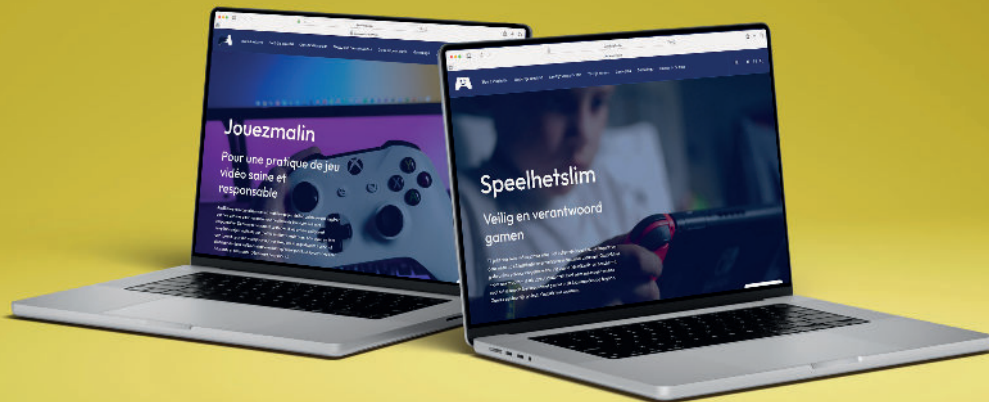
Discover it on:



speelhetslim.be



jouezmalin.be



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
✉ @VGFB_federation

Connect with us:
🌐 @Video Games Federation Belgium



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 gameplay.

🌐 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

