



Press Release
Paris 26 September 2018

2018 FRANCE ESPORTS BAROMETER

France Esports, an association bringing together the major parties in esports, has presented its first barometer conducted by Médiamétrie with 4,000 web users aged 15 and over. This barometer was presented to Mounir Mahjoubi, Secretary of State in charge of Digital under the Prime Minister.

How popular are esports in France? Who are the consumers, and what are their typical uses and practices? Which games are the most participated in and streamed?

esports users, who are you?

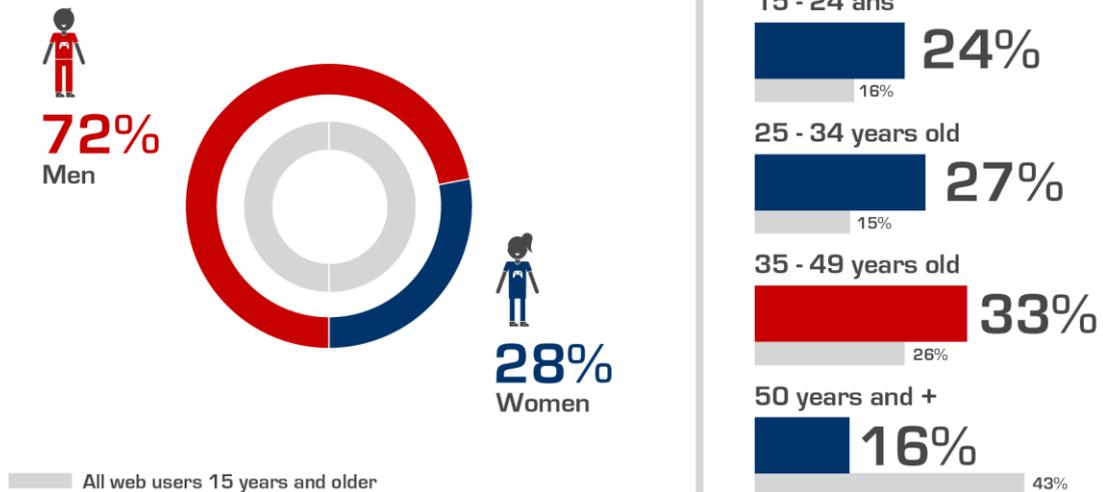
The number of French esports consumers - having already watched esports on the internet, on television or at a live event - is placed at 5.5 million, or 12%. Alongside the spectators are the players: in July 2018, there were just over 2 million of them, spread among amateur esports players and recreational esports players.

When it comes to gender, men represent 72% and women 28%. Surprising? Not really for Stéphan Euthine, France Esports President: *"The low representation of women comes as no surprise and further confirms the importance of developing diversity within the sector, an essential challenge for our association."*

Contrary to popular opinion, watching esports is not reserved for the youngest generation: in fact 35-49 year olds make up the highest age bracket of consumers, representing 1/3 of viewers, compared with around a quarter for 15-24 and 25-34 year olds. Another surprising fact: the share of people in the upper SPC that represent almost half of viewers (48%).



PROFILE OF ESPORTS PLAYERS



Source: Médiamétrie - 2018 France ESPORTS Barometer

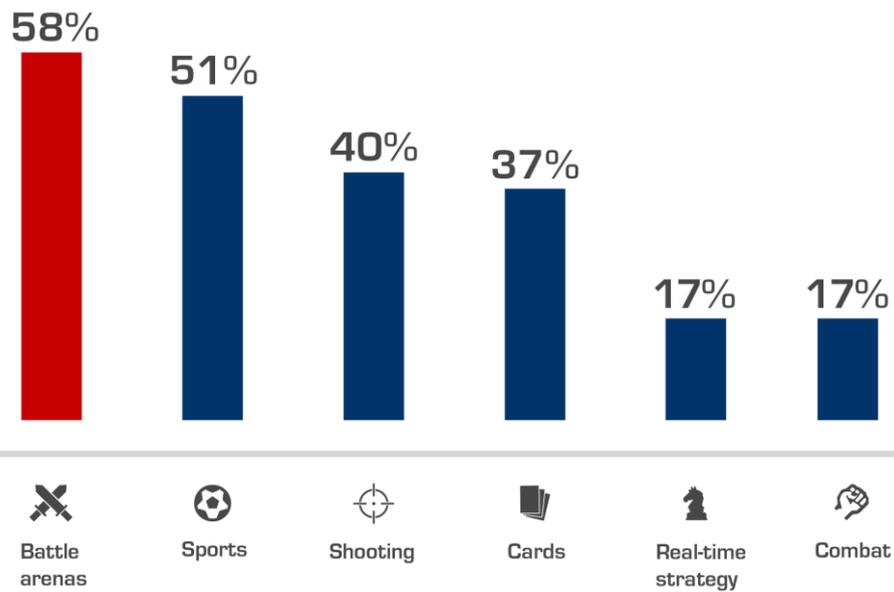
Are we seeing more players or spectators?

In both cases, we find similarities. Among those preferring to watch esports, it is above all to admire the skills of the players (42%), as form of distraction and entertainment (38%) and to learn the strategies and techniques of the game. For players, enjoyment is undeniably the main motivation (75%).

In the top 3 competitions most followed by amateurs, we find battle arenas, like for example LoL, followed by close to 6 amateurs in 10. The podium is completed by sports games - with Fifa in the lead - and shooting games, dominated by Call of Duty, with 40% of esports amateurs showing an interest.



COMPETITIONS FOLLOWED BY ESPORTS AMATEURS



Amateur esports participants that have followed at least one esports competition in the last 12 months.
esports amateurs (with stakes): Group of competing players that declare their position with regards to other players around the world (ranked, ladder), online competitions or LAN.

Source: Médiamétrie - 2018 France ESPORTS Barometer

*In a different order, these 3 games are also the more popular with those participating in esports.



GAMES PREFERRED BY ESPORTS PLAYERS



esport players: All amateur and recreational esports players.

Source: Médiamétrie - 2018 France ESPORTS Barometer

Goodbye, gamer stereotypes

Those who practice esports are not JUST playing, they are also engaging in physical and cultural activities, and even more than the average French web user!

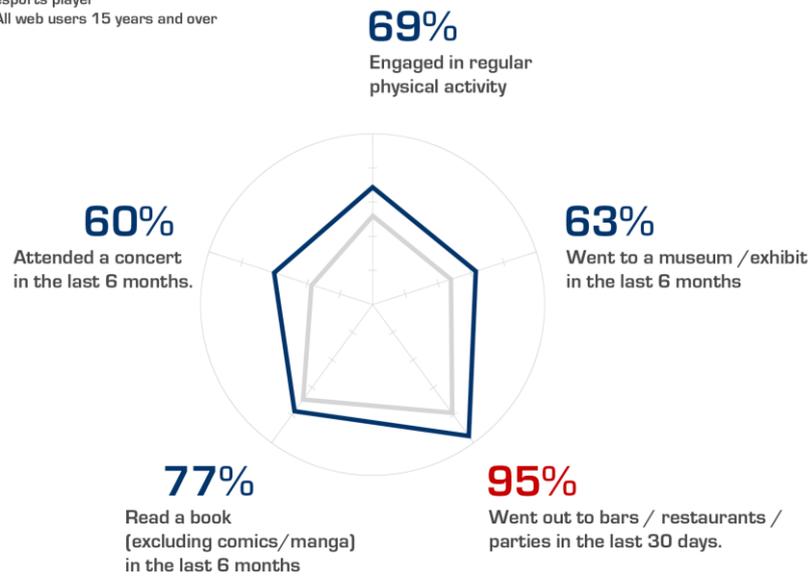
In the last months, 95% went out to bars / restaurants, 77% read at least one book, 69% engaged in physical activity, 63% went to a museum and 60% attended a concert.



PHYSICAL AND CULTURAL PRACTICES OF ESPORTS PLAYERS

— esports player

— All web users 15 years and over



esports players have a significantly higher chance of engaging in physical and cultural activities than the average interviewed web user.



France Esports, a nonprofit association under the 1901 Associations Act. The France Esports association aims to develop, promote, and regulate the practice of esports in a spirit of fairness and fulfillment. The association aims to represent the common interests of the amateur and professional world, as well as economic agents within the electronic sports sector.



Data collected and analyzed by Médiamétrie.

The French eSport barometer was conducted online between 26 April and 14 May 2018 with a sample of 4,090 web users aged 15 and older, representative of the web-user population living in France. All rights reserved © 2018 Médiamétrie - www.mediametrie.fr

Source: Médiamétrie - 2018 France Esports Barometer

* Those who practice esports are recreational esports consumers and esports amateur consumers as well as the many professionals.

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About France Esports:

In a French and international context aiming to professionalise and structure esports practice, the main players in its development in France came together with video game trade unions to create France Esports, a nonprofit association under the 1901 Associations Act. The France Esports association aims to develop, promote, and regulate the practice of esports in a spirit of fairness and fulfilment, with the values and fundamental principles of Olympism at its core (Article 1 of its statutes). The association aims to represent the common interests of the amateur and professional world, as well as economic agents within the electronic sports sector.

<https://www.france-esports.org/>



About Médiamétrie:

The France Esports barometer was conducted online between 26 April and 14 May 2018 with a sample of 4,090 web users aged 15 and older, representative of the web-user population living in France. The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet, cinema, mobile phones, tablets and the cross-media sector in France and abroad. In 2017, Médiamétrie generated a turnover of €93 million.

www.mediametrie.fr

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