



Mediametrie

Press Release

19th April 2023

Global Vidéo 2023

Over a quarter of French people play video games every day



According to **the Global Video** survey conducted by Médiamétrie from October to December 2022, **17 million** people, which is **28%** of the French population, play video games every day on TV or digital screens.

So who plays?

On average, gamers are **35 years old** and the daily practice of video games is more male (**57%**) than female (**43%**).

Across all game screens (TV and digital), people aged 50 and over represent a quarter of daily gamers (**25%**), just ahead of those aged 15-24 (**23%**).

The profile of players nevertheless differs according to according to game screens and digital screens attract more players who are a little older than the average.

Gaming and video: complementary practices

Gamers, even the most avid ones, are also enthusiastic for video content: nearly all (**92%**) of them also watch at least one piece of video content every day, whether TV programmes, videos on the internet or content viewed on VoD/SVoD.

Certain platforms, such as Netflix and Amazon Prime Video, for example, have seized this opportunity, and now offer video games with their subscriptions. Moreover, the video game world also inspires the scenarios for series broadcast on such platforms. Two examples of this are **The Witcher**, broadcast on Netflix, and **The Last of US**, distributed by Amazon Prime Video.

“ The Global Video survey is at the heart of new digital uses and trends and makes it possible to closely follow the constant development of the video game market, in order to offer Médiamétrie’s customers all the data necessary for managing their editorial and commercial strategies. ”

Julien Rosanvallon, Deputy Managing Director, Médiamétrie



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Survey characteristics

The aim of the **Global Vidéo** is to monitor all video content consumption anytime, anywhere and on any type of screen. It thus supplements the Médiamétrie reference studies on television and the Internet, which measure the audience of content on all screens. **These results come from the 30th wave of the Global Video survey, which was conducted by Médiamétrie in October-December 2022 among 10,200 people representative of the population aged 4 years and older.**

Further information : [Online store](#)

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2022, the Médiamétrie Group achieved a turnover of nearly €104,2 million and processed over one billion data every day.

Further informations www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

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