EUROPEAN VIDEO GAMES SOCIETY

UNDERSTANDING THE VALUE OF A EUROPEAN VIDEO GAMES SOCIETY

Summary

The study "Understanding the value of a European video games society" was commissioned by DG Communications Networks, Content and Technology (DG CNECT) of the European Commission and undertaken by Ecorys and KEA.

MARKET OVERVIEW

The EU27 video games market **generated EUR €23.48 billion of revenue** in 2022, with revenues in the sector being 4.3 times higher than digital music and 1.8 times higher than video-on-demand.

The sector is an important part of the CCIs ecosystem, and it has seen **significant growth**, with revenues expected to reach EUR 34.28 billion by 2027 (a 45% increase on current levels).

The number of European gamers increased significantly over the COVID-19 pandemic, and now **over half of the European population** regularly play video games. On the other hand, the EU **market share of the global** market has seen a slight decline from 8.7% in 2017 to a predicted 7.3% in 2027.

REGULATORY ENVIRONMENT

The complex nature of video games is clearly reflected in the breadth of the regulatory framework applicable to the industry. The regulatory framework applicable to **Intellectual Property protection in Europe is robust** and the video game sector can adequately **protect the various creative elements constitutive of video games**, though enforcement can be challenging.

EMPLOYMENT

The sector employs around **74,000 people** across **5,000 game development and publishing studios** in Europe. In the EU27, 40% of firms report difficulties in **recruitment** and finding the **skills** that they need. Many small companies lack the resource and capacity to both recruit new staff and retrain existing staff.

CULTURAL AND SOCIAL DIMENSIONS

Video games are an important part of Europe's **cultural landscape**, as their artistic and creative dimension distinguish them from other technological products. This growing recognition is clear in terms of policymaking as video games become **prevalent in key cultural and creative policy documents**.

POLICY RECOMMENDATIONS

1. Strengthen mechanisms to support structured policy dialogue within the sector.

2. Channel targeted financing solutions to strengthen the competitiveness of video games, with a focus on scaling up emerging and small game developers.

3. Encourage cross-sector collaboration between the EU video games sector and other EU sectors to maximise innovation and social benefit.

4. Improve data and insight on the European video games sector to enable evidence-based policy interventions.

5. Strengthen the education and training offer to support the sector's future workforce.

6. Promote inclusion and diversity in the video games workforce.

7. Develop a policy and regulatory 'lighthouse' for small business to navigate regulatory requirements.

8. Review State Aid Provision for the sector.

9. Facilitate the safeguarding of video games as cultural heritage.

For more information on the project of for future participation, please reach out to EUvideogames@ecorys.com and check out https://digital-strategy.ec.europa.eu/en/policies/value-gaming