

# THE VIDEO GAME SECTOR IN SPAIN IN 2019



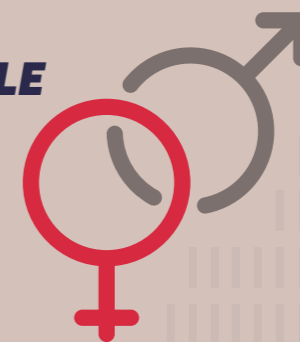
## VIDEO GAME PLAYER'S PROFILE

**15.0 MILLION**

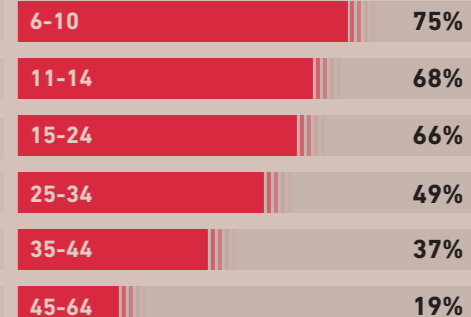
gamers in Spain (8.8 million men + 6.3 million women)

♂ Men: **58%**

♀ Women: **42%**



YEARS



Spanish videogame players spend an average of **6.7 hours per week** playing video games

- 🕒 **United Kingdom:** 11,6 hrs /week
- 🕒 **Germany:** 8,3 hrs /week
- 🕒 **France:** 8,6 hrs /week

## GAMING MARKET REVENUE

VIDEO GAMES ARE STILL THE FIRST CHOICE FOR AUDIOVISUAL AND CULTURAL LEISURE IN SPAIN



**1.479** MILLION EUROS IN 2019  
(-3'3% LESS THAN IN 2019)



**Recorded music industry**  
296.4 million euros (Promusicae)



**Physical sales revenue**  
754 million euros (850 million euros in 2018) (11.2% decrease)



**Film industry**  
624.1 million euros (Comscore)



**Digital revenue**  
725 million euros (680 million euros in 2018) (6.6% increase)



The most important video game event in the history of Spain

- More than 139,230 visits.
- 250 exhibitors
- More than 130 companies and development studios
- 240 business meetings

## MADRID GAMES WEEK INTERNATIONAL CONGRESS 'VIDEOGAMES, EDUCATION, CULTURE AND HEALTH'

A two-day workshop on the significance and influence of the video game sector on society.

- 300 participants
- 20 speakers (6 of them were international guests)
- 7 masterclasses
- 4 round tables
- 3 interviews

## UNIT SALES BY DEVICE IN 2019 SALES WERE (IN UNITS):



**Videogames**  
8.420.335 (-2,3%)

Console videogames:  
8.190.082 (-0,3%)

PC Videogames:  
230.253 (-42,9%)



**Consoles**  
1.109.118 (-14,2%)



**Accessories**  
4.259.745 (-2,8%)

## ESPORTS

- Revenues: **more than 35 million euros**
- Enthusiasts: **2.9 million people**
- Jobs in the esports sector: **more than 600**
- Professional players: **more than 250**



## A RESPONSIBLE INDUSTRY

### THE GOOD GAMER

Pioneer project in Europe which covers:

- Benefits of video games
- Responsible use measures
- Guidelines for young gamers
- Guidelines for parents
- Monthly podcast
- Videos

### PEGI SYSTEM

CLASSIFICATION SYSTEM ON RECOMMENDABLE AGE FOR USE

- It has been active **since 2003**
- It is used in **39 European countries**
- 5 classifications **by age**
- 8 classifications **by content**

### OBJECTIVES:

- To offer maximum security and better guarantees to users