



FRANCE ESPORTS

FRENCH ESPORTS ASSOCIATION

www.france-esports.org / bureau@france-esports.org



About France Esports

Launched in April 2016

Non-profit association supported by the State secretary for digital Technology (Ministry of Economy)

Ours missions :

- **Promote and sustainably develop esports**
locally, nationally and internationally.
- **Unite all esports stakeholders**
within an effective collaboration platform and a federated communications channel.
- **Primary representative for public authorities**
regarding the facilitation of fair competition in esports industry.

FRANCE ESPORTS' GOVERNANCE



GOVERNING BOARD

(PRESIDENT, VICE-PRESIDENTS, GENERAL SECRETARY, TREASURER)

EXECUTIVE BOARD

(12 ELECTED MEMBERS FOR 2 YEARS)

4

REPRESENTATIVES

PROMOTERS

Around **70 members**
(teams, league
organisers, media,
manufacturers,
agencies)

4

REPRESENTATIVES

ASSOCIATIVE CLUBS /PLAYERS

Around **1300 members**
(grassroots,
recreational, amateur,
semi-pro and pro
players)

4

REPRESENTATIVES

PUBLISHERS

5 members
(including one union)

S.E.L.L.



UBISOFT



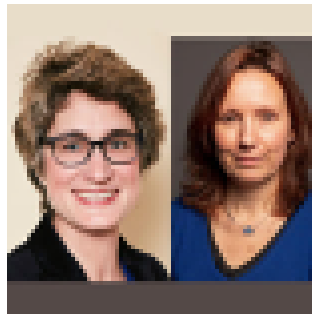
2022-2024 EXECUTIVE BOARD



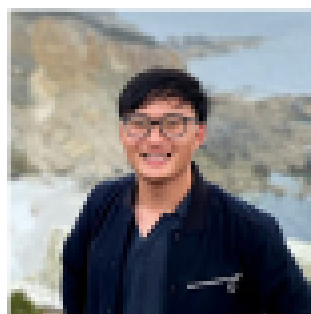
FOR THE PUBLISHERS



Nicolas Vignolles



Virgine Gringarten /
Bénédicte Germain



Howon Lee



Willy Duhem

FOR THE PROMOTERS



Désiré Koussawo



Nathalie Benchetrit

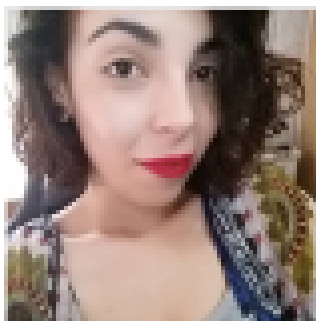


Romain Sombret



Samy Ouerfelli

FOR THE PLAYERS



Anais Xantippe



David Canestrari



Anais Diverchy



Anthony Michel



FIELDS OF ACTION



STRUCTURING

Local, National
and European
structuring

Amateur &
Grassroots
development

Promotion
of esports

Protection of the
interests of esports
stakeholders

COMMUNICATION

Website &
Social networks

Public relations
and press

Collaborations with
strategic
stakeholders
(WiG, CapGame,
NOC, Level 256...)

Newsletter

IMPACT & SOCIAL INNOVATION

Guides

Help and information
for teams and
organizers

Train-the-trainers
courses

Developing
diversity (gender,
racial, generational,
accessibility, etc.)

Promotion of good
health practices

LEGAL & FINANCIAL

Financial
management

Membership

Budgeting

Long-term
financing
strategy

Monitoring of
esports industry
regulations

MAIN TOPICS & CHALLENGES



PROTECTION OF YOUTH

STRUCTURE	Local, national and European/international level
INTEGRITY	Good practices against cheating, doping, match-fixing, etc.
HEALTH	Sedentary lifestyle, MSD's, burnout, excessive gaming, sociability, etc.
LEGAL	Intellectual property, employment contracts, lootboxes, betting, etc.
SOCIAL	Inclusion, diversity, combatting discrimination, etc.
ECONOMIC	Funding models, growth interests vs immediate economic ones
MEDIA	Media rights, advertising, promotion, etc.
EDUCATION	Management, academies, train-the-trainer courses, etc.
SPORT	Performance optimisation, scouting, hosting common events, etc.

LEGALIZATION OF VIDEO GAME COMPETITIONS
(Law n°2016-1321 – Oct. 2016))



**LEGISLATION
CONCERNING
ESPORTS EVENTS
ORGANISATION**

(Decree n° 2017-871 –
May 2017)

**LEGISLATION
CONCERNING THE
PROFESSIONAL
PLAYER STATUS**

(Decree n° 2017-872 –
May 2017)

Cycle of 5 thematic workshops from February to June 2019 :

- ▶ Structuring the amateur ecosystem and the ethics of the discipline
- ▶ Inclusive esports (gender, disability, health and social cohesion)
- ▶ Training & statuts of top-level players
- ▶ Support the emergence of an "esports sector" to make France a "hub" of esports
- ▶ France's attractiveness as a host country for national and international competitions

Objectives

Establishing an inter-ministerial roadmap targeting the promotion of the structuring and economic development of the sector. And, where appropriate, the evolution of its regulatory framework.

ESPORT NATIONAL STRATEGY

MINISTRY OF ECONOMY AND
MINISTRY OF SPORT



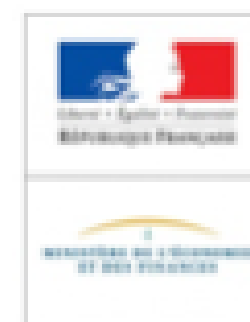
STRATÉGIE NATIONALE **ESPORT 2020 • 2025**

PARIS, LE 29 OCTOBRE 2019



The national Esports 2020-2025 strategy aims to make France the European leader in the sector by 2025. It revolves around 4 strategic axes:

1. Promote the development of a responsible and socially valued esports.
2. Supporting the creation of training programmes with attention paid to high-level players.
3. Implementing a policy to support the development of French esports stakeholders.
4. Enhance the attractiveness of France, its territories and its esports ecosystem.



DGe



AGREEMENT OF OBJECTIVES - MINISTRY OF SPORTS



Objectives set by agreement with the state



Identification and support of local actors of local stakeholders



Creation and sharing of operational tools (guides)



Self-regulation of the sector (compliance with the national format : approvals, charter, good practices, prevention, compliance with PI).



Development of a supervised practice (places, economic models, trainers etc.)

KEY ACHIEVEMENTS : ANNUAL BAROMETRE



9 400 000

Esports consumers
15% Web uses aged 15+

11%

5,2M[°]

only
consumers

5%

2,6M[°]

consumers and
practitioners

3%

1,6M

only
practitioners

KEY ACHIEVEMENTS : ANNUAL BAROMETRE



PROFILES

PLAYER FROM THE GENERAL PUBLIC

9,7 MILLIONS

19,8 % of web users aged 15+

- Competitive games player
- No ranked games or indders
 - Not taking pars in competitions



15-34 years

Middle Class

49%

51%

48%

36%

RECREATIONAL ESPORTS PLAYER

2,7 MILLIONS

5,6% of web users aged 15+

- Competitive games player
- No ranked games or indders
 - Not taking pars in competitions



15-34 years

Middle Class

65%

35%

57%

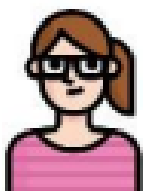
32%

AMATEUR ESPORTS PLAYER

1,5 MILLIONS

3,2 % of web users aged 15+

- Competitive games player
- Ranked games or indders
 - Taking pars in competitions



15-34 years

Middle Class

93%

7%

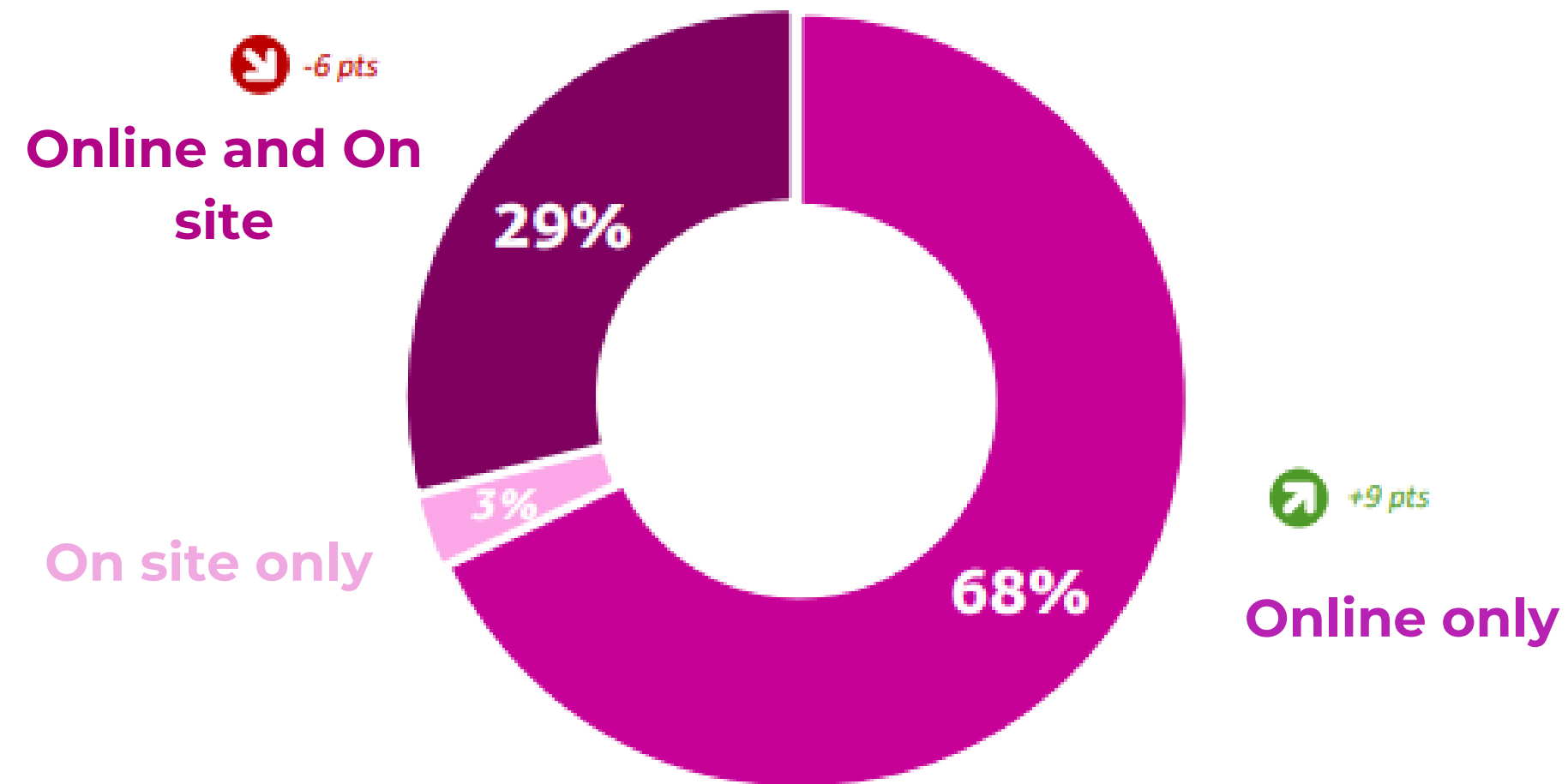
94%

45%

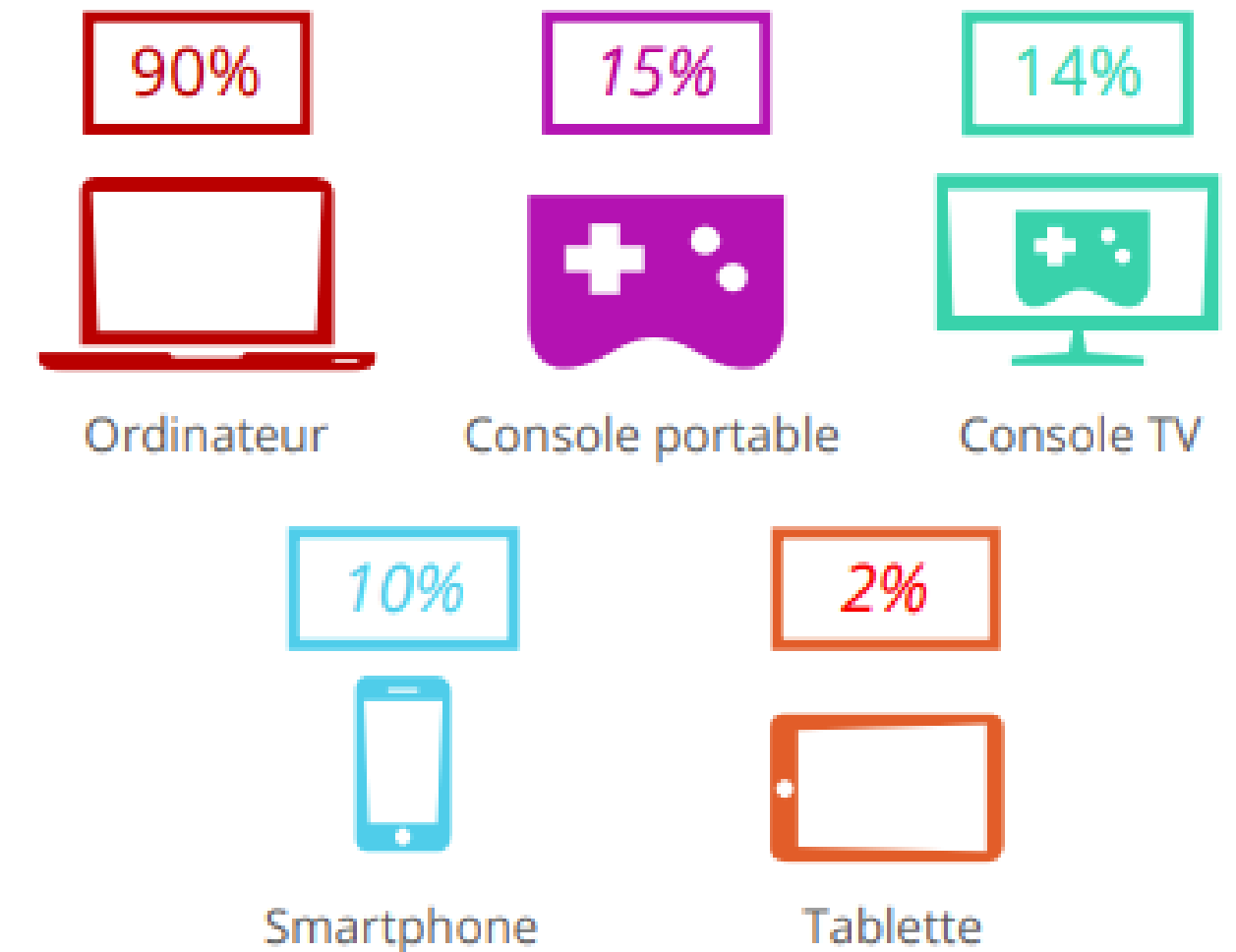
KEY ACHIEVEMENTS : ANNUAL BAROMETRE



Where do the competitions take place?

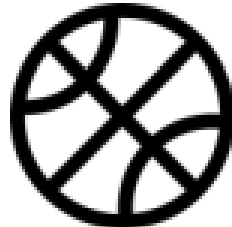




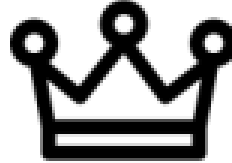











Platforms used for competitions



KEY ACHIEVEMENTS : ANNUAL BAROMETRE

Most Watched game types

	#1	#2	#3	#4	#5
General Public	▲ +2 10% 	= 9% 	▼ -2 9% 	= 4% 	NEW 4% 
Recreational Players	▲ +1 17% 	▼ -1 17% 	▲ +1 17% 	▼ -1 13% 	NEW 9% 
Amateur Esports Players	= 78% 	= 54% 	▲ +1 26% 	NEW 15% 	NEW 14% 

= ▲ +X ▼ -X NEW Evolution compared to 2020



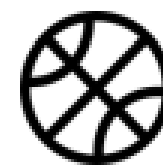
FPS



Battle Royale



MOBA



Sports
Games



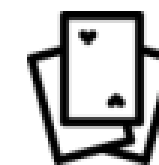
RPG



Strategy



Sports
Arcade



Auto
Battler



Sim
Racing

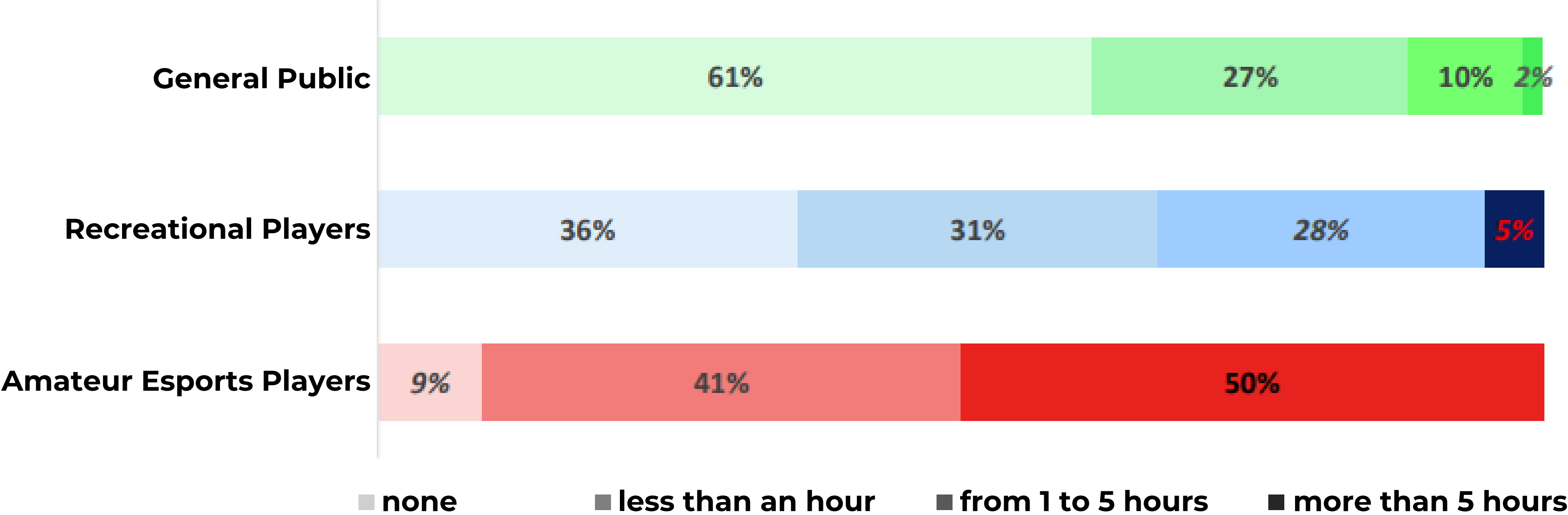


Fighting
Games

KEY ACHIEVEMENTS : ANNUAL BAROMETRE



esport viewing time per week



KEY ACHIEVEMENTS : ANNUAL BAROMETRE

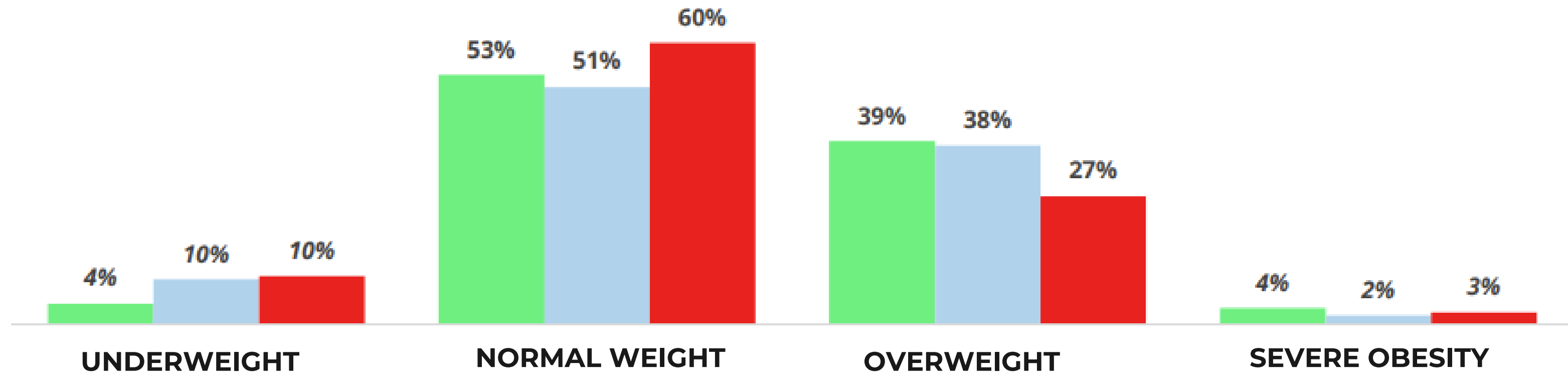


IMPACT ON HEALTH

AVERAGE BMI BY CATEGORY



Internautes 15+ (*)



GENERAL PUBLIC

RECREATIONAL ESPORTS PLAYER

AMATEUR ESPORTS PLAYER

SUMMARY

- ▶ France Esports is a NON-PROFIT **ASSOCIATION** which represents the **UNITED VOICE OF ESPORT** in France, from amateur/grass-root to professional actors. It protects the interests of its members.
- ▶ France Esports **DOES NOT ORGANIZE** national championships and **DOES NOT REGULATE** them. Some of its members do : publishers and league organizers.
- ▶ Esports in France is under the main umbrella of the **MINISTRY OF ECONOMY, INDUSTRY AND DIGITAL** and France Esports is the main contact of the various ministries (including sport)
- ▶ Esports in France **IS NOT RECOGNIZED AS A SPORT** by traditional sport governing bodies, and **THE ASSOCIATION DOES NOT SEEK IT**, as the sports legislation is very contraining
- ▶ France esports is one of the only associations in the world (along with Japan) to **BRING PUBLISHERS TOGETHER** in decision-making processes alongside players and promoters



Merci !