

The background of the slide is a dense, multi-colored collage of various video game scenes. It includes elements like ancient ruins, futuristic landscapes, action sequences with characters, and abstract patterns. The colors are primarily purple, blue, and orange, creating a vibrant and dynamic visual texture.

Public support for video games in France

2024



A CULTURAL AND INDUSTRIAL PRIORITY

Video games are the first cultural form in France

Video gaming is a cultural field, but also a field of technological innovation. It mixes art creation and technology. Artists and programmers, engineers and musicians – a lot of creators are involved in the various process needed to build a game.

These cultural and technological challenges need to be supported by a public policy aimed at sustaining creation (cultural exception), innovation and industrialization in the sector.

Over the past 20 years, the French public authorities have put in place the tools needed to meet this priority.

Some of the best schools in the world

Recognized technical excellence

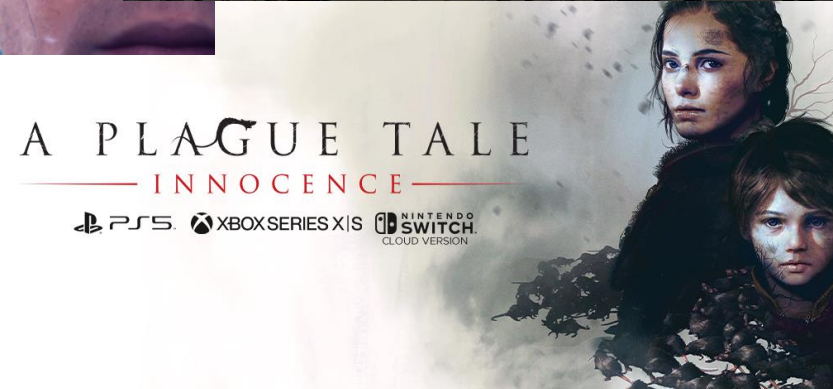
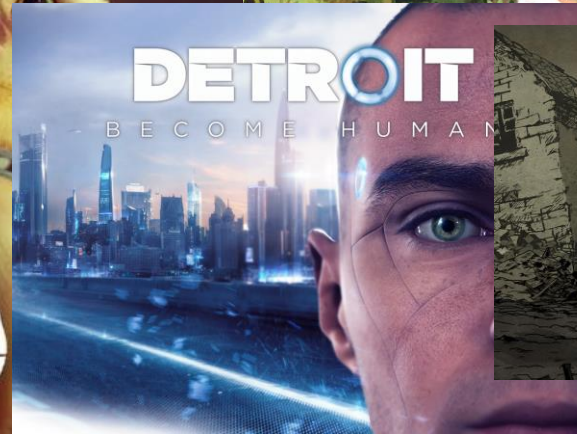
Creativity and diversity

Substantial public funding



Game France

Video gaming : The French Experience





The French market

**39.1 MILLIONS
OF PLAYERS
(aged 10 and more)**

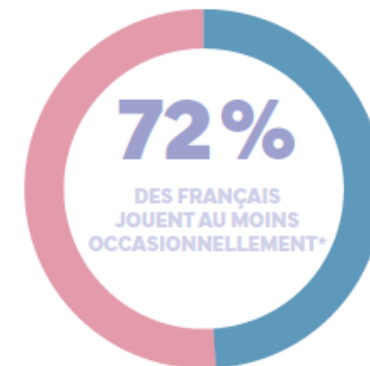
**7 out of 10
french people**

play video games at least
occasionally

ENSEMBLE DES JOUEURS



52%



48%

**HOMMES
40 ANS**

40 ANS
ÂGE MOYEN DES JOUEURS

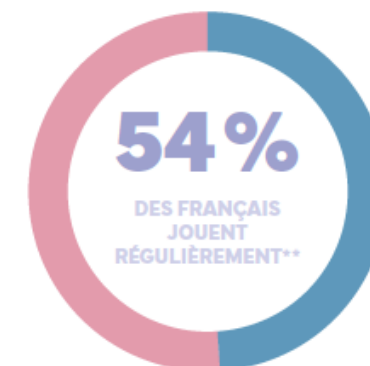
**FEMMES
39 ANS**

*Joueurs ayant déclaré jouer au moins une fois dans l'année aux jeux vidéo.

JOUEURS RÉGULIERS



53%



47%

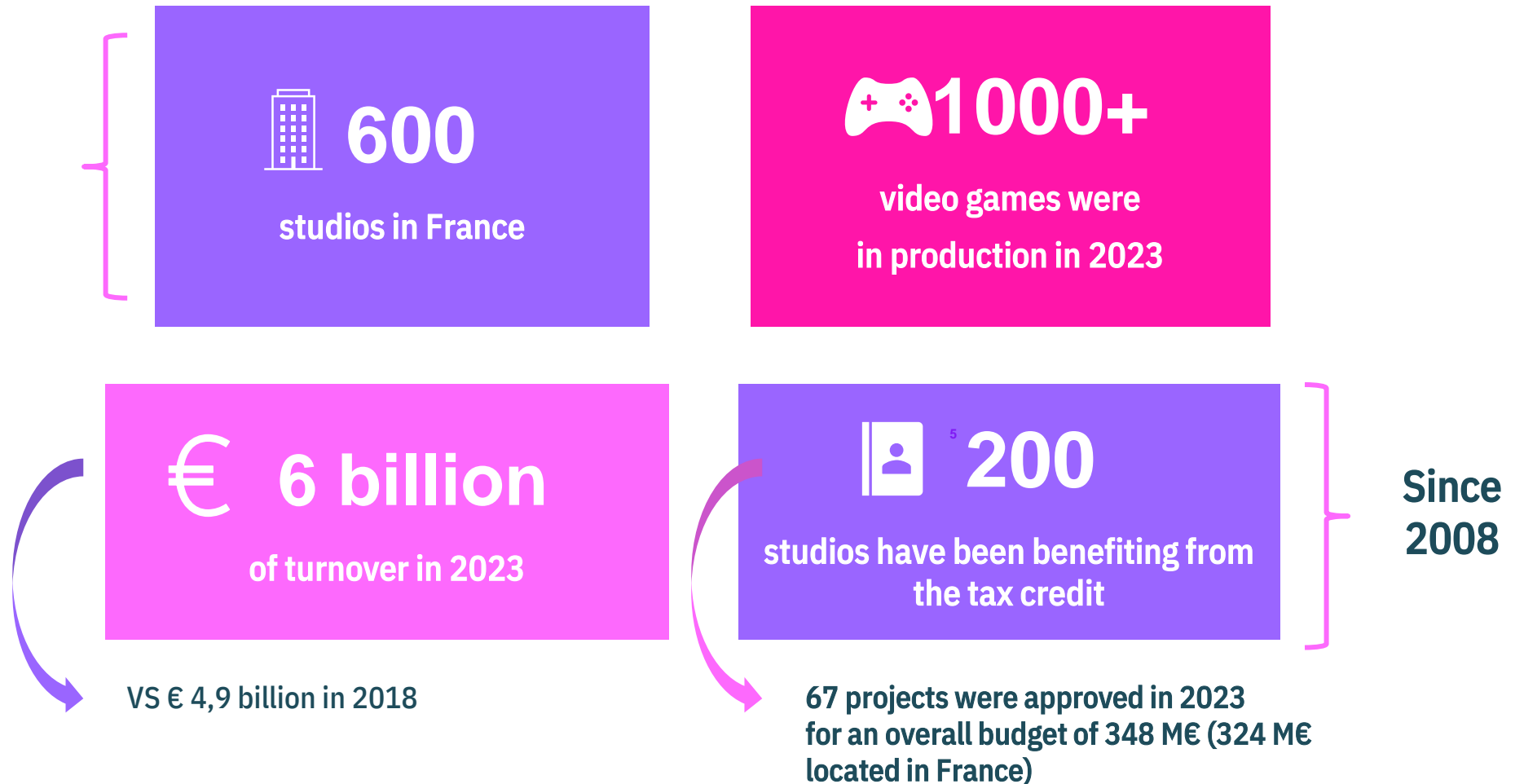
**HOMMES
37 ANS**

38 ANS
ÂGE MOYEN DES JOUEURS

**FEMMES
39 ANS**



The French ecosystem





French public support for video game

A strong public support

1. A key institution: the **CNC - Centre national du cinéma de l'image animée** which supports the cultural sectors of cinema, television, digital creation and video game since 20 years
 1. supports game projects with a selective subsidy fund
 2. supports industrialization through a system of tax credits.
 3. supports technological innovation with a dedicated fund
 4. Accelerated support for professionals
2. The government also supports the sector with two other public players:
 1. The **Banque Publique d'Innovation - BPI**, capable of acquiring equity stakes in companies
 2. The **Institut français du financement du cinéma et des industries culturelles - IFCIC**, which supports game companies in their financing needs.
3. Local authorities (regions, sometimes cities), supporting certain companies and projects.
4. International promotion of the sector through the **Game France** brand, operated by the CNC



A strong politic support



"(..) an extremely popular activity driven by a dynamic and particularly creative industry in France: video games.

Supporting and developing this industry of the future is an artistic and economic challenge for our country. It is a source of pride and a magnificent showcase for French excellence on the international stage !"

Rachida Dati, French minister of Culture, oct. 2024



The “Centre National du Cinema et de l’Image Animée” *(national center for cinema and animated pictures)*

The main public support for video games in France is provided by the Centre National du Cinéma et de l'Image Animée (CNC).

Our missions:

support, regulate, negotiate, promote and distribute, cooperate with local authorities, protect cinematographic heritage, help develop creations and creators within our areas of expertise, including video gaming.

- Created in 1946
- 450 permanent staff members
- An annual budget of 750 m€
- 10 departments
- A total of 100+ support funds in our fields of expertise (cinéma, audiovisual, video games, digital creation)



centre national
du cinéma et de
l'image animée



CNC objectives and priorities

Supporting digital content and video gaming is driven by **three objectives** :

- Helps artistic exploration
- Boosts technological innovation
- Allow studios to grow up to international critical size

Two cross priorities for the CNC :

- Independence
- Young audience



VIDEO GAME & INNOVATION SUPPORT FUNDS

€10
million

Selective aid for video games
Selective aid for technological
innovations
(subsidies)

Selective aid for video games

- 4 commissions / year.
350 projects submitted; 100 projects supported
- For every step of the development of a video game : from **writing, preproduction to production**
- Evaluation criteria : **Artistic quality, Technical mastery, Economic viability**
- Intended for companies located in France and not controlled by extra-European capital



TAX CREDIT FOR VIDEO GAMES

30%

of the eligible pre-tax
expenditures directly allocated to
the creation of a game

**Accessible to all
France based-studio**

- Up to **6 M€** per company and per year
- The tax credit is available for companies that are in charge of the development of the game (whether they are IP owner or not) and are located in France and subject to corporate income tax in France
- To qualify, a project **must have a development cost greater than or equal to €100,000, be made by a core team located in Europe and pass a cultural test based on creativity and innovation**
- Since 2008, **200 studios and more than 300 games** have been benefiting from the tax credit. **67 projects** were approved in 2023.
- In 2023, 220 M€ of eligible expenditures were spent in France by the approved projects.



CNC - CONTACTS



Daphné Lora

Head of attractivity
departement
daphne.lora@cnc.fr



Olivier Fontenay

Head of digital creation

Olivier.fontenay@cnc.fr