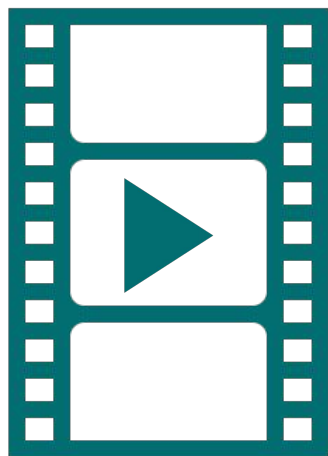# Who we are

Choose Paris Region is the premier business and innovation catalyst supporting international companies with their development in the Paris Region.

With its global team in Europe, the U.S. and China, the agency supports and accelerates +1,000 international companies every year.

Housekeeping

Agenda

Introduction

Join the #1 Gaming Ecosystem in Europe

Talents

Funding

Making the Most of Paris Region

Setting-up in Paris Region

Q&A

Conclusion

Speakers

Romain TAUPIN

Project & Communications Manager

capital games

Anders LARSSON

Founder & President
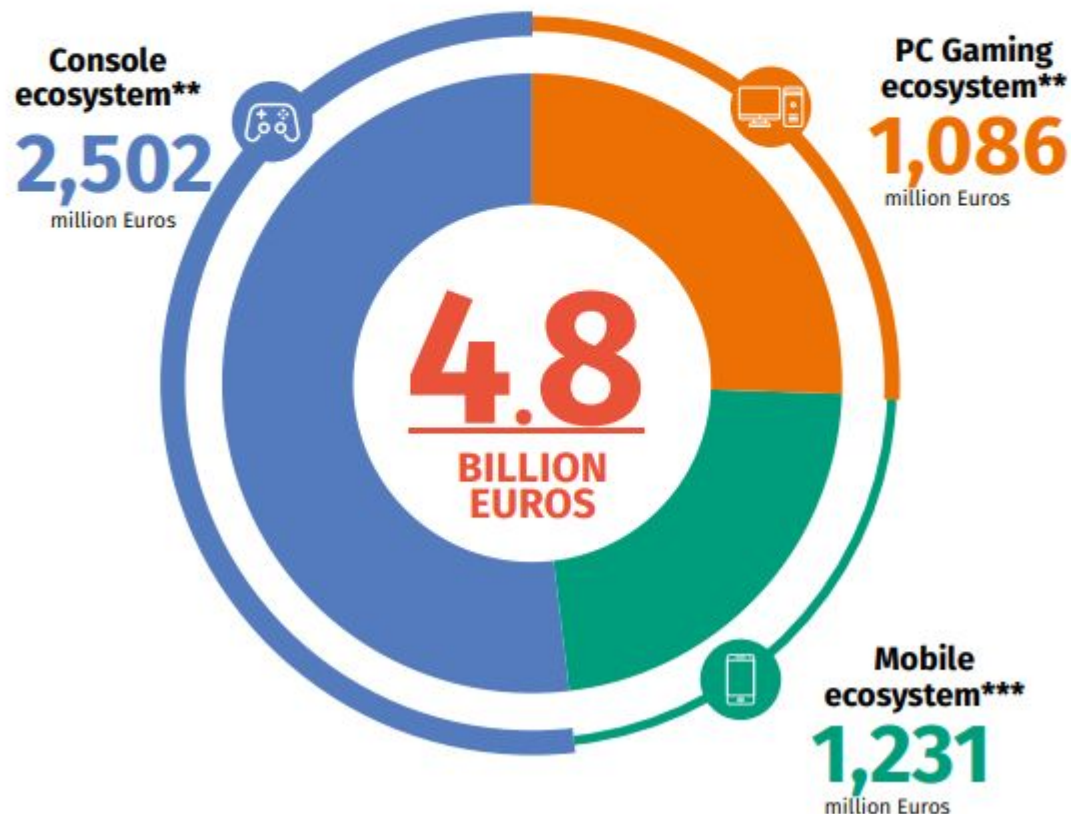
LIGHTBULB CREW

Daphne LORA

Creative Industries Expert

CHOOSE PARIS REGION
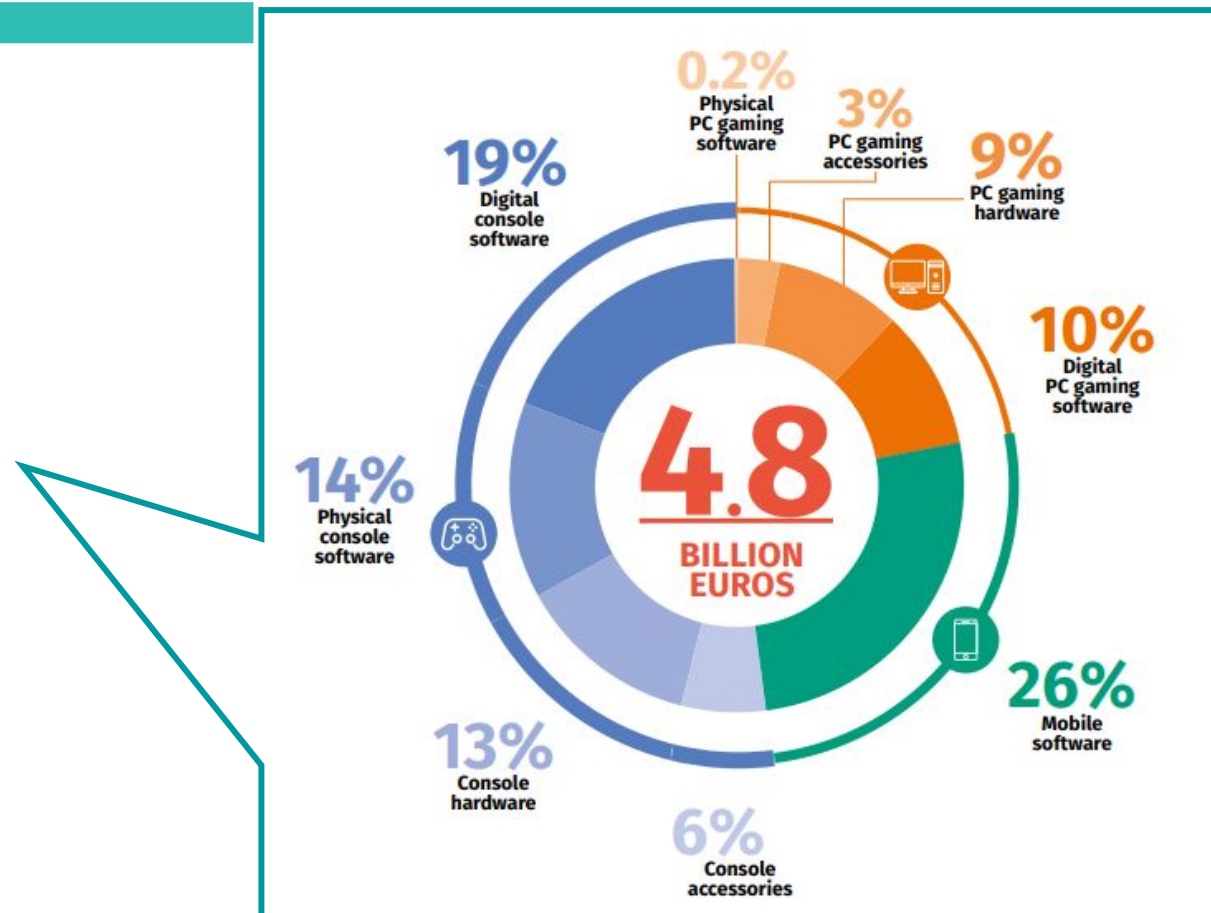
Join the #1 Gaming Ecosystem in Europe

The French Video Games Market in Numbers

2019 French Video Games market turnover

Console ecosystem**
2,502 million Euros

PC Gaming ecosystem**
1,086 million Euros

4.8 BILLION EUROS

Mobile ecosystem***
1,231 million Euros

Source: SELL

0.2% Physical PC gaming software

3% PC gaming accessories

9% PC gaming hardware

19% Digital console software

10% Digital PC gaming software

14% Physical console software

4.8 BILLION EUROS

26% Mobile software

13% Console hardware

6% Console accessories

---

*Ecosystems: Console + PC + mobile, physical and digital
**Source: Source: SELL data, from GSD/GameTrack panels at end 2019.
***Source: GameTrack estimate based on App Annie's 2018 games consumer spend in France data, converted to Euros, French tax added

Video Game Industry Landscape in France

Regional distribution of companies in the video game sector

5.4%

0.7%

41.5%

2.7%

3.5%

6.3%

0.7%

0.3%

0.4%

10.6%

11.6%

11.1%

5.4%
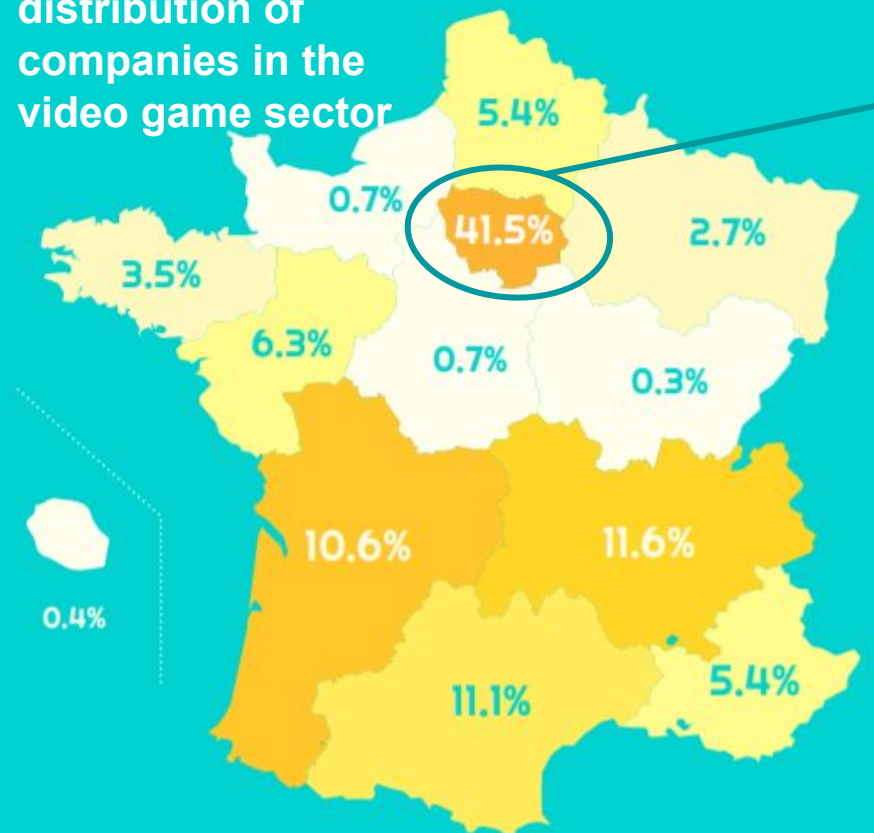
More than 1,130 establishments registered in the video game industry in France
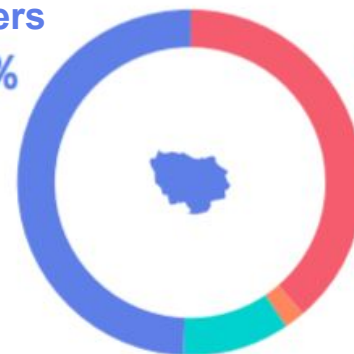
PARIS REGION

470
companies in total of which

developers 46%

45% service providers

1% distributors

8% publishers

An industry mostly independent

93%
of studios consider themselves **independent**

French studios continue to have a strong attachment to indie games.

54%
of development studios are **less than 5 years old**

19%
are **more than 10 years old**

54%

19%

Source: France's Annual Video Game Industry Barometer 2019

Main Paris Region Video Games Companies

CHOOSE PARIS REGION

capital games

PUBLISHERS

UBISOFT

GAMELOFT

FOCUS HOME INTERACTIVE

Voodoo

Just For Games

DREAMCENTURY

asmodee DIGITAL

MICROIDS

DOTEMU

FIRESQUID

Fingerlab

QUANTIC DREAM

MADBOX

DEV STUDIOS

NOVAQUARK — THE METAVERSE COMPANY —

AMPLITUDE

CYANIDE studio

DONTNOD ENTERTAINMENT

BackLight

OhBiBi

LIGHTBULB CREW

DAREWISE

EKO SOFTWARE

ZERO GAMES

Game Atelier

Pretty Simple

TINDALOS INTERACTIVE

Celsius Online

manzalab SERIOUS GAME

BLACK SHEEP

Up Your Game in Paris Region

Gaming Ecosystem

capital games

S.E.L.L.
SYNDICAT DES EDITEURS DE LOGICIELS DE LOISIRS

SNJV
SYNDICAT NATIONAL DU JEU VIDÉO

afjv
Agence Française
pour le Jeu Vidéo

cap·digital
Paris Region

FRANCE
ESPORTS

Powered by High-speed internet

Paris Region

- < 3Mbit/s
- 3-8 Mbit/s
- 8-30 Mbit/s
- 30-100 Mbit/s
- > 100 Mbit/s
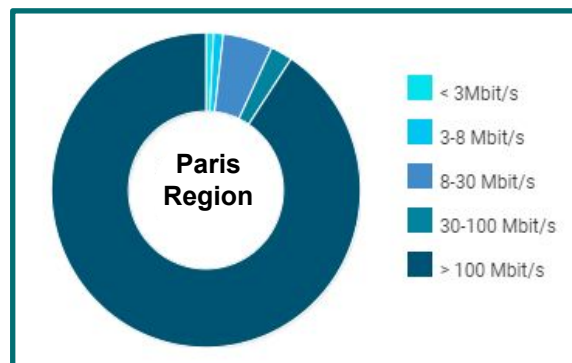
average internet connection speed in 2019

(megabits / second)

- Taïwan (85,02)
- Singapour (70,86)
- 60 – 70*
- 50 – 60
- 40 – 50
- 30 – 40
- 20 – 30
- 10 – 20
- < 10
- Data non available

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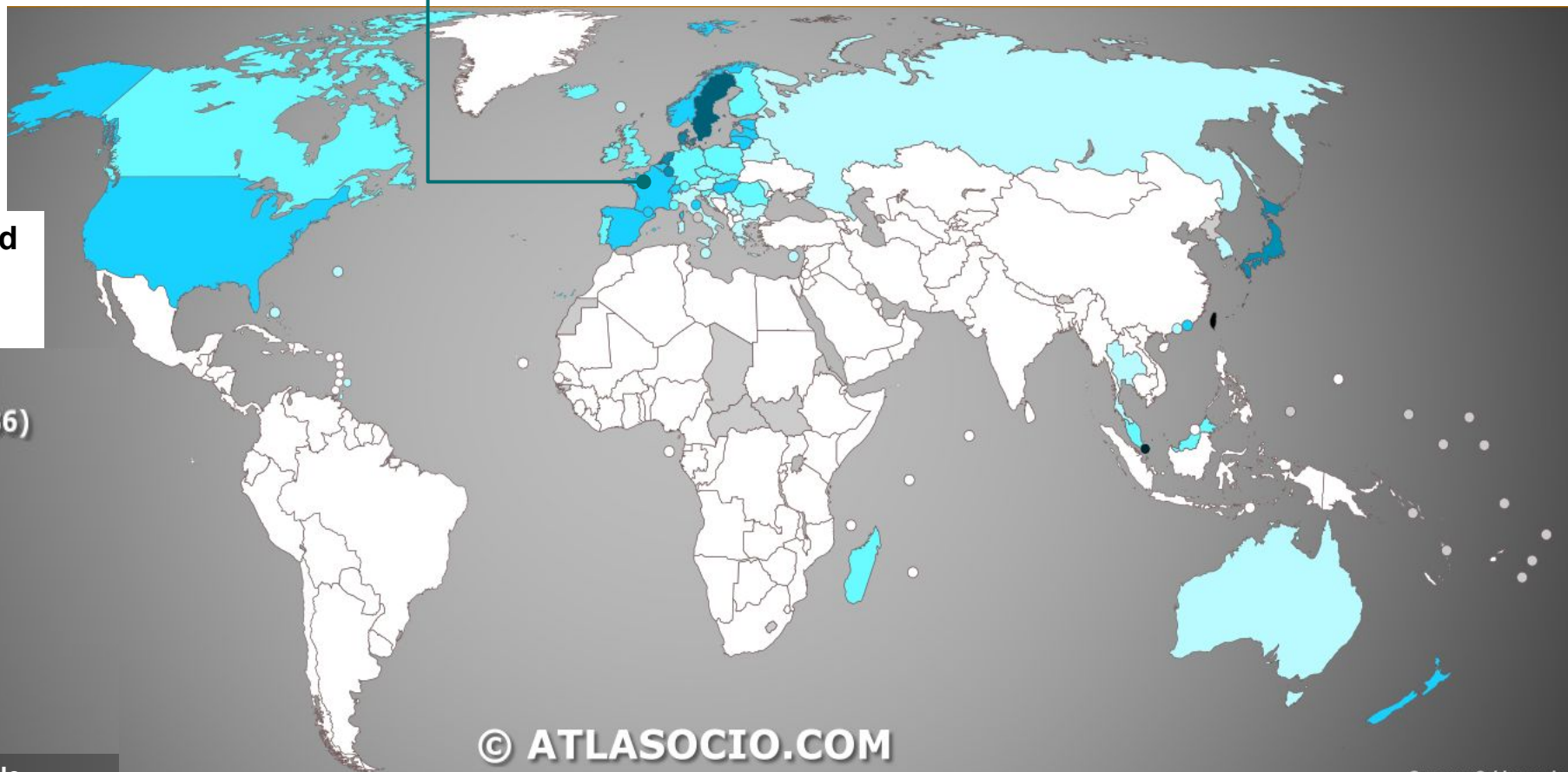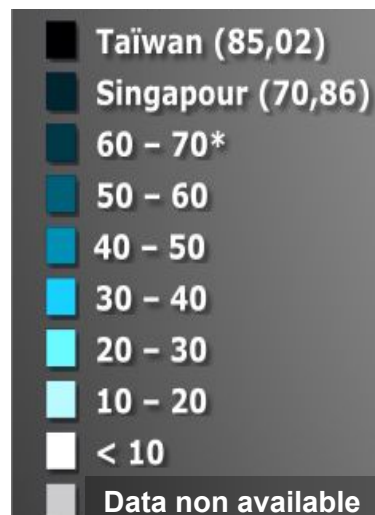
Source : Cable.co.uk.
Note : Données concernant la période du 9 mai 2018 au 8 mai 2019.

Talents

Salaries

Management	Gross Salary Range
Studio CEO	38-47K€
Executive Producer	70-85K€
Creative Director	58-70K€
Art Director	39-48K€
Marketing Director	45-70K€
Technical Director	**47-57K€**

Design	Gross Salary Range
Game Director	43-52K€
Game/Level Designer	23-38K€
QA Tester	**22-28K€**

Image	Gross Salary Range
2D/3D Artists/Animators	**25-42K€**

Technical	Gross Salary Range
Programmer/Tech Artist	**27-46K€**

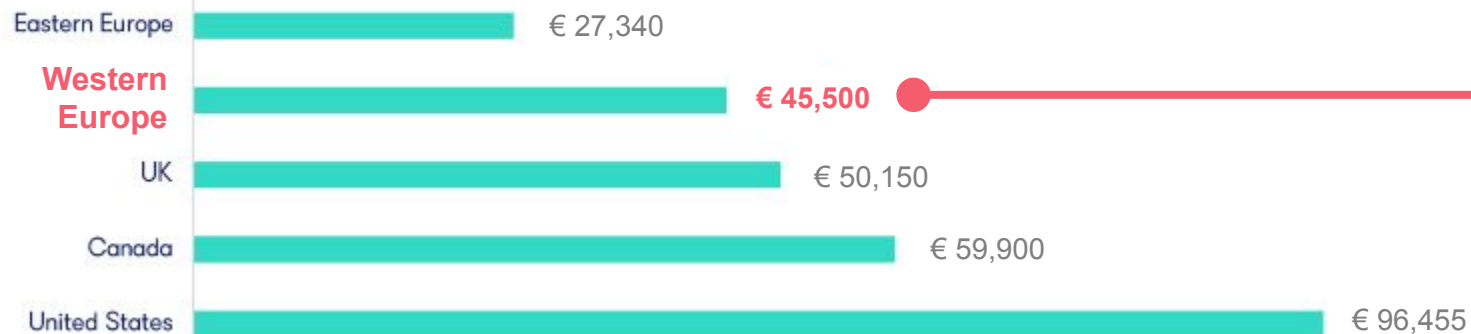| Marketing & Ops	Gross Salary Range
User Acquisition Manager	40-70K€
Product/Brand Manager	27-60K€
Business Developer	35-80K€
Traffic / Live Ops	20-60K€
Data Scientists/Analysts	47-60K€
Community manager	26-47K€
Localization Manager	23-30K€

Average annual Gross salaries. These salaries do not include the usual 40% employer charge
The salary estimates must be modulated depending on the region, the size of the company, and seniority of the employee
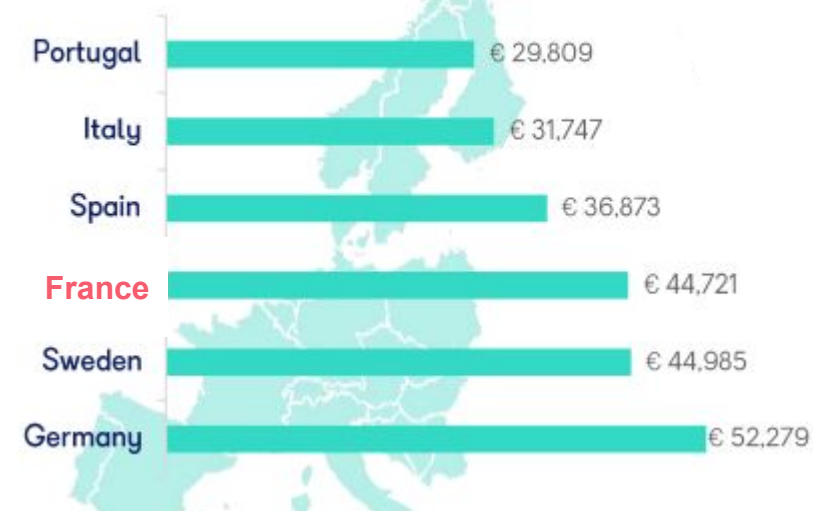
Affordable Talent Cost

Average Senior Salary

Eastern Europe	€ 27,340
Western Europe	**€ 45,500**
UK	€ 50,150
Canada	€ 59,900
United States	€ 96,455

Average Senior Salary

Portugal	€ 29,809
Italy	€ 31,747
Spain	€ 36,873
France	€ 44,721
Sweden	€ 44,985
Germany	€ 52,279

Source: Skillsearch, Game & Interactive
Salaries and Satisfaction Survey 2020

Broaden Your Creative Horizons

€91.4bn

Total Revenue of the Cultural
and Creative Industries* in France

+6,7% between 2013 and 2018

500,000 jobs in Paris Region including

131,000 in the audiovisual sector

32,200 in the music sector

Source: 3ème Panorama des Industries Culturelles et Créatives en France – 2018, EY

WORK WITH SKILLED ARTISTS AND PERFORMERS

DANCERS
ACTORS
VOICES
COMPOSERS
COMICS ARTISTS
MANGA ARTISTS
FINE ARTS
DIRECTORS
PHOTOGRAPHERS

ETC

FUGUE VR
VR DANCE EXPERIENCE

Fugue VR is a diptych composed of a VR movie in Virtual reality, and of a mixed reality experience, invites the user to discover a re-creation of Yoann Bourgeois's dance piece: "Fugue Trampoline"

PHALLAINA
THE SCROLLING GRAPHIC NOVEL

Phallaina is the first scrolling graphic novel. A hybrid invention by Marietta Ren, comprised of a digital graphic novel for tablets and phablets, and a physical fresco.

SMALL BANG
INTERACTIVE ORCHESTRA

Si le malaise continue, je suis prise de vertiges, jusqu'à perdre l'équilibre.

The Perfect Place for Innovation

€20B
annual spending
for R&D

162,000
R&D staff

**Tax Credit of
approx. 30% on
R&D expenses**

**1,200 Research
Labs**
(public and private)

Funding

CNC: National Support

CNC Video Games
Tax Credit

TAX CREDITS
for Video Games,
Innovation and
Research

6 M€ tax credit

CNC Funds
for Original Creations

VIDEO GAMES
IP SUBSIDY (FAJV)

€ 200,000

CNC Funds
for prototype production

VIDEO GAMES
IP SUBSIDY (FAJV)

€ 20,000

Paris Region Funds
for Video Games & Innovation

PARIS REGION VIDEO GAMES SUBSIDY

€ 150,000

PARIS REGION STARTER PACK

€ 250,000

INNOV'UP, PM'UP, TP'UP

from 55 k€ to 3 M€

Use Case (Paris Region Fund)

Shady Part of Me
– Douze Dixiemes

Preproduction:
- € 35,000 from the Region in **recoverable subsidies**
- € 35,000 from the CNC in **grants**
- Received Region + Capital Games **mentorship**

Today:
Signed a **publishing deal with Focus Home Interactive**

VCs are Taking an Interest in Gaming

Voodoo

+ $ 200,000,000

Raised from GOLDMAN SACHS

May 2018

SHADOW

€ 33,500,000

Raised from SERENA

October 2019

DAREWISE

+ € 3,000,000

Raised from SERENA

July 2020

OhBiBi

$ 21,000,000

Raised from ATOMICO & KORELYA

June 2018

MADBOX

€ 15,000,000

Raised from ALVEN

October 2019

Voodoo

Undisclosed amount

Raised from TENCENT

August 2020

Making the Most of Paris Region

Paris Region, a Place for International Events

Register for Game Connection Europe

7-11 DEC, 2020

FREE

- Among the top European business events
- **12k+ business** meetings yearly
- Buyer oriented

This year: **REMOTE EVENT** paired with **GC ASIA**

Submit Your Game for a Pegase Award

Each year 18 prizes will be awarded to showcase creations and talent, including **3 prizes awarded to foreign creations**:

- Best Foreign Video Game

- Best Foreign Independent Video Game

- Best foreign mobile video game

Build Your Network in Paris Region

- Demo Scene

- Monthly Member Dinners
- Quarterly Craft Meetings
- Conferences and workshops

- Open Networking

Subscribe to Creative Paris Region
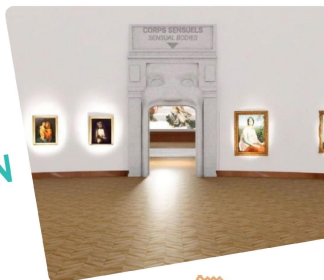
CREATIVE PARIS REGION

An exclusive monthly Newsletter:

• News about the sector,

• Market insights and key figures,

• Success stories,

• Call for applications and opportunities,

• Events
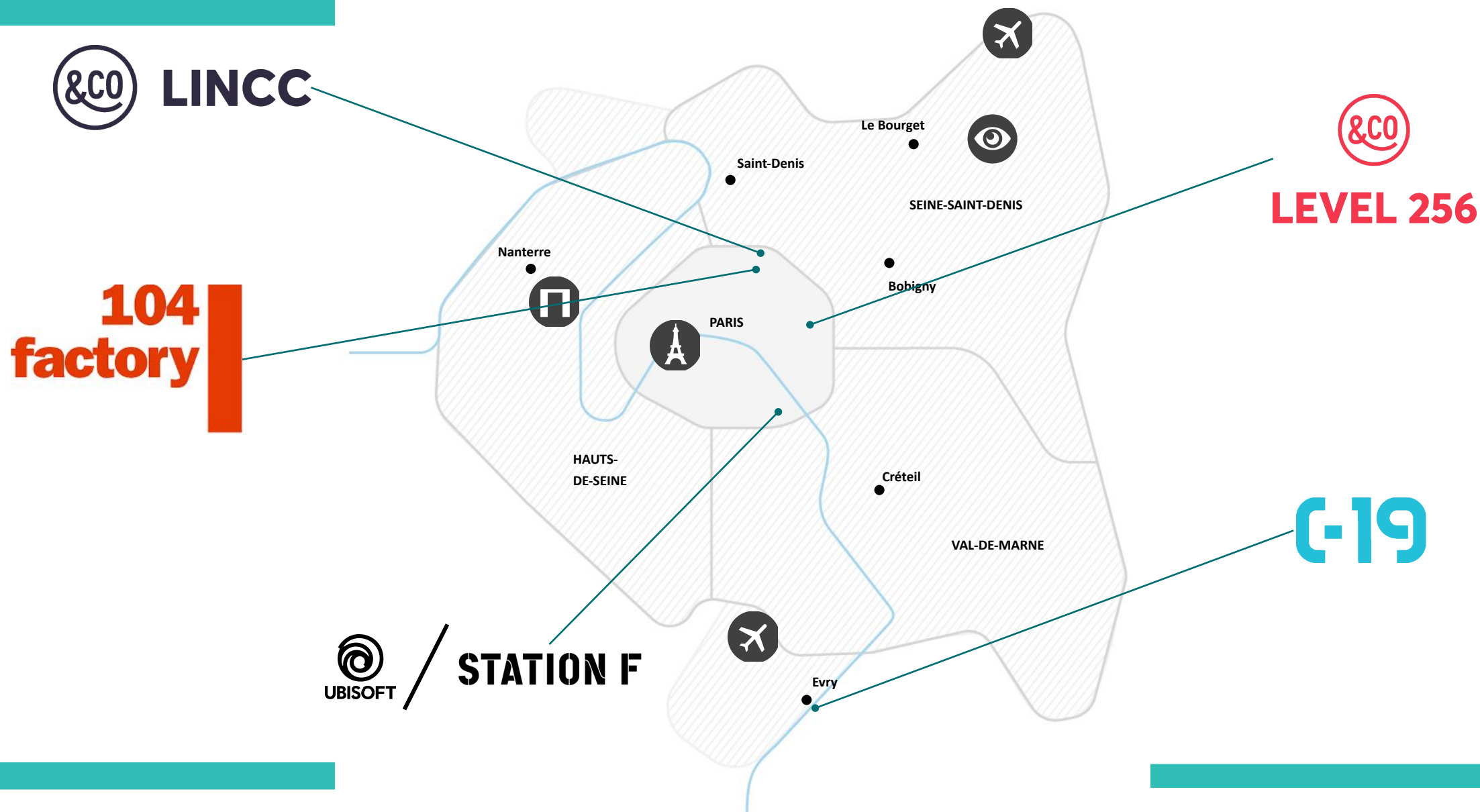
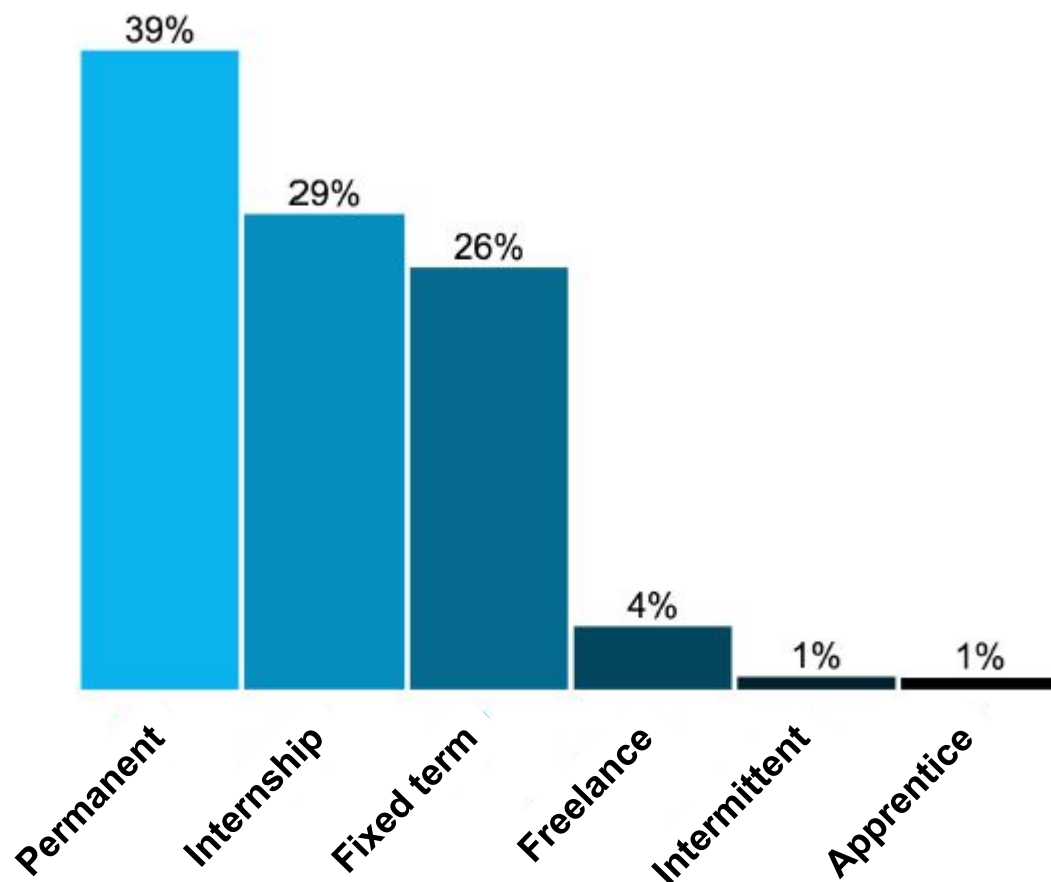**http://bit.ly/SubscribeCreativeParisRegion**

Setting-up
in Paris Region

Startup Programs Specialized in Video Games

Setting-up Tips

Types of contracts in the Video Games Industry in France

Permanent — 39%
Internship — 29%
Fixed term — 26%
Freelance — 4%
Intermittent — 1%
Apprentice — 1%

Additional funding

bpifrance

JEI jeune entreprise innovante

ifcic
Institut pour le Financement du Cinéma et des Industries Culturelles

Choose Paris Region is here to Support You

Discover

Industry events
Workshops & webinars
Learning expeditions
Business information
Open innovation

Plan

Business connections
Go to Market
Industry insights
Access to financing
Tech partnerships

Set up

Legal & Admin
Recruitment & Talents
Office space & Real Estate
Banking
Relocation & Visa

Accelerate

Ecosystem integration
R&D Labs
Research tax credit
EU financing
Industry Events

Up Your Game in Paris Region

Upcoming Events

Choose Paris Region
organizes different types of
events to cater to your needs:

- **Business Insights**

- **Setting-up in Paris Region**

- **TechMeetings**

Dec 2 - How to Get Your Business Started in Paris Region:
French Legal Framework, Taxes & Incentives

Find all our upcoming online events: https://chooseparisregion.org/events

Q&A

Location-Based Entertainment

Q&A

Romain TAUPIN

Project &
Communications
Manager

capital games

Anders LARSSON

Founder & President

LIGHTBULB
C R E W

Daphne LORA

Creative Industries
Expert

CHOOSE
PARIS
REGION

Up Your Game in Paris Region

Let's stay in touch!

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