

DUTCH
VIDEO GAMES
INDUSTRY

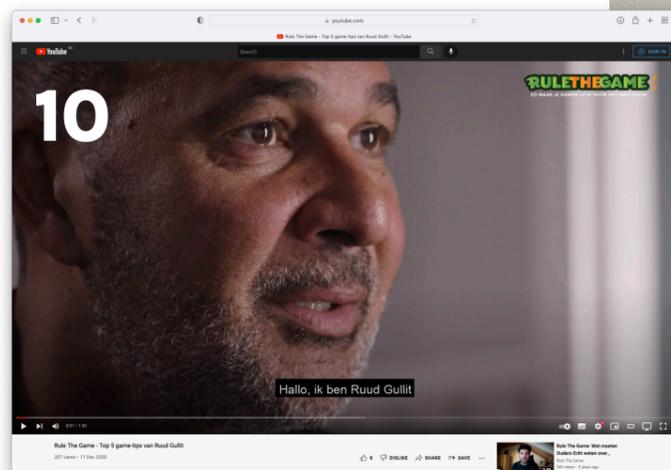
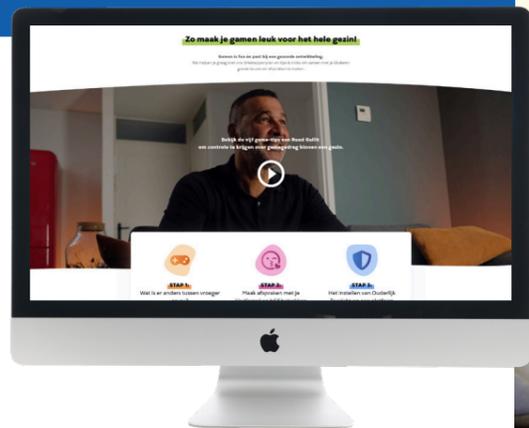
KEY FACTS
DUTCH VIDEOGAMES
YEAR 2021

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FOREWORD

We are delighted to present the Video Games Netherlands Key Facts booklet. This edition contains data relating to the year 2021, unless otherwise stated.

Since the start of the pandemic, more people played video games to learn, create, collaborate, and connect. The number of people playing video games increased significantly as they discovered what an amazing form of leisure activity they are.

As a sector we are committed to a safe and responsible video game environment. That's why this report not only features facts and figures about the economic value of video games in The Netherlands and Europe, but primarily offers insights in how people play games and how parents engage about video games with their kids.

Have a nice read and don't hesitate to get in touch with us! You will find our contact information on the cover.



Martijn Schenderling
General Manager
Video Games Federation Netherlands



HOW WE PLAY IN EUROPE

GAMES DEMOGRAPHIC DATA



AVERAGE SCREENTIME COMPARISON IN EUROPE

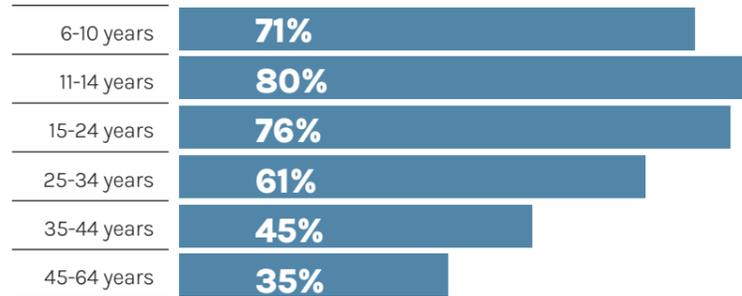
9h/week
is average time spent playing **video games***

14.2h/week
is average time spent on **social media****

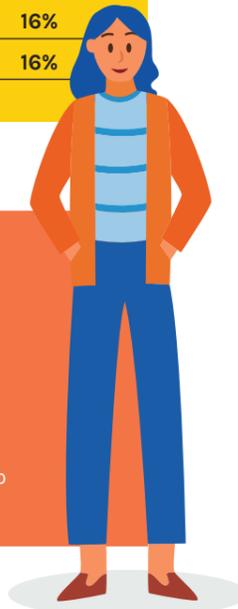
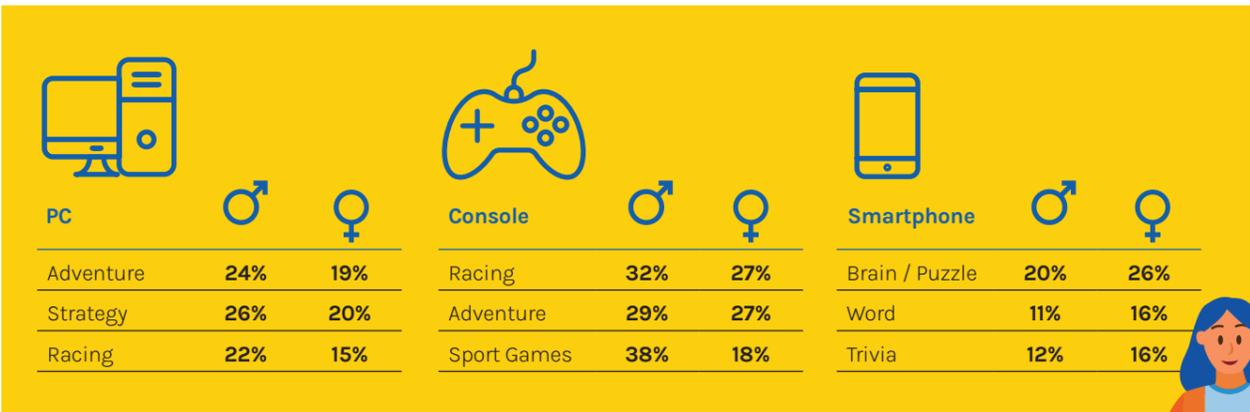
23.5h/week
is average time spent **watching TV*****



REACH PER AGE GROUP



TOP PLAYED VIDEO GAME GENRES BY DEVICE (MALE/FEMALE)



FEMALE VIDEO GAME PLAYER

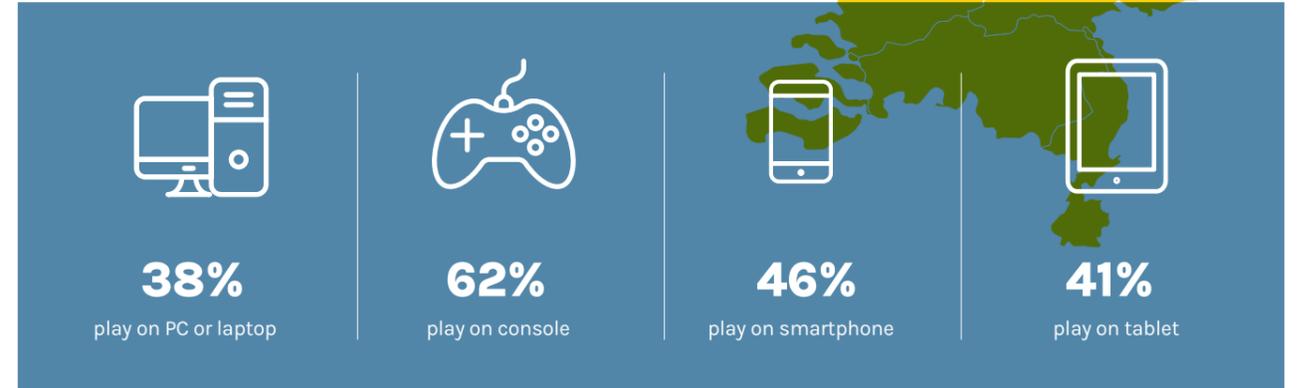


Sources: ISFE Key FACTS 2021 & 2022. Research on the status of children playing video games in The Netherlands - DVJ Insights study commissioned by VGFN
 *GameTrack data, provided by IPSOS and commissioned by ISFE
 **GlobalWebIndex 2012-2019, Question: On an average day, how long do you spend on social media?, Base respondents: 424,326 (2019) internet users aged 16-64
 ***EU audiovisual observatory, Yearbook 2020-2021
 ****HOSEIN Anesa, "Girls' gaming behaviour and undergraduate degree selection: A secondary data analysis approach", Computers in Human Behaviour, vol. 91, February 2019, pp.226-235, University of Surrey.



HOW WE PLAY IN THE NETHERLANDS

AMONG VIDEO GAME PLAYERS



AVERAGE PLAYTIME PER WEEK IN THE NETHERLANDS





DUTCH VIDEO GAME SECTOR (2021)

For the year 2021, the total economic value of video games in The Netherlands amounts to

€1,15 billion



Total sales of video game consoles, console accessoires, online & streaming subscriptions, prepaid value cards, boxed and digital video games, in-game microtransactions on pc, consoles and mobile devices. Total sum contains both sales generated by non domestic publishers on the Dutch market and turnover of domestic developed video games (domestic and export value). Data PC & consoles gathered by Games Sales Data (the official tracker of the video game industry). Mobile data gathered by AppMagic. Does not include pc-hardware and accessories.

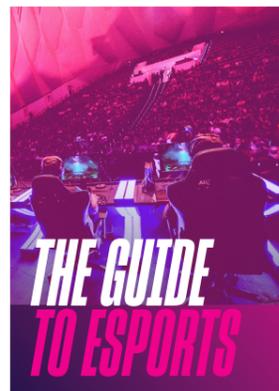


EU ESPORTS

Esports are leagues, competitive circuits, tournaments or similar competitions where individuals or teams play video games, typically for spectators, either in-person or online, for the purpose of entertainment, prizes or money.

Sources: The Guide to Esports 2022 - ISFE

[Click to download ISFE's Guide To Esports](#)



TOP SELLING VIDEO GAME PRODUCTS IN THE NETHERLANDS

TOP 5 best-selling **pc and console video games** in The Netherlands in 2021



1

2

3

4

5

- 1 FIFA 22 *Electronic Arts*
- 2 F1 2021 *Electronic Arts*
- 3 Grand Theft Auto V *Rockstar Games*
- 4 Mario Kart 8 Deluxe *Nintendo*
- 5 Super Mario 3D World + Bowser's Fury *Nintendo*

TOP 5 best-selling **video game devices** in The Netherlands in 2021



1

2

3

4

5

- 1 Nintendo Switch
- 2 Sony PlayStation 5
- 3 Oculus Quest 2
- 4 Microsoft Xbox Series
- 5 Nintendo Switch Lite



PARENTAL CONTROL TOOLS



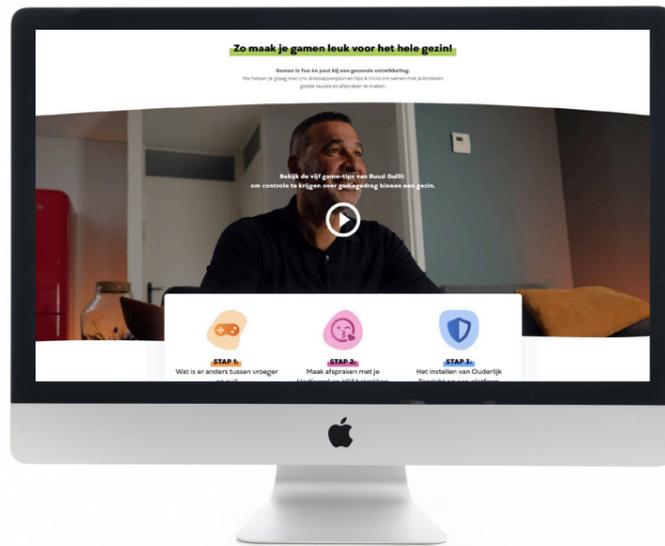
Parental control tools or family settings help parents and guardians decide with their children what works best for them.

On every device, it is possible to discuss:

- 
Age rating
 Which games children can play based on PEGI age rating and descriptors
- 
Time limit
 Agree on playtime limits, allowing for better playtime management
- 
Online spending
 Discuss how much can be spent when purchasing games and other downloadable content
- 
Online interaction
 Agree on communications in games: friends only, friends of friends, anyone, or no one.

RULE THE GAME

Dutch website for (grand)parents, supervisors and teachers offering guidance on video games



- ➔ Tips and guidance about well being, online safety, in-game purchases and more
- ➔ Tips and tricks on how to make agreements with children on responsible game play
- ➔ Parental control tools
- ➔ PEGI classification system
- ➔ Blogs on common video games and related themes

PARENTAL SUPERVISION IN THE NETHERLANDS



Classification systems such as PEGI are essential to help parents choose suitable video games for their children



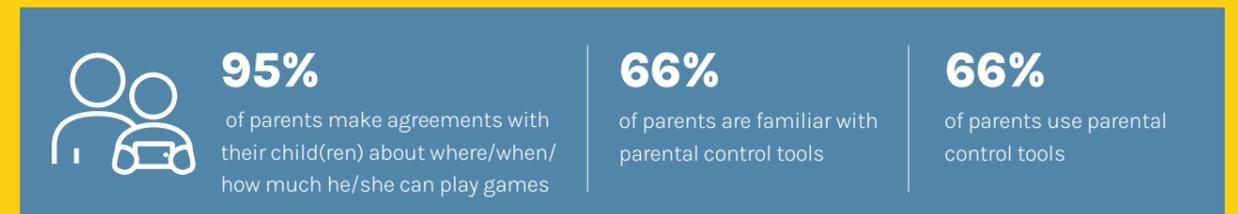
Engagement and communication about video games



In-game spending



Agreements and parental control tools





BLOGS ON VIDEO GAME RELATED MATTERS

Did you know that RuleTheGame.nl offers a variety of helpful videos & blogs on video games?



Ruud Gullit shares his tips for making agreements with kids on playing video games

www.youtube.com/watch?v=vQp26tkAZu0&t=7s

www.rulethegame.nl/ad-ruud-gullit-als-boegbeeld-voor-verantwoord-gamen-toon-interesse-in-wat-je-kind-speelt/

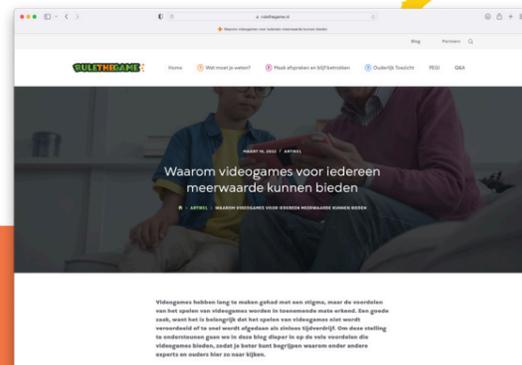


'PARENTS CAN SET LIMITS ON PHONES, TABLETS, PCS AND GAMING CONSOLES FOR THEIR CHILDREN. HOW DO YOU DO IT AND DOES IT MAKE SENSE?'

www.nu.nl/internet/5917509/digitale-kindensloten-en-schermtijd-de-mogelijkheden-en-struikelblokken.html#coral_talk_wrapper

Research: Playing video games and social skills

www.volkskrant.nl/wetenschap/onderzoek-gamen-gaat-niet-ten-koste-van-sociale-vaardigheden~be17c5a6/



The benefits for all of playing video games

www.rulethegame.nl/waarom-videogames-voor-iedereen-meerwaarde-kunnen-bieden/

5 of the biggest misunderstandings around video games

www.rulethegame.nl/de-5-grootste-misverstanden-omtrent-gamen/

PEGI explained

www.rulethegame.nl/pegi-wat-is-dat-eigenlijk/



GAMES FOR GOOD

Did you know that video games are not only being used for entertainment purposes?

A lot of video games have a very positive impact and offer solutions in healthcare, mental health, social connectivity...

Video game vermindert pijn en misselijkheid na een ingreep

[NL](#)

VR-games bij revalidatie voor geamputeerde patiënten

[NL](#)

Video games binden strijd aan met mentale aandoeningen

[NL](#)

Oxford-studie vindt verband tussen het spelen van video games en mentaal welzijn

[NL](#)

Speel je snugger

[NL](#)





WHAT IS PEGI

PEGI is the pan-European video game age rating system.

PEGI's goal is to educate, advise and empower players, parents and guardians on content in video games.

PEGI also ensures that games are sold and advertised responsibly, that consumer redress is available and that companies pay attention to online game playing environments.

PEGI age ratings are established under the supervision of independent experts and classification bodies. PEGI is recognised by the European institutions and EU Member States as a model of European harmonisation in the field of minor protection and consumer transparency.

Visit www.pegi.info for more information and download the PEGI app for iOS/Android.



Sources: PEGI.net

38

European countries

+35.000

games and millions of applications classified



SOURCES

You're free to publish all results of this report as long as you clearly refer to the relevant sources. Thank you.

Data compiled by Sparkers (GSD, Game Sales Data for The Netherlands), AppMagic (mobile sales data for Belgium), Gametrack provided by IPSOS and commissioned by ISFE (data for the 5 biggest European markets which are France, Germany, Italy, Spain and the U.K.) and DVJ Insights commissioned by VGFN (consumer insights for The Netherlands).



Games Sales Data (GSD) is the first video games sector chart to include data on both retail and digital sales. The retail panel includes 25 European countries, while the digital panel includes 50 markets throughout Europe, the Middle East, Africa and Asia.

APPMAGIC

AppMagic is a service for mobile app market intelligence designed for quick and powerful market research.

GAMETRACK

GameTrack collects data on the behaviors of video game players based on three metrics: volume, value and playtime. Data covers the 5 biggest European markets (France, Germany, Italy, Spain, United Kingdom) and is representative for Europe.



The Interactive Software Federation of Europe (ISFE) represents the video game sector in Europe and is based in Brussels, Belgium. ISFE's membership comprises national trade associations in 18 countries across Europe which represent in turn thousands of developers and publishers at national level. ISFE also has as direct members the leading European and international video game companies.



DVJ Insights is a full-service global marketing research and analytics agency with offices in Utrecht, London, Hamburg, and is part of the DVJ Research Group.

VIDEO GAMES FEDERATION NETHERLANDS

VGFN, the industry association for video games, represents the platform (Xbox, Playstation & Nintendo) owners and worldwide publishers of video games in The Netherlands.



About Video Games Federation Netherlands

Video Games Federation Netherlands (VGFN) is the federation representing video game publishers and platforms (Xbox, Playstation & Nintendo) in The Netherlands. The mission of VGFN is to support, represent and promote the game sector. VGFN is the voice of the game sector towards the government, advisory bodies and professional associations. VGFN also gives advice to its members in different areas and acts as a source of information for its members, the media and the public.

www.vgfn.nl

Contact

info@vgfn.nl

[in](https://www.linkedin.com/company/video-games-federation-netherlands) @Video Games Federation Netherlands



About Rule The Game

Rule The Game and its main portal rulethegame.nl is an initiative of the Dutch video games sector that introduces (grand)parents, teachers, supervisors, children and gamers to the world of video games in an informative and easily accessible way.

www.rulethegame.nl