



KEY FACTS
DUTCH VIDEOGAMES
YEAR 2022

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FOREWORD

We are delighted to present the Video Games Netherlands Key Facts booklet. The 2023 edition of this report contains figures relating to the year 2022, unless otherwise stated.

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

The data presented below are in line with those for 2021, unless otherwise stated.

DEMOGRAPHIC DATA



AVERAGE SCREENTIME COMPARISON IN EUROPE

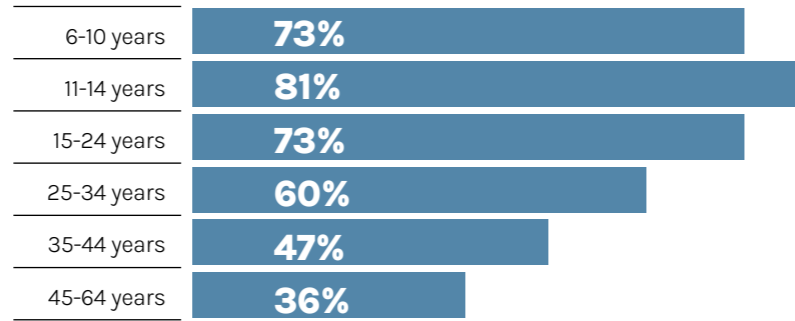
8,8h/week
is average time spent playing **videogames***

14h/week
is average time spent on **social media**
down by 15 minutes per week since last year**

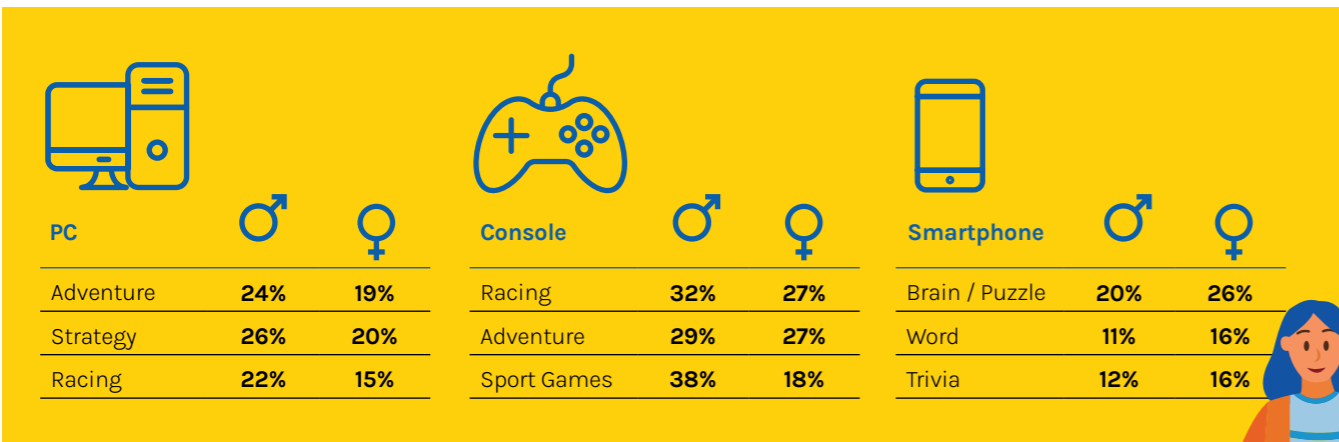
23,5h/week
is average time spent **watching TV**
no change from last year***



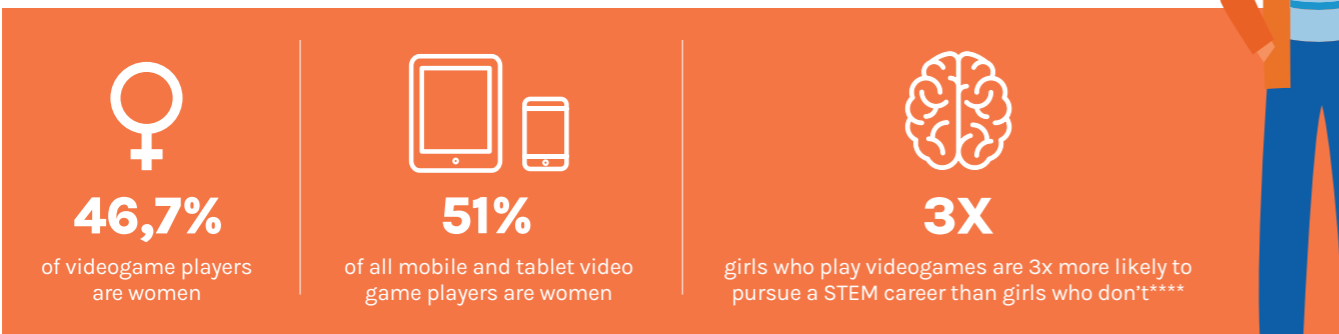
REACH PER AGE GROUP



TOP PLAYED VIDEOGAME GENRES BY DEVICE (MALE/FEMALE)



FEMALE VIDEOGAME PLAYER

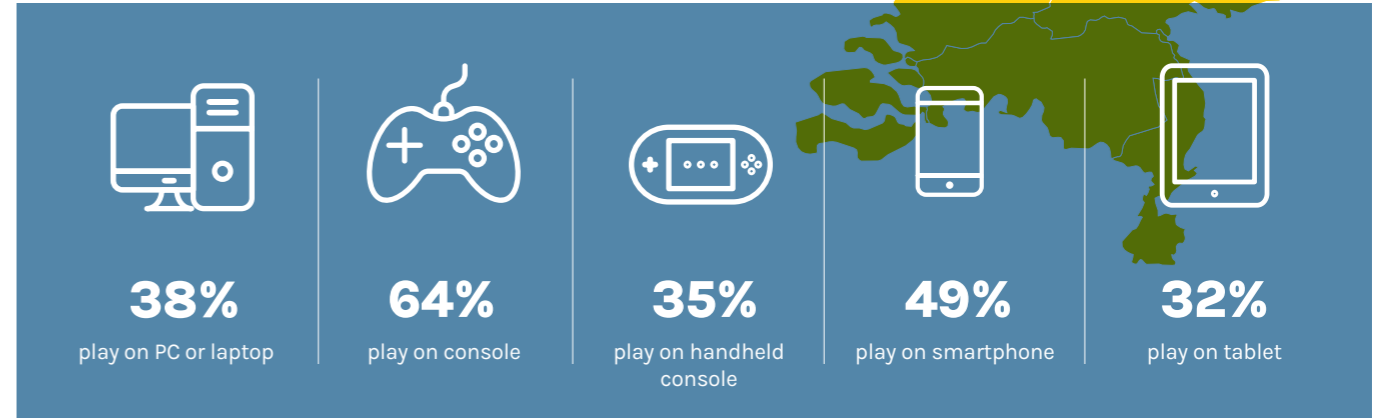


Sources:
 Research on the status of children playing videogames in Belgium - DJV Insights study commissioned by VGFB - March 2023
 Video Games Europe Key Facts 2021 & 2022
 *GameTrack data, provided by IPSOS and commissioned by Video Games Europe
 **GlobalWebindex 2012-2019, Question: On an average day, 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 VIDEOGAME PLAYERS



AVERAGE PLAYTIME PER WEEK IN THE NETHERLANDS





DUTCH VIDEOGAME SECTOR

For the year 2022, the total economic value of videogames in The Netherlands amounts to

€1,25 billion



Total sales of videogame consoles, console accessoires, online & streaming subscriptions, prepaid value cards, boxed and digital videogames, 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 videogames (domestic and export value). Data PC & consoles gathered by Games Sales Data (the official tracker of the videogame industry). Mobile data gathered by AppMagic. Does not include pc-hardware and accessories.



TOP SELLING VIDEOGAME PRODUCTS IN THE NETHERLANDS

TOP 5 best-selling **pc and console videogames** in The Netherlands in 2022



1



2



3



4



5

- 1 FIFA 23 - *Electronic Arts*
- 2 Call of Duty: Modern Warfare - *Activision Blizzard*
- 3 Grand Theft Auto V - *Rockstar Games*
- 4 Elden Ring - *Bandai Namco Entertainment*
- 5 Mario Kart 8 Deluxe - *Nintendo*

TOP 5 best-selling **videogame devices** in The Netherlands in 2021



1



2



3



4



5

- 1 Nintendo Switch
- 2 PlayStation 4
- 3 PlayStation 5
- 4 Xbox one
- 5 Xbox series



PARENTAL CONTROL TOOLS

As a (grand)parent, it is advisable to make clear agreements ensuring healthy gameplay for kids.

In addition to self-regulatory classification systems, the videogames sector offers parents several tools to monitor children's videogame play. For every device, it is possible to set up parental control tools which control:



Age rating:
age filter online content and videogames



Online spending:
disable or limit in-game spending



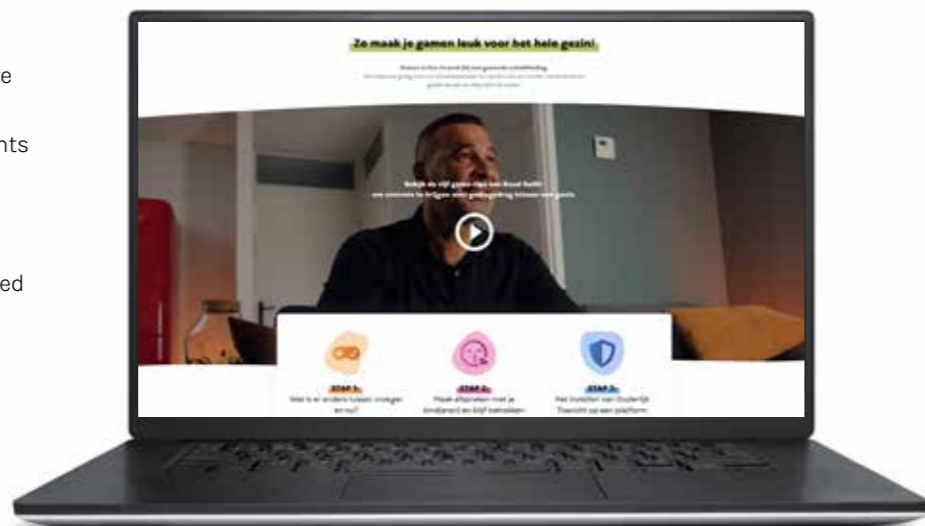
Online interaction:
restrict communications with others and block or report toxic online behavior



Time limit:
disable or limit in-game spending

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

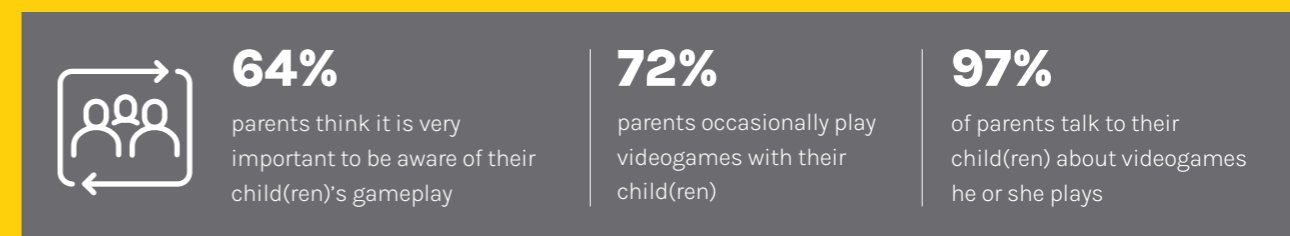
PARENTAL SUPERVISION

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

The data presented below are in line with those for 2021, unless otherwise stated.



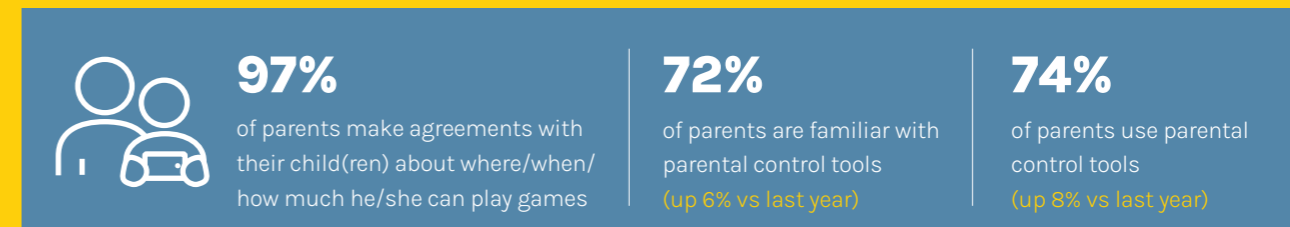
Engagement and communication about videogames



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/

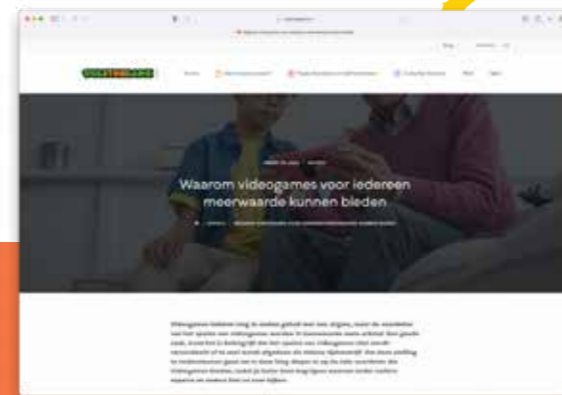


'PARENTS CAN SET LIMITS ON PHONES, TABLETS, PCS AND GAMING CONSOLES FOR THEIR CHILDREN. HOW DO YOU DO IT AND DOES IT MAKE SENSE?'

www.nu.nl/internet/5917509/digitale-kind-slotten-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~bel7c5a6/



The benefits for all of playing video games

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

How to deal with undesired behavior during game play

www.rulethegame.nl/hoe-kunnen-jij-en-je-kind-ongewenst-gedrag-tijdens-het-spelen-van-online-videogames-tegengaan/

5 of the biggest misunderstandings around video games

www.rulethegame.nl/de-5-grootste-misverstanden-omrent-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 videogame age rating system

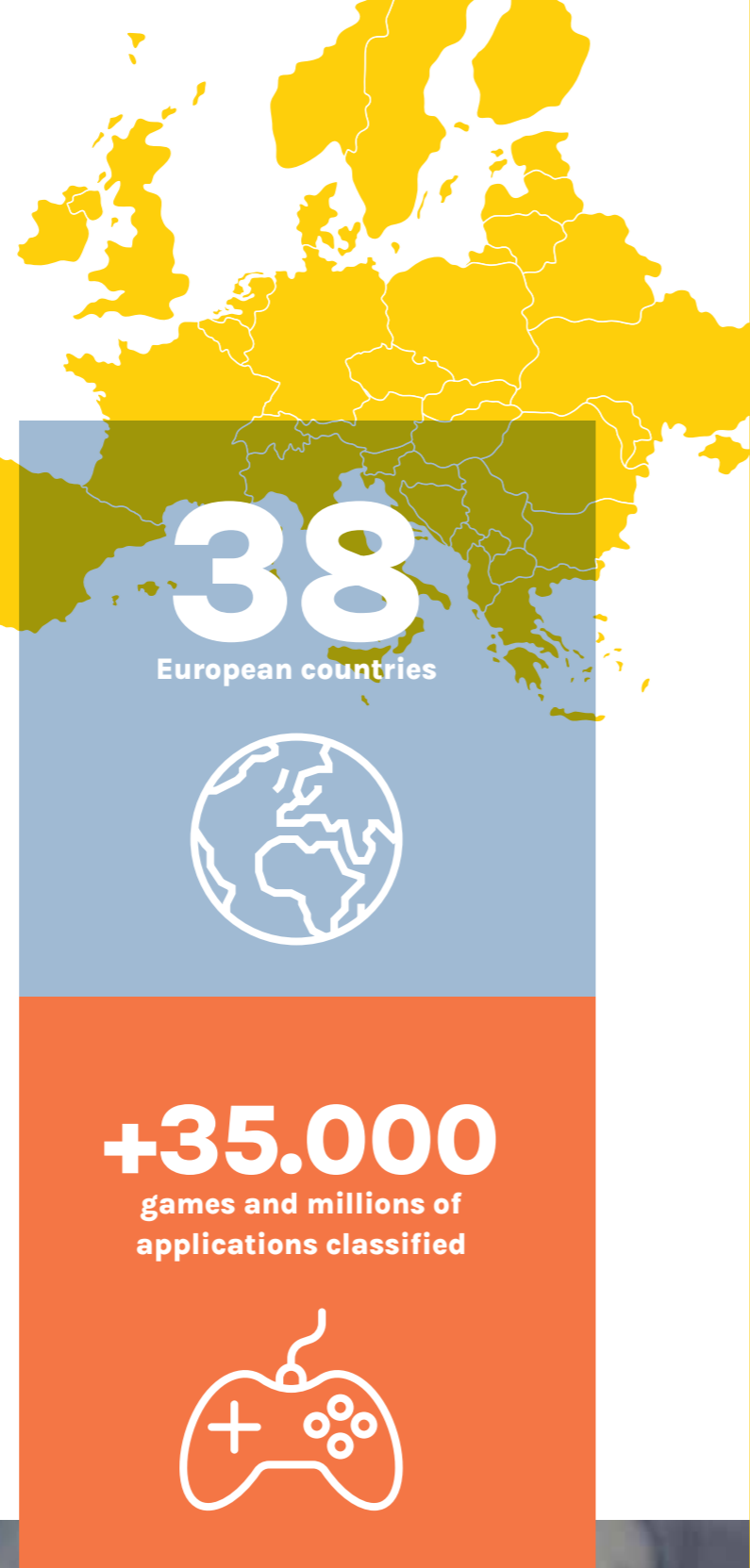
PEGI's goal is to educate consumers, particularly parents, in order to protect minors from potentially inappropriate videogame content. PEGI also ensures that games are sold responsibly, that consumer redress is available and that online game playing environments are kept safe.

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

Visit [PEGI website](http://www.pegi.info) for more information and download the PEGI app for iOS/Android.



Source: PEGI.net



SOURCES

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



Games Sales Data (GSD) is the first videogames sector reporting service to include data sales in both retail and digital channels. The retail panel includes 25 European countries, while the digital panel includes 50 countries throughout Europe, the Middle East, Africa and Asia.



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



GameTrack is a survey that runs across the largest European markets (Europe 5: France, Germany, Italy, Spain and the United Kingdom) and has been following the videogame market for since 2011 in terms of:

- How many people play videogames.
- Their level of engagement - videogame time.
- Their level of acquisitions of videogames in terms of volume - number of videogames.
- The revenue generated by videogame sales.

GameTrack results are broadly used and represent the currency for the videogame industry.



Video Games Europe represents the videogame sector in Europe - comprising both major videogame publishers and national trade associations in 13 countries. Our national trade associations in turn represent thousands of developers and publishers at a national level.



DVJ Insights is an ambitious, innovative, and fast-growing global marketing research agency with offices in the Netherlands, Sweden, the UK, and Germany.



Deloitte Belgium is the Belgian affiliate of Deloitte NSE LLP, member firm of Deloitte Touche Tohmatsu Limited. Deloitte offers value added services in audit, risk advisory, accounting, tax & legal, consulting & financial advisory services.

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

[@Video Games Federation Netherlands](https://www.linkedin.com/company/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