



Press release #8
Cannes, 26 February 2023

CANNES - INTERNATIONAL GAMES FESTIVAL

Another milestone for the French No.1!

New winners for the Cannes International Games Festival (FIJ)!

With the launch of its gaming village, the FIJ has enchanted both the public and industry professionals!

This 36th edition brought together more than 5,200 professionals to discover the outdoor entertainment located on the forecourt, the promenade and the beach facilities of the Palais des Festivals, not to mention the 300 stands spread across four halls in the city and 30 professional spaces.

73,000 entries registered! On Friday, 24 and Saturday, 25 February, the Festival sold out completely.

The weather forecast on Sunday, 26 February forced organisers to limit the number of festival-goers for safety reasons in order to maintain optimal conditions for visitors.

A public event paired with a trade show – a winning formula!

A booming market: with a turnover of 566M euros in 2022 (source: NPD EPOS) and 33M boxes of games sold, professionals have boosted their presence (+18% vs 2022) and benefited intensely from the events and multiple initiatives developed for them by the festival: preview on Thursday, 24 February, "pro space", targeted events, annual General Meetings of the main industry organisations, themed conferences, "Proto Lab" designed to highlight future inventors, "Off Nights" to discover and evaluate projects from creators of all walks of life ... In short, a wealth of opportunities to build business relationships, promote games and target new markets, meet customers, develop partnerships and better understand the future.

2023 FIGURES

- 73,000 entries
- 5,200 professionals, including 2,600 accredited visitors
- 1,400 competitors from more than 40 nationalities
- 300 stands
- + 500 game inventors
- + 450 journalists and influencers

The Festival has attracted international attention

The Festival's 2023 edition has reinforced its position as the largest French-speaking games event, as well as highlighting its reach throughout Europe and accelerating its influence across the world: professionals from Canada, USA, Korea, Japan, New Zealand, Russia, Italy, Netherlands, Spain, Germany, Greece, Belgium, Lithuania and more have all come together to contribute to the Festival's international development.

The As d'Or–Game of the Year, the most keenly awaited gaming prize in France

The DNA of this extraordinary Festival also lies in the ***As d'Or-Game of the Year***, the most prestigious and keenly awaited gaming prize in France, awarded in four categories:

- As d'Or-Game of the Year: Akropolis
- As d'Or-Children's Game of the Year: Flashback: Zombie Kidz
- As d'Or–Intermediate Game of the Year: Challengers!
- As d'Or-Expert Game of the Year: Ark Nova

This recognition rewards excellence and promises award-winning games unbeatable visibility: with millions of copies sold:

- 2021: Micro Macro: Crime City (Blackrock Games) • 2 million copies
- 2019: The Mind (Oya) • 2.5 million copies
- 2018: Azul (Plan B Games) • 1.5 million copies
- 2017: Unlock! (Space Cowboys) • 2.7 million copies
- 2009 : Dixit (Libellud) • 12 million copies
- 2006 : Time's Up! (Production Rest) • 4 million copies
- 2005 : Ticket to Ride (Days of Wonder) • 15 million copies
- 1989: Abalone (Asmodee) • 11 million copies

Reflecting the dynamics of the Cannes creative economy, the International Games Festival is recognised today as a true laboratory and incubator for a host of games in the making.

See you ***in 2024*** from 23 to 25 February!

PRESS CONTACTS

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