

4. ubisoft

Previous and current years' rankings				
2007	2006	2005	2004	2003
4	8	6	5	12

Revenue: \$1101.4m

Number of releases September '06 through August '07: 86

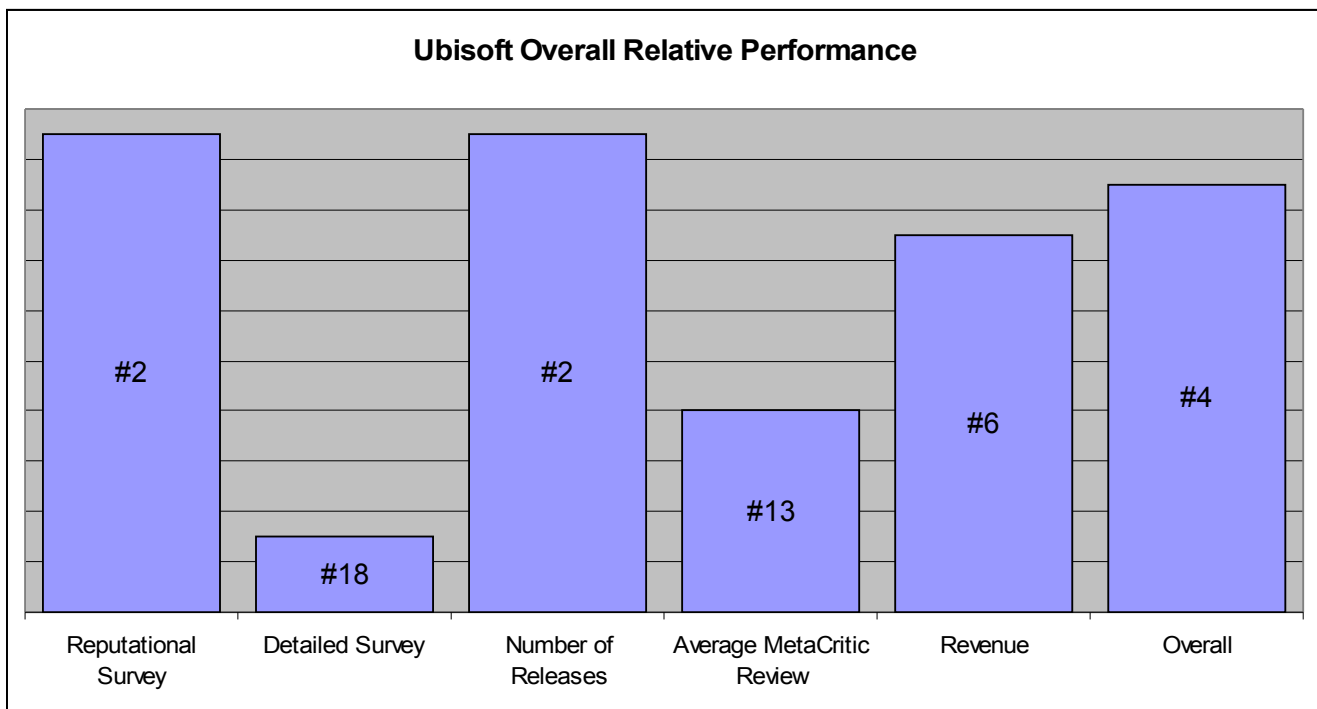
Studios: Annecy, France; Barcelona; Blue Byte (Düsseldorf, Germany); Bucharest; Casablanca; Milan; Montpellier, France; Montreal; Montreuil, France; Quebec City; Red Storm (Morrisville, N.C.); Reflections (Newcastle, U.K.); Shanghai



UBISOFT™

Ubisoft's diversified software lineup and strong internal development structure—with an early, smart DS and Wii concentration—have pushed its revenues up, giving the company a boost into this year's #4 spot. Critical reception has edged down thanks to the enhanced release schedule over the past year though, and the French publisher took some punishment from external partners in our specific study, both over marketing and QA. But overall reputational survey comments were much more positive—Ubisoft was described as “powerful, and taking its lumps well”, and in even higher praise: “Very willing to publish innovative and different games.”

Not to be outdone by Nintendo's mastery of the new casual segment, this year Ubisoft successfully added casual software to its strong licenses and original series—and was rewarded with brisk sales of titles like Rayman Raving Rabbids on Wii and its Dogz/Catz relaunch on DS.



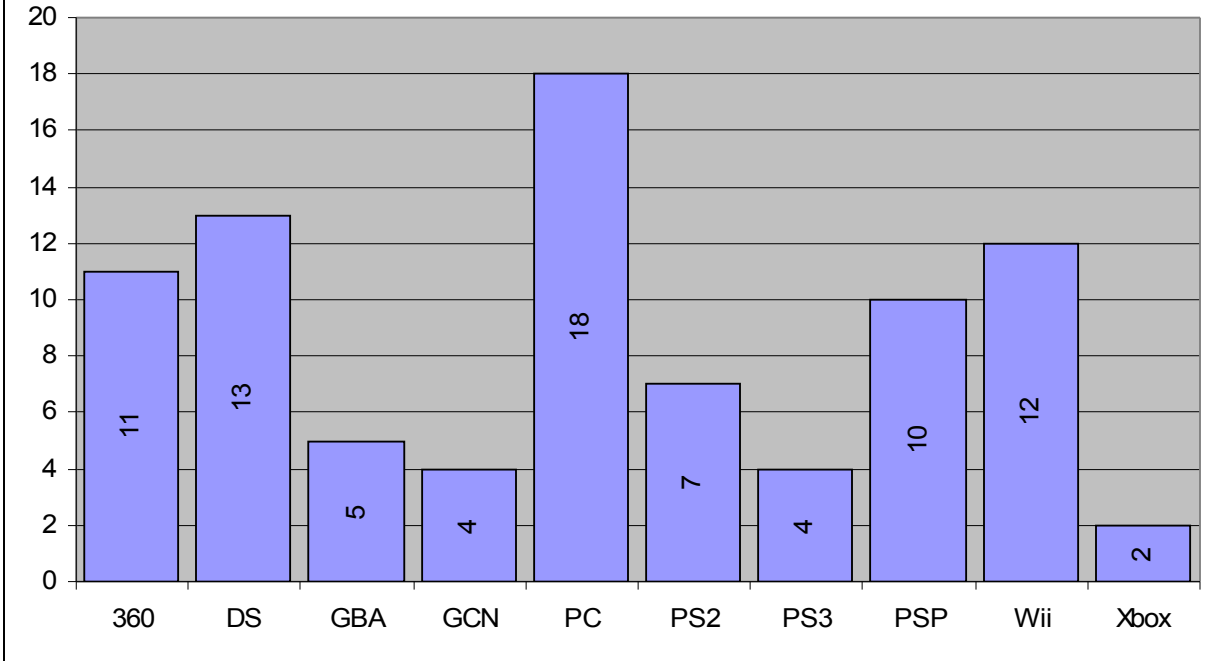
releases and review scores

Platform	Game Title	Average MetaCritic Score
360	Enchanted Arms	69
360	Open Season	58
360	Import Tuner Challenge	54
360	Tom Clancy's Splinter Cell Double Agent	85
360	Tom Clancy's Rainbow Six Vegas	89
360	Tom Clancy's Ghost Recon Advanced Warfighter 2	86
360	TMNT	58
360	Rayman Raving Rabbids	67
360	WarTech: Senko no Ronde	58
360	Surf's Up	62
360	Call of Juarez	71
DS	Open Season	72
DS	Asphalt: Urban GT 2	68
DS	Hamsterz Life	72
DS	Horsez	50
DS	Catz	51
DS	Dogz	66
DS	Star Wars: Lethal Alliance	57
DS	Rayman Raving Rabbids	56
DS	Mind Quiz: Your Brain Coach	43
DS	TMNT	42
DS	Surf's Up	56
DS	Brothers in Arms DS	72
DS	Platinum Sudoku	-
GBA	Open Season	74
GBA	Dogz Fashion	-
GBA	Rayman Raving Rabbids	49
GBA	TMNT	80
GBA	Surf's Up	45
GCN	Open Season	59
GCN	Tom Clancy's Splinter Cell Double Agent	64
GCN	TMNT	63
GCN	Surf's Up	62
PC	Faces of War	67
PC	Open Season	58
PC	Dark Messiah of Might & Magic	72
PC	Tom Clancy's Splinter Cell Double Agent	80
PC	Heroes of Might and Magic V: Hammers of Fate	66
PC	Horsez	-
PC	Catz	-
PC	Dogz	-
PC	Rayman Raving Rabbids	58
PC	Tom Clancy's Rainbow Six Vegas	85
PC	IL-2 Sturmovik: 1946	86

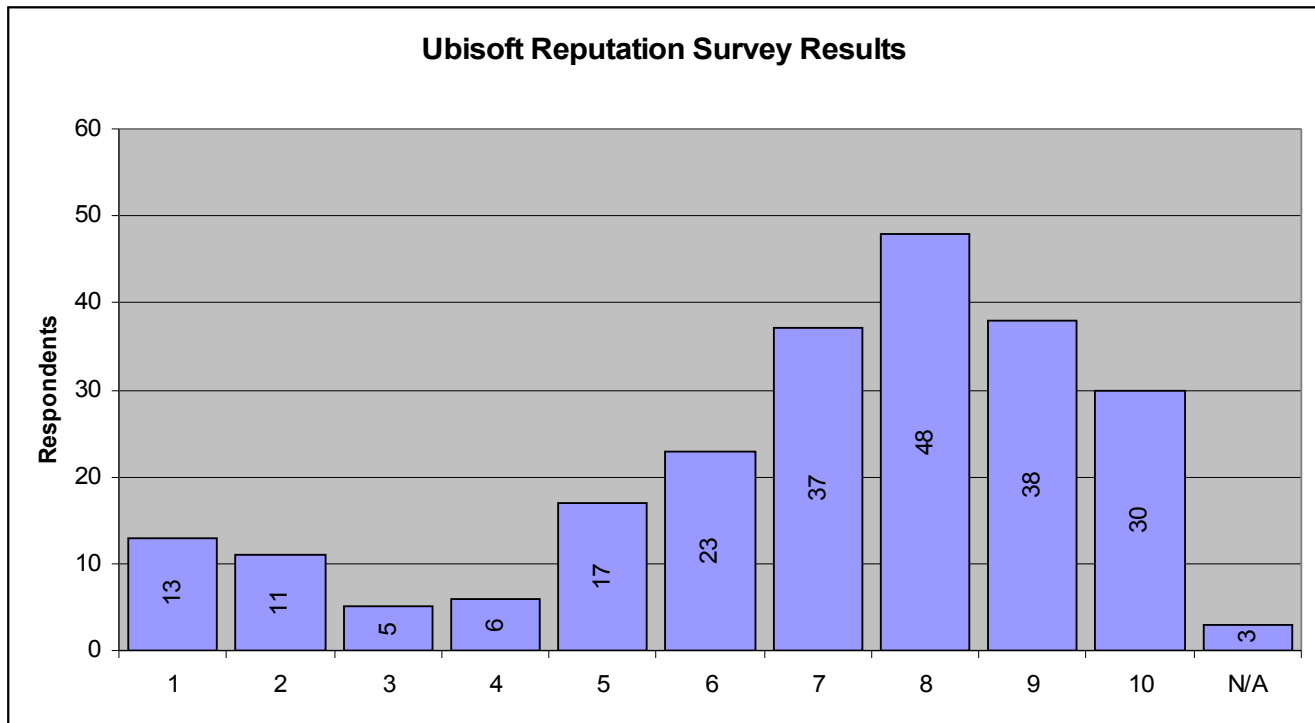
Platform	Game Title	Average MetaCritic Score
PC	Silent Hunter: Wolves of the Pacific	79
PC	TMNT	55
PC	Resident Evil 4	75
PC	Surf's Up	61
PC	Call of Juarez	73
PC	Driver: Parallel Lines	60
PC	Tom Clancy's Ghost Recon Advanced Warfighter 2	75
PS2	Open Season	57
PS2	Tom Clancy's Splinter Cell Double Agent	84
PS2	Horsez	21
PS2	Rayman Raving Rabbids	64
PS2	Blazing Angels: Squadrons of WWII	67
PS2	TMNT	61
PS2	Surf's Up	62
PS3	Tom Clancy's Splinter Cell Double Agent	78
PS3	Enchanted Arms	64
PS3	Surf's Up	59
PS3	Tom Clancy's Rainbow Six Vegas	86
PSP	Open Season	61
PSP	Mind Quiz	65
PSP	Star Wars: Lethal Alliance	61
PSP	Brothers in Arms D-Day	65
PSP	Rocky Balboa	58
PSP	TMNT	37
PSP	Prince of Persia: Rival Swords	74
PSP	Driver '76	57
PSP	Surf's Up	55
PSP	Tom Clancy's Rainbow Six Vegas	60
Wii	GT Pro Series	41
Wii	Rayman Raving Rabbids	76
Wii	Red Steel	63
Wii	Monster 4X4 World Circuit	51
Wii	Tom Clancy's Splinter Cell Double Agent	61
Wii	Open Season	49
Wii	Far Cry Vengeance	38
Wii	Blazing Angels: Squadrons of WWII	57
Wii	TMNT	60
Wii	Prince of Persia: Rival Swords	71
Wii	Surf's Up	65
Wii	Driver: Parallel Lines	59
Xbox	Open Season	59
Xbox	Tom Clancy's Splinter Cell Double Agent	89

Average MetaCritic Review Score: 62.83%

Ubisoft Releases Sept '06 Through Aug '07 By Platform



reputational survey



Average respondent rating: 6.94

Number of respondents: 231

Reputation Survey Written Responses:

“They take more risks in new IP, but have a hard time on PC.”

“Montreal division makes fantastic games.”

“Stepping it up to the major leagues.”

“Prince of Persia series, Far Cry and loads of other awesome games (especially the upcoming Assassin's Creed). I hope this beast stays battling the juggernaut that EA is.”

“Worst crap factory in the world. They should start making new games rather than porting junk to other platforms. Don't say Assassin's Creed because that game isn't that original.”

“Most of their Wii games felt cheap. They make sloppy ports. Same thing goes for their DS and PSP games. I like their new IP such as Assassin's Creed, but I don't like them when they exploit too much their own IP, e.g. Splinter Cell.”

“Waiting for Assassin's Creed and loved Rainbow six Vegas.”

“They don't respect their employees. They are just numbers.”

“Interesting brand development.”

“Tight company, solid games. Tell Guillemot to screw Microsoft.”

“I thank them for releasing Senko no Ronde and their quality localization of Enchanted Arms.”

“Very willing to publish innovative and different games.”

“Fantastic products and great relationships.”

“The whole part ownership thing with EA really taints what is otherwise potentially the best third-party publisher in the world.”

“Possibly the most improved developer Ubisoft has created constant ground breaking content creating new original IP and improving the industry!”

“Up and down, but still up.”

“Can't wait to see and play Assassin's Creed.”

“Powerful, and taking its lumps well.”

“Very strong growth, promising focus on new casual game IP, and great games in the pipeline with Assassin's Creed and Splinter Cell: Conviction. Ubisoft is looking good.”

“Great games, terrible marketing in the US. Prince of Persia should have been a top seller. Very Respected - the one for whom everyone wants to work.”

“The Amazing Guillemots and their dedicated senior team run rings around slower, bigger competitors.”

“User created content? Why not let them run your studio?”

“Best games in the world today from a visual standpoint, by a long shot. Ubisoft is doing some pretty amazing things.”

“A strong combination of original IP and licenses.”

“Strive for great quality as job one.”

“The house that Tom Clancy built.”

“Publish some fairly obscure stuff (Senko no Ronde) and a lot of mainstream stuff, and seem to really care about the industry.”

Detailed Survey Written Responses:

“Good innovative projects, strong line-up.”

“Good talent pool, but badly managed.”

“They were horrible. Lied to us during negotiations, did absolutely nothing to market the title. Were late on payments.”

“It seems like they're just trying to get into casual games. Slow turnaround for feedback. QA department sent horrible bug reports. On the up-side, they were fairly hands-off, letting our company develop our game the way we thought was best.”

