



**UBISOFT®**

**QUÉBEC**

**MEANINGFUL**

# Companion Apps for AAA Console Titles

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Lead Designer // Associate Producer

**WIN**

# THE WAR ON GAMER PLAYTIME

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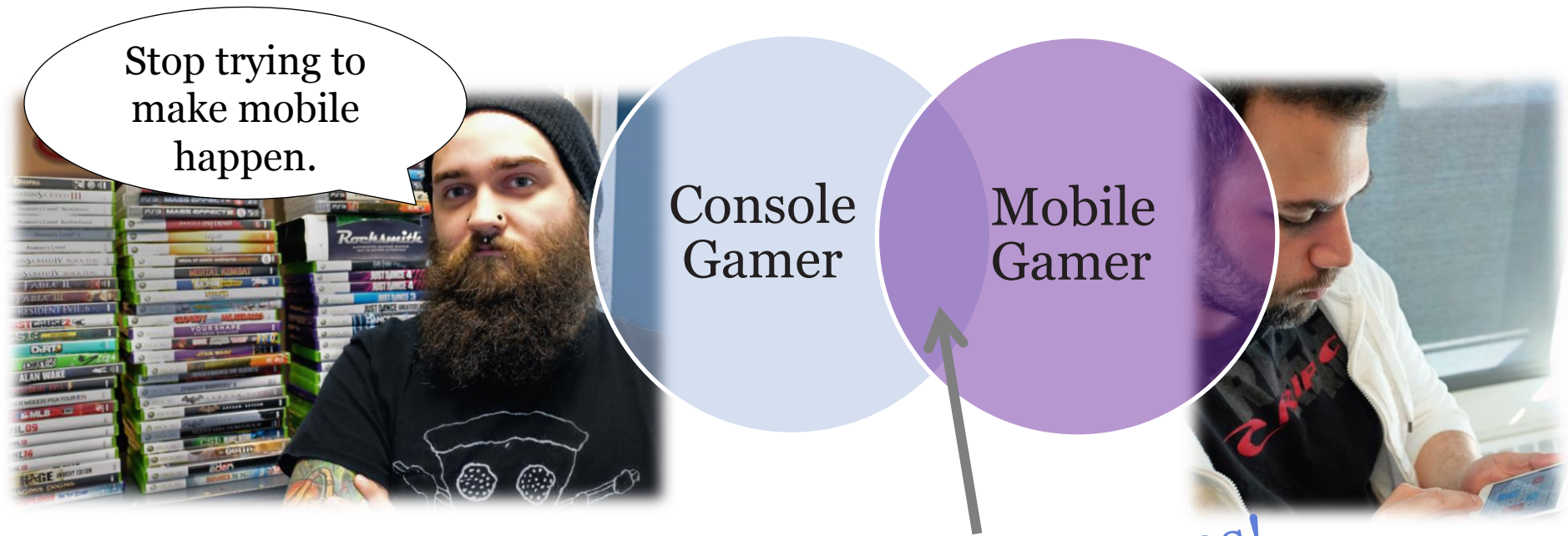
# IT'S A **HARD** MARKET

Stop trying to  
make mobile  
happen.

Console  
Gamer

Mobile  
Gamer

Oh hi companion apps!



# UBISOFT QUÉBEC AND COMPANION APPS

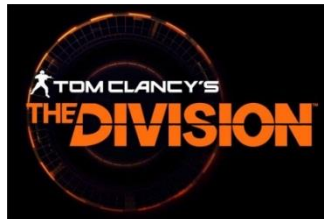
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**UBISOFT**<sup>®</sup>  
Q U E B E C

**WATCH DOGS**

connection is power



# WAIT WHAT?

VIDEO GAMES

## Don't Fear the Tablet: *Assassin's Creed IV* Companion App Is Actually Good

The iOS and Android app is a meaningful extension of the console game.



Vidlkron7 ▸ Vitor Nunes

2 ★

Well, the Kenway's Fleet side game is actually pretty addicting. And you can do it both in game or on a mobile device so you don't have to use a second device if you don't want. This is probably the first time I've actually enjoyed any sort of companion app. 12/09/13 2:41pm

Ultimately, second-screen apps have potential, and I'm pleased to report that the *Black Flag* companion app is more than some trumped-up marketing gimmick. It's a genuinely useful tool.

# VIDEO





**WAYS**  
*to be*  
**MEANINGFUL**

**1**

**Mobile Benefits**

**2**

**Choose the right features**

**3**

**Make it worthwhile**

**4**

**Be included**

**5**

**Quality product to a  
wide audience**

# 1

## Mobile Benefits

# USE MOBILE TO YOUR ADVANTAGE



Console Gamer + Complementarity + Progression = Anticipation!

1

Mobile Benefits

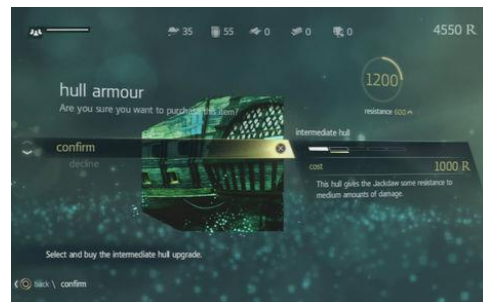
# THE BLACK FLAG EXPERIENCE



Capture Ships



Battle on the go  
& make money



Upgrade your  
ship



# WAYS *to be* MEANINGFUL

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Choose the right features



**Mission Status**  
synchron

**Social Wall**  
asynchron

**Interactive World Map**  
synchron

**Treasure Maps**  
synchron

**Animus Database**  
asynchron

**Kenway's Fleet**  
asynchron

# 2

## Choose the right features



Read massive content while  
you're away from console

**Animus Database**  
asynchron **18%**

**Treasure Maps**  
synchron **12%**

**Social Wall**  
asynchron **7%**

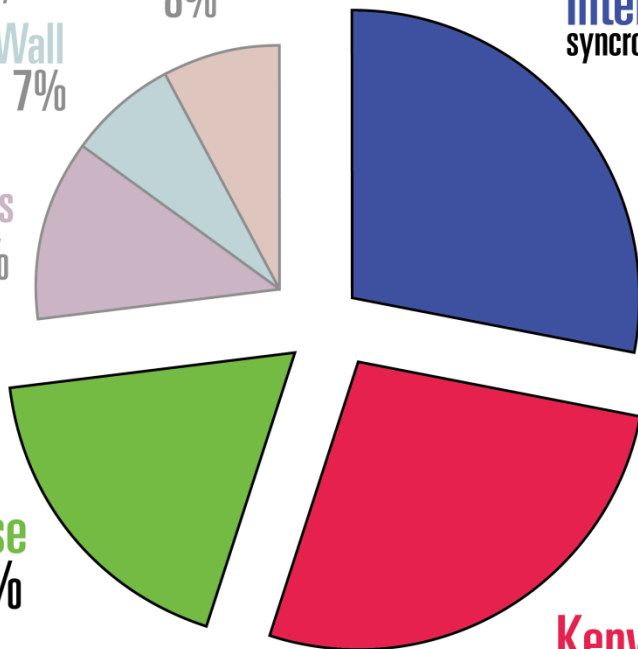
**Mission Status**  
synchron **8%**

Second Screen gameplay  
Plan better strategies  
Allows coop gameplay at home

**Interactive World Map**  
synchron **28%**

Management while you're  
away from console =  
REWARDS

**Kenway's Fleet**  
asynchron **27%**



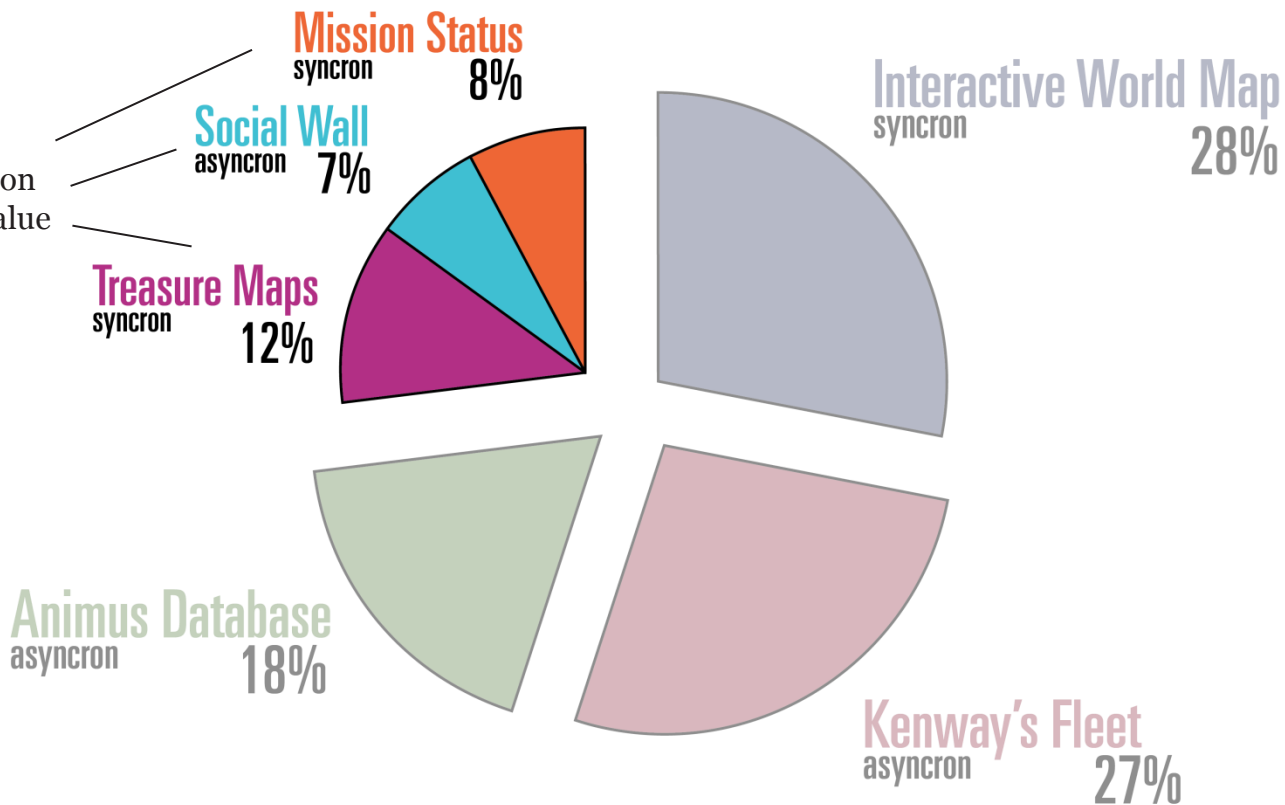
# 2

## Choose the right features



COMPANION

HD Game reflection  
No unique plus value





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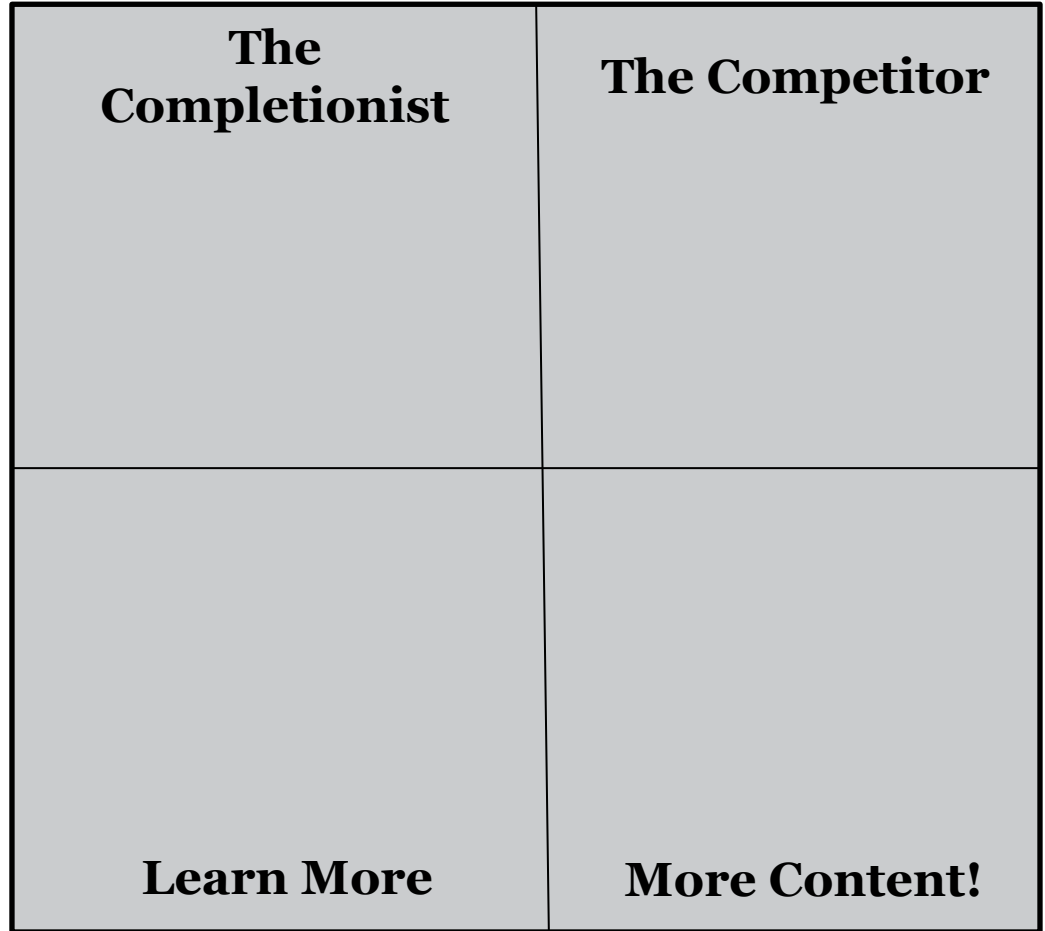
5

Quality product to a  
wide audience

**3**

**Make it worthwhile**

## Needs as a **PLAYER**

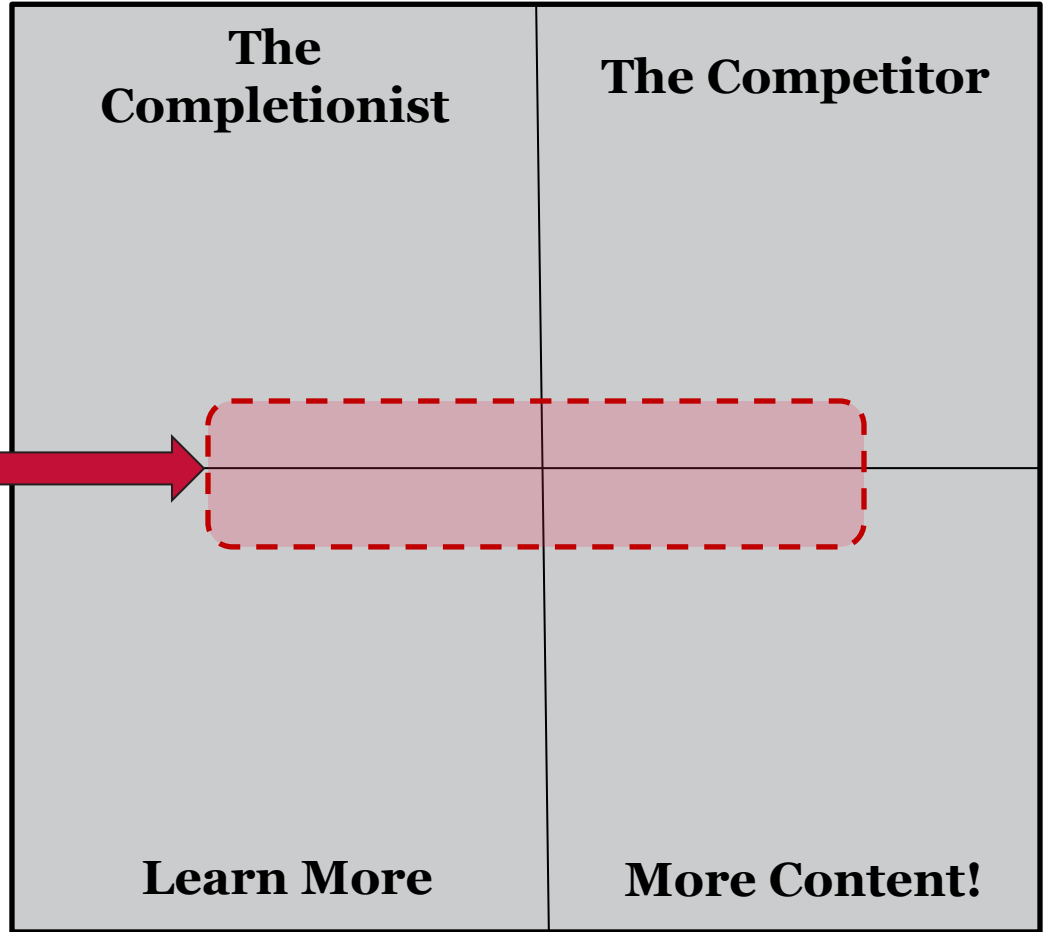


3

Make it worthwhile

What should  
be the best  
REWARD

The MEANINGFUL ZONE

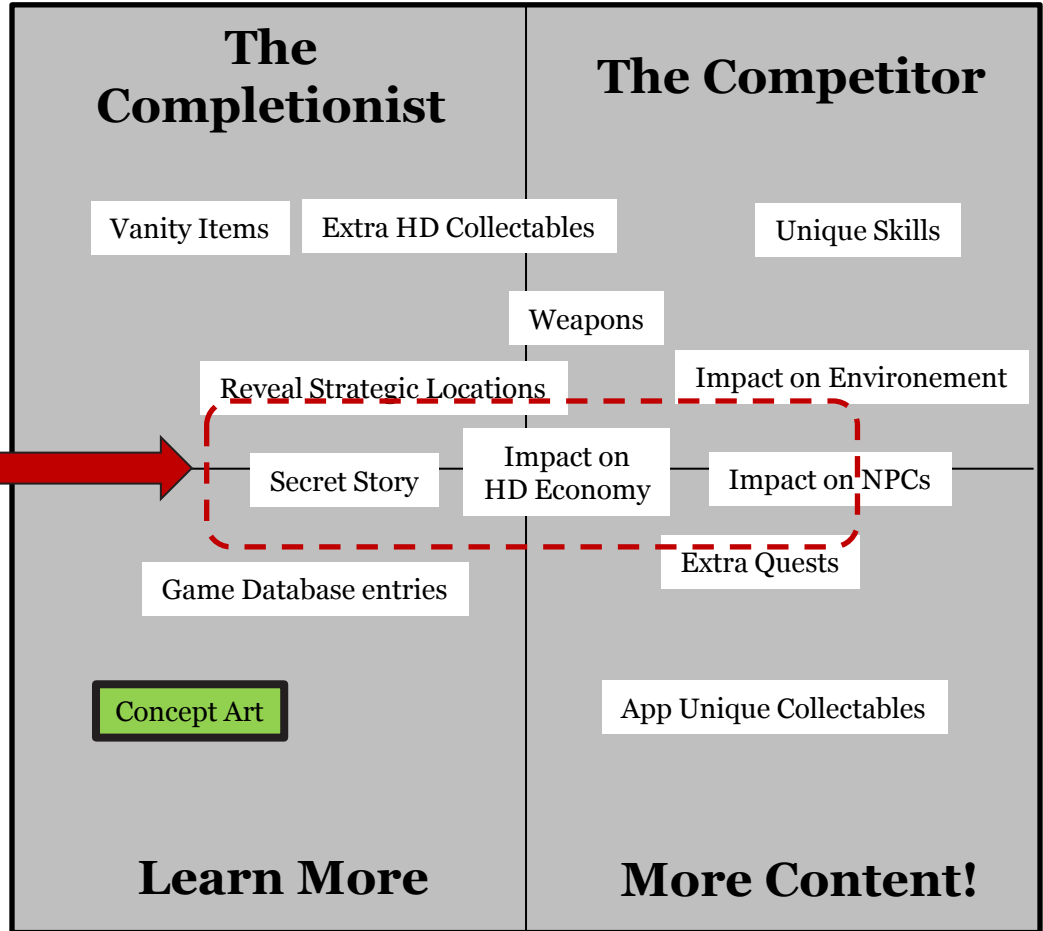


3

Make it worthwhile

## The REWARDS

The MEANINGFUL ZONE

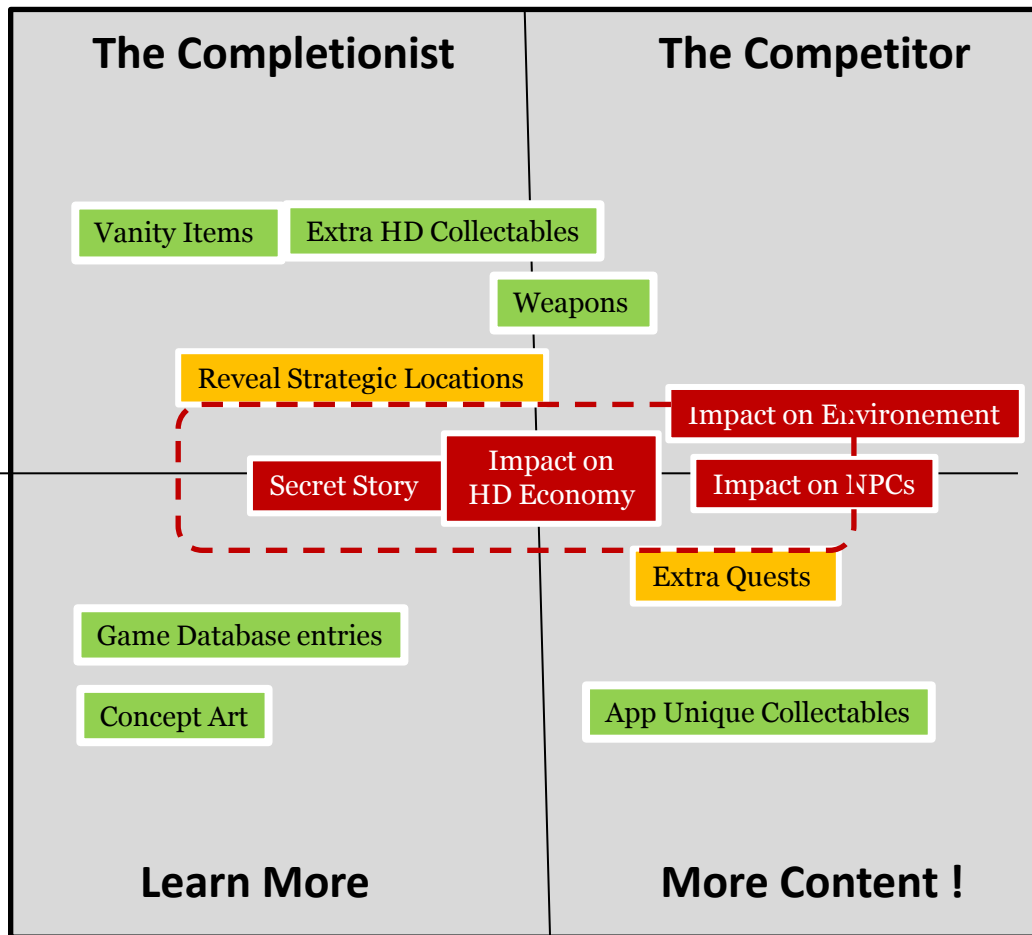


# 4

Be included

## The CHALLENGE

- Easy and **FUN**
- Medium and **MEANINGFUL-ISH**
- Hard but **SUPER MEANINGFUL**





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# Might be your Biggest Challenge!



Be included  
**early**



Be included  
**wisely**



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Quality product to a  
wide audience

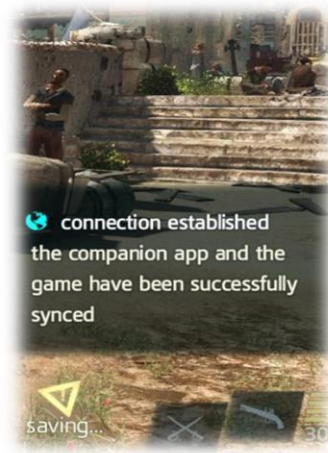
# Reach Your Target Audience



Objective:  
**Reach Everyone**



Objective:  
**Games as Service**



Objective:  
**Zero Friction**

**WIN**

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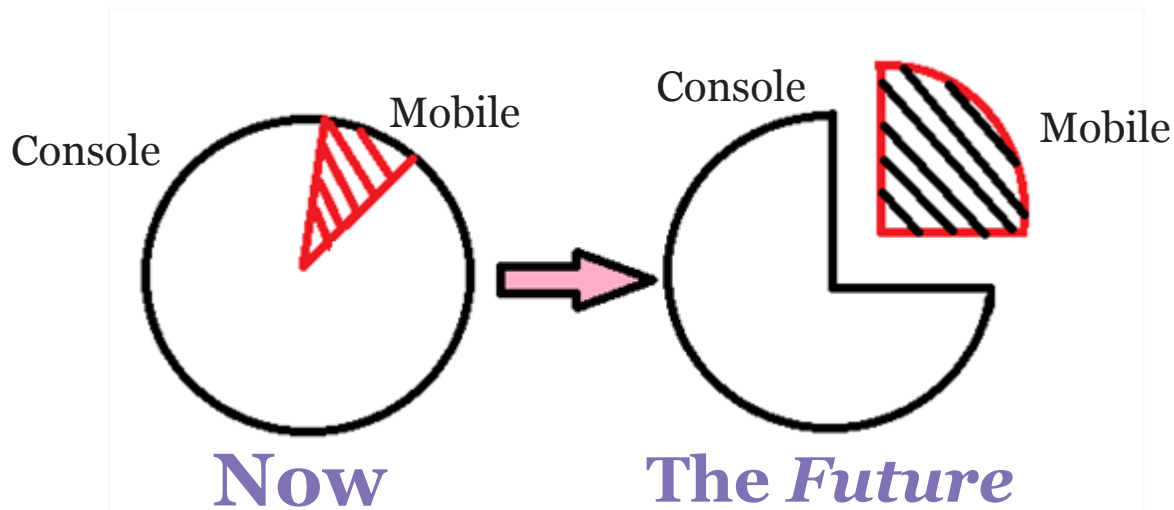
Quality product to a wide audience



Meaningful companion apps

# SHOULD BE AN INDUSTRY OBJECTIVE

*For the future of AAA Console Development*



# Merci Beaucoup ! Thank you!



*Andrée-Anne Boisvert*  
*@aaboisvert* 

*Marie-Ève Vignola*  
*@mevignola* 



## Today

*from*

**4:30PM**

*to*

**6:30PM**