



UBISOFT

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Ubisoft Entertainment SA (formerly Ubi Soft Entertainment SA) is a French video game publisher headquartered in Montreuil. It is known for publishing games for several acclaimed video game franchises including Assassin's Creed, Far Cry, Just Dance, Prince of Persia, Rayman, Raving Rabbids, and Tom Clancy's. It is the fourth largest publicly-traded game company in the Americas and Europe after Activision Blizzard, Electronic Arts, and Take-Two Interactive in terms of revenue and market capitalization.

Besides publishing their own games, Ubisoft is also publishing famous franchises produced by other important studios for some specific platforms. Ubisoft noticed that connected sandbox experiences, with seamless switches between single and multiplayer modes provided the players with more fun, leading the company to switch from pursuing single-player only games to internet connected online experiences. According to Guillemot, Ubisoft internally refers to its reimagined self as 'before The Division' and an 'after The Division.' Ubisoft had, for a time, used the controversial StarForce copy protection technology that installs drivers on a system and is known to cause hardware and compatibility issues with certain operating systems. On 14 April 2006, Ubisoft confirmed that they would stop using StarForce on their games, citing complaints from customers.

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