

# Ubisoft is dancing over the success of Just Dance Now on Chromecast

## JUST DANCE NOW

### About Ubisoft

- Founded in 1986
- Operations in 28 countries
- Headquartered outside Paris

To learn more, visit [www.ubisoft.com](http://www.ubisoft.com)

### At a Glance

#### Goals

- Drive long-term subscribers and engagement
- Provide a simple, seamless user experience to play game

#### Approach

- Deliver Just Dance Now to TVs via Chromecast for those who don't have game console
- Let an unlimited number of players dance together using their smartphones as motion controllers

#### Results

- Monetized 2.5X more than other players
- Represented 30% of the songs launched in USA
- Higher engagement, play longer and more often than other players
- Higher user conversion to become long-term subscribers

As one of the world's leading producers, publishers, and distributors of interactive entertainment and services, Ubisoft is always looking for new ways to deliver games to customers everywhere. They quickly saw Chromecast as the perfect way to distribute Just Dance Now. The Google Cast technology automatically detects your device and brings players right into the game via the mobile app with ease.

### 'An awesome device'

"When Google announced Chromecast, we were happy to see them joining the field with what turned out to be an awesome device," says Björn Törnqvist, Ubisoft technical director.

Chromecast is a thumb-sized media-streaming device that plugs into the HDMI port on your TV. Simply use an Android phone, tablet, iPhone®, iPad®, Mac® or Windows® laptop, or Chromebook to cast your favorite entertainment and apps right onto a big screen.

### A simple, accessible way to play

Just Dance Now lets an unlimited number of people join in and play, all using their own smartphones as motion controllers. You can have a crowd of people in your living room, all dancing together and following the dancer on the TV screen. In adopting Chromecast, Ubisoft wanted to offer a user experience that was simple and seamless.

Ubisoft began exploring Chromecast in depth in the spring of 2014, specifically looking at the player's on-boarding experience. They launched Chromecast for Just Dance Now a few months later, in November.



Chromecast lets you use your smartphone as a controller for games on your TV.

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## About Chromecast

Chromecast is an easy way to enjoy online video and music on your TV. Plug it into any HDTV and control it with your existing smartphone, tablet, or laptop. Casting is as simple as pressing a button from your favorite app. With Google Cast technology, your phone is your personalized remote control for browsing, playing, pausing, rewinding, controlling the volume and even making playlists. While you keep watching your favorites on your TV, you can switch to another app or let your device go into sleep mode—all without draining your battery.

To learn more about Chromecast, visit [www.chromecast.com](http://www.chromecast.com)

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*"The best Just Dance Now experience is on a big screen, and Chromecast brings an amazingly quick launch and ease of use for players to get into the game."*

—Björn Törnqvist, technical director

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## 'Great developer tools & documentation'

Just Dance Now requires a mobile device to be used as a motion controller and a large second screen on which to display the game. Because of this, "Chromecast is the simplest and most accessible way to play this game," Törnqvist says. "The key challenge for us was to ensure that the game ran with acceptable performance. It's a complex combination of audio, video, HTML, and JavaScript."

Ubisoft developers optimized Just Dance Now to run smoothly on Chromecast, noting that "developing for Chromecast was enriching for us," Törnqvist adds. "The great [developer tools](#) and [documentation](#) from Google Cast, combined with a stable and well-functioning device, really helped us focus 100 percent on our code, without worrying about platform instabilities," Törnqvist says.

## 'Magic' when you launch the app

The instructions for using Chromecast on the Just Dance Now [website](#) are very simple:

1. Start the app.
2. Connect to Chromecast.
3. Dance!

Pressing the Cast button can automatically turn on the TV, so a user doesn't need to look for the remote control. "We quickly fell in love with the fact that a player is able physically to turn on the TV from within the game on the device," Törnqvist says.

"The best Just Dance Now experience is on a big screen, and Chromecast brings an amazingly quick launch and ease of use for players to get into the game," Törnqvist adds. "It's magic when you launch the app on your phone and your TV turns on with the game running."

## Higher monetization and engagement

The constantly growing number of dancers is a pleasant surprise to Ubisoft. These players are more engaged, spend more time playing Just Dance Now, play it more often, and dance more per session than do other players. "And we see a much greater percentage of our Chromecast users become long-term subscribers," Jason Altman, executive producer for Just Dance Now.

Compared with all other screens that can be used to play Just Dance Now, Chromecast represents 30 percent of the songs launched in the US. In addition, Chromecast players monetize 2.5 times more than other players.

"We are very pleased with Chromecast," Törnqvist adds. "It still feels a bit surreal that it's possible for hundreds of people to play together using such a small device! Playing Just Dance Now on Chromecast is magic."

