

CASE STUDY

## Ubisoft & Denuvo

Bringing fairness back to competitive gaming



As a leading producer, publisher and distributor of interactive entertainment products and services worldwide, Ubisoft is dedicated to enriching the lives of players by developing high-quality games that resonate with everyone, bringing people together and allowing all gamers to learn and grow while having fun. Unfortunately, that positive and fun environment can sometimes be affected by some wrongdoers that play to gain an unfair advantage against other players. Even though there was a time when we didn't even think about cheaters in multiplayer games, today, cheating has become an issue that studios must tackle head-on to improve the gaming experience for everyone.

Collaboration between cybersecurity experts and game developers is critical in an industry that evolves at such a rapid pace. [Research](#) conducted in 2022 by [Denuvo by Irdeto](#) (the world leader in video game protection technology) found that 79% of developers still consider cheating to be a major concern, up from 70% when [surveyed during 2021](#).

The Denuvo and Ubisoft teams are proud to work together to address the problem of cheating in multiplayer games and to continue ensuring the best experience for players by protecting and encouraging fair play.

The Denuvo team at Irdeto is a leader in gaming security, protecting games on desktop, mobile, console and VR devices. We provide core technology and services for game publishers/platforms, independent software vendors, e-publishers and video publishers across the globe. Irdeto's experienced global cyber services team provides clients with actionable insights into threats, protects online brands and revenue, enforces copyright IP rights, identifies and advises on how to address security vulnerabilities and offers a 24/7 incident response hotline support with the capability for forensic investigations.

Based on its solid experience, Denuvo by Irdeto was selected by Ubisoft in 2019 to provide the studio with technologies to detect cheating. The relationship evolved as the company amplified its cybersecurity needs, finding Denuvo by Irdeto the perfect partner to help it expand its knowledge of emerging cheats.

## The Industry Challenge

Cheaters are an unfortunate inevitability, especially when it comes to competitive games with solid player bases. This equates to money in the eyes of cheat developers and resellers. Ubisoft considers all modifications or software allowing players to benefit from an unfair advantage towards other players unacceptable and subject to banning. This includes cheating, hacking, botting, farming and save/file/client modifications, even if done just for the excitement. Exploits, impersonations, stream and queue sniping, toxicity and threats of any kinds are also unacceptable.

Online multiplayer games attract some of the best players in the world, and winning games is incredibly hard. Losing because you get eliminated by a cheater is a frustrating experience and, if it happens often enough, can quite literally drive a game's player base away as people leave for games that have fewer cheaters. Cheating in the online versions of games takes away from the fun and experience of those who are legitimate players.

Cheat developers are at the root of the cheating problem as they are actively creating cheats that circumvent fair game play, at a lucrative price. Unfortunately, some gamers want cheats and are willing to pay to have an unfair advantage. Targeting both the cheaters and the cheat developers is something that Ubisoft and Denuvo focus on identifying and removing.

## The Solution Presented by Denuvo by Irdeto

PC gamers have most likely played against a cheater. Denuvo by Irdeto has taken a multi-faceted approach to curb cheating, offering a tailored solution that includes finding not only the advertised cheats but exploits wherever they appear, infiltrating open and closed groups where cheats are sold. Denuvo also tests and validates these cheats and the vulnerabilities they exploit. Once identified, the publisher reviews and addresses those vulnerabilities, resulting in sanctions that discourage cheaters from reoffending. Other times, we are able to render the cheat invalid, requiring new development from cheat developers, who are not always motivated to keep trying to update the same cheat. In essence, Denuvo is breaking the cheater's business model.



Our collaboration with Ubisoft is an excellent case study of how strong cybersecurity solutions and analysts can better identify cheaters in competitive games. Denuvo offers a full service to Ubisoft, supporting the company in the improvement of their security strategy in a target rich environment, with many vulnerabilities to find and test.

Cheat detection is a cat-and-mouse game and improving the speed and accuracy of any detection system to stay one step ahead is an integral part of a winning anti-cheat strategy. Denuvo alerts Ubisoft about the cheats and shares the telemetry data to improve the detection accuracy. This early knowledge adds another layer to Ubisoft's detection system and an edge in alerting and monitoring such unfair tactics.

Because of enhanced investigation processes to close in on cheat developers, it becomes increasingly difficult for them to find a workaround to anti-cheat technologies and release new cheats. These efforts have been successful and have resulted in a significant decrease in cheat developers interfering with protected titles. As a result of the Denuvo anti-cheat solution implemented by Ubisoft, a total of 112 cheat developers to date have been identified and nullified.

Our team's work with Ubisoft to develop another layer of protection and identify suspicious behavior trends is a constant battle against cheaters, and we have achieved great outcomes by working together.

Since 2019, we have been happy and proud to see this partnership resulting in bringing fairness back to competitive gaming.

**Start protecting your income – and your reputation – today!**

Learn how Denuvo can protect your title.

[Contact us for a free consultation](#)

Denuvo by Irdeto is the world leader in gaming security, protecting games on desktop, mobile, and consoles. Denuvo provides core technology and services for game publishers/platforms, independent software developers, e-publishers and video publishers across the globe, enabling binary protection for games and enterprise applications across multiple platforms. Denuvo's gaming security solutions prevent piracy and expose cheats in competitive multiplayer games, empowering publishers to innovate while also protecting their revenue, the integrity of their game, and the gaming experience. With a rich heritage of security innovation and rapid adaptation to the changing demands of the cyber security space, Irdeto is dedicated to being the security partner to empower a secure world where people can connect with confidence.