



# Press release

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## ACONYTE PARTNERS WITH CROSS CULT TO BRING UBISOFT® FICTION TO GERMANY

Asmodee Entertainment is delighted to announce that Aconyte, the fiction imprint of global games group Asmodee, has licensed its range of all-action novels set in the worlds of Ubisoft's video games for German translation by noted pop culture publishing house Cross Cult. The deal was concluded by Asmodee Entertainment's licensing manager, Alexander Thieme.

As part of its ongoing partnership with Aconyte, Cross Cult has already brought two novels based on Ubisoft's recent game launches to German readers: *Watch Dogs: Day Zero* and *Assassin's Creed: The Ming Storm*. For the new Ubisoft novels programme that will start in Spring 2022, Cross Cult is creating an entire new range in their novels division.

Beginning next April, six new novels per year are planned as part of the multi-year partnership – novels set in the worlds of *Assassin's Creed*,<sup>®</sup> *Watch Dogs*,<sup>®</sup> *Tom Clancy's The Division* and *Splinter Cell*, and more. These series will explore never-before-seen parts of these deeply imaginative settings to create a variety of original stories, some revealing the hidden histories of fan-favourite characters, and opening up whole new possibilities for action and adventure.

The originals are being published in the US and UK by Aconyte Books, with whom Cross Cult already has a multi-year partnership for a wide range of novels based on Asmodee board games and the Marvel universe. "Novelizations that tell the story behind new games are always great fun, but these previously untold stories, characters and settings will really bring some of Ubisoft's most exciting worlds to vivid life," said Marc Gascoigne, Aconyte's publisher.

The Cross Cult publishing house, based in Ludwigsburg, are renowned experts in the fields of horror, fantasy, crime and science fiction. It has been publishing comics since 2001, joined by a wide range of novels from 2008. Smash hit film and TV tie-ins, major franchises, and great game universes have always been a trademark of the publisher.

“Cross Cult, already expert in countless TV and cinema franchises, is delighted that novels based on Ubisoft’s popular games are now joining the programme,” said Cross Cult’s Publisher, Andreas Mergenthaler.

“With these novels, gamers will have the opportunity to enjoy adventures in the worlds of their favourite settings for even longer. The worlds will be even bigger, even more exciting. And yet they offer just as wonderful an introduction to new fans of thrillers, dystopian fiction, historical adventure, and more,” promises Novel Programme Manager Markus Rohde.

#### **About Cross Cult**

The Ludwigsburg-based German publisher Cross Cult has been publishing comics as carefully edited hardcover editions since 2001. Among the most famous titles are *Sin City*, *The Walking Dead*, *Hellboy*, and other successfully filmed material. Topic-wise Cross Cult stands for the genres horror, fantasy, crime and science fiction. The comic adaptation of the Nickelodeon and Netflix series *Avatar – the Lord of the Elements* is especially successful. Since the beginning of 2008, novels have also found their way into the publishing list (*Star Trek*, Ian Fleming’s *James Bond*, *Doctor Who*, and the thriller series *Castle*). Since 2018, the label Manga Cult has been part of the publishing program – with classics like *Blame!* and *Gantz*, and the current manga top seller *Demon Slayer*. Since 2020, Cross Cult has also been publishing puzzles with comic motifs. Find out more at [cross-cult.de](https://www.cross-cult.de)

#### **About Aconyte & Asmodee Entertainment**

Aconyte Books is the publishing arm of Asmodee Entertainment, a platform of global games publisher and distributor Asmodee. Its mission is to extend Asmodee’s intellectual properties into novels and comics, TV/film, location-based entertainment, and consumer products, working closely with Asmodee Boardgames and Asmodee Digital. As well as novels from the many worlds of Asmodee’s games, Aconyte is also extending its catalogue with key partnerships, including several ranges of novels set in the rich worlds of Ubisoft’s computer games and Marvel comics. Learn more at [aconytebooks.com](https://www.aconytebooks.com) and [asmodee-entertainment.biz](https://www.asmodee-entertainment.biz)

#### **About Ubisoft**

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin’s Creed,<sup>®</sup> Far Cry, For Honor, Just Dance, Watch Dogs<sup>®</sup>, and Tom Clancy’s video game series including Ghost Recon<sup>®</sup>, Splinter Cell and The Division. The teams throughout Ubisoft’s worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2020-21 fiscal year, Ubisoft generated net bookings of €2,241 million. To learn more, please visit [ubisoftgroup.com](https://www.ubisoftgroup.com)

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#### **Press Contact**

To find more information or to arrange an interview about Aconyte’s mission, see [aconytebooks.com](https://www.aconytebooks.com) or email Anjuli Smith on [contact@aconytebooks.com](mailto:contact@aconytebooks.com)