BEST PRACTICES TO FOLLOW WHEN IT COMES TO GAMING TRANSLATIONS

2022

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TABLE OF CONTENTS

LOCALISATION

After the success of your game, the next step is always to expand and grow but what steps do you have to take to ensure an equally sucessful result?

What is Localisation?

Localisation is the process of translating a document, media or software from one language into another, taking into account the local dialect and culture, not just the direct translation and grammar.

The goal of **localisation** is to create a more enjoyable, understandable and uncomplicated experience for the user by taking into consideration their specific **cultural context** while still being faithful to the source material.

Not localising your **gaming content** often makes the user feel like this is not catered to them, and therefore can lead to losing potential customers.

When translating gaming content, it is important to not just translate the language by every aspect of the game.

Why Localise your Game?

The decision to localise a game can be highly **beneficial** from an economic standpoint. As the profits of your game can be doubled, even tripled by correctly expanding into a new country.

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As the **profits of your game** can be doubled, even tripled by correctly expanding into a new country. Failing to deliver quality localisation often leads to unauthorised fan localisation. This happens when the official translation of the game is of poor quality or simply does not exist.

Although some **game developers** choose to hire in-house localisers, many outsource this to a team of translation specialists.

Spil Games is a great example of this, they have created over 4,000 games in-house and via partnerships with translation companies. Their monthly player count is around 180 million users, with their games available in 15 languages.

A study conducted by **Niko Partners** found that in 2013, the 85 million gamers in Southeast Asia spent an astounding 661 million US dollars on online gaming. In 2017, it was predicted to reach 1.2 billion dollars. This goes to show the incredible potential of expanding your game into new world regions.

Gaming company Gumi Asia Pte Ltd's chief executive, David Ng explains that this growth in online gaming is due to the rise of localisation. Due to this, people understand why it is such an important step in the gaming industry.

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BENEFITS

Localisation is the way to go when choosing a translation service for your gaming company. Now that you've read all about localisation, what are some of the benefits of localising your game?

No. 01 — Cultural Inclusion

By far, the most common reason why you should localise your game. Cultural inclusion improves customer experience and leaves gamers feeling more respected.

No. 02 — Increase in Sales

Expanding the countries you market your game in will increase your sales, and help you reach global success.

No. 03 — Mantain a Competitive Edge

Localising your games gives you that competitive edge that will make you stand out amongst your competitors.

No. 04 — Higher Ranking

Whether it is mobile gaming or computer gaming, games that are available in multiple languages have a higher chance of ranking higher on platforms like Steam or the App Store. A higher ranking leads to more exposure.

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CHALLENGES

Every task comes with its set of challenges, and it is important to be aware of this process. Localisation has many great advantages, but also obstacles.
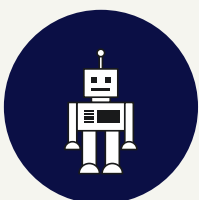
No. 01 — Hardware & Software

One of the main types of localisation is the translation of hardware and software. This can be challenging because it can often involve a change in **encoding systems.**

No. 02 — Legal

Age ratings change according to the country! When localising a game, there can be legal issues regarding age rating. A 12 rating in the UK can easily be 15 in the USA.

No. 03 — Design

In certain cases, when localising a game, it is necessary to change the **visual elements** of the game to suit the country and its culture. Research shows that western countries prefer adult-like characters as opposed to Eastern countries that prefer younger characters when playing.

No. 04 — Damaged Reputation

A bad translation or any errors will prove to be costly. It will damage your reputation and credibility, and new gamers will go to competitors whom they trust.

LANGUAGE

Why is language so important in the Gaming Industry? Data shows that gamers are most likely to play games if it's in a language they understand. Gaming is an enjoyable experience to many, language should not be the reason why it does not.

The Importance of Correct Language

After the release of the game **Elden Ring**, a Reddit user noticed that the Brazilian translation of the game lacked important information, such as entire paragraphs, and missing information of lore. This caused negative impacts on the game within Brazil.

The Brazilian user went on to say that the Portuguese language version of the game was missing so much key information compared to the English version, that they could not fit it into a single post.

This oversight causes users to be undervalued and lose faith in the developers.

Storytelling is a key element of gaming, but language overall is as much a driving force as the visuals. The **type of language** in menus or dialogue you use can make or break a game. Translation mistakes are not uncommon in the gaming industry.

It is crucial to learn from past mistakes and not take for granted the importance of language in the **gaming community**.

The use of **correct language** improves the gaming experience for all users across the Globe.

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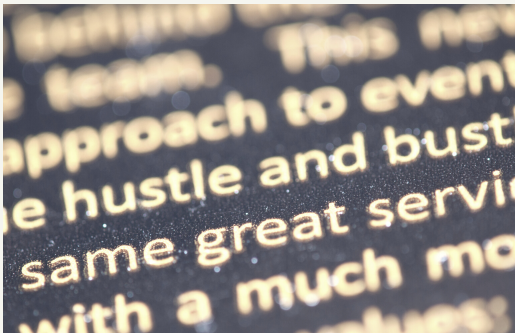TRANSLATIONS UK

CHOOSING A SERVICE

Choosing a high-quality translation service is a long process, and you may not know where to start, or the right questions to ask. You will save hours of research with these **3 simple tips:**

Ask the Right Questions!

- Who is your **translator**?

What are their qualifications? Do they have qualifications in their languages' native country? Do they have experience localising content specific to that region? Most importantly, how many years experience do they have translating gaming material?

Get a Free Sample!

- Request a **free sample** to quality check the service you are requesting. Most translation companies offer free samples of their work, especially on big projects.
- Do run these samples by **native speaker**s or through an app like DeepL to roughly check it yourself.

Due diligence!

- Always read the **case studies** of the translations company you are requesting services from!
- Looking at reviews is the best way to check a company's *credibility* with platforms such as Trustpilot but case studies paint the full picture.

An important thing to take into account is a company's own qualifications. Look for accreditations such as **ISO 9001:2015** and **ISO 17100:2015** – both of which can testify to a company's quality as well as the **quality** of its services.

ABOUT GLOBAL TRANSLATIONS UK

Global Translations UK is an award-winning quality translation company that offers various services, including localisation. Our services come in over 900 language combinations. Some of the services we provide, but not limited to:

- Technical translations and proofreading for gaming software
- Mobile apps & website translations
- In-game menus
- Document translations
- Subtitle & Script translations
- Boardgame content

Our aim is to deliver an affordable budget and friendly service to help you reach global success.

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