



# Internationalization for Game Developers

A SIMPLE STEP-BY-STEP GUIDE TO  
MAKE EXPANSION POSSIBLE



# Introduction

## NUMBERS ARE ON YOUR SIDE

The Gaming Industry is currently grossing more per year than movies. Yes, this includes blockbusters like the Avengers saga. If you're a game developer in the United States, Japan or China, you're already in one of the biggest gaming markets in the world. If not, why not get there? If you're an American, Japanese or Chinese developer, you might wonder if there are any growth opportunities beyond the borders of your country. There are: As we noted in a recent whitepaper, the European and Arabic gaming industries are full of untapped potential.

**Here's a guide on how to become an international player, intelligently and effectively.**



# Before you start...

*ASSESS,*

*ASSESS,*

*ASSESS!*

Expansion is demanding. And, while digital products can be localized and marketed to a new audience at a relatively low cost, you wouldn't jump in a pool without knowing if it's empty or full. Reach out to foreign stakeholders relevant to your industry, and ask the necessary questions. If you need to, take a highly-trained business interpreter with you, or get a translator to mediate your communications with them, if they're going to be in a written format.





**INDUSTRY ASSOCIATIONS**

**BANKS**

**YOUR COUNTRY'S TRADE  
PROMOTION STRATEGY:**

If your company is from the United States, you can count on The Department of Commerce to provide you relevant information. If your company is based in the UK, the British Council will offer you the resources you need.

**SPECIALIZED LAW FIRMS**

**BILATERAL BUSINESS  
NETWORKS**

**CROSS-CULTURAL  
MARKETING AND  
DEVELOPMENT  
CONSULTANTS**

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**Your Key Allies**

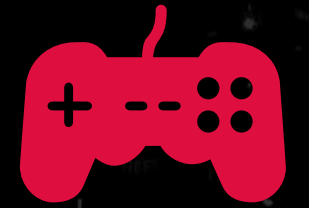


27,000	2,180	5,690	4,500	5,400
1,225	5,350	0,410	584,484	0,450
0	0,000	2,750	92,484	2,600
30,393	2,440	1,830	58,512	1,600
5,000	1,600	2,310	128,544	2,290
2,200	1,100	874,820	3,090	0,000
			2,950	0,000

**DEMOGRAPHY:**  
Migration trends, size of your target demographic, employment, average buying power, etc.

## ECONOMY

Is this country growing? What about inflation, business cycle trends, average profitability of your sector? Take a look at industry studies, compare with others in the region.

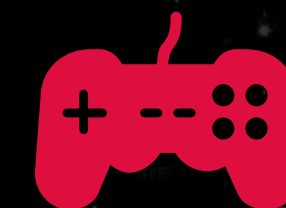


# Market Analysis

In order to make an assessment of the international opportunity you're projecting, you need to have six aspects of your target country in mind.



CULTURAL, SOCIAL,  
& POLITICAL CLIMATE:  
What's going on in  
your target market?  
Does it affect your  
chances of success?  
Will your product  
resonate with locals?



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COMPETITIVE  
SITUATION:  
Who are your  
competitors? What  
are they doing  
wrong/right? Is there  
a place in the market  
for you?







What aspects of your business and target market this stage will involve will depend on several factors (whether your product has a physical element or is purely digital, for instance), including:

- Understanding online, trade-related and tax-related regulatory differences
- Evaluating potential local distributors, planning international freight
- Design a governance and risk structure
- Evaluating the weight of your product's cross-cultural adaptation in relation to the market's potential
- Financing structure

# **Business Planning &** **Localization Strategy**





# Localization: As if the Game was originally in...

Localization is the process through which a text (a website, a book, a video game, a presentation, a sales pitch...) is adapted to effectively transmit its message to a new audience, separated from the original not only due to a linguistic difference, but also due to a cultural difference.

To ensure you can compete in your target market, you'll need to have your game localized. Localization will ensure a high-quality gaming experience. The product depends on it, that's why the process should be left to professionals.



## THE STORY

It's script & conversation trees – we work with a team of voice-over actors carefully selected by us, when necessary



## THE UI

Ensuring new text fits it correctly



## USER GUIDES

Product manuals, and related material





# Promotion talk to Players in their Language

Marketing to a different culture will require a team of linguists and local marketers who are able to adapt your message to appeal to this target demographic. What's at the core of your product's identity will never change; but its original marketing material and presentation might not be as effective in other cultures.

Your marketing material, like your game itself, needs to be localized. And, like the game itself, it requires the experience, skill and attention to detail that only a professional team can ensure.





# Need further Help?

With more than a decade of experience providing the language services businesses need to expand internationally, and assisting NGOs in their global operations, we've got the expertise and resources to get you where you deserve to be.



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