

localization* SUMMIT

Localizing for the Spanish Speaking Community

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GDC¹⁰

www.GDConf.com

Topics

- The Spanish Language
- The Player
- Methodology & Solutions
- Conclusions



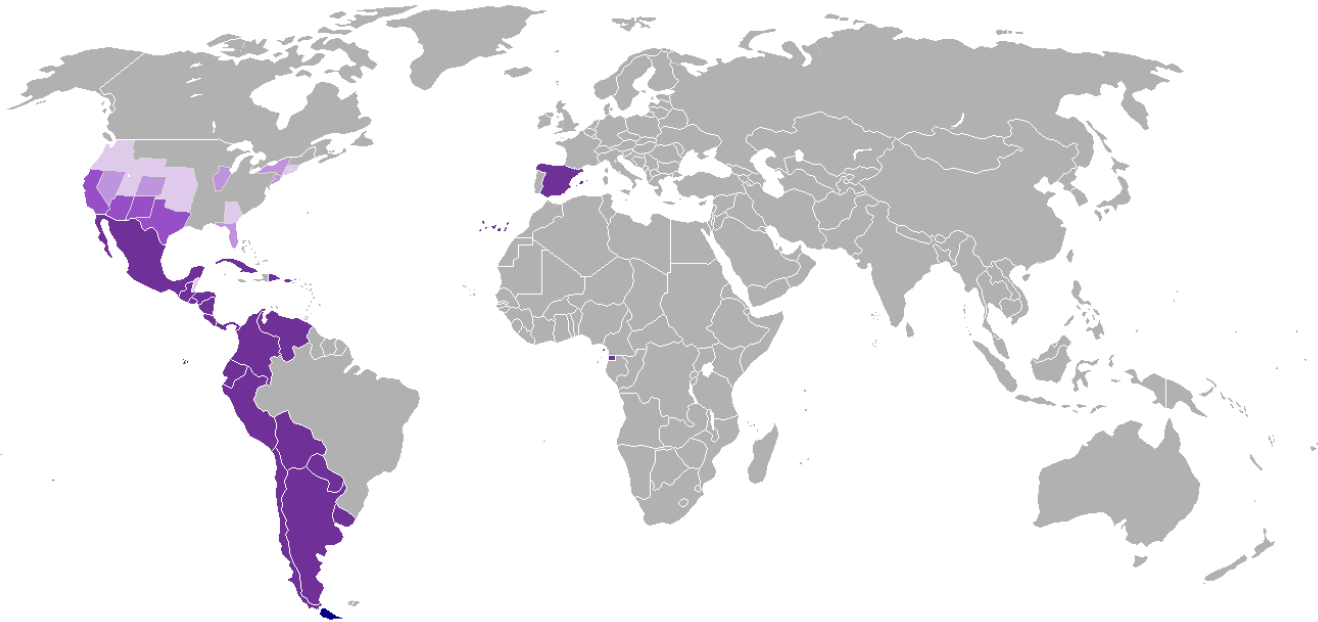
The Spanish Language

- Demographics
- Market Share in Europe
- Same language... with nuances
- Taboo!
- No laughing matter



THE SPANISH LANGUAGE demographics

Spanish in the World



Spanish in the US



demographics

- 329 million native speakers in 44 countries
- Official status in 22 countries

Spanish is the world's...

- 2nd language in terms of native speakers
- 4th most spoken language (UNESCO)
- 4th most geographically spoken language

market share in Europe

ENTERTAINMENT SOFTWARE SALES IN EUROPE

UK



3,066

France



1,647

Germany



1,494

Spain



744

total value of sales in millions of €
games for PC & consoles

Source: Adese 2008 (Spanish Distributors & Editors Association)

THE SPANISH LANGUAGE

same language...



... with nuances

- Grammar
- Jargon
- Vocabulary & Accents



... with nuances

Form of address

TÚ - USTED - VOSEO



THE SPANISH LANGUAGE ... with nuances

*During the presentation, a short video showing jargon differences will be shown
(Sentences from: jergasdehablahispana.org)*



English: *The police caught the criminal and sent him to prison.*

Standard Spanish: *La policía atrapó al delincuente y lo mandó a la cárcel.*

Argentina: *La yuta agarró al chorro y lo metió en la perrera.*

Chile: *Los pacos pillaron al pato malo y lo metieron en cana.*

Costa Rica: *La paca se llevó a la pinta y lo mandó al tabo.*

España: *La pasma cogió al quinqui y lo metió al maco.*

Guatemala: *La chonta se cachó al largo y lo refundió en la tencha.*

Honduras: *Los chepos agarraron al ratero y lo metieron al mamo.*

México: *¡Mare! La chota agarró al malandrín y lo metió al bote.*

Perú: *La tombería chapó al choro y lo mandó a la cana.*

República Dominicana: *La policía agarró al tiguere y lo trancó.*



THE SPANISH LANGUAGE **taboo!**

oops!



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no laughing matter

- Perception of Accents
- Clichés & Connotations
- Emotional Reactions



Communication

I understand you

VS.

Immersion

I identify myself with you



The Player

- Player profile
- Purchase motivation
- Amateur scene



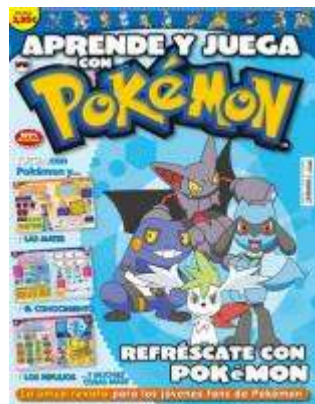
THE PLAYER **profile**

- Not 100% comfortable with English
- Reads specialist press in Spanish



THE PLAYER profile

Mundo Gamers



MeriStation

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THE PLAYER profile

- Not 100% comfortable with English
- Reads specialist press in Spanish
- Spanish only communities
- Demands the game localized into **their** Spanish
- And... casual gamers

purchase motivation

- Localized or not
- Subtitles vs. Dubbing
- Press review & ratings

I understand English pretty well, but I don't enjoy it as much. When you play you need to pay attention to the subtitles, unlike with dubbed games.

Language selection would be perfect. Otherwise, subtitles...



Source: Meristation.com forums

the amateur scene

- Organized petitions
- Amateur translation
- Amending existing translations



Methodology & Solutions

- Analysis: genre & characters
- Identify your target
- Team building
- Specifics of game localization
- Locale to locale adaptation
- Neutral Spanish



METHODOLOGY & SOLUTIONS

analysis



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LOCALIZING FOR THE SPANISH SPEAKING COMMUNITY

analysis



- race
- country of origin
- age
- dialect
- voice
- signature phrase
- personality traits

target

- Country or region
- Priorities
- Casual vs. Hardcore



game localization specifics

- Emotional localization
Emotionally bound to games: passion, friendship, being part of the game...
- Game users are fans & experts
- Interactive entertainment
- Making the thing just understandable is not enough
- Bad localization can spoil the experience

preparation

- Guidelines: involve all parties
- Open communication
- Team selection
Styles, nationalities, accents...



locale to locale

ENGLISH <> CASTILLIAN SPANISH <> US/MEXICAN
SPANISH

- Intra-language adaptation
- More target markets
- Player awareness
- Local emphasis



neutral Spanish

- Lowest common denominator of all varieties of Spanish
- Absence of idioms and regional mannerisms
- Perceived as unreal and distancing



neutral Spanish

Neutral Spanish in games...

- Not adapted to player's market
- Character's specificity diluted
- Negative for press reviews
- Risk of bad quality perception



Conclusions

- There is no single solution

- Cause & Effect:

Your present decisions may affect your future sales

- Community appreciation



Got questions?

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