Indie game localization

Is it worth it?

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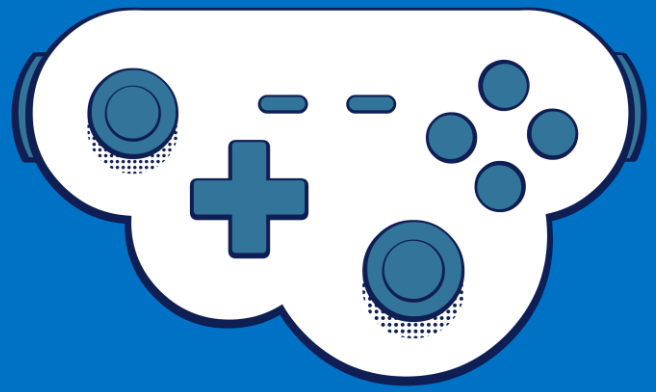


LOCALIZATION SUMMIT

GAME DEVELOPERS CONFERENCE 2014
SAN FRANCISCO, CA
MARCH 17-21, 2014
EXPO DATES: MARCH 19-21

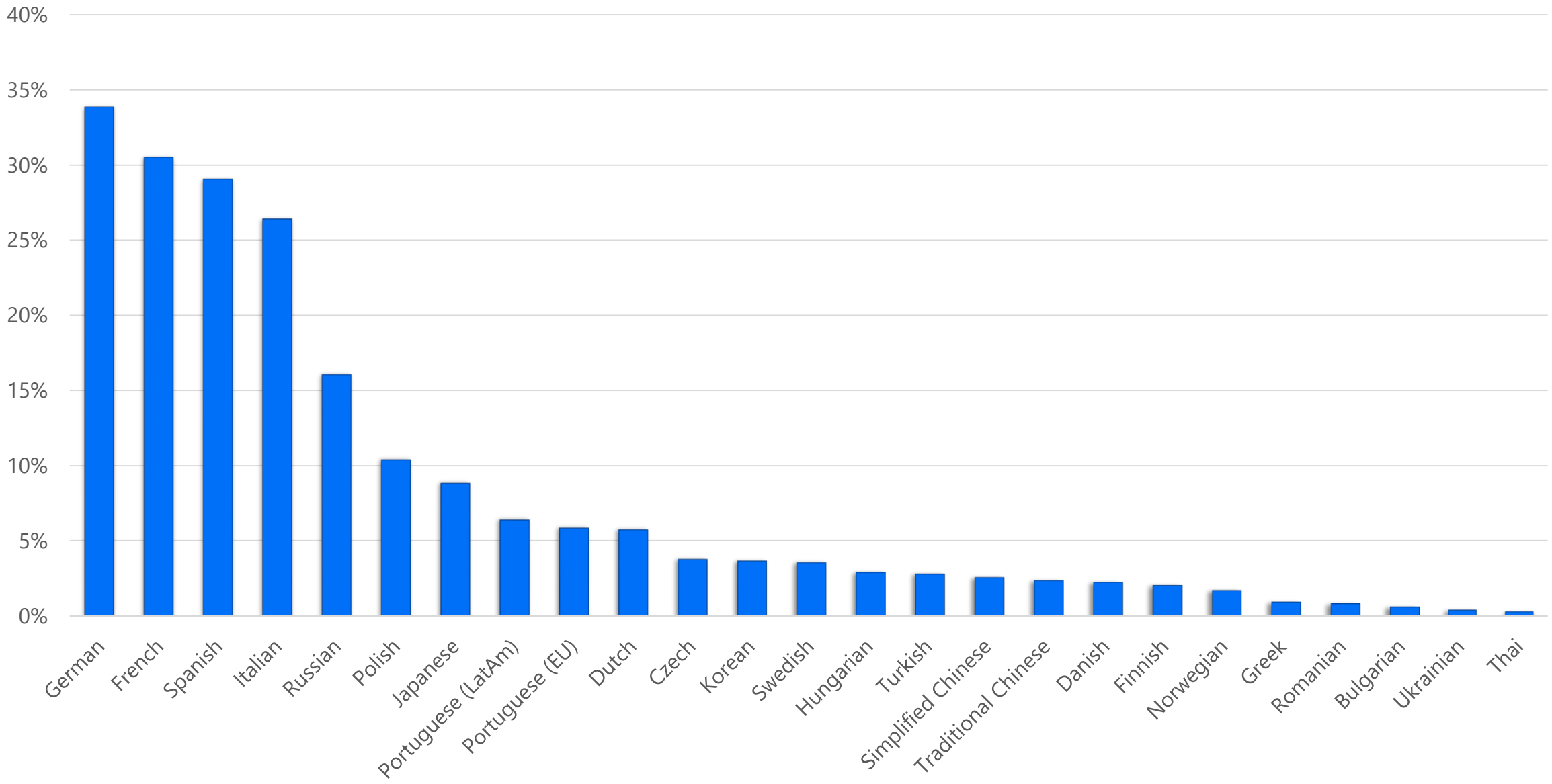
Why are you here, indie dev?

Localization and indie games

We are specialists in video games

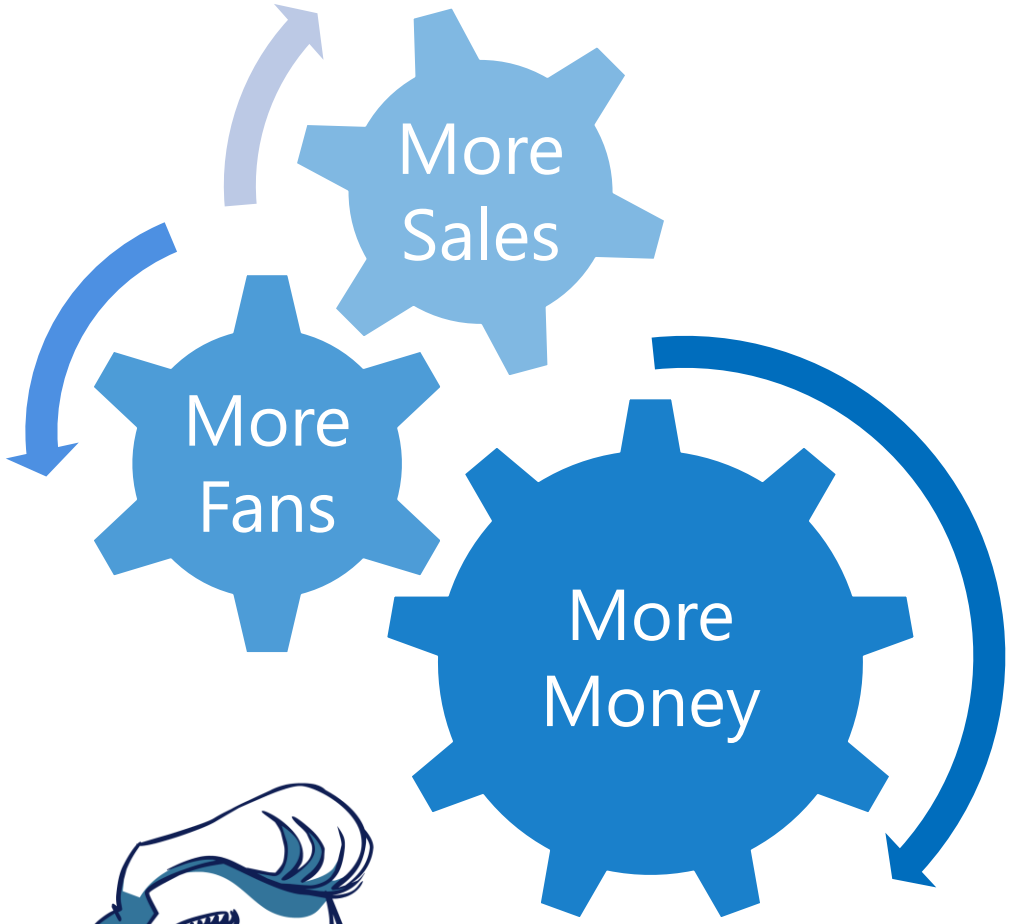
Indie games data on localization

Indie games localized (Steam)



Reasons to localize your game

Localization is marketing



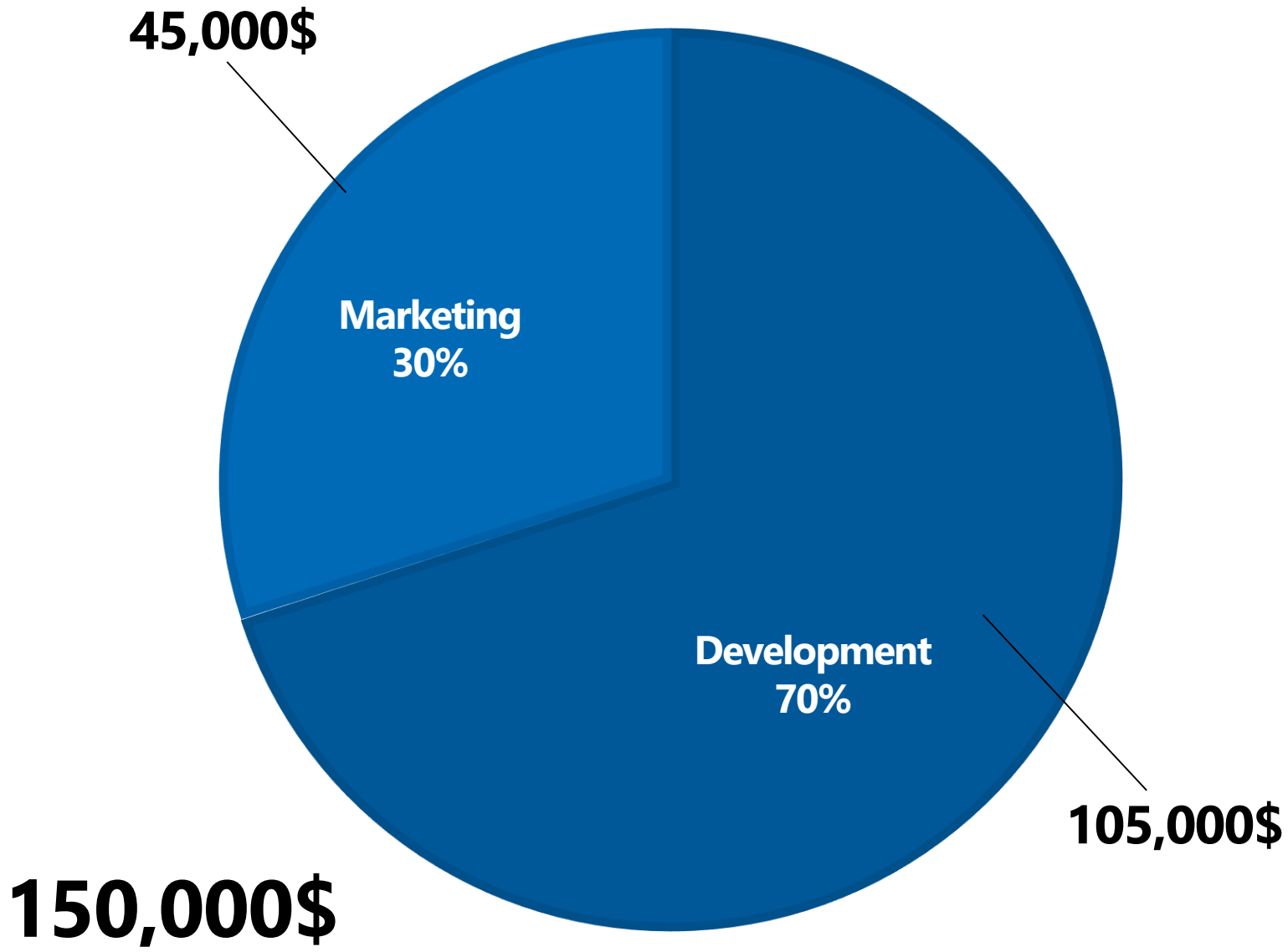
More awesome games I can develop!!!

Word-of-mouth marketing

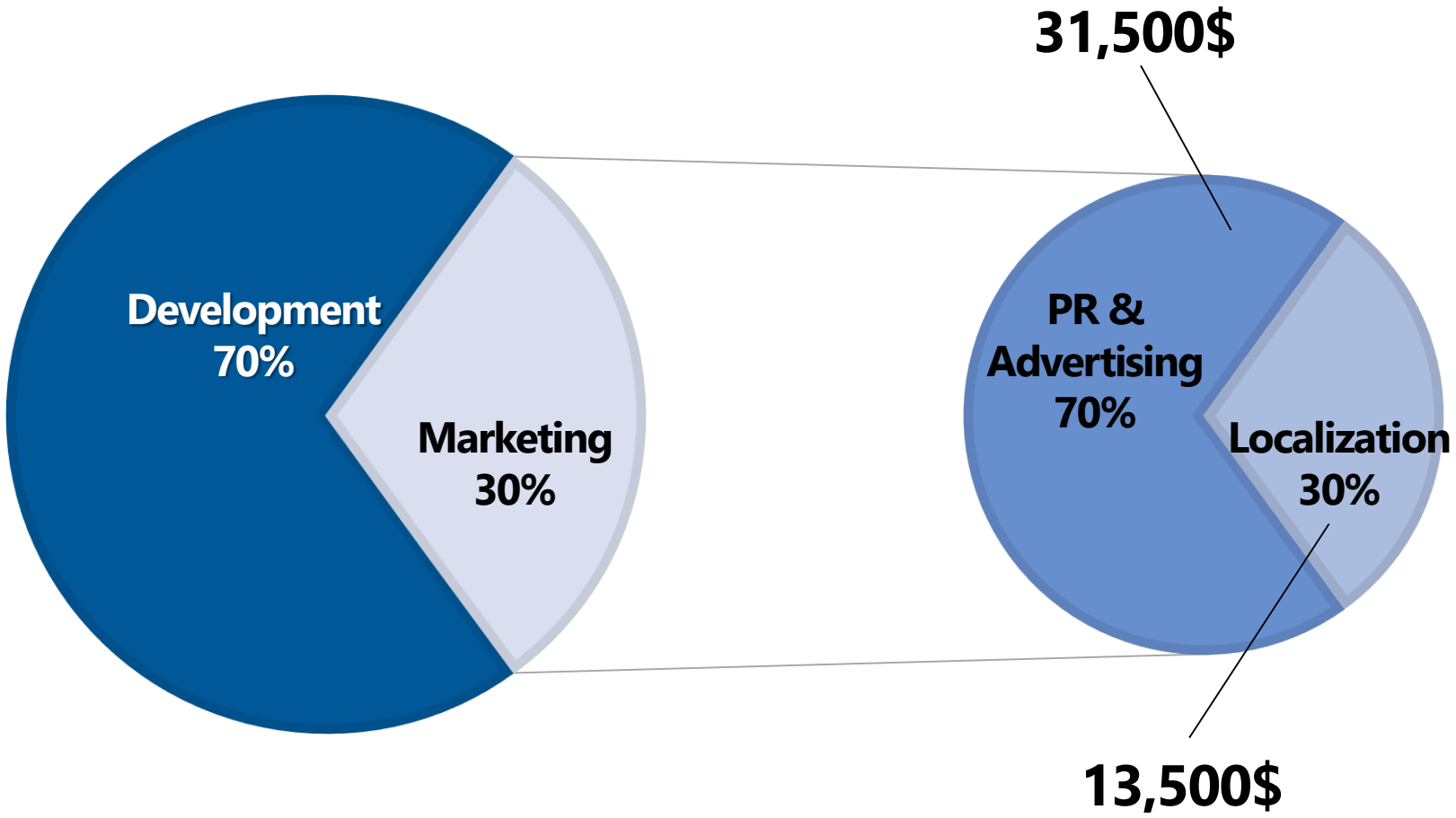
Localization: marketing budget

How much?

Overall budget



Marketing budget



Too much money?

Case study

Expeditions: Conquistador

Case study

Expeditions: Conquistador

1. What is Expeditions: Conquistador?
2. Very large localization task
3. Special cultural appeal in Spanish
4. How we localized it

Developer concerns

Cost/benefit concerns

Quality concerns

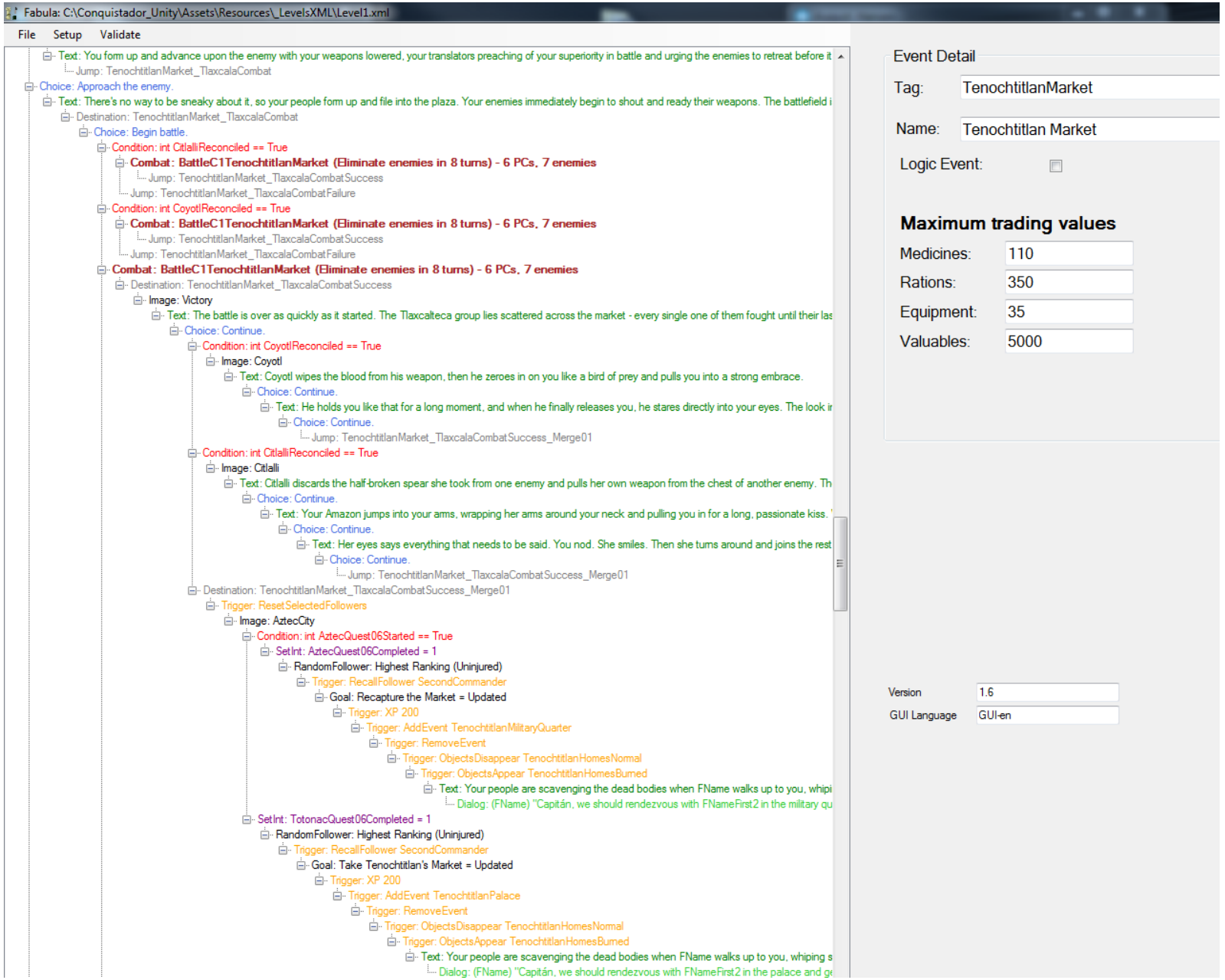
Cost/Benefit

1. Will it earn itself back?
2. How important is the text?
3. Entitlement

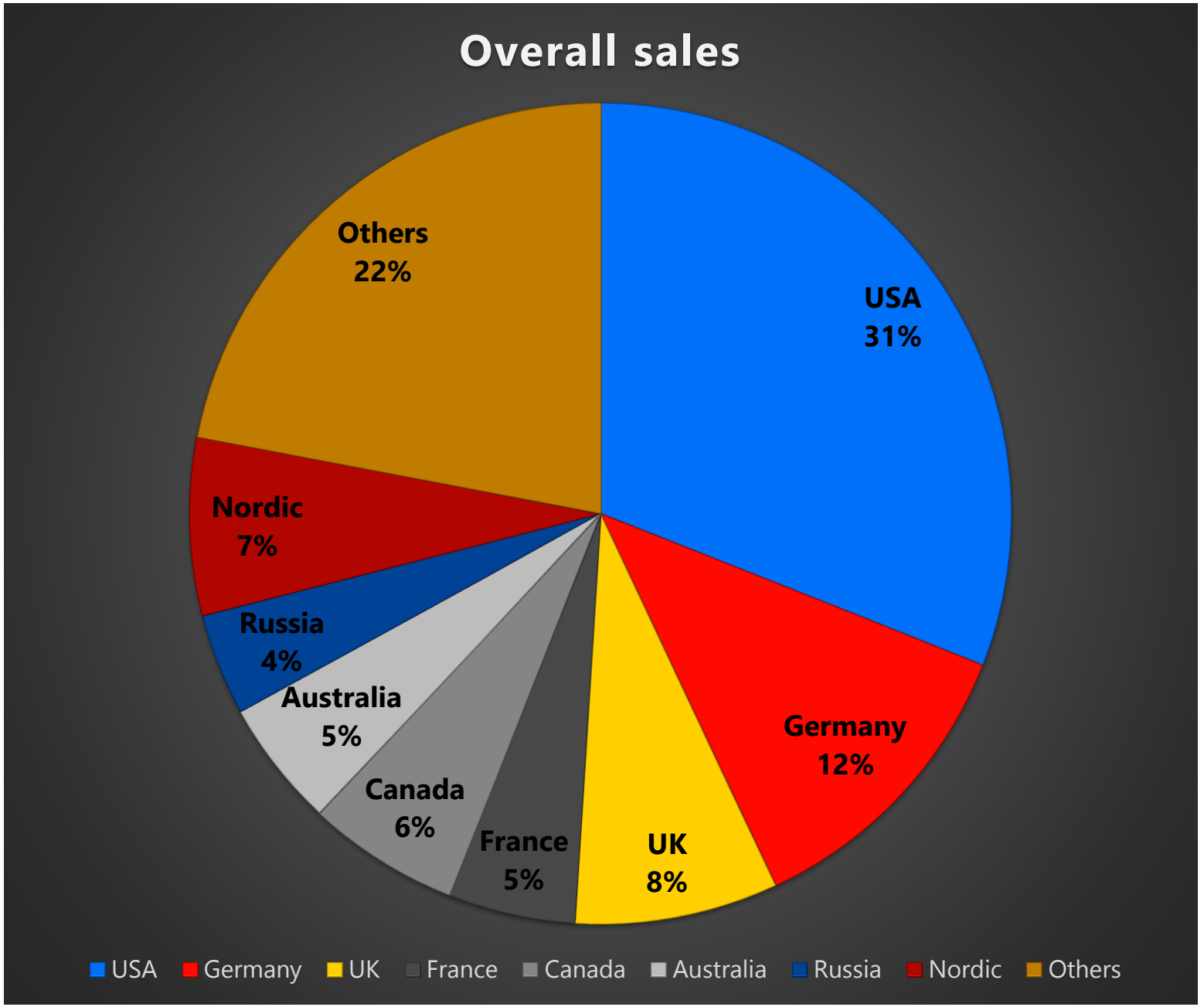
Quality

Why not just let your fans handle it?

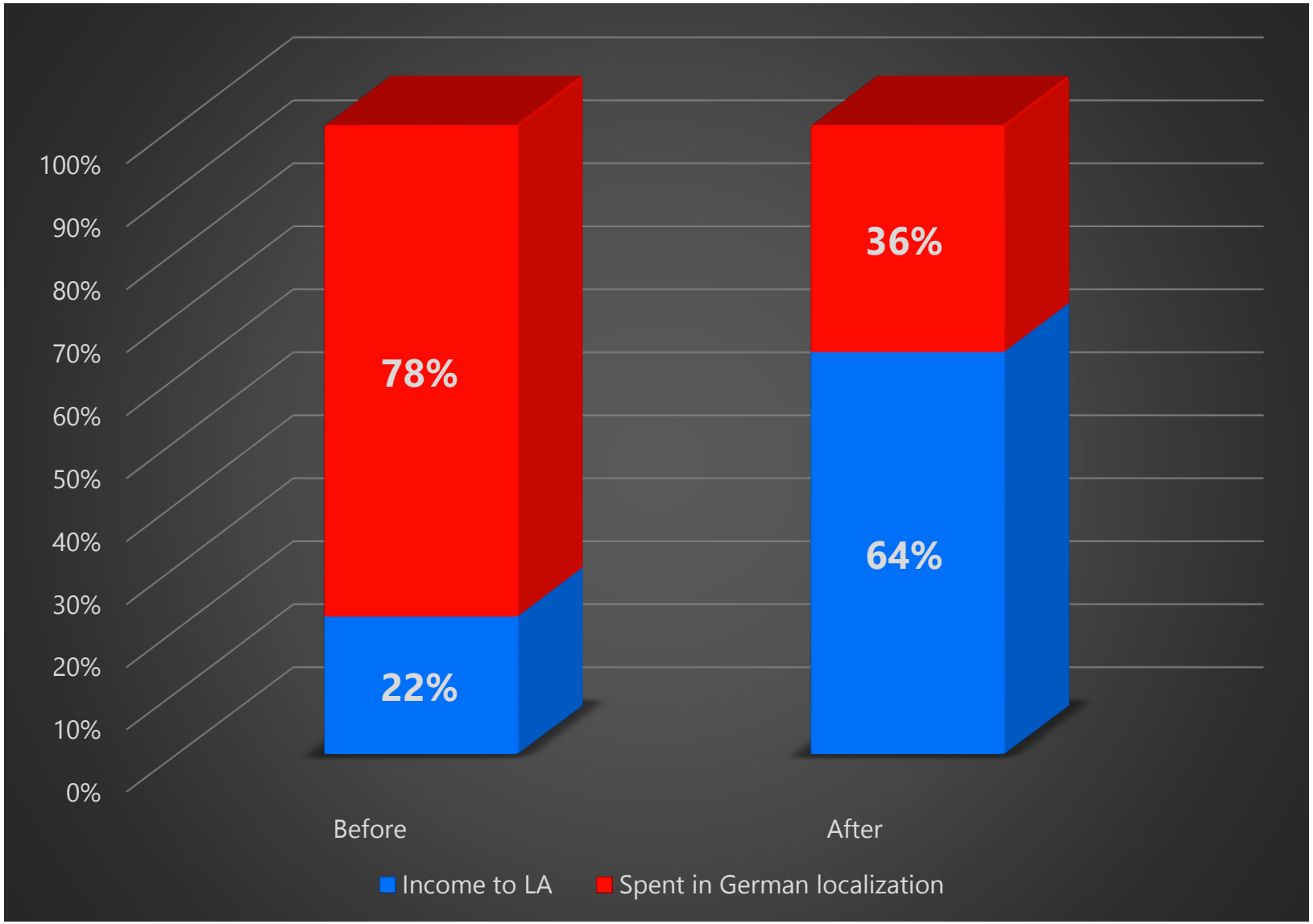
Quality


Fabula: C:\Conquistador_Unity\Assets\Resources_LevelsXML\Level1.xml
File
Setup
Validate
Text: You form up and advance upon the enemy with your weapons lowered, your translators preaching of your superiority in battle and urging the enemies to retreat before it
Jump: TenochtitlanMarket_TlaxcalaCombat
Choice: Approach the enemy.
Text: There's no way to be sneaky about it, so your people form up and file into the plaza. Your enemies immediately begin to shout and ready their weapons. The battlefield i
Destination: TenochtitlanMarket_TlaxcalaCombat
Choice: Begin battle.
Condition: int CitlalliReconciled == True
Combat: BattleC1TenochtitlanMarket (Eliminate enemies in 8 turns) - 6 PCs, 7 enemies
Jump: TenochtitlanMarket_TlaxcalaCombatSuccess
Jump: TenochtitlanMarket_TlaxcalaCombatFailure
Condition: int CoyotlReconciled == True
Combat: BattleC1TenochtitlanMarket (Eliminate enemies in 8 turns) - 6 PCs, 7 enemies
Jump: TenochtitlanMarket_TlaxcalaCombatSuccess
Jump: TenochtitlanMarket_TlaxcalaCombatFailure
Combat: BattleC1TenochtitlanMarket (Eliminate enemies in 8 turns) - 6 PCs, 7 enemies
Destination: TenochtitlanMarket_TlaxcalaCombatSuccess
Image: Victory
Text: The battle is over as quickly as it started. The Tlaxcalteca group lies scattered across the market - every single one of them fought until their las
Choice: Continue.
Condition: int CoyotlReconciled == True
Image: Coyotl
Text: Coyotl wipes the blood from his weapon, then he zeroes in on you like a bird of prey and pulls you into a strong embrace.
Choice: Continue.
Text: He holds you like that for a long moment, and when he finally releases you, he stares directly into your eyes. The look i
Choice: Continue.
Jump: TenochtitlanMarket_TlaxcalaCombatSuccess_Merge01
Condition: int CitlalliReconciled == True
Image: Citlalli
Text: Citlalli discards the half-broken spear she took from one enemy and pulls her own weapon from the chest of another enemy. Th
Choice: Continue.
Text: Your Amazon jumps into your arms, wrapping her arms around your neck and pulling you in for a long, passionate kiss.
Choice: Continue.
Text: Her eyes says everything that needs to be said. You nod. She smiles. Then she turns around and joins the rest
Choice: Continue.
Jump: TenochtitlanMarket_TlaxcalaCombatSuccess_Merge01
Destination: TenochtitlanMarket_TlaxcalaCombatSuccess_Merge01
Trigger: ResetSelectedFollowers
Image: AztecCity
Condition: int AztecQuest06Started == True
SetInt: AztecQuest06Completed = 1
RandomFollower: Highest Ranking (Uninjured)
Trigger: RecallFollower SecondCommander
Goal: Recapture the Market = Updated
Trigger: XP 200
Trigger: AddEvent TenochtitlanMilitaryQuarter
Trigger: RemoveEvent
Trigger: ObjectsDisappear TenochtitlanHomesNormal
Trigger: ObjectsAppear TenochtitlanHomesBurned
Text: Your people are scavenging the dead bodies when FName walks up to you, whipi
Dialog: (FName) "Capitán, we should rendezvous with FNameFirst2 in the military qu
SetInt: TotonacQuest06Completed = 1
RandomFollower: Highest Ranking (Uninjured)
Trigger: RecallFollower SecondCommander
Goal: Take Tenochtitlan's Market = Updated
Trigger: XP 200
Trigger: AddEvent TenochtitlanPalace
Trigger: RemoveEvent
Trigger: ObjectsDisappear TenochtitlanHomesNormal
Trigger: ObjectsAppear TenochtitlanHomesBurned
Text: Your people are scavenging the dead bodies when FName walks up to you, whiping s
Dialog: (FName) "Capitán, we should rendezvous with FNameFirst2 in the palace and ge
Event Detail
Tag: TenochtitlanMarket
Name: Tenochtitlan Market
Logic Event:
Maximum trading values
Medicines: 110
Rations: 350
Equipment: 35
Valuables: 5000
Version 1.6
GUI Language GUI-en

Overall sales



Revenues from Germany



After localization was released

IS IT WORTH IT?

In our experience

1. Write your game in a major language.
2. Wait for initial sales numbers.
3. Only drawback is it complicates your PR.
4. Watch out for the demanding fans ;-)

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Jonas Wæver: @jonaswaever
Logic Artists: @LogicArtists

Thank you