Localizing games for the Spanish Speaking World

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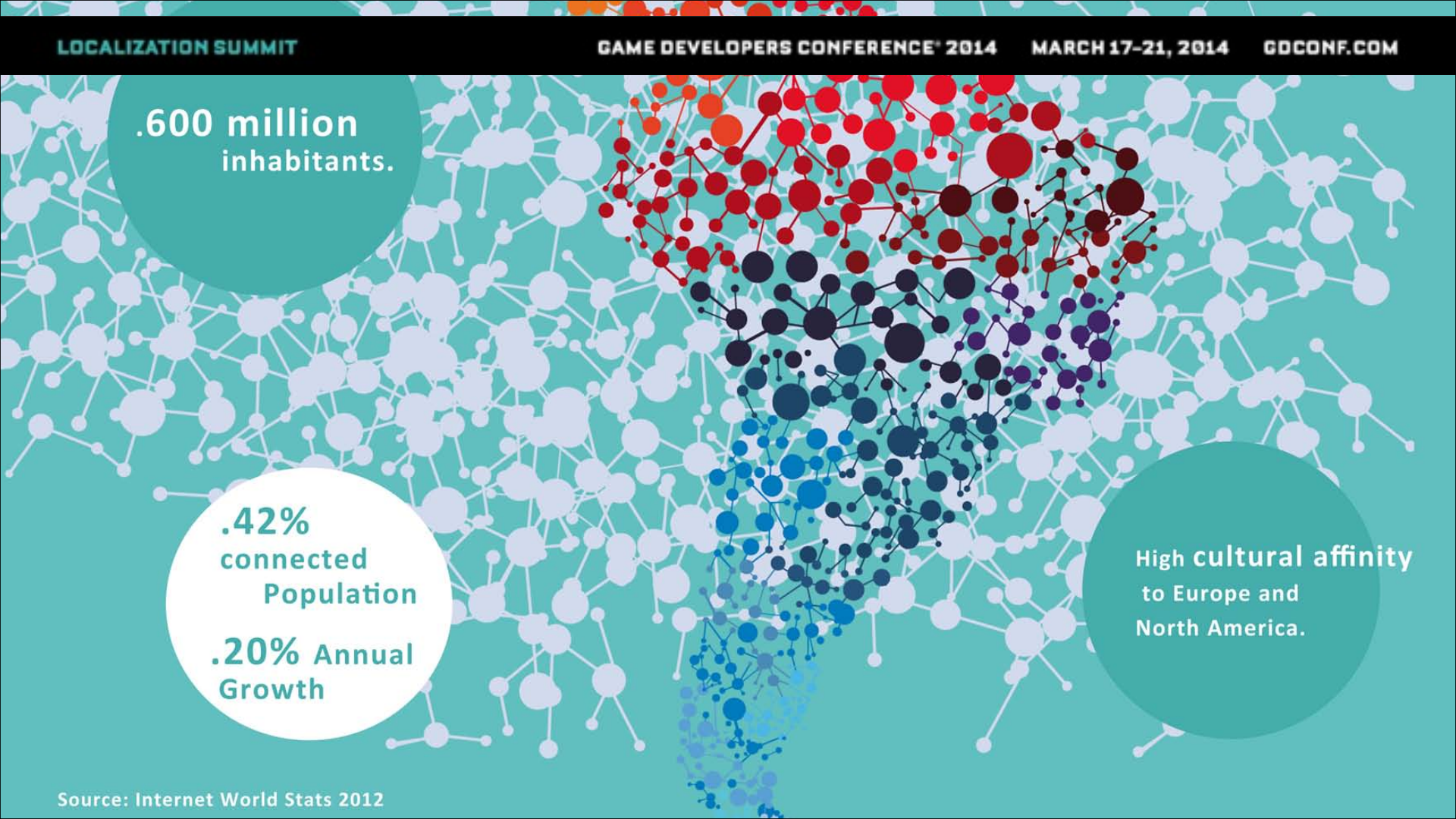
Welcome
Bienvenido

What you will hear in the next 22 mins.

- Introduction to Latin America
  - How this world is diverse
  - Difficulties you will find
- Overview of the Spanish speaking World
- How we approach localizing games for the region
  - Case study: Vampire Season
- Some key considerations
- Wrap up


.600 million
inhabitants.
.42%
connected
Population
.20% Annual
Growth
High cultural affinity
to Europe and
North America.
Source: Internet World Stats 2012

Cultural Affinity

In terms of music, food, sports, politics, social life, consumed goods:
*high affinity with North America (specially Central America and Mexico)
*high affinity with Europe (specially Uruguay, Argentina and Chile)

-Brazil is more closed culturally.

-North American media has high impact on the adult audiences.

-Japanese media (Anime, Manga and Video Games) has a high impact in the younger audiences.

Despite the difference, we have many of commonalities

In contrast, western games work great in the region

Smartphones

40%	50%		70%		90%	
of mobile phones are smart-phones, around 60 million devices.	in the USA 50% of devices are smartphones, around 120 million devices.	Fastest smartphone growth in the world.	Android is the dominant platform, with more than 70%	In contrast, tablet devices are not as popular.	Social network and messaging in phones has high penetration, near 90% of connected users.	50% play videogames actively (~30m)

.Most are budget phones (ie, Galaxy ACE, Sony Xperia Mini)

.Android 2.2, 2.3

.Low Resolution (ex: 320x480)

.Limited Storage (1-2gb)

.Limited connectivity (mostly via WiFi)

21-35 year-olds are the largest portion of players (47%) and payers (50%)

PLAYERS

51%F

49%M

44%F

56%M

PAYERS

Source:NewZoo, 2012

Per Capita Disposable Income

CHINA

$2.9 Trillion
1.3 bn pop.
= $2,200 pP

LATAM

$2.8 Trillion
594 mn pop.
= $4,700 pP

Source:Alta Ventures

Biggest difficulties entering the LA market

-Available payment methods for users are limited
-Not as much disposable income as US or Europe
-Localization is required (translation/dubbing).
-Piracy
-Regional legal restrictions.

Payment Methods that don't work
-Credit Card is not as commonplace.
-International transfers are limited
-No infrastructure for Carrier Billing
-On most countries, Google Play/Apple do not offer enough payment options to users.

Most popular payment methods

-Debit Card / Deposit to local accounts
-SMS to local number (pay via SMS, debited by phone credit)
-Pre-Paid cards (most popular with young players)
-Supermarkets, internet cafes and other third party payment collectors.
-Designing for impulse-buy is not as effective.

Regional Notes

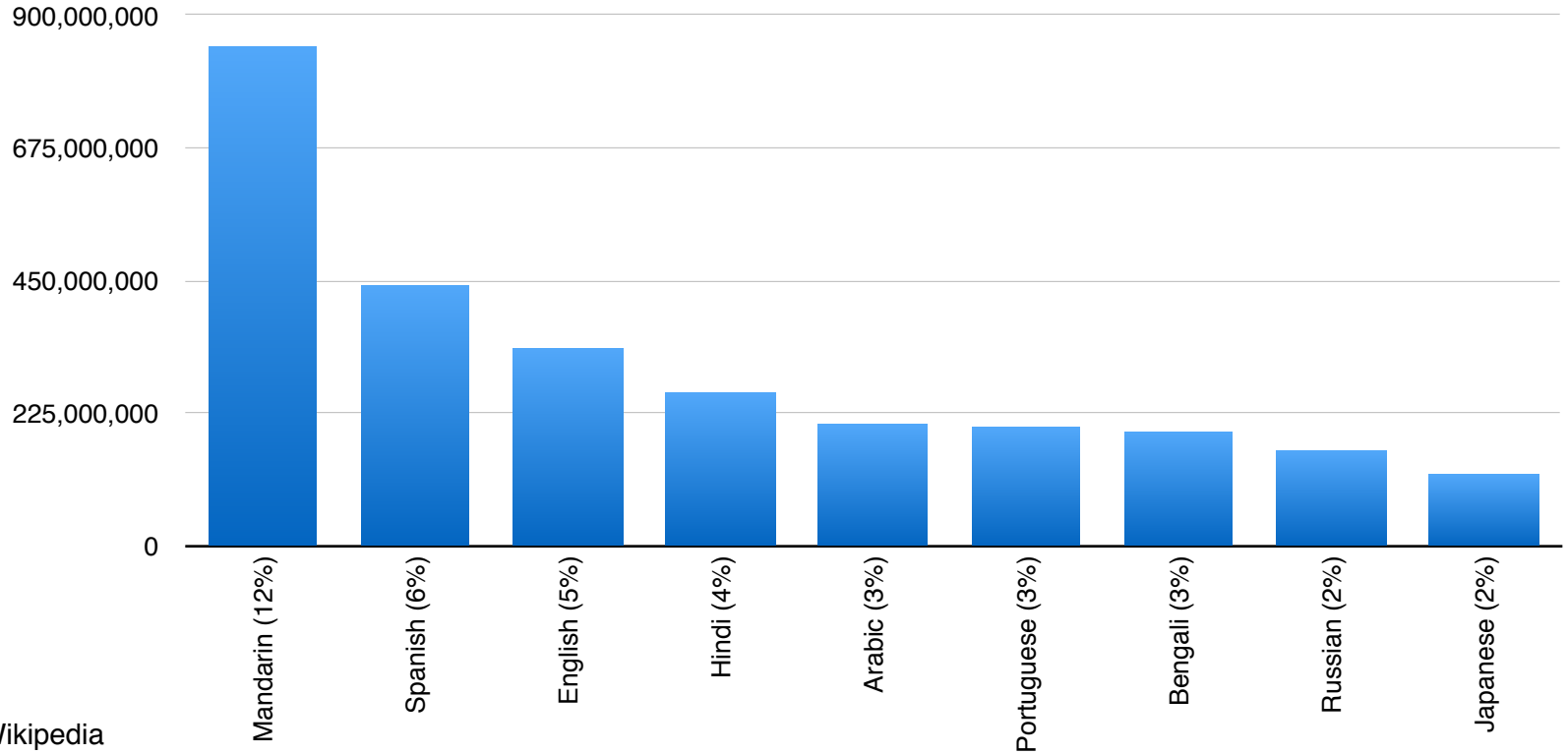
-Some countries require government approval to transfer money to other countries or convert it to foreign currency (Argentina, Venezuela).
-There are regional companies like Yuisy (Argentina) or BoaCompra (Brazil) that offer packaged solutions to payment.

And how about payments

- Credit card penetration is less than 15%
- Mayor app store do not support carrier billing, and carriers in LATAM tend to want 60% - 70% of revenues and an integrator on top!

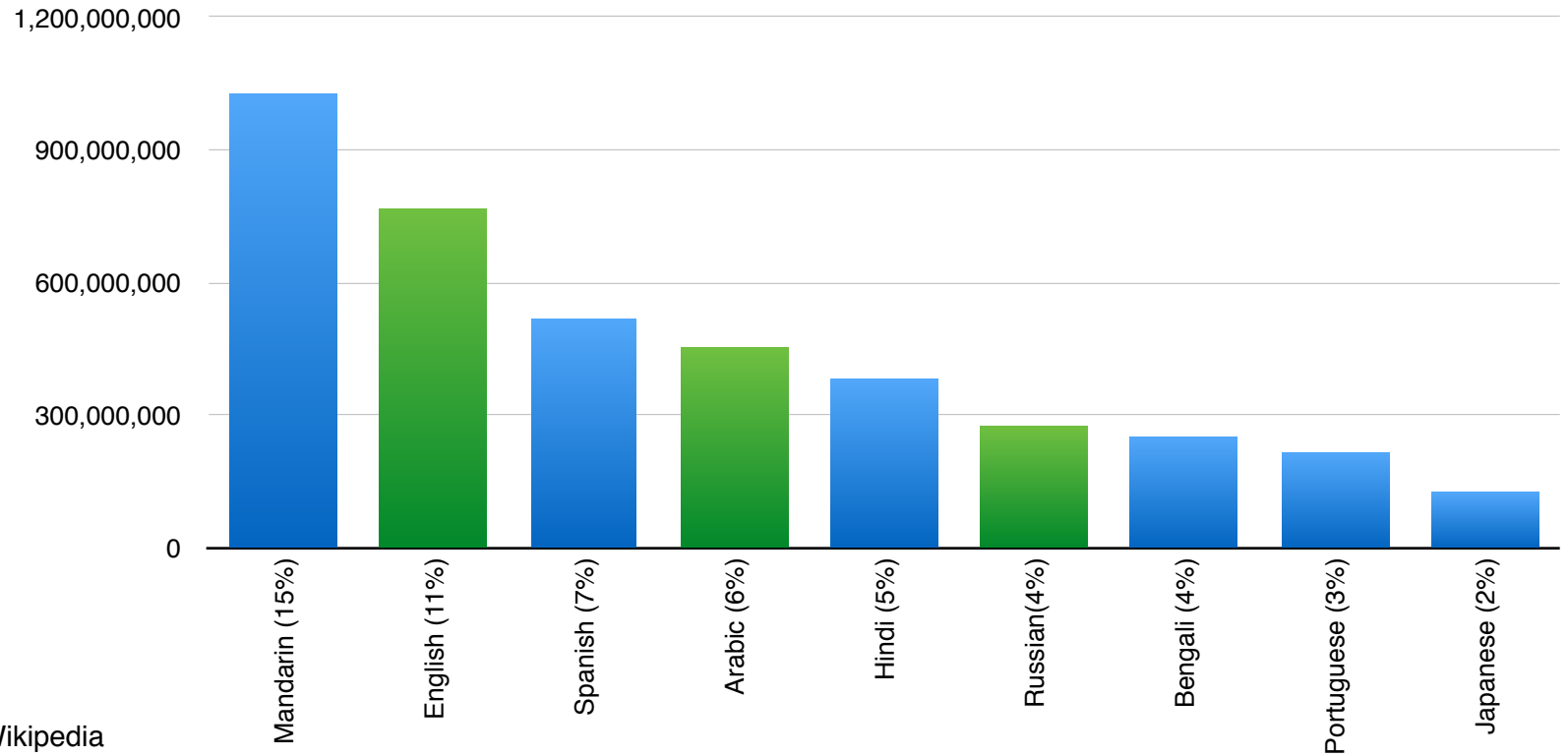
This is the spanish speaking world

It’s the second natively spoken language



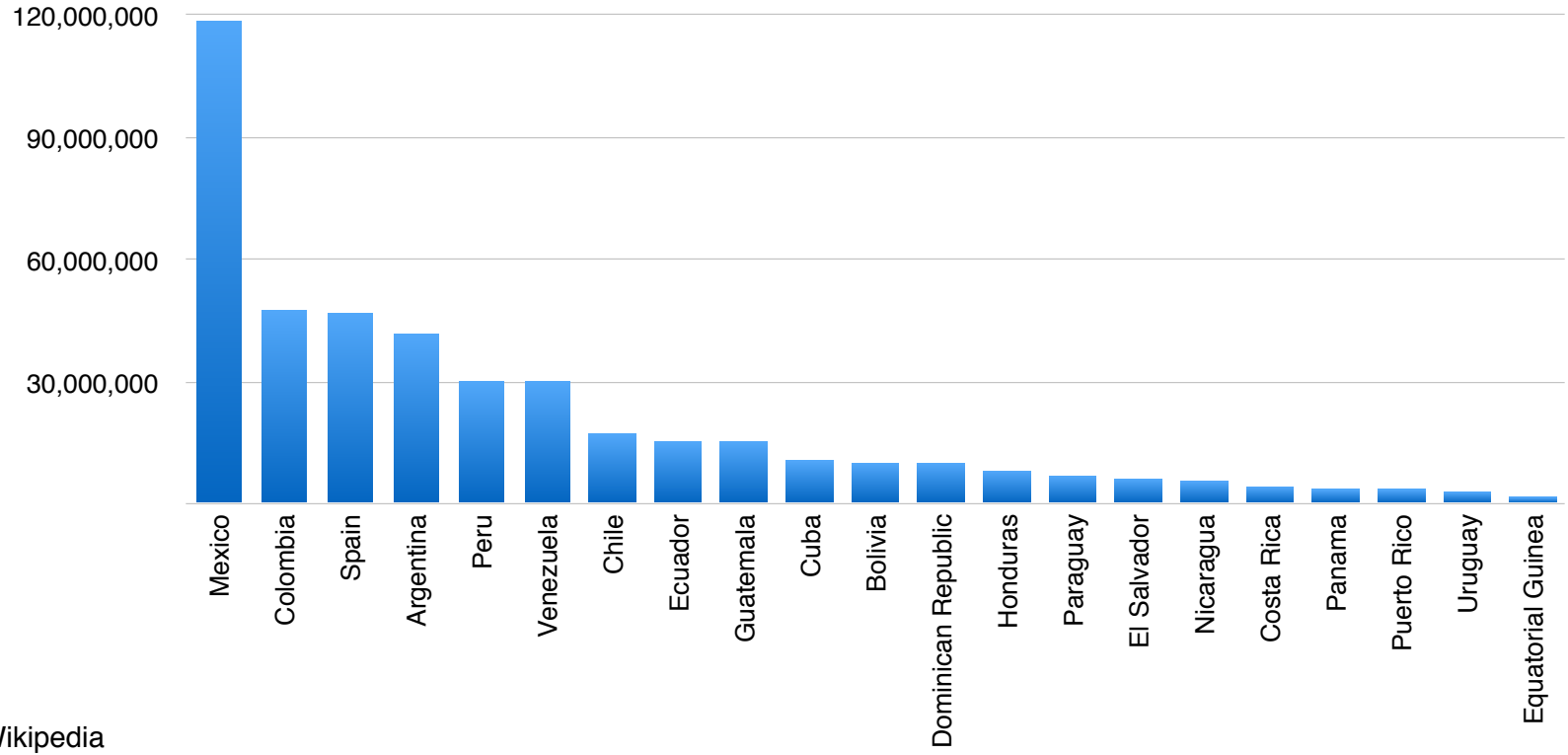
Source: Wikipedia

And the third most used



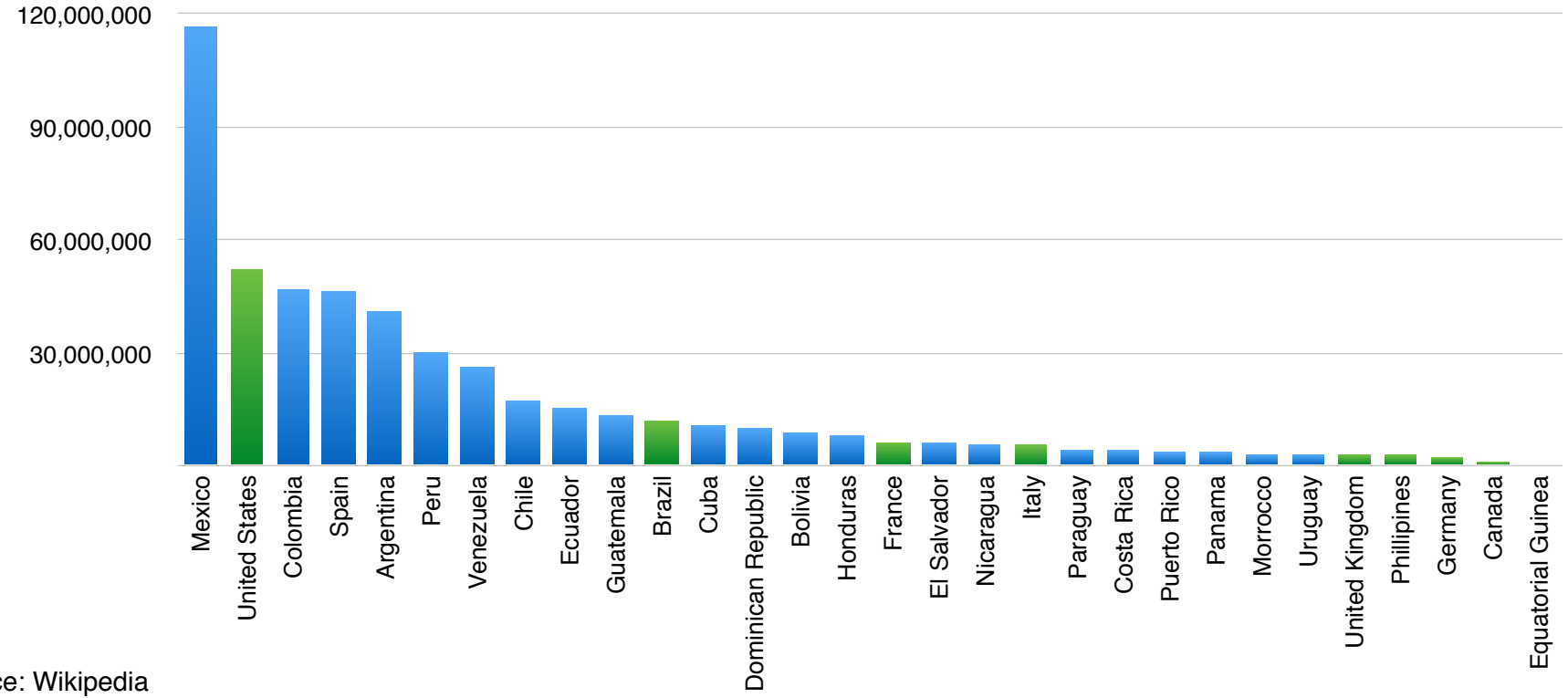
Source: Wikipedia

These are the biggest native spanish speaking countries



Source: Wikipedia

But again, many speakers live outside the region



Source: Wikipedia

In fact, US has **38 million native spanish speakers** alone

Source: Wikipedia

And English as a Second Language penetration is extremely low

	Country	Bilinguism	Source
	Spain	35%	Eurobarometer report 2012
	Argentina	6.5%	Wikipedia
	Mexico	4.6%	2006 Census: Spoken Language
	Colombia	1%	Ministry of Education 2007, EF, British Councel

Although slowly improving

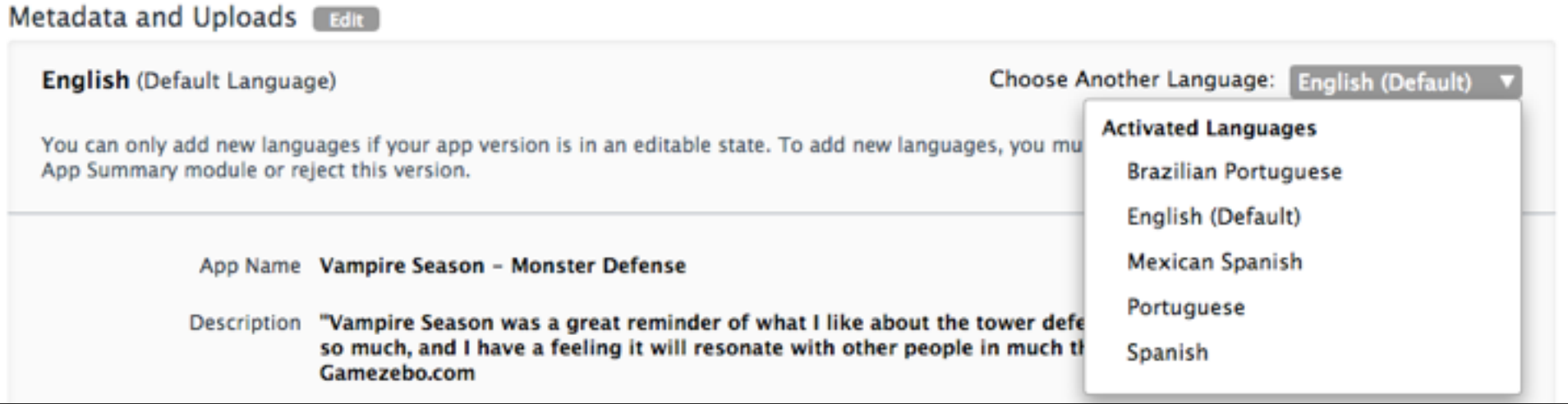
	Country	Score	2007-2013 Trend	Level
	Sweeden	68.69	+2.43	Very High Proficiency
	Argentina	54.43	+0.94	Moderate Proficiency
	Spain	53.51	+4.5	Moderate Proficiency
	Brazil	50.07	+2.8	Low Proficiency
	Mexico	49.91	-1.57	Low Proficiency
	Colombia	47.07	+4.3	Very Low Proficiency

Europe as a whole speaks the best English, Latin America the worst.

Source: EF

Spanish & Mexican Spanish??

- So Apple suggests Latam has only one spanish: Mexican Spanish.



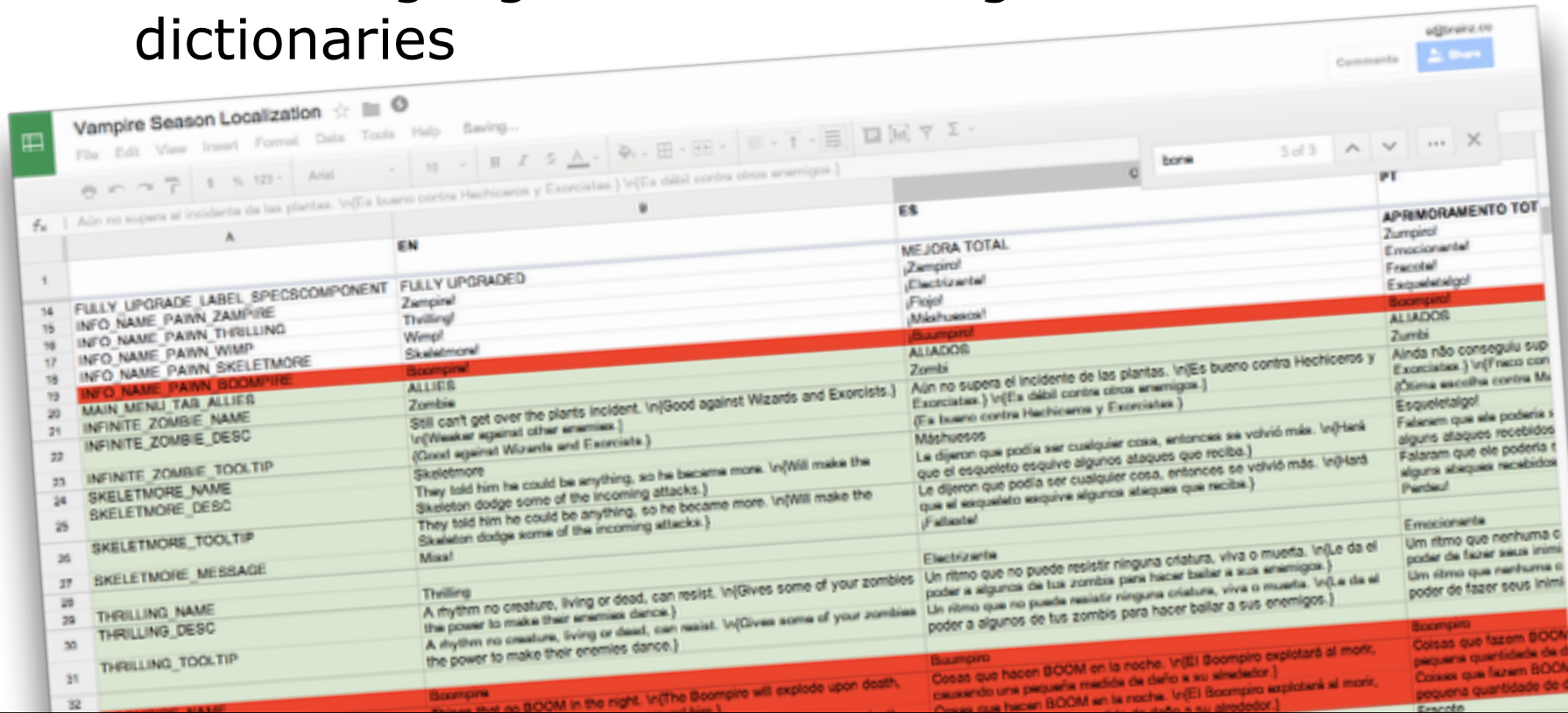
But in reality there are many!

- Mexican Spanish
- Colombian Spanish
- Rioplatense Spanish
- Peuvian Spanish
- Venezuelan Spanish
- Chilean Spanish
- Ecuadorian Spanish
- Guatemalan Spanish
- Cuban Spanish
- Dominican Spanish
- Honduran Spanish
- Paraguayan Spanish
- Salvadorian Spanish
- Nicaraguan Spanish
- Costa Rican Spanish
- Panamanian Spanish
- Puerto Rican Spanish
- Uruguayan Spanish
- Equatoguinean Spanish

Case Study: Vampire Season

- Originally written in English
- Blends classical horror and pop culture
- Has a lot of references to internet gags
- We wanted to attract Latin a mercian Audiences (Spanish and Portuguese)

- We used google docs to manage dictionaries



- And refactored our font texture atlases to contain Latin characters in the languages we needed to roll out
- Took care of using fonts with tildes (á) and eñes (ñ)

ÅÅƒÇÇÙÚÛÙÚÛÝÝÀÁÂÀÁÂÒÓÔÒÓÔÕÕŠŠŽ
ŽÈÉÊÈÉÊÌÍÎÌÃÃÑÑÖÖÜÙÝŸÄÄËËÏÏ¦@$§

- Translating Jokes were specially tough as we had to find sayings that actually made sense in the target language
  - •English: Bone to be Wild
  - •Spanish: Un hueso duro de roer

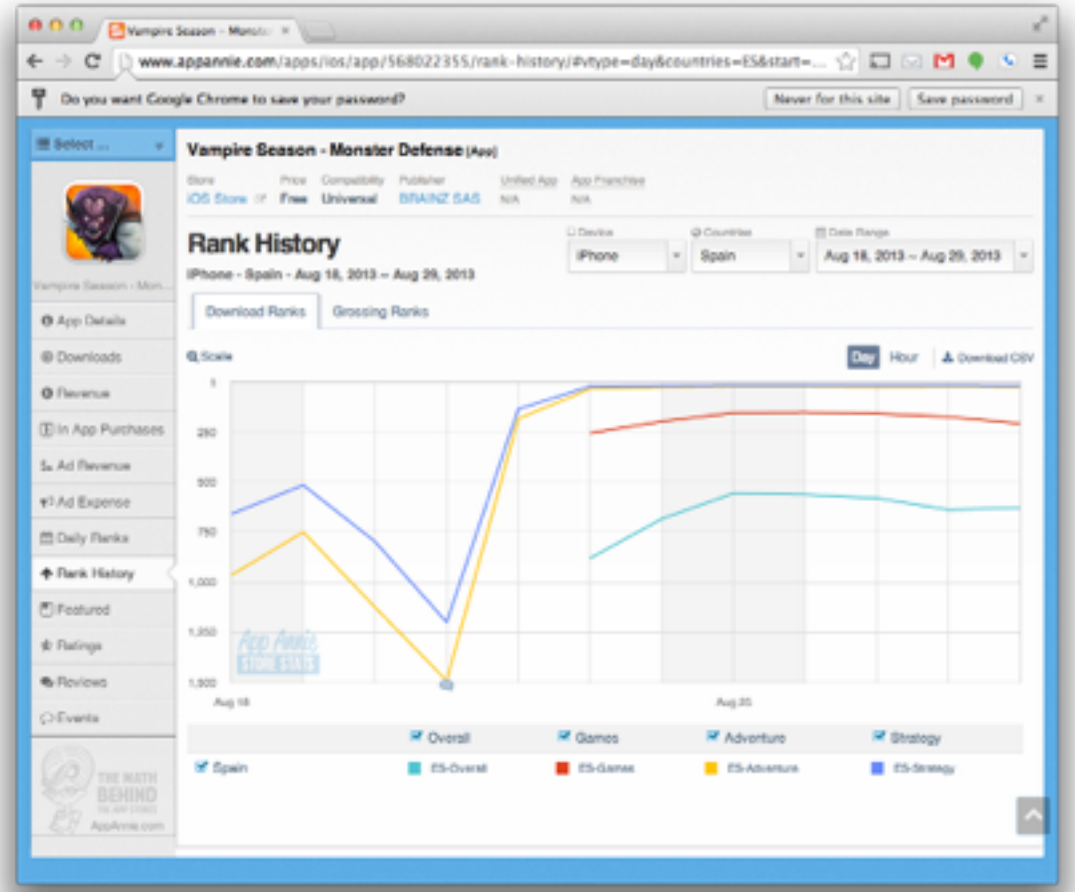
- We Relied on Onomatopoeias
  eg. O.U.C.H. (Outstanding Undead Care & Healing)

- And were careful that characters were relevant across cultures:
  eg. Nuck Chorris Survival Guide

- We translated to spanish using our internal copy writer
- We then check style (game designer and community manager)
- Finally did a pass with peers in Mexico and Spain (we did not do the same for Argentina, but should have)

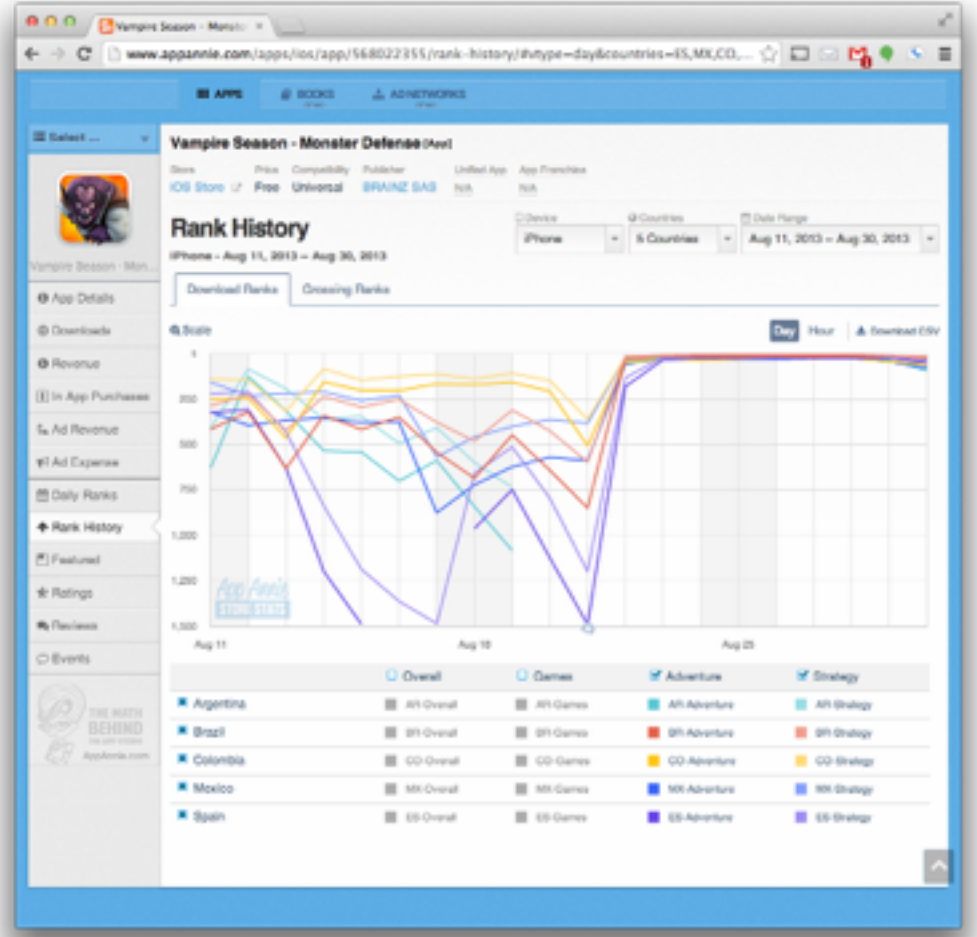
Results

- Rose to #1 in Spain

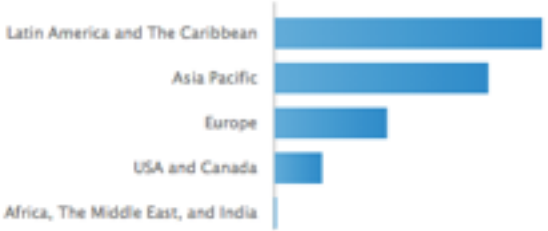


Results

- And throughout the region



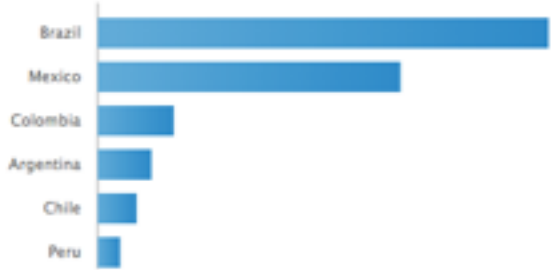
Territory



Platform

Category

Territory



Platform

Category

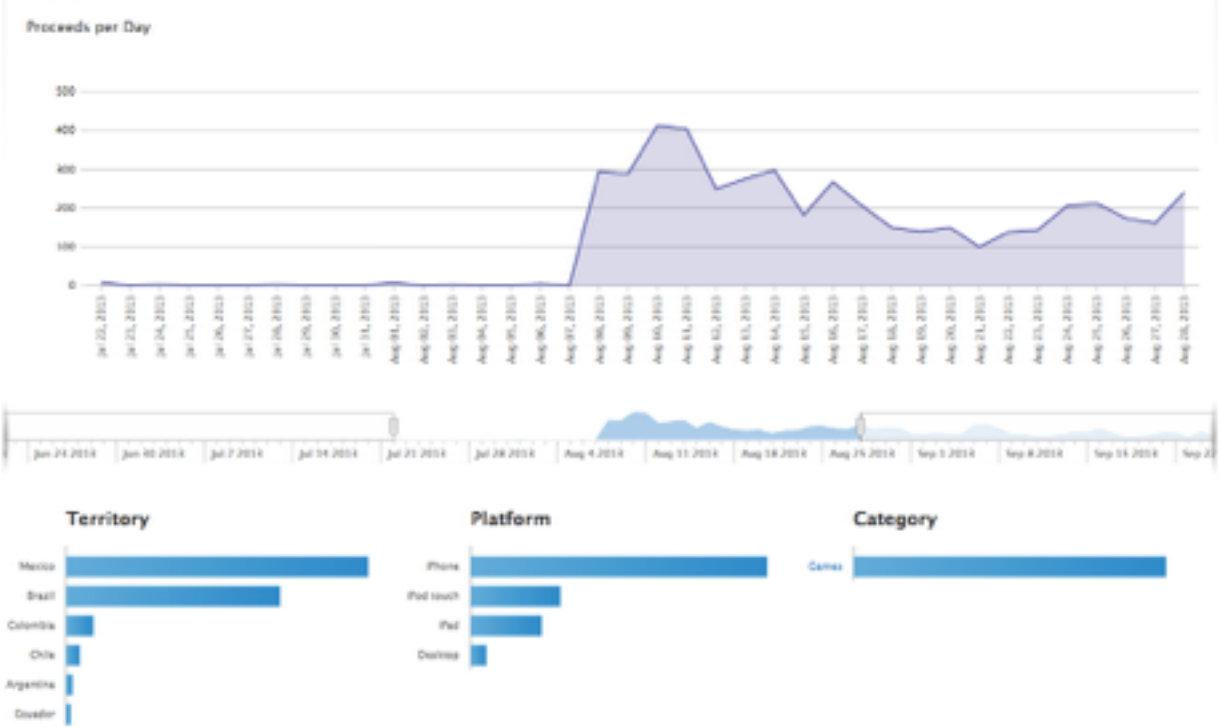
Results

- But especially due to Apple's interest in localized content.

Results

- And Samsung's interest in localized content

Momentum (Vampire Season + Audio ninja)



Takeaways

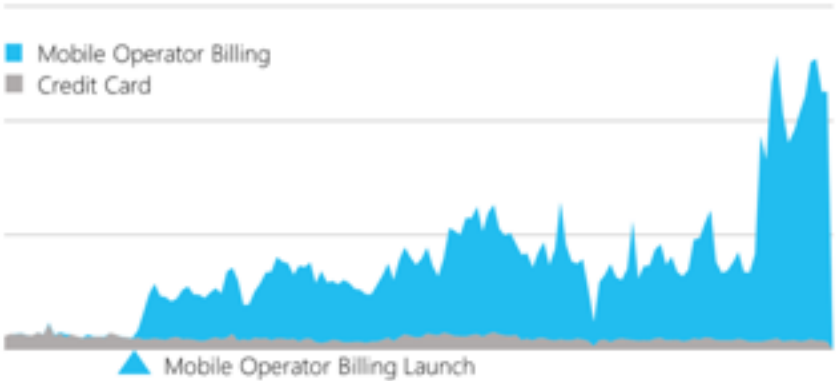
- Local editorial teams love localized content
- It can also broaden the appeal to non bilingual audiences
- Neutral spanish works even better than Chilean Spanish for Chileans, etc.
- Art does not need localization if comes from US or EU

Some tips for neutral spanish:

- Avoid using words that might have different meanings in different countries (“Comida = lunch in Mexico / dinner in Colombia)
- Some words can can be inappropriate depending on the country (“traste” = utensils in Mexico / butt in Argentina).
- Avoid using words that are not universally used (eg. Instead of “Amigo”(friend), using“pana” (Venezuela), “cuate” (México), “parce” (Colombia), “compinche” (Argentina).
- More important, have people proofread your copy in different Countries (either your top countries, or the ones with most app users (Mexico, Spain, Colombia and Argentina).

Windows Phone Approach

- Allowing carrier billing as an opt in by developer
- Issuing an extra 13.9% in carrier billed transactions
- This can help conversion in Latin America and emerging markets



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Thanks for listening!

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