Localizing games for the Spanish Speaking World

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GAME DEVELOPERS CONFERENCE

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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



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 smartph ones, around 120 million devices.	Fastest smartph one growth in the world.	Android is the dominant platform, with more than 70%	In contrast, tablet devices are not as popular.	Social network and gin phones has high penetrati on, near 90% of connecte d users.	50% play videoga mes 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%)



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

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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.



yuisy



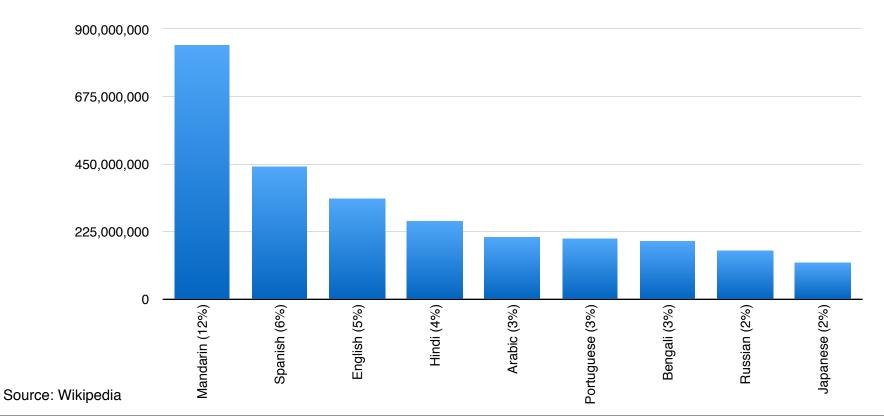
And how about payments

- 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!

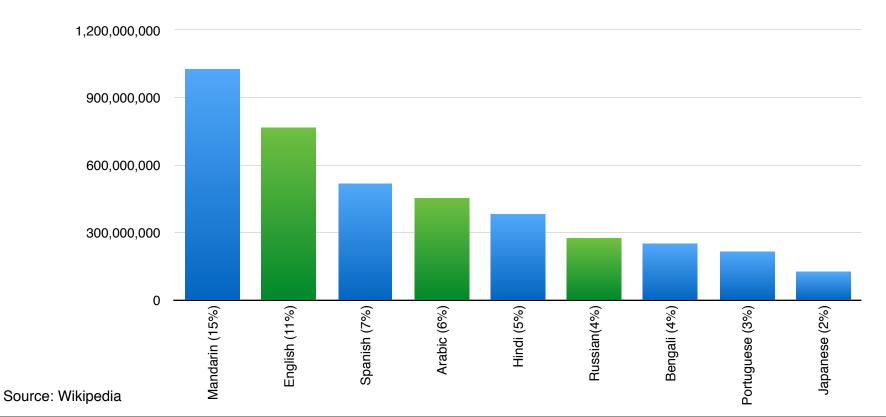
This is the spanish speaking world



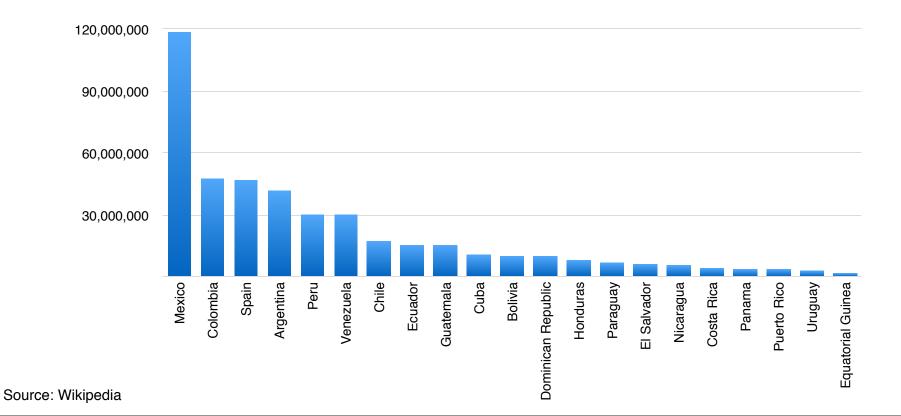
It's the second natively spoken language



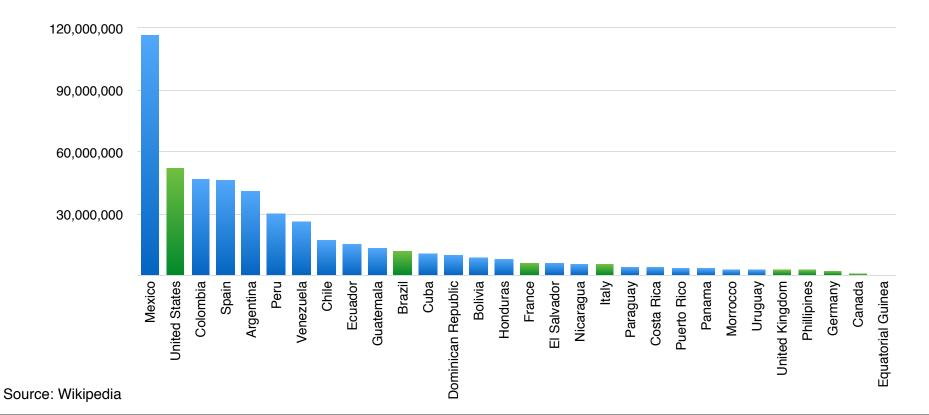
And the third most used



These are the biggest native spanish speaking countries



But again, many speakers live outside the region



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
8	Spain	35%	Eurobarometer report 2012
•	Argentina	6.5%	Wikipedia
.8	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
8	Spain	53.51	+4.5	Moderate Proficiency
\diamond	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.

Spanish & Mexican Spanish??

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

Metadata and Uploads	Edit		
English (Default Langua	ge) (Choose A	nother Language: English (Default) 🔻
You can only add new lang App Summary module or n	uages if your app version is in an editable state. To add new languages eject this version.	, you mu	Brazilian Portuguese
App Name	Vampire Season - Monster Defense		English (Default) Mexican Spanish
Description	"Vampire Season was a great reminder of what I like about the to so much, and I have a feeling it will resonate with other people in Gamezebo.com		

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

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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)



e@treitz.0

We used google docs to manage dictionaries

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- 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)



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- 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

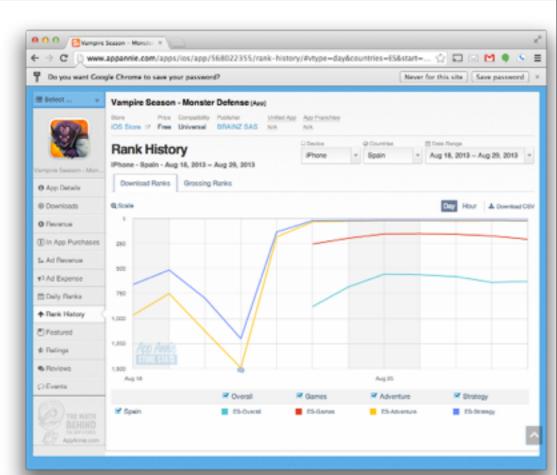


- We translated to spanish using our internal copy writer
- We then check style (game designer and community manager)
- Finally did a pass with peers in Mexico and Spain (we did not do the same for Argentina, but should have)



Results

 Rose to #1 in Spain



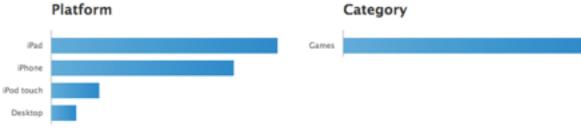
Results

• And throughout the region

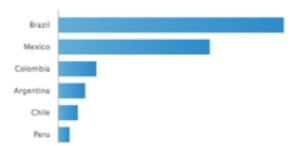
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Category





Territory







Results

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



Nuevo esta semana

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Actualizado esta semana Ver todo >

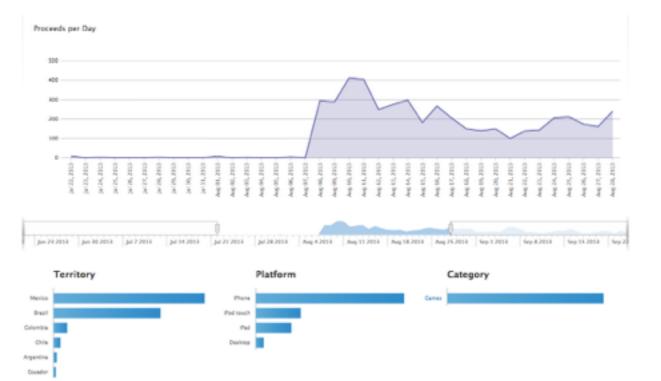


Results

• And Samsung's interest in localized content



Momentum (Vampire Season + Audio ninja)







Takeaways

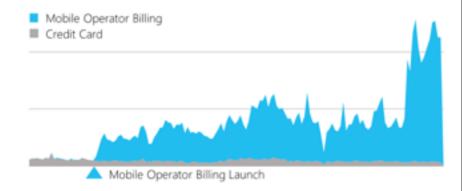
- •Local editorial teams love localized content
- •It can also broaden the appeal to non bilingual audiences
- •Neutral spanish works even better than Chilean Spanish for Chileans, etc.
- Art does not need localization if comes from US or EU

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



Special thanks!!

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- •Alvaro Azofra, Ironhide Studios, Uruguay

Thanks for listening!

Contact us!

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