

Emerging Communities:

a Snapshot of the Brazilian Indie Game Development Scene



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Takeaway

Learn the importance of nurturing **indie game development** groups and understand how **internationalization** is crucial to this endeavor in Brazil.

Snapshot

1. Brazil vs Brasil
2. Language and Self-esteem
3. Localization: AAA and Indie
4. Brazilian Indies
5. Main Challenges
6. Future Perspectives

1. Brazil



1. Brazil



1. Brazil

US price

BR price

iPad Air



US\$ 499

US\$ 760

PlayStation 4



US\$ 399

US\$ 1740

1. Brazil

**GAMASUTRA**

The Art & Business of Making Games

PRINT 

The Battle For Brazil's Game Future

By Arthur Protasio

[IGDA Rio de Janeiro head Arthur Protasio writes about the current perception of games in the South American country, talking about cultural and economic challenges that keep games from being recognized as a vital medium in this developing economy.]

It is no mystery that games are a huge medium -- and are growing fast. Likewise, the debate between those who believe in games as a medium deserving respect and those who don't is also not new.

Regardless of which conclusion one comes to, the definition of "art" is independent of evaluations such as "good" and "bad" or "exquisite" and "distasteful". Simply put: art does not need to please one's tastes in order to be legally defined as "art".

However, if one thing has been proven beyond a doubt, it's that games do excel at creatively expressing thoughts and emotions, and are one of the most engaging and popular means of expression in society today. The issue at hand is that, sadly, this is not the perception that prevails among society as a whole.

The Battle For Brazil's
Game Future

by Arthur Protasio



1. Brazil



GAMASUTRA

PRINT 

The Battle

By Arthur Protasio

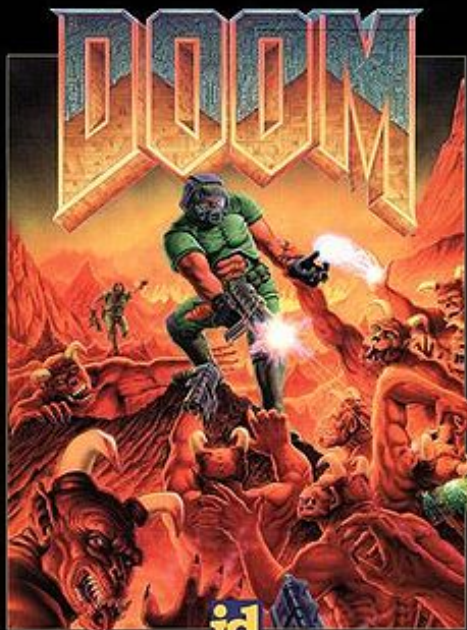
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1. Brazil

- Emerging consumer market
 - **4th** in the world
 - ~ **US\$700 million** in sales
- Strong habit of cultural importation
- Few national blockbuster titles
- No Brazilian AAA companies

1. Brasil

- Strong academic and game studies community
- History of **advergaming** and outsourcing
- Favors globalization to content creation
- Grown from **2008** to **2013**
 - **42** dev groups → **200+** dev groups
 - **560** professionals → **2.000** professionals

Global Game Jam

Number of locations:

1st EUA (123)

2nd Brazil (**58**)

3rd United Kingdom (28)



Super BR Jam / Pack of horrors / Spjam



International Cooperation



TowerFall (2013)



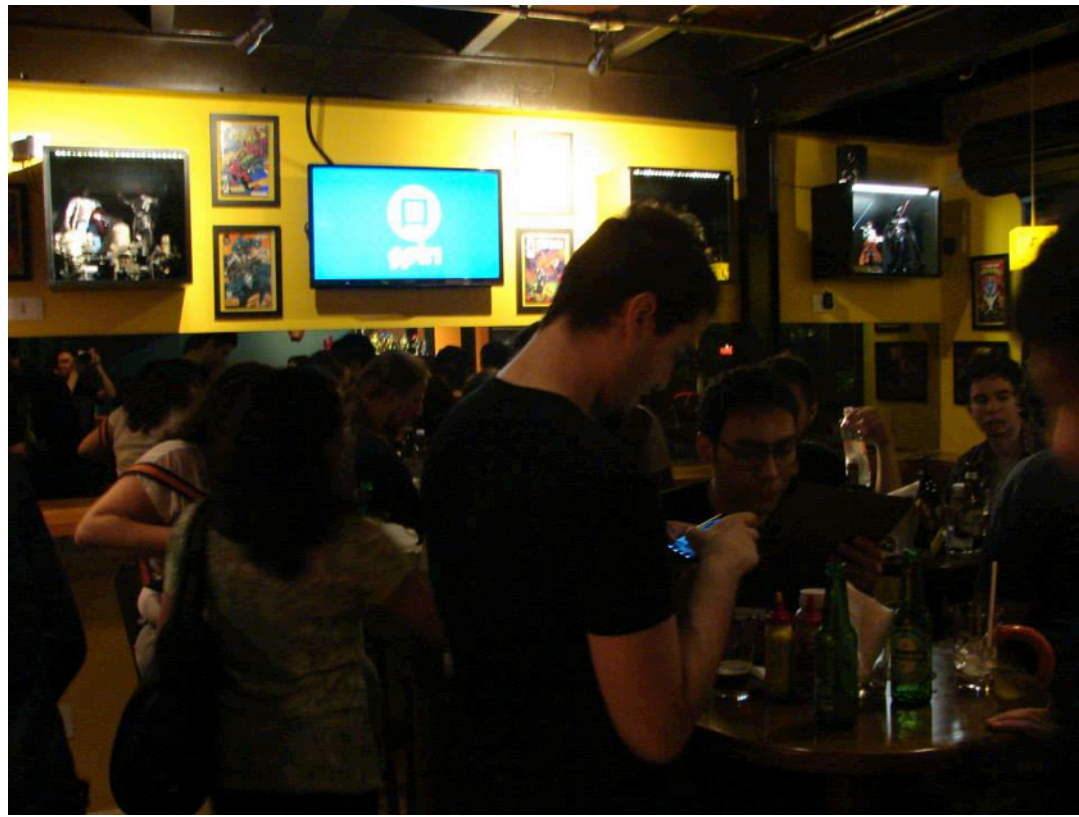
Rogue Legacy (2013)



Brasil Game Show / BIG



IGDA Meetings / SPIN

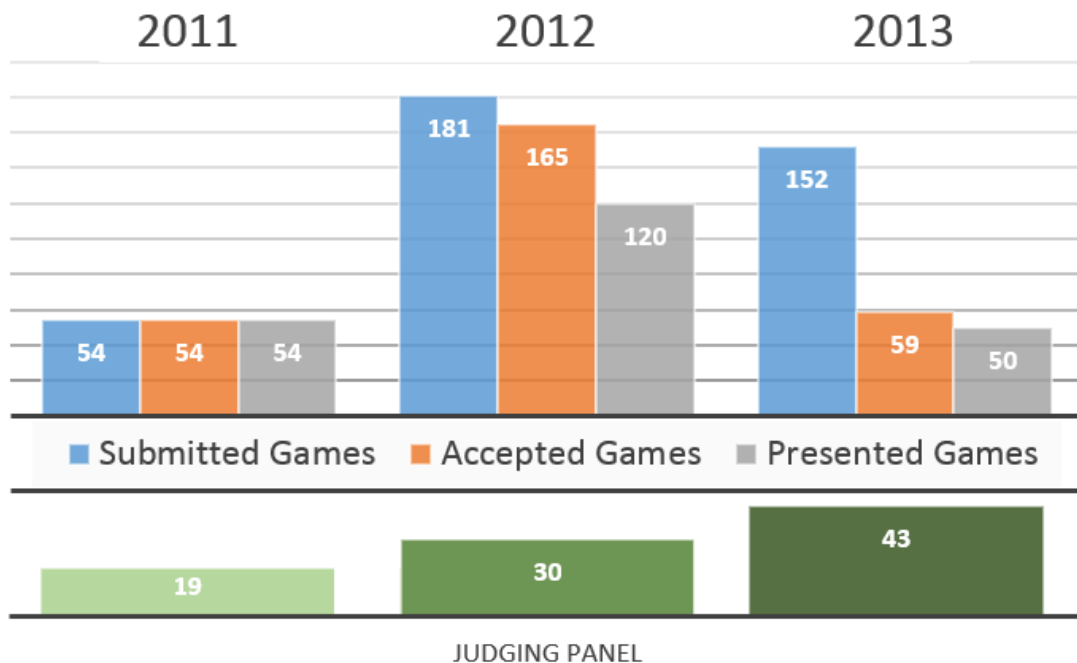


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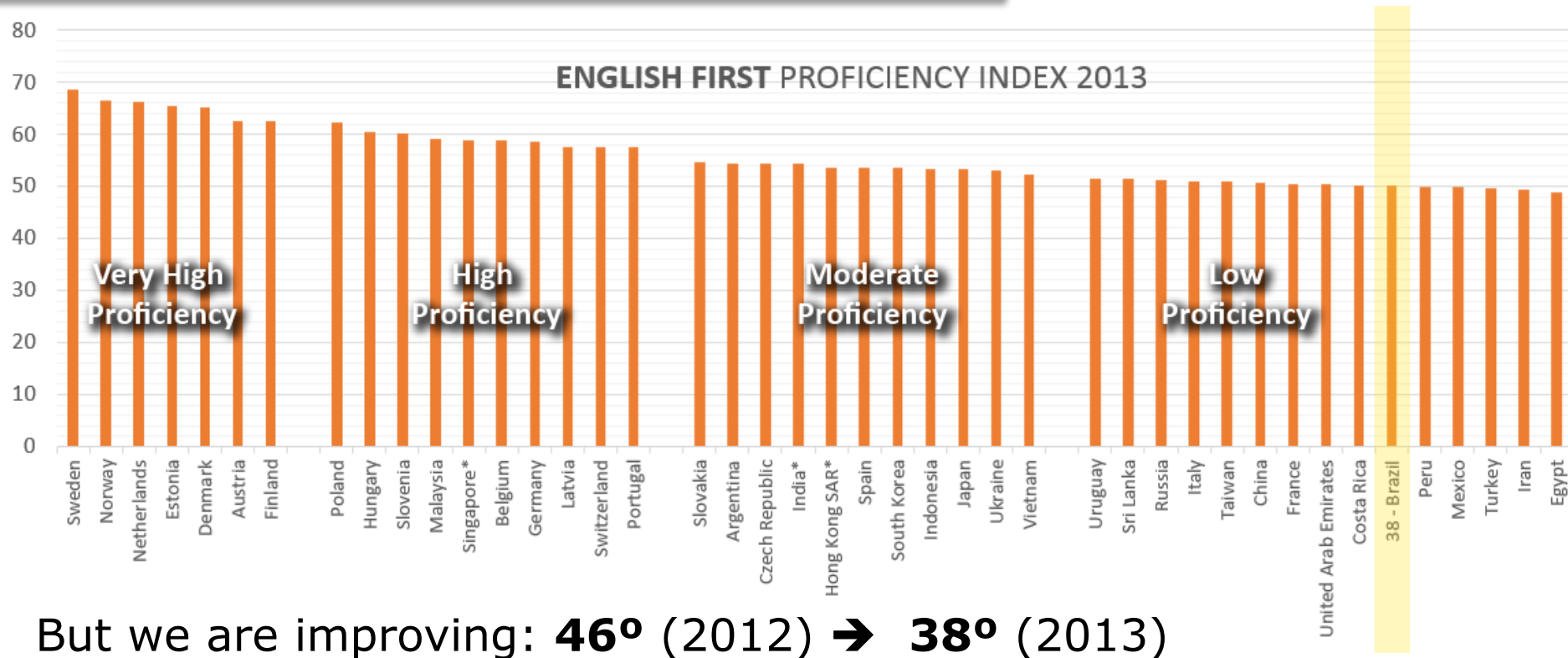


SBGames

SBGames Festival

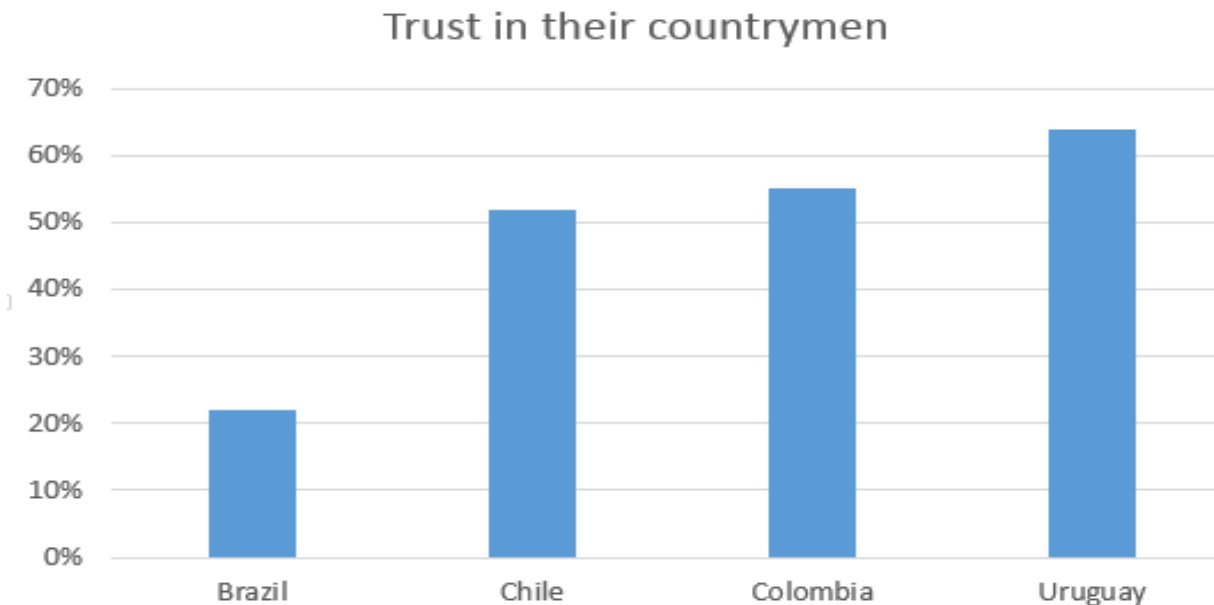


2. Language



2. Self-Esteem

1.



2. High self-esteem is essential for language learning and acceptance

2. Low Self-Esteem: **Consequences**



Huehuehue;



3 hours ago

jogo foi feito todo no ingles, menu legendas , dificil de acreditar que isso é brasileiro , mas eu sei que é coisa de brasileiro que nao valoriza o seu idioma .

Reiv ·  



Gameviciado99

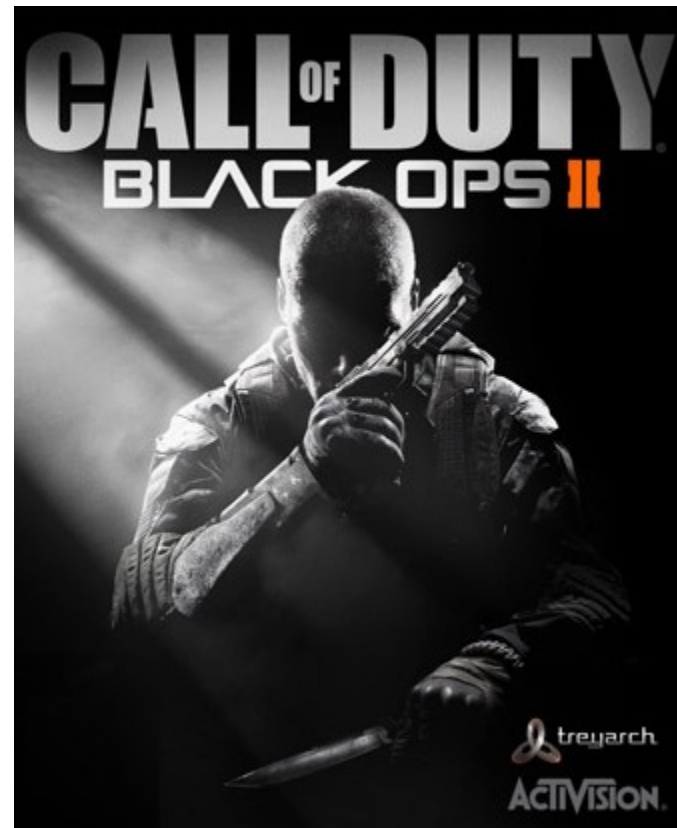
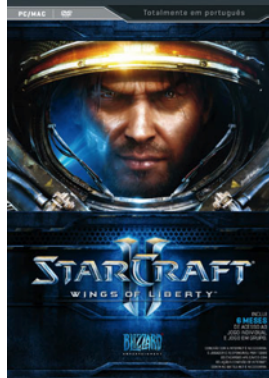
Se fosse de uma empresa americana ou europeia eu comprava, odeio brasileiros

4 13 horas atrás

*"Game completely in English, [...] hard to believe this is from Brazil, but I know that's a thing from **Brazilians** that they **do not value their own language**"*

*"If it was a American or European company I would buy, **I hate Brazilians.**"*

3. Localization: AAA



3. Localization: Indie

- Online communities localize non-Brazilian games.
- To the Moon, Gone Home, and Papers Please had official Brazilian Portuguese translations.



3. Localization: Indie

- *"I have an intermediate knowledge in english, but my wife has none and she played [To the Moon] today the portuguese version translated by you, and believe me: **It was magic to see her sobbing and crying for something had been in english she would not even play.**"*

3. Localization: Indie

- Brazilian games created in English
- Localization comes too early or too late in the development

4. Brazilian Indies



Ballistic (2013)

Browser based FPS for Facebook

International publisher:
Rumble

Casual focus

One of the Top 5 Unity
Game Devs –
responsible for Unity
Bootcamp TechDemo



Shop

day 66

304



Knights of Pen and Paper (2012)

International Mobile Hit

IGF Student Showcase

International publisher:
Paradox

King: Thank you, Knights
of Pen and Paper. You
saved me and my
kingdom from the
madness that came over
me.













INDEPENDENT
GAMES FESTIVAL

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Knights of Pen and Paper (2012)

	Downloads	% Downloads
	216	N/A
United States	122,430	N/A 23 % 
Germany	39,141	N/A 7.3 % 
United Kingdom	39,035	N/A 7.3 % 
Italy	31,694	N/A 5.9 % 
Russia	29,072	N/A 5.5 % 
Netherlands	24,717	N/A 4.6 % 
Canada	23,009	N/A 4.3 % 
Japan	21,076	N/A 4.0 % 
Brazil	18,119	N/A 3.4 % 
Sweden	17,810	N/A 3.3 % 

Qasir: Al-Wasat (2012)

Stealth based game

IndieCade finalist



Qasir al-Wasat
— A Night in-Between —

Oniken (2013)

Killscreen

Oniken is a **game made by Brazilians**, in homage to decades-old **Japanese games** that were made in the **style of American action movies**, sold online to an **international audience**. It's **globalization** in action.



5. Main Challenges

- Balancing international and national audience
- Providing quality localization
- Adapting cultural issues
- Raising awareness of Brazilian games

6. Future Perspectives

- Outsourcing localization
- Cultural recognition



Takeaway

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<http://tinyurl.com/brazil-loc>

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