

GAME LOCALIZATION: MODELS AND PROCESS

ATA 61 ANNUAL CONFERENCE

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Overview



Video game
industry



What is game
localization?



Priorities and
constraints



Models



Process and
tools



Conclusions

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The Video Game Industry

- Worldwide phenomenon
- Global pop culture
- Rise of casual games
- Beyond entertainment

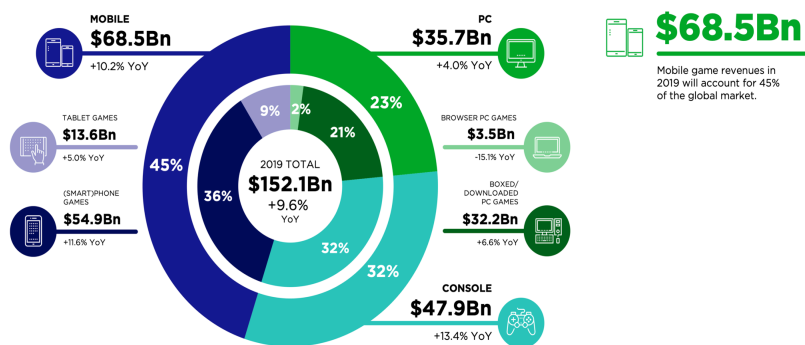


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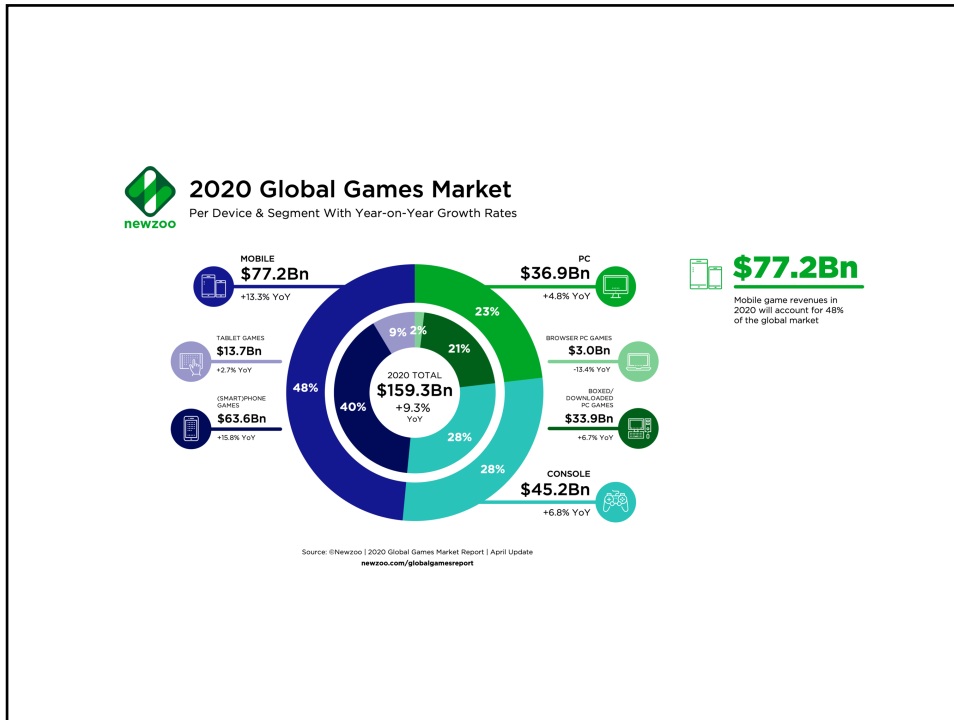
2019 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



Source: ©Newzoo | 2019 Global Games Market Report
newzoo.com/globalgamesreport

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Game Localization

The image contains two visual elements. On the left is a black and white icon of a smiley face with horns and a mischievous expression. On the right is a photograph of five stacks of silver coins, with each stack being taller than the one to its left, representing growth or increasing revenue.

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Game Localization



Produce a target market version with the same functionality that provides a similar gameplay experience (O'Hagan & Mangiron, 2013).



Complex technical, linguistic, cultural, legal and marketing processes.



50% of revenue from international sales (Chandler & Deming, 2012).

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Game Localization



Most games developed in English and Japanese



English as pivot language



Localization demand growing

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Game Localization



Increasing number of target languages



Volume increasing: expansions, patches, DLC



Fragmentation -> importance of terminology

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Game Localization



Multimedia, multimodal, interactive, non-linear texts designed to **entertain**.




Features of technical translation, software localization, AVT and literary translation.





Constrained translation.


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Priorities


 Reproduce gameplay experience of original

 Domestication vs. foreignization

 Creativity -> transcreation


 Idiomatic language


 Clarity, brevity, user-friendliness


 Consistency in transmedia products


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Constraints

 Space limitations

 Unstable source text

 Non-linear text

 Lack of context -> Blind translation

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Constraints



Multiple semiotic channels



Use of variable and concatenations

The memory unit <NAME> was removed during use. <ACTION> failed. Press A to continue.



Text with control codes, html or xml code

<subtitles text="NUMBER 6..." time="14" duration="2" />

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Levels of Localization

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(Chandler and Deming, 2012)

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Localization Models: When?



Post-gold



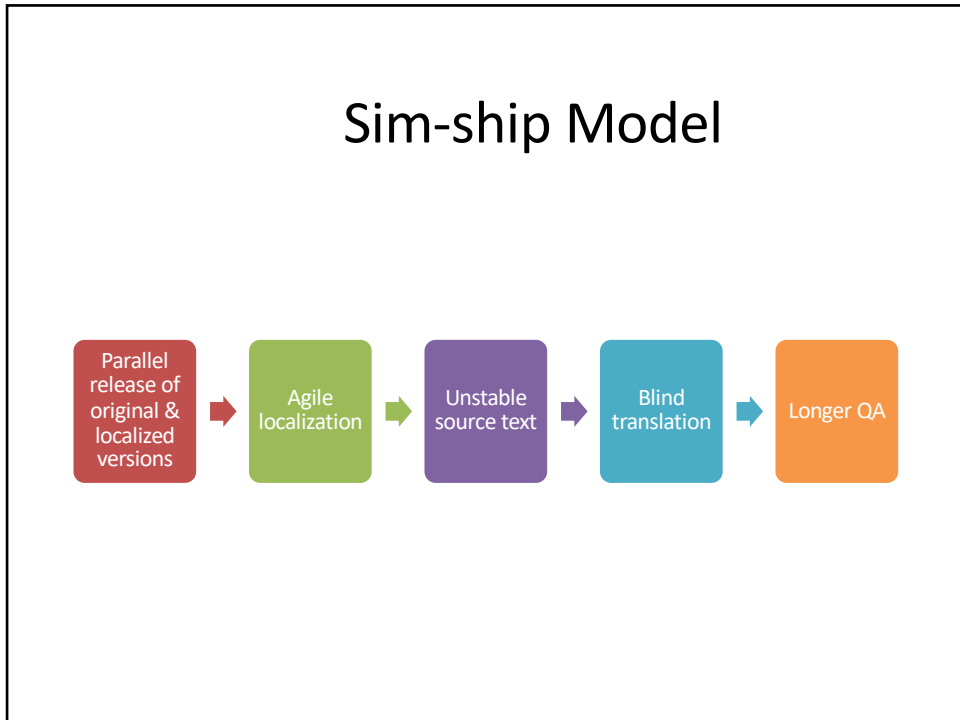
Simultaneous shipment

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Post-gold Model



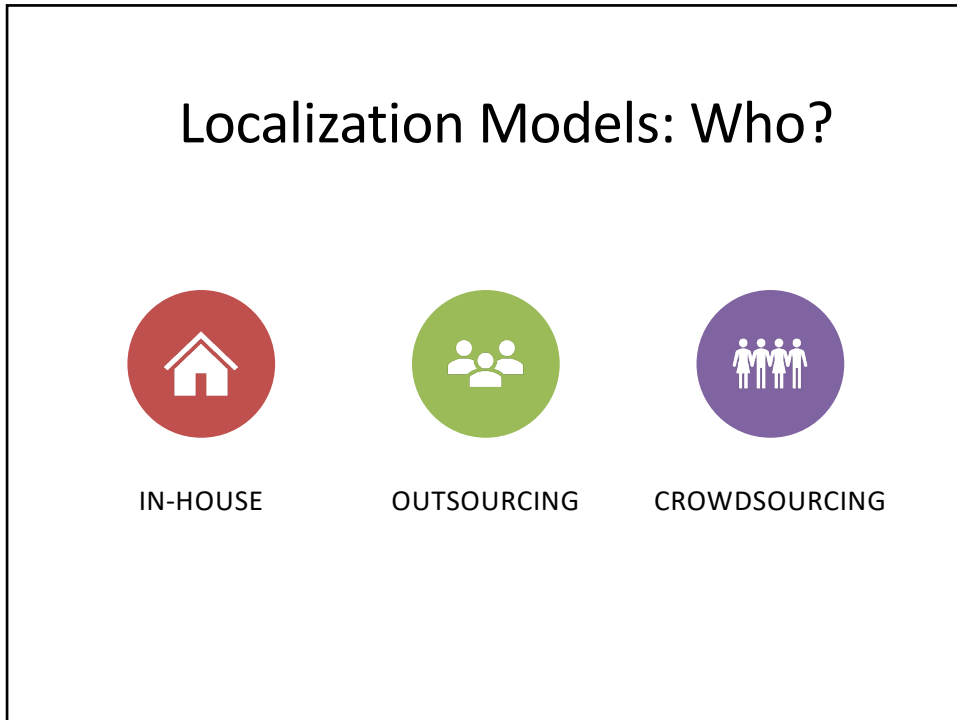
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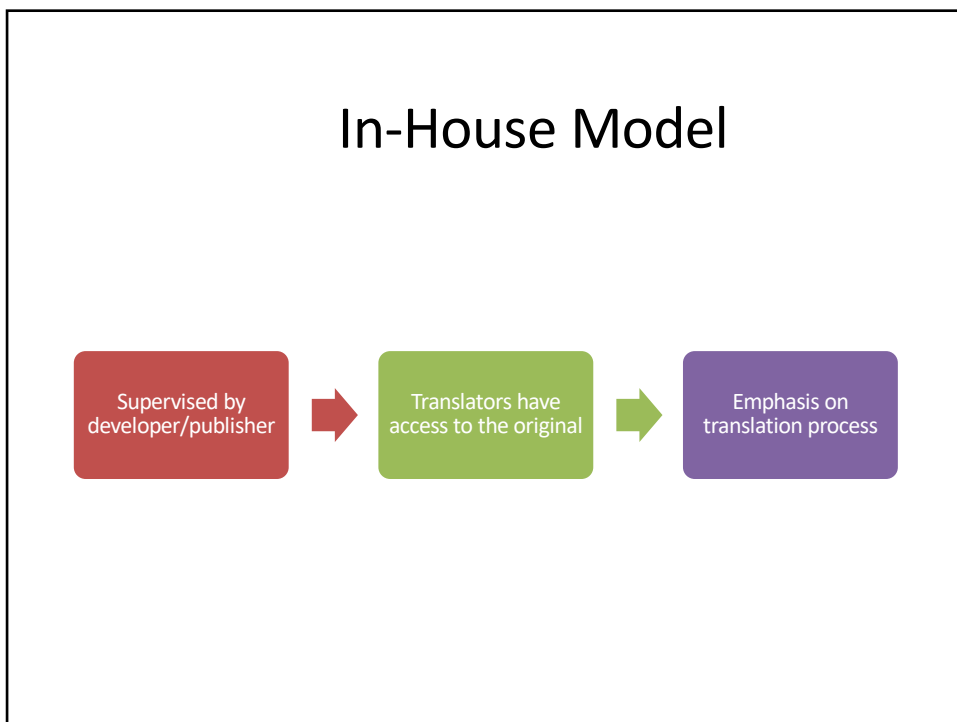
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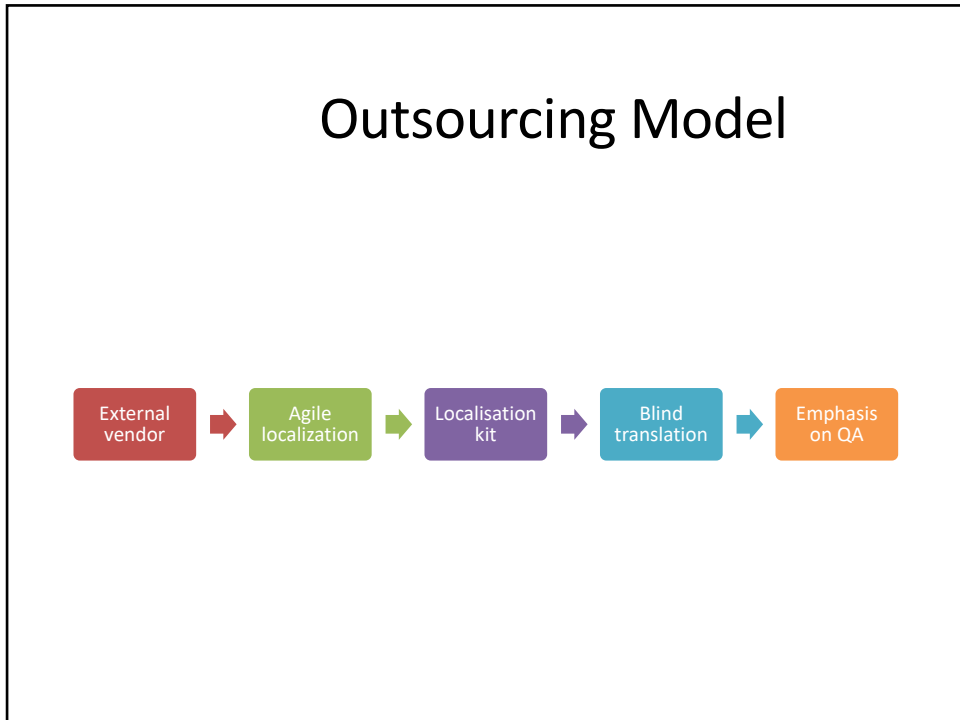
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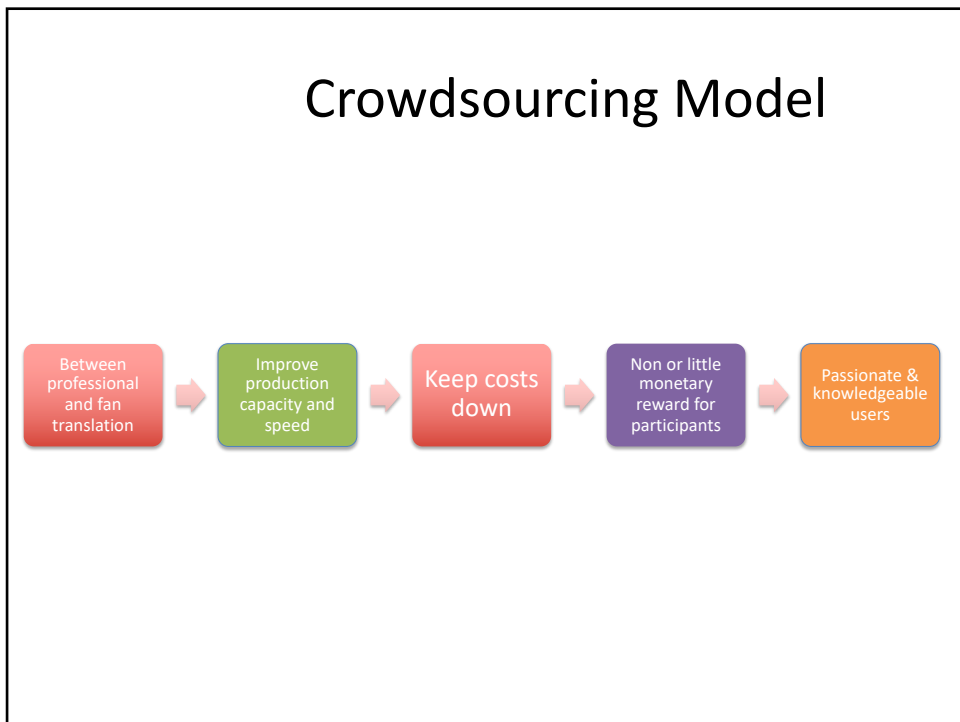
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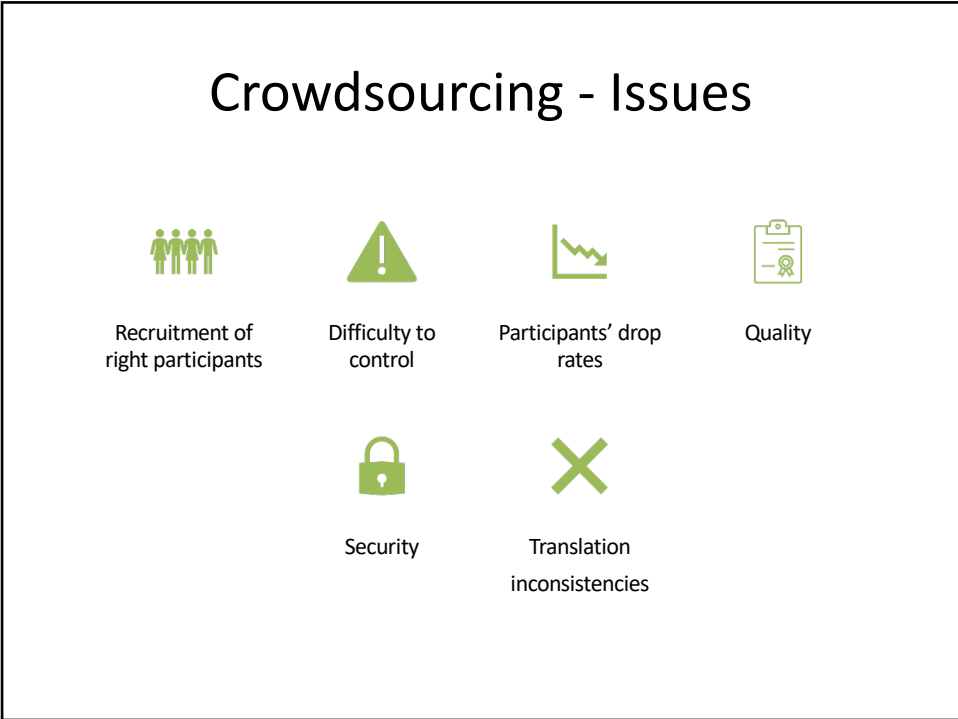
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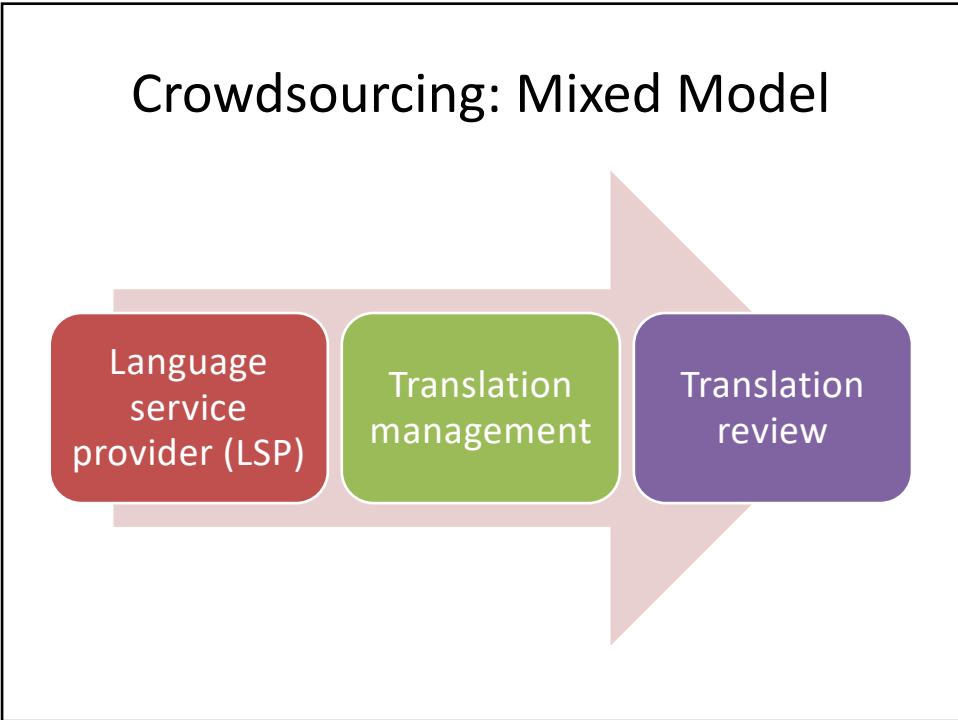
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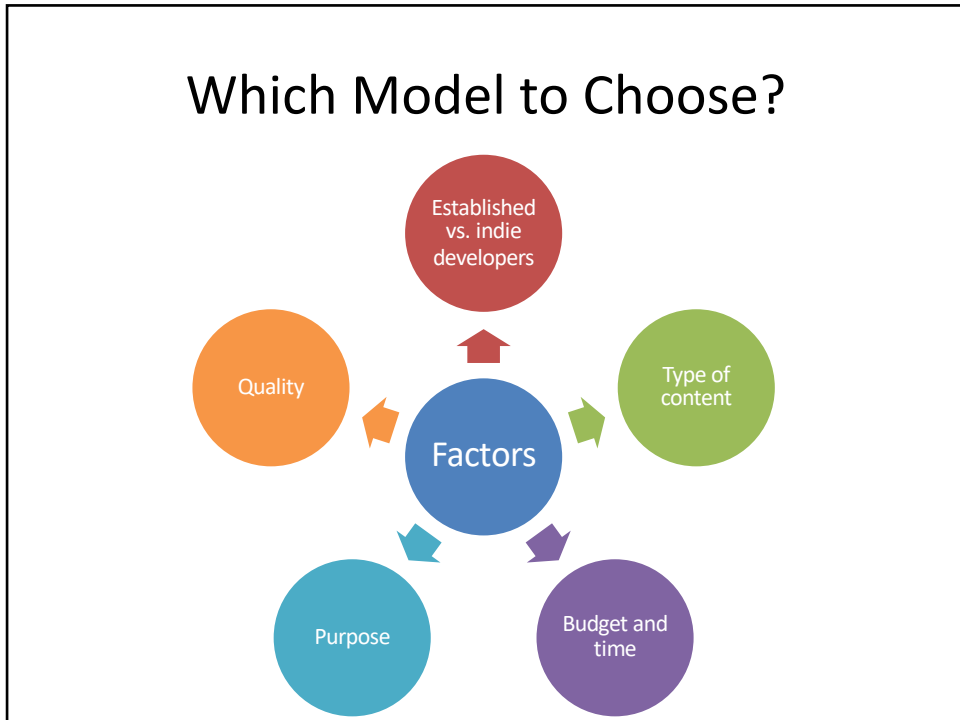
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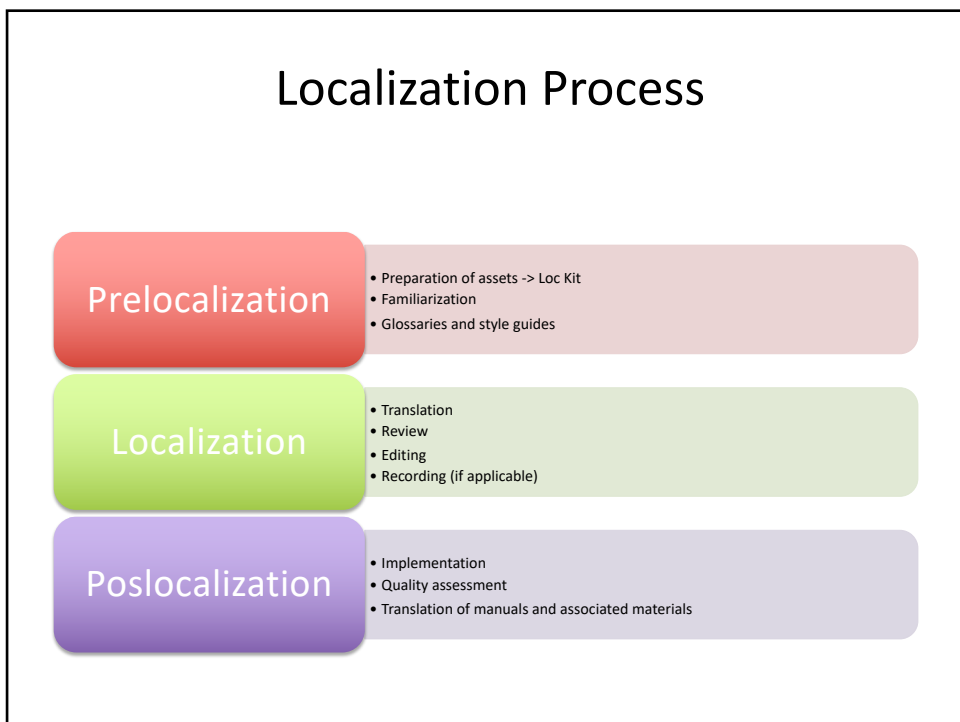
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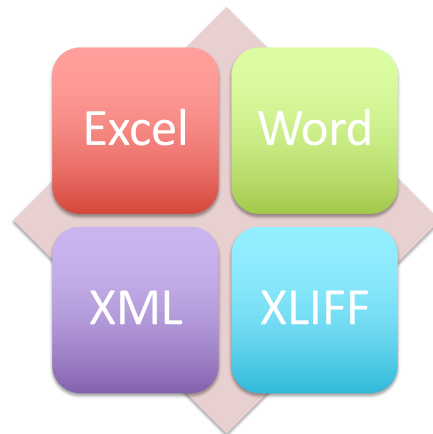
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Common File Formats

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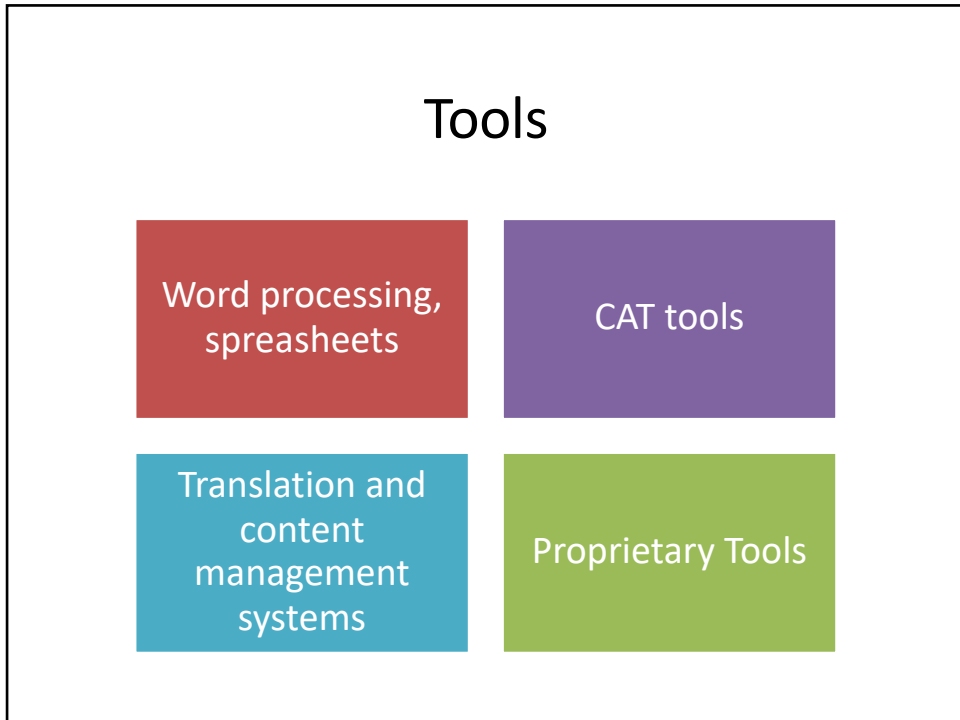
Excel Files

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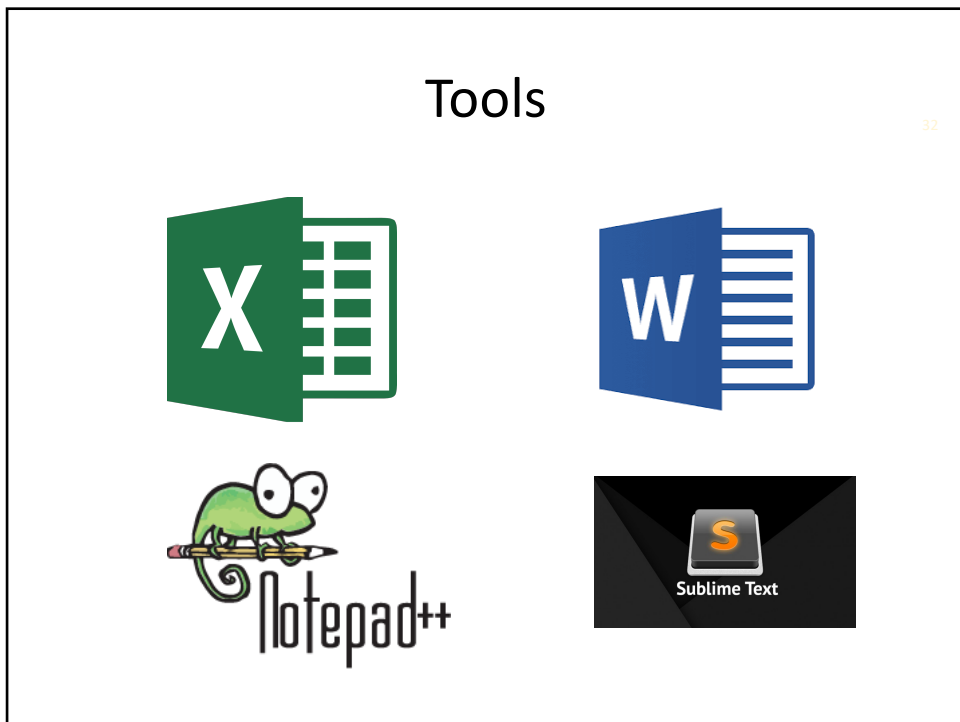
	A	B	C
1	String ID	EN	DE
2	str_quest_quest_wiping_gangs_button_3	Attack	
3	str_message_not_enough_warriors_button	Recruit	
4	str_message_all	All	
5	str_quest2_header	Order	
	str_quest_quest_firestation_upgrade_2_button	Start	

Source: <http://1uptranslations.com/en/localization-blog/2016/03/how-to-translate-a-game-for-lojram>

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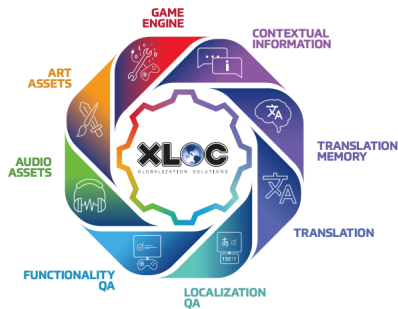
Tools

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Content Management Systems



Source: https://www.keywordsstudios.com/content/uploads/2017/08/XLOC_Localization-Management-Solutions.pdf

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Translation Management Systems (TMS)

Automation: import, export files, send notifications

Glossary and reference materials, character limitations

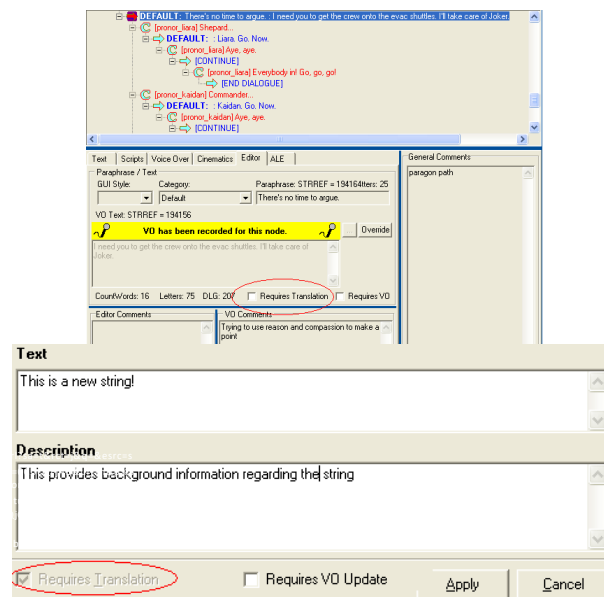
Communication tools: automated notifications, messaging system, queries to developers

Integrated CAT tools, MT

Integration with developers' systems

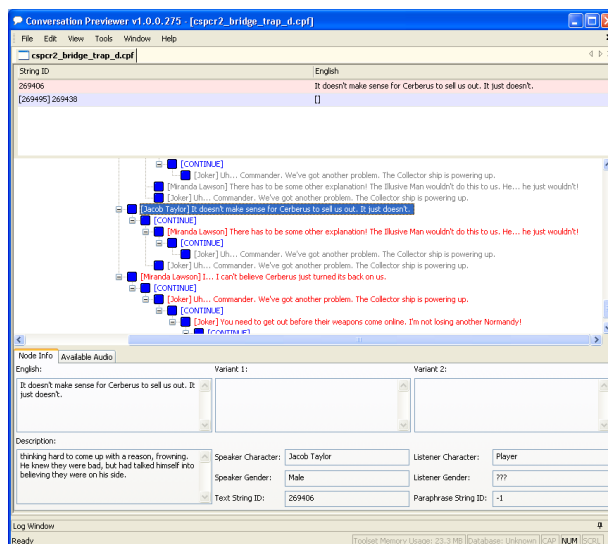
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Proprietary Tools: Bioware



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Conversation Previewer



Source: <https://www.google.es/url?sa=t&rt=j&q=&escr=s&source=web&cd=2&ved=0CDcQFjAB&url=http%3A%2F%2Fwww.gdcvault.com>

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Project Example by Allcorrect

GAME LOCALIZATION: ANTHEM



ABOUT THE PROJECT

Services: [game localization](#).

Languages: English, Russian.

Timeframe: from April 2018 to February 2019.

Size: over 365,000 words.

Team: 2 translators, 4 editors, 1 project manager.

Source: <https://allcorrectgames.com/service/game-localization/>

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Project Example by Level Up Translation



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Concluding Remarks



Localization is key to the global success of the video game industry.



Growing demand, increasing volume and number of target languages.



Tendency towards sim-ship and agile localization.

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Concluding Remarks



Increasing use of tools and automation.



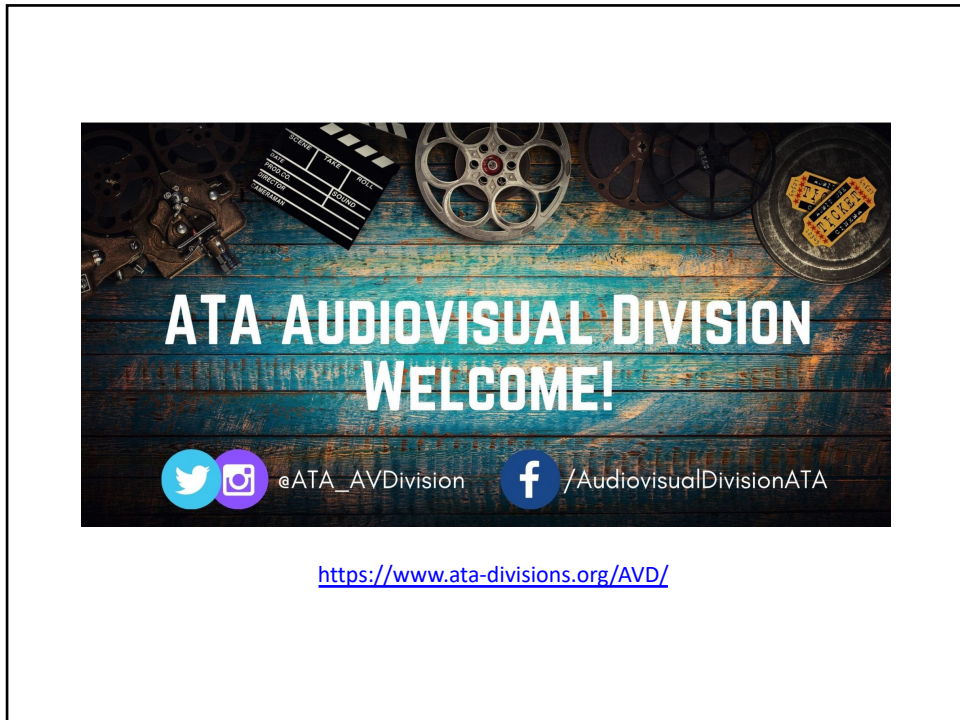
Future challenges as the game industry evolves.

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References

- Chandler, H. M.; Deming, S. (2012). *The Game Localization Handbook*. Hingham, MA: Charles River Media.
- Newzoo. <https://newzoo.com/insights/articles/the-global-games-market-will-generate-152-1-billion-in-2019-as-the-u-s-overtakes-china-as-the-biggest-market/>
- O'Hagan, M. & Mangiron, C. (2013). *Introduction to Video Game Localization: Translating for the Global Digital Entertainment Industry*. Amsterdam and Philadelphia: John Benjamins.

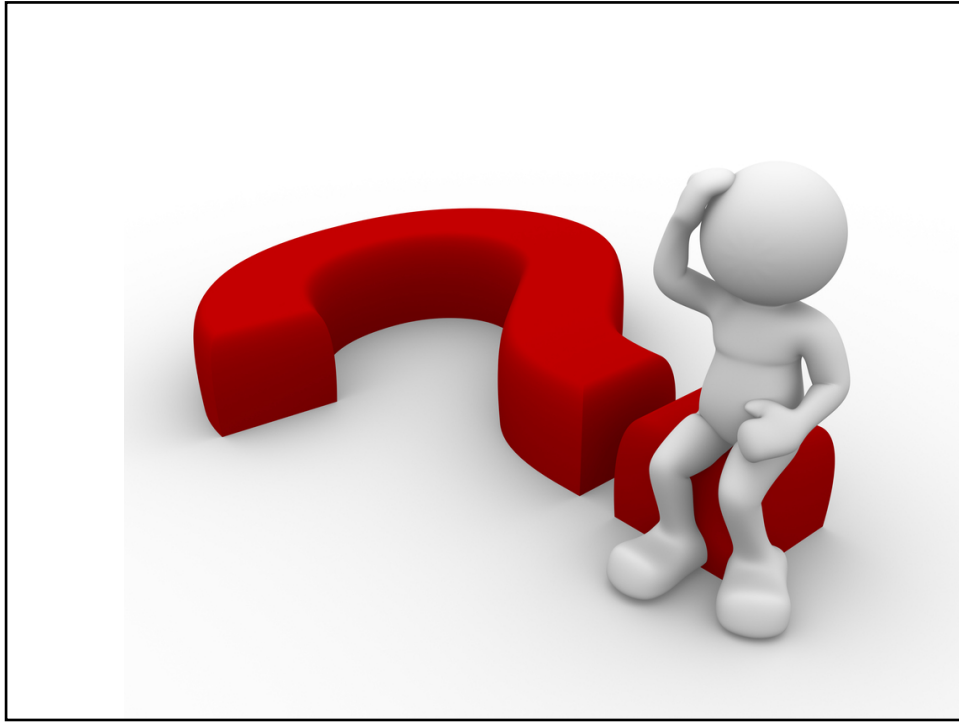
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