

Game Developers Conference® | March 9-13, 2010 | Moscone Center | San Francisco, CA

localization* SUMMIT



GDC¹⁰

www.GDConf.com

BEHIND THE CURTAINS OF BUZZ!



Presented by

Vanessa Wood

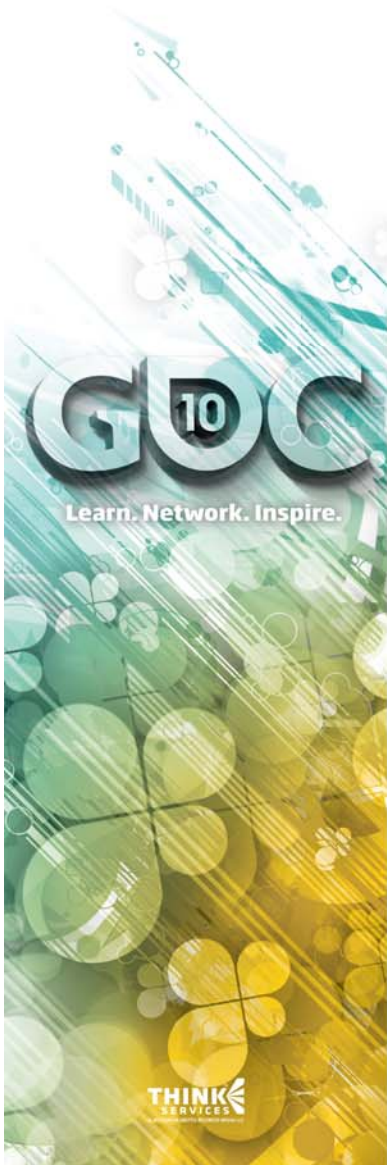
Localization Services Manager, SCEE

Sophie Krauss

Localization Manager, Relentless Software

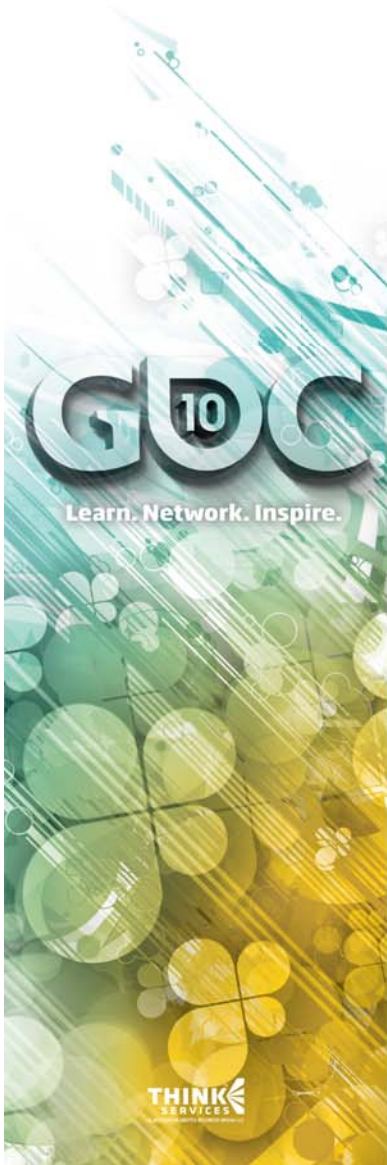
Fabio Ravetto

Int. Project Manager Co-ordinator, Binari Sonori



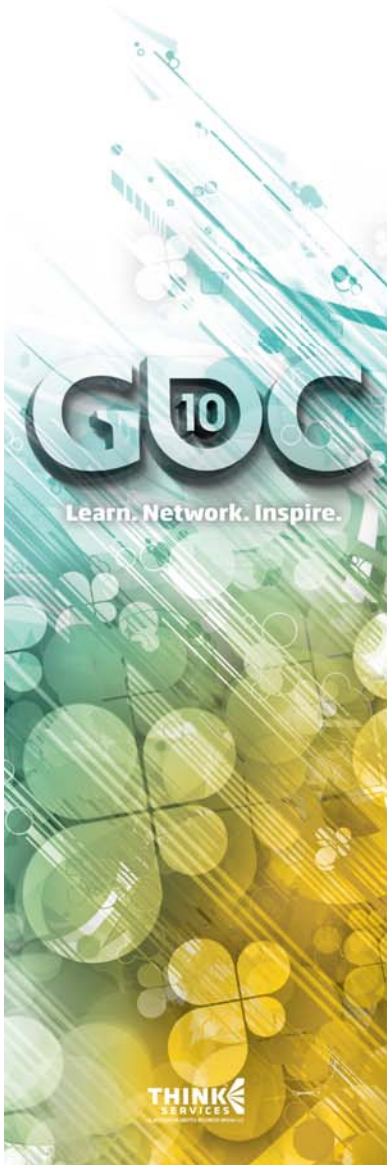
Behind the curtains of *Buzz!*

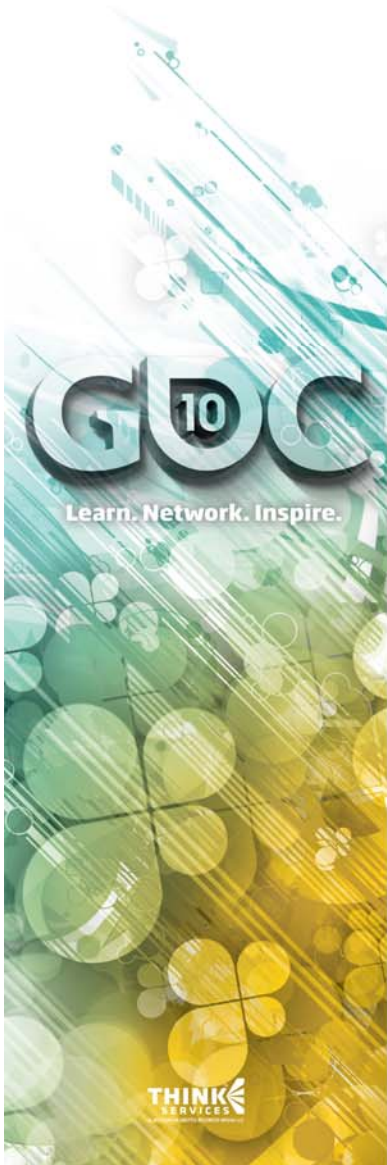
- 📱 Since its launch in 2005, the quiz game series has sold over 8 million copies in more than 15 territories.
- 📱 Such success requires the creation of a large pool of fresh questions targeted to various groups of players in many different countries.
- 📱 This session covers the refined localization techniques in place to manage a product that contains huge volumes of text and audio, and to ensure that the questions are prepared carefully through a combination of translating, adapting, creating, ranking and testing the questions.



Behind the curtains of *Buzz!*

- 📺 Unique localization product
- 📺 Transcreation
- 📺 New content is developed and adapted for a given target audience rather than translated directly from the original language version
- 📺 The language must resonate with the audience





Behind the curtains of *Buzz!*

- 🎮 *Buzz!* is a broad family of games
- 🎮 Firstly there's the traditional disc based products available on PS3 and PSP
- 🎮 The PS3 version can be enhanced with DLC
- 🎮 Pivotal MyBuzz! user-generated content that can be played on the web
- 🎮 MyBuzz! quizzes can also be played in PlayStation Home and on the phone

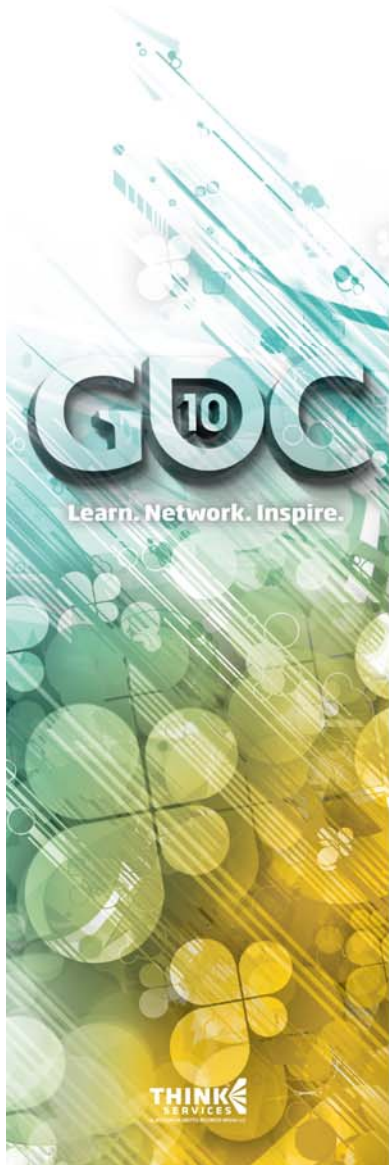
PlayStation 2



PSP

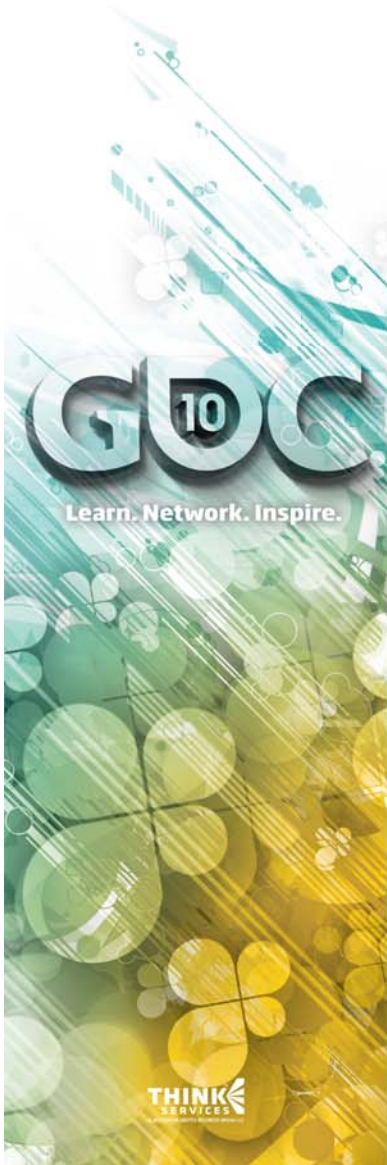


PlayStation 3



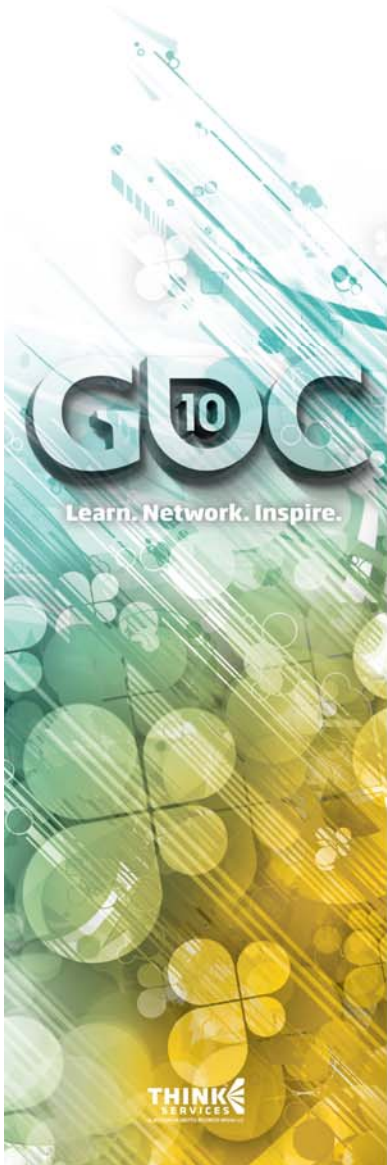
Behind the curtains of *Buzz!*

- 🎮 Since 2005, 17 *Buzz!* and *Buzz! Junior* games have been released on PlayStation 2, PlayStation 3 and PSP, selling over 9.2 million copies in PAL region



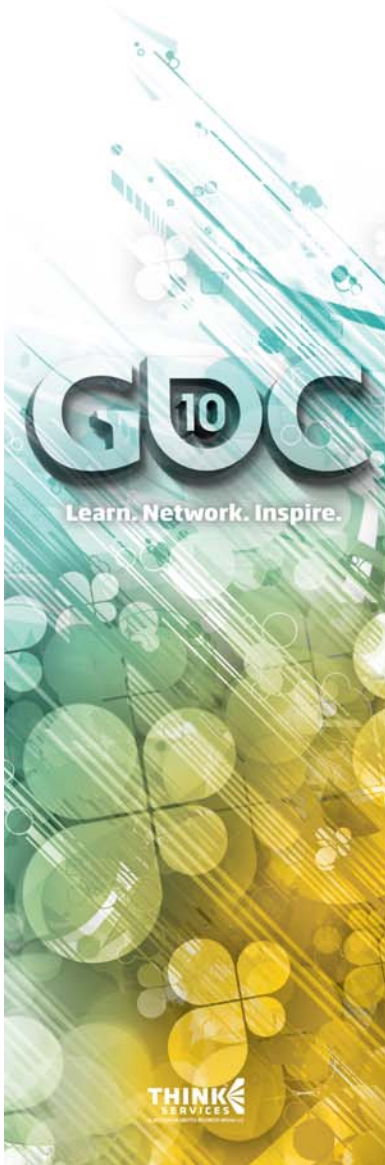
Behind the curtains of *Buzz!*

- With the launch of *Buzz! Quiz TV* in July 2008, SCEE launched the MyBuzz! quiz community allowing people to write their own quizzes and use them in the game
- MyBuzzQuiz.com is available in EFIGS, Nordic, Dutch, Portuguese, Russian, Croatian and Polish
- Over 370,000 quizzes created
- That's almost 3 million individual questions



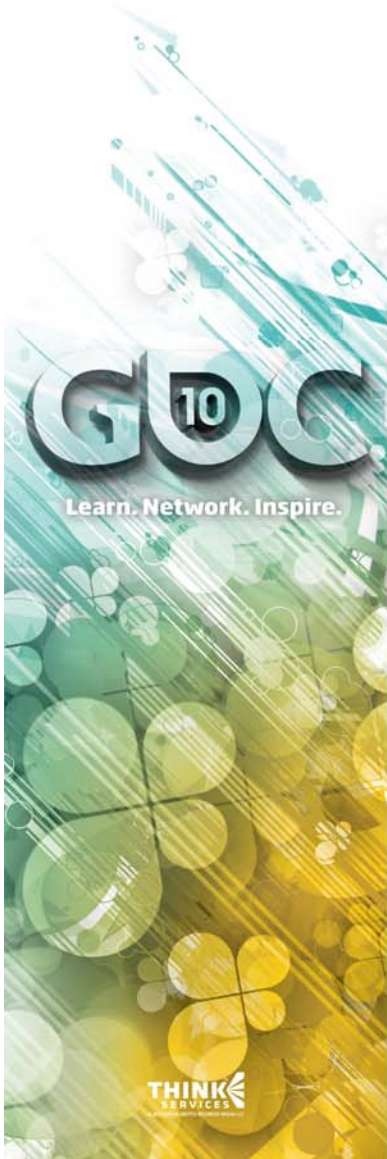
Behind the curtains of *Buzz!*

- Equivalent to 592 *Buzz!* disc games (assuming 5,000 questions on a disc)
- These quizzes have been played over 36 million times – that's across the website and in the game

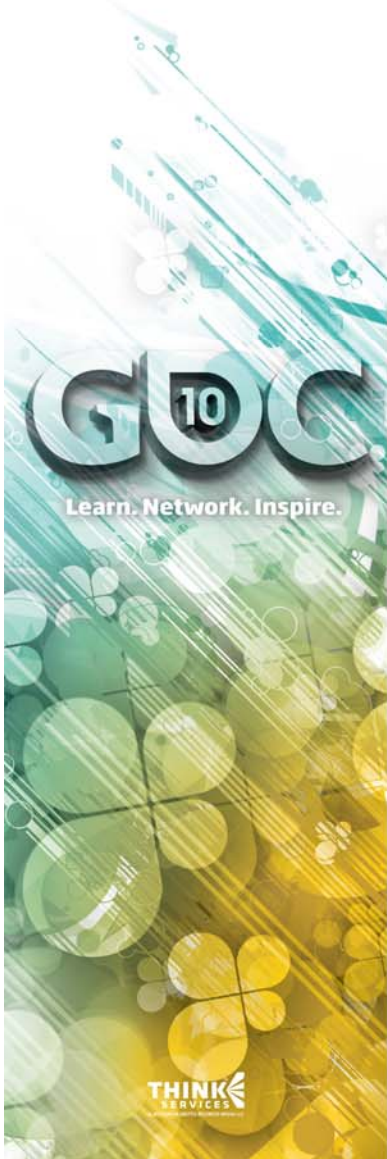
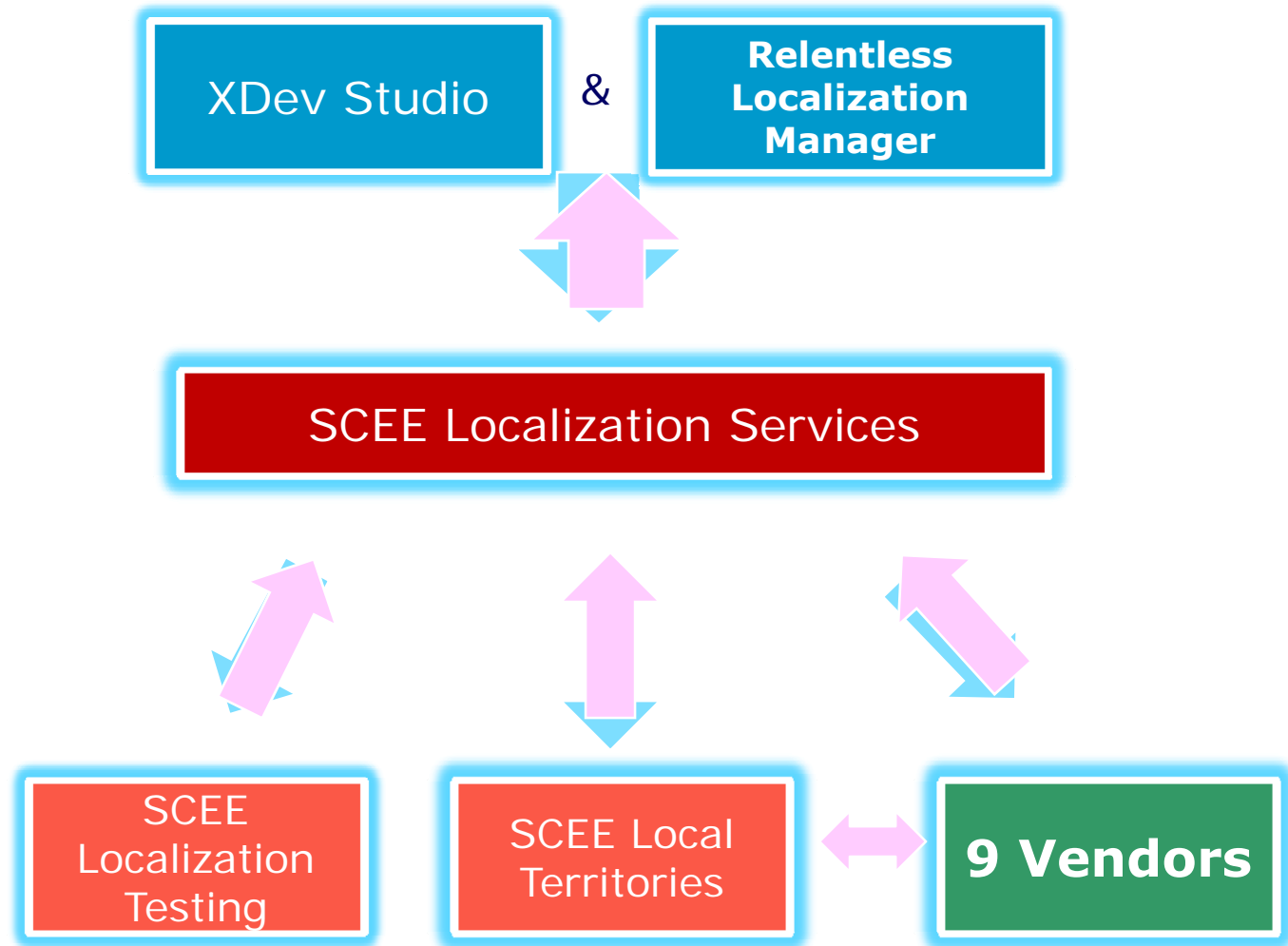


Behind the curtains of *Buzz!*

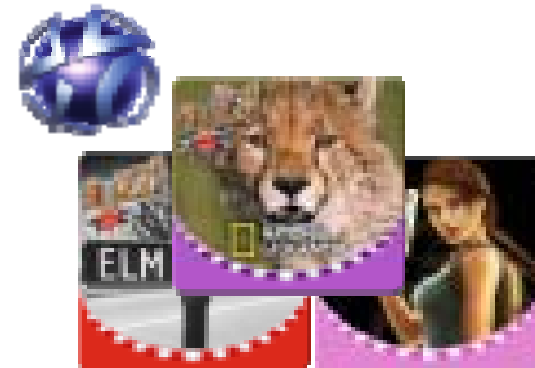
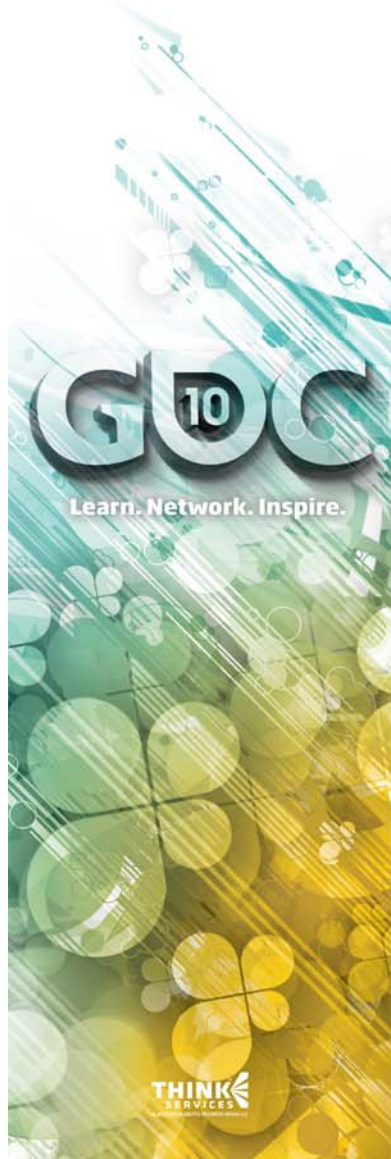
- 📱 SCEE Localization Co-ordinator
- 📱 SCEE Producer – XDev Team
- 📱 SCEE Localization Testing Team
- 📱 Relentless Localization Manager
- 📱 9 Localization vendors worldwide
- 📱 15 European languages plus Australian



SCEE Workflow/Communication



localization*
SUMMIT



Buzz!

Sony Computer Entertainment Europe Presents

Presented by

Vanessa Wood

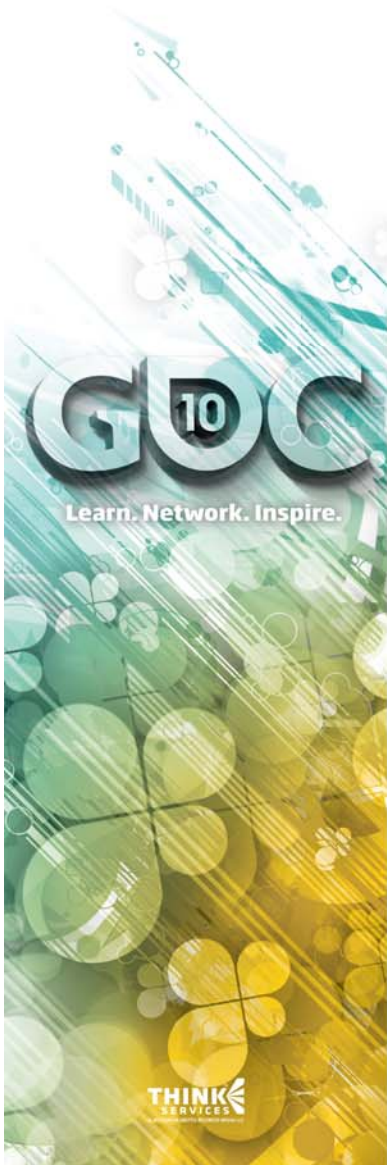
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Buzz! Doing the game

🇬🇧 8 Languages managed

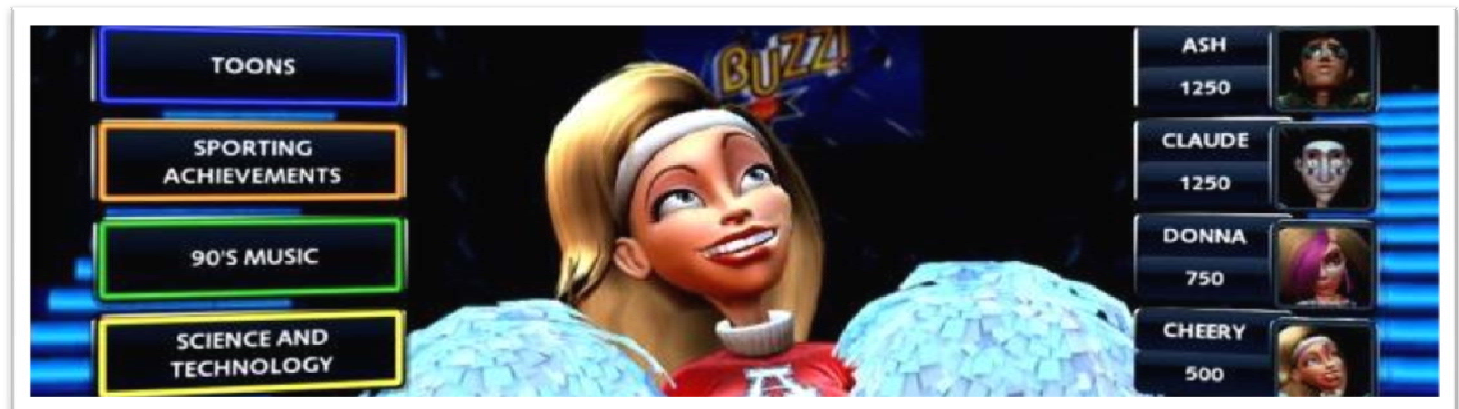
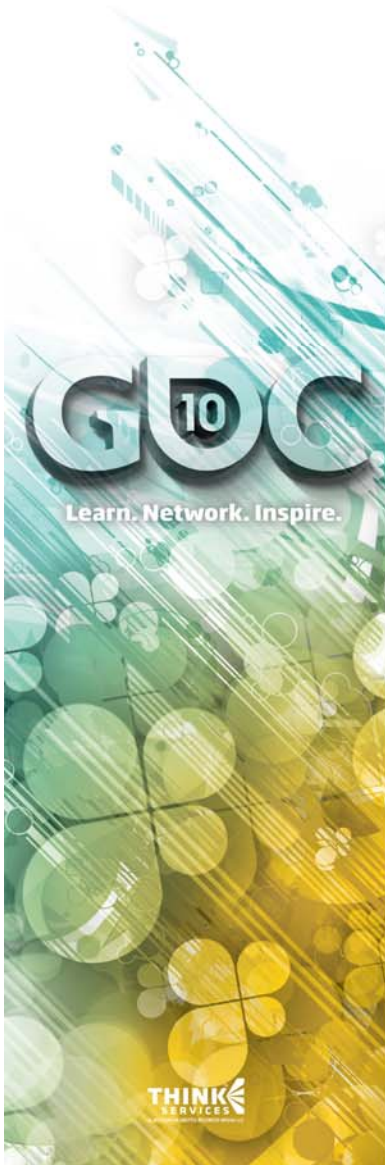
danDK, dutNL, finFI, freFR, itaIT, norNO, spaES, sweSE

🇬🇧 Internals

2 Project Managers and 2 Linguistic co-ordinators

🇬🇧 In each country

4 translators, 2 proofreaders and 4 writers



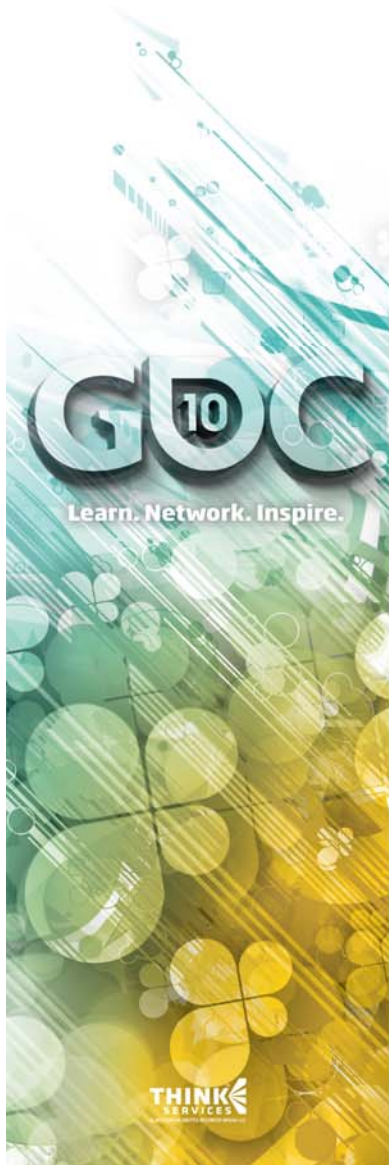
Buzz! Workflow

Sony Localization Services



Binari Sonori International PM

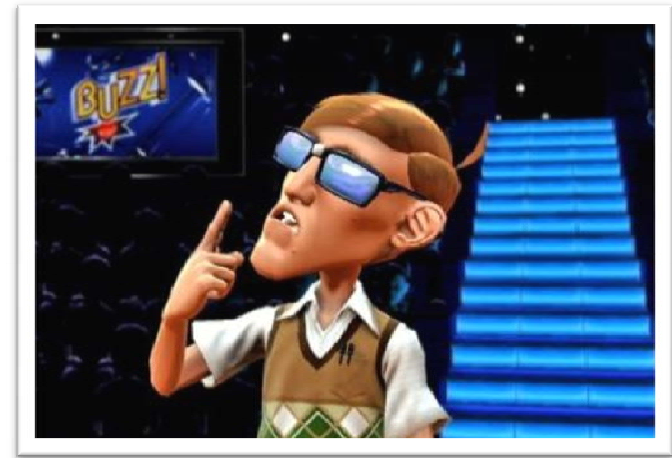
Language
Coordination
team



Buzz! components

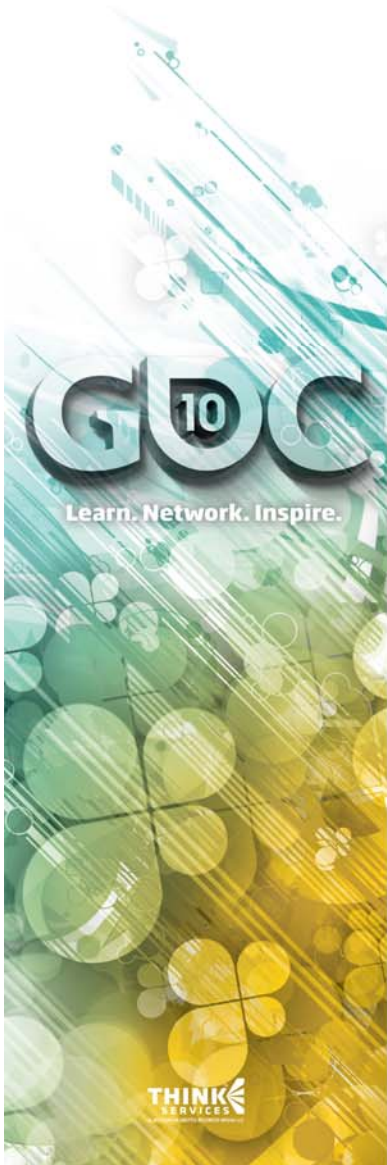
📱 Commentary

📱 User interface



📱 Batches of questions and answers

1. Questions to be translated
2. Questions to be adapted
3. Questions based on local content with no assets
4. Questions based on local content with assets



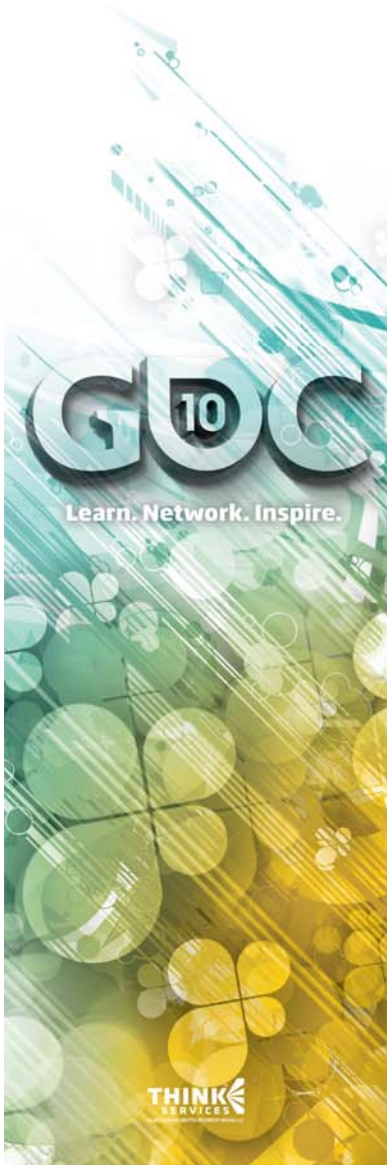
Questions to be translated

How to identify an international question?

Is the subject of the question known in all territories?

Is the difficulty level of the question consistent in all territories?

- 📱 If both answers are positive, translate the question.
- 📱 If not... jump to the next slide.



Questions to be adapted or rewritten

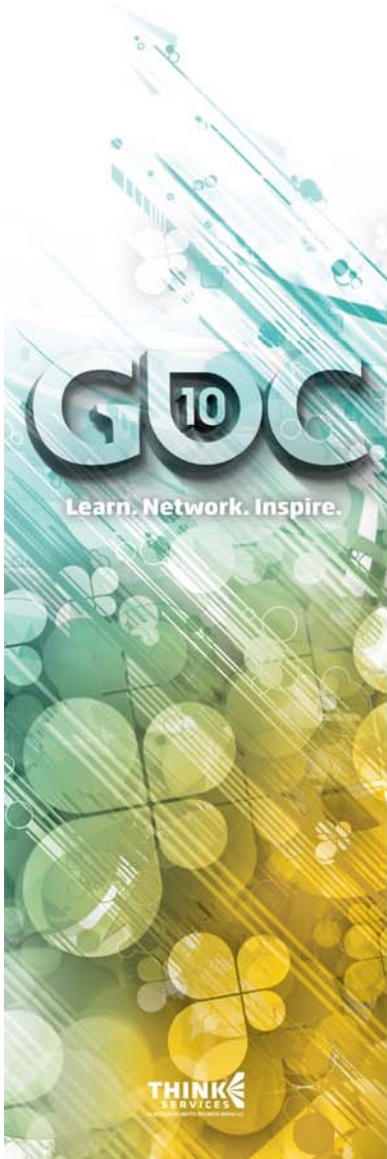
Source questions that are inadequate for target market

Subject and difficulty level are important parameters



How to identify them:

1. Always perform a pre-check of the text
2. In country content editors tune the pre-analyzed of questions



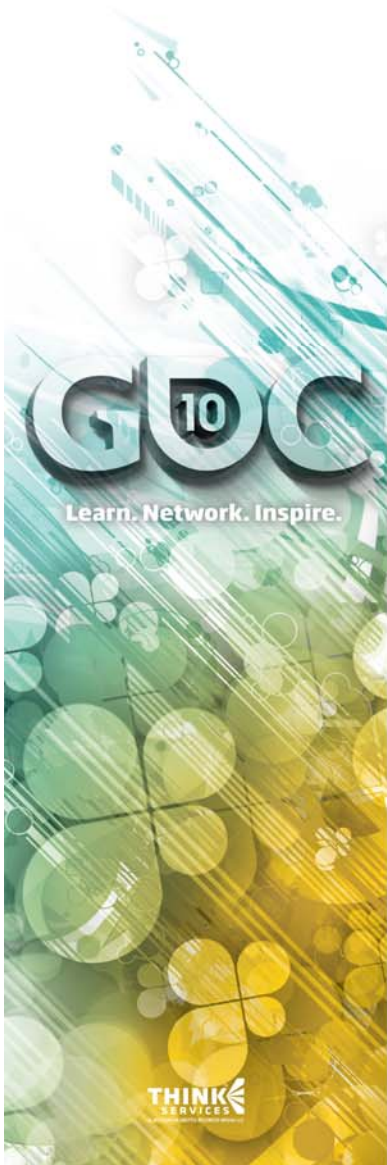
Adaptation vs Content creation

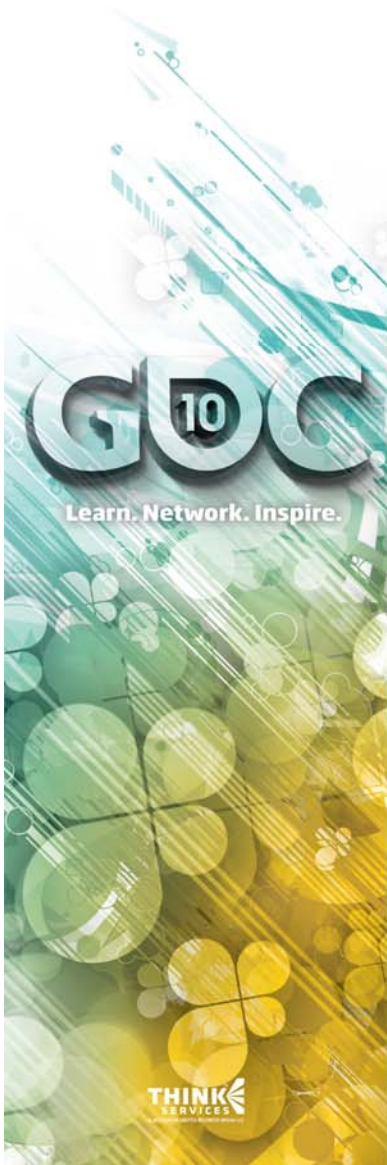
Adaptation

- Source Q: "Which of the judges from *The X Factor* has a very famous pop star sister?"

Content creation

- Source Q: "Who is Ricky Gervais' slightly altered ego in *Extras*?"





Questions based on local content with no assets

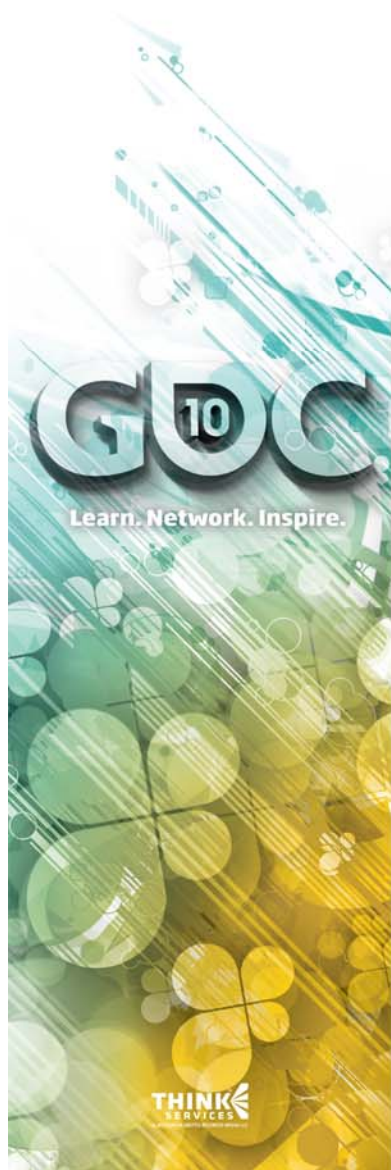
Directions provided by the customer

📱 Set up a template to have a common structure and consistent number of questions for all countries

📱 Writers' constraints:

1. Category
2. Specific subject
3. Difficulty level





Questions based on local content with assets

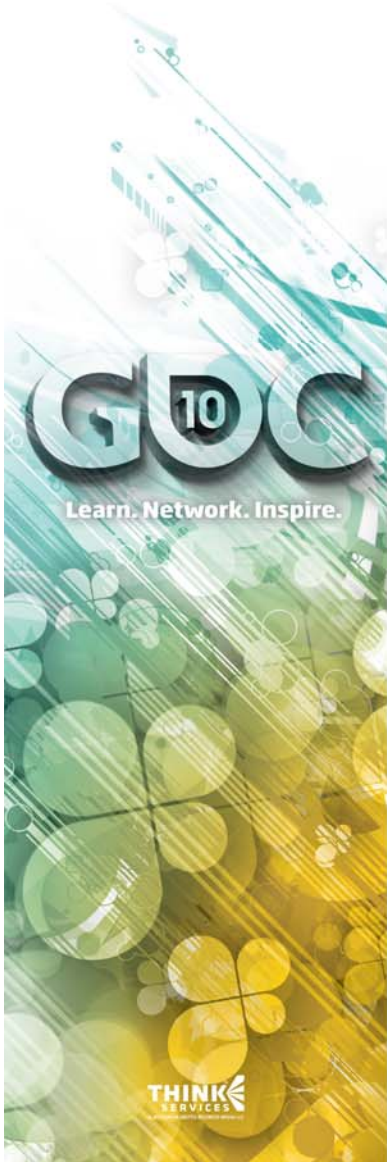
Directions provided by the customer together with cleared assets

📱 These Qs need to be created starting from assets provided by the customer

📱 Assets sometimes are not very global, but it's not possible to change them due to copyright. The solution?

Focus on assets, but also on what an asset may suggest.

(not so) Global assets

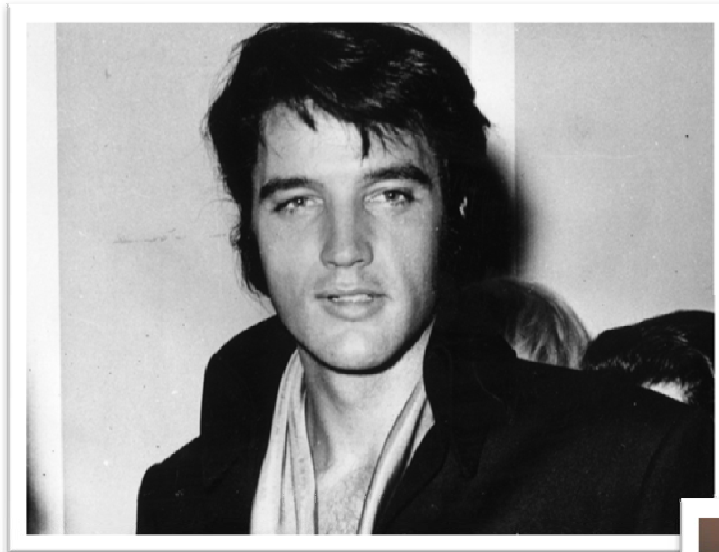
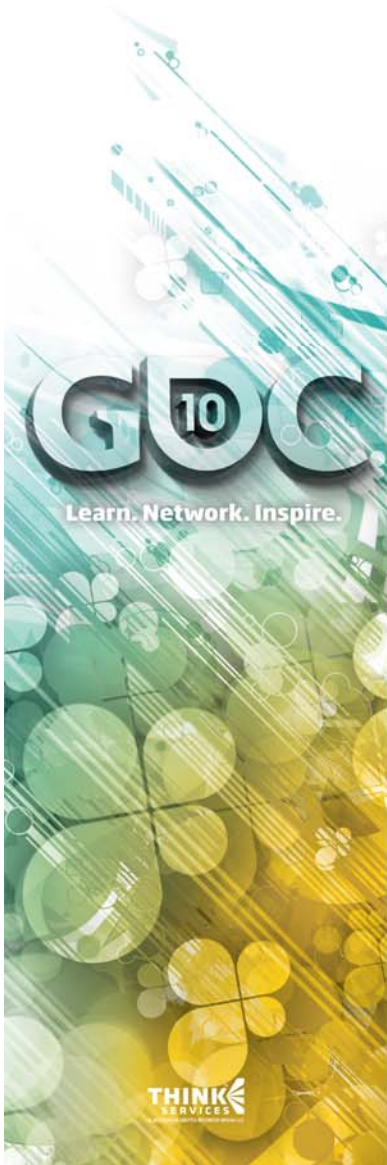


Countries with most golf courses per capita: Scotland, New Zealand, Australia, Republic of Ireland, Northern Ireland, Canada, Wales, United States, Sweden and England.

In the US, the number of people who play golf 25+ times per year decreased from 6.9 million in 2000 to 4.6 million in 2005. The NGF reported that the number who played golf at all decreased from 30 to 26 million over the same period.



Global assets



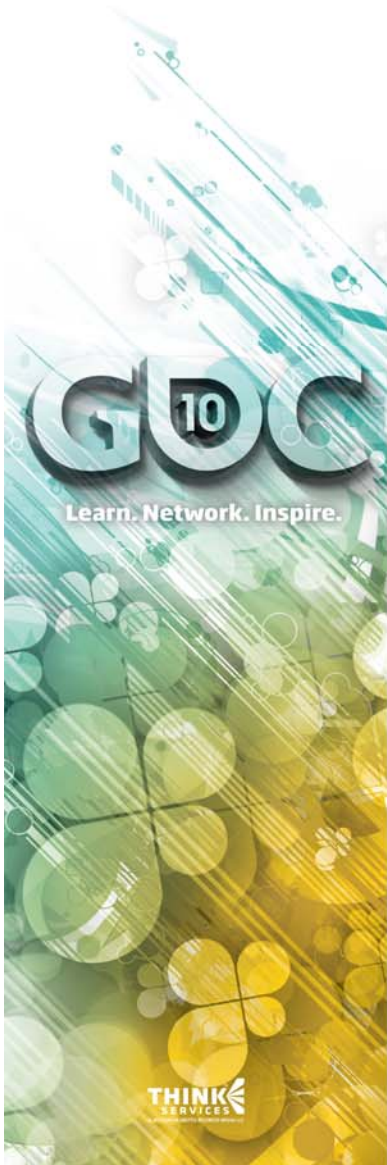
The undisputed King of Rock 'n' Roll.

DeLorean and *Back To The Future*... Two cults for the price of one.

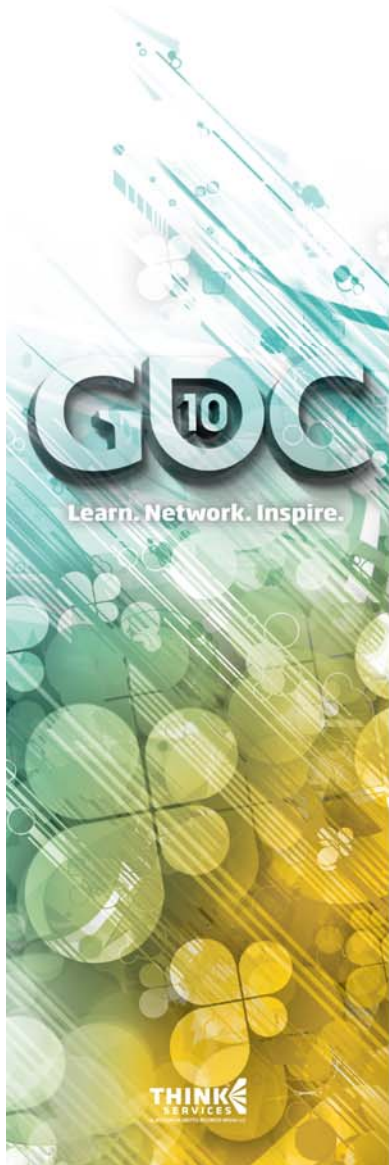


Tips

- 📱 Define the number of questions you need for each category at the beginning of the project
- 📱 Pay attention to global content: very difficult to create and do not add local flavor
- 📱 Create a loc-team and split content creation according to the competence of each member
- 📱 Number of Qs adapted may vary from country to country: impact on schedule and budget



Have fun!



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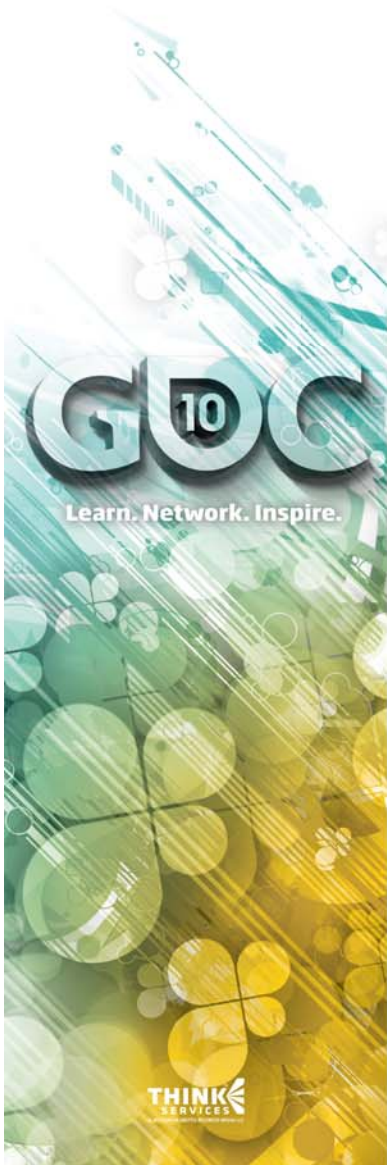
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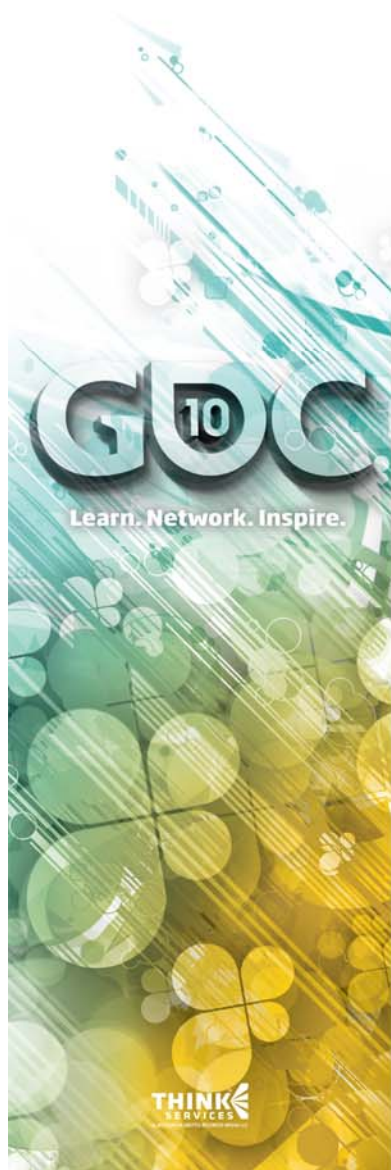
Dealing with huge volumes of audio and text in 18 locales

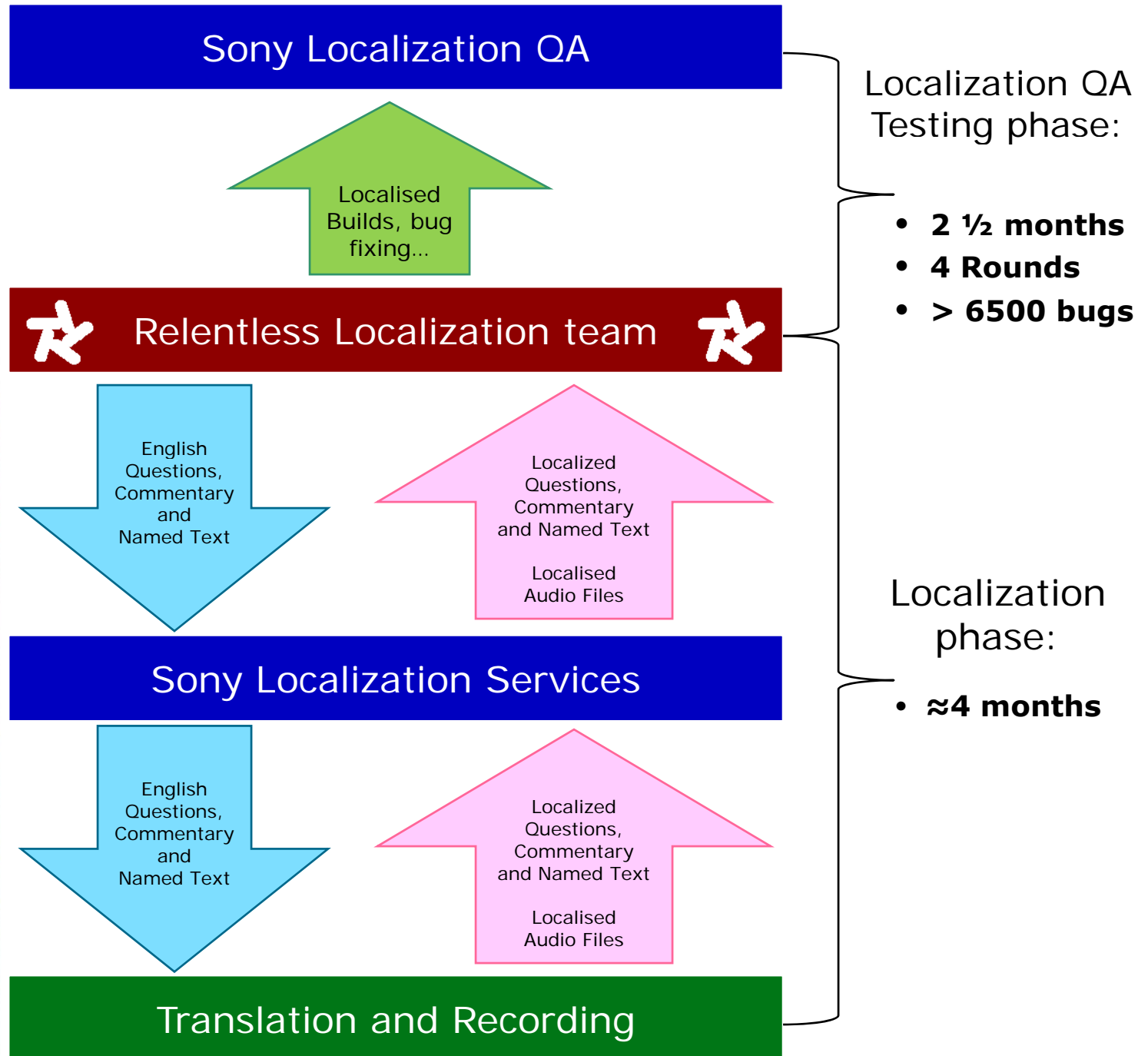
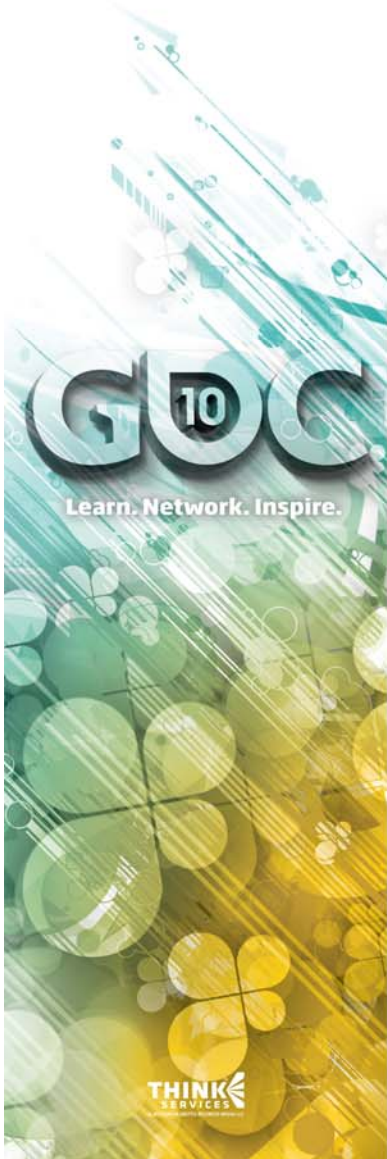
📱 **> 6000 Questions** split into 25 categories (sport, music, movies, etc...): Over 100,000 words, all written and spoken

📱 **≈ 4000 lines of Commentary:** Over 40,000 words, all written and spoken

📱 **> 1000 lines of Onscreen Text:** Over 6,000 written words

📱 **18 locales:** International English, French, Italian, German, Spanish, Dutch, Portuguese, Danish, Finnish, Norwegian, Swedish, Polish, Russian, Czech, Croatian, Greek, Australian English, American English






Organizing the content



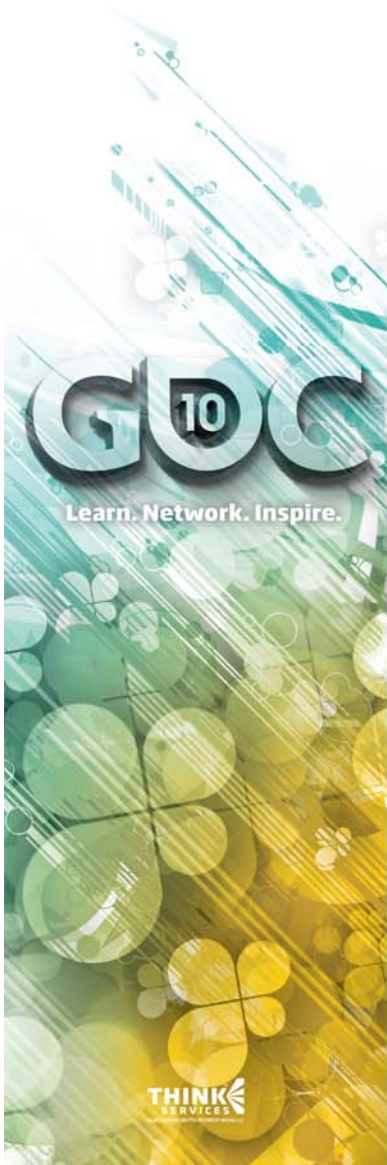
Directory Structure: Keeping the data organised



Trackers: Managing the delivery of all localised materials sent and received

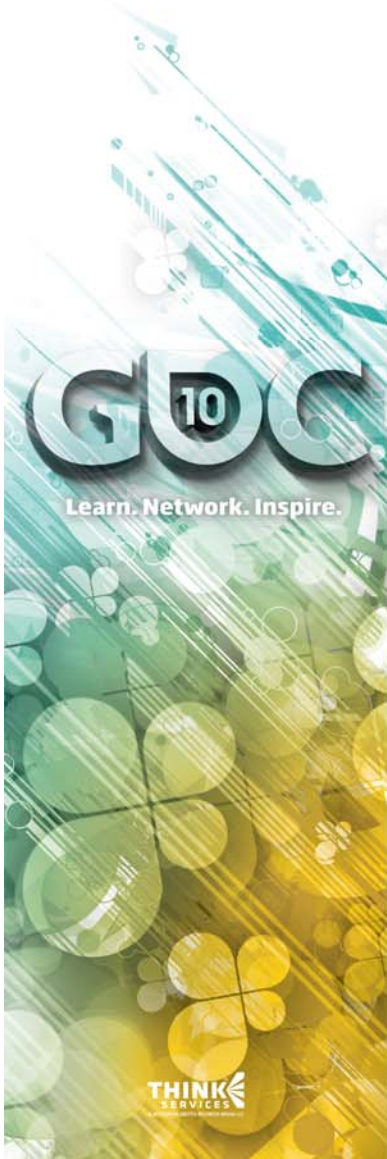


Naming Conventions: Managing over 6000 questions in 18 locales



Directory structure:

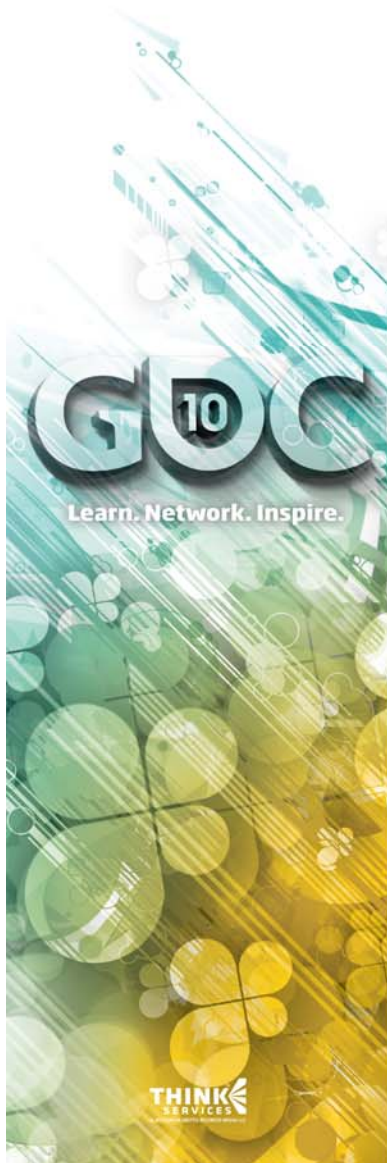
Keeping the data organized



Name ▲	Size	Type
Localisation		File Folder

Name ▲	Size	Type
IN		File Folder
OUT		File Folder

Name ▲	Size	Type
AUS		File Folder
CRO		File Folder
CZE		File Folder
DEU		File Folder
DNK		File Folder
ESP		File Folder
FIN		File Folder
FRA		File Folder
GBR		File Folder
GRC		File Folder
INE		File Folder
ITA		File Folder
NLD		File Folder
NOR		File Folder
POL		File Folder
PRT		File Folder
RUS		File Folder
SWE		File Folder
USA		File Folder



Name ▲	Size	Type
Commentary		File Folder
Named Text		File Folder
Player Names		File Folder
Questions		File Folder
Round Names		File Folder

Name ▲	Size	Type
Batch 1 - 20090529		File Folder
Batch 2 - 20090609		File Folder
Batch 3 - 20090617		File Folder
Batch 4 - 20090617		File Folder

Name ▲	Size	Type	Date Modified
BQW_GlobalTextOnlyQuestions_DEU_20090529.rar	329,647 KB	WinRAR archive	01/06/2009 08:45
BQW-GlobalTextOnlyQuestions_Batch1_DEU_20090529-AW.zip	162 KB	WinRAR ZIP archive	01/06/2009 08:43
BQW-GlobalTextOnlyQuestions_Batch1_DEU_20090529-AW.xls	514 KB	Microsoft Office Exc...	29/05/2009 17:30
DEU01010.wav	818 KB	Wave Sound	29/05/2009 13:54
DEU01011.wav	323 KB	Wave Sound	29/05/2009 13:54
DEU01012.wav	784 KB	Wave Sound	29/05/2009 13:54
DEU01013.wav	793 KB	Wave Sound	29/05/2009 13:54
DEU01014.wav	582 KB	Wave Sound	29/05/2009 13:54
DEU01015.wav	723 KB	Wave Sound	29/05/2009 13:54

Trackers

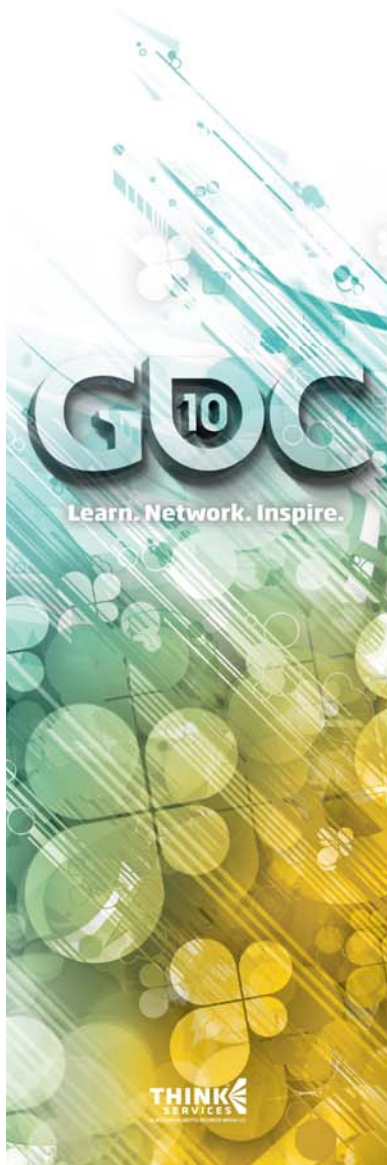
Managing the delivery of all localized materials sent & received

[illegible]

Naming Conventions

Managing over 6000 questions in 18 locales

INE01000, INE01001, INE02000...



	A	B
1	Original Question Id	Localised Question Id
2	INE01188	GRC01188
3	INE01189	GRC01189
4	INE08449	GRC08449
5	INE08455	GRC08455
6	INE08460	GRC08460

FRA01000...

CZE01000...

GRC01000...

	A	B
1	Original Question Id	Localised Question Id
2	INE01188	ITA01188
3	INE01189	ITA01189
4	INE11476	ITA11476
5	INE11484	ITA11484
6	INE11492	ITA11492

000...

SWE01000...

D01000...


	A	B
1	Original Question Id	Localised Question Id
2	INE01188	DEU01188
3	INE01189	DEU01189
4	INE11392	DEU11392
5	INE11398	DEU11398
6	INE11400	DEU11400


...

DEU01000...

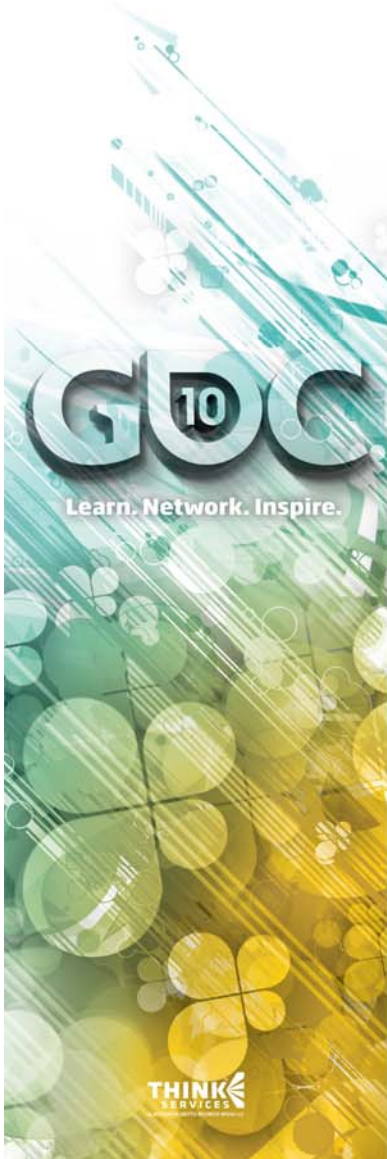
RUS01000...

Scribe: An Indispensable CMS

 **Stores all content:** Questions, Resources (pictures, audio tracks, videos), Commentary, Named Text

 **Main advantage for Localization:** translators and testers can access the database externally

- Helps provide translators with needed resources, context and information
- Localization testers fix bugs directly in database



Storing and accessing the content

VIEWING: MAIN MENU

RESOURCES QUESTIONS COMMENTARY NAMED TEXT

Scribe

VIEWING: RESOURCES

RESOURCES QUESTIONS COMMENTARY NAMED TEXT

CONTENT / BUZZ: MIX (INE)Int Engli

GO ADVANCED SEARCH RESET

PAGE 1 OF 1 5000 ROWS PER PAGE 1458 TOTAL ROWS OUTPUT TO EXCEL

RESOURCE TYPE	RESOURCE ID	NAME ▲	DESCRIPTION	QUESTIONS IN LOCALE	CREATED									
1	Original Question	Localised Question	Resource Name	Question	Original S	Localised	Original Q	Localised	Original A	Localised	Original A	Localised	Original A	Localised
2	INE02062	INE02062	10196828	trivia	Lightning	Lightning	Which of t	Which of t	Get as low	Get as low	Put rubbe	Put rubbe	Attach an	Attach
3	INE02060	INE02060	10196828	trivia	Storms	Storms	What's ca	What's ca	Lightning	Lightning	Mercury	Mercury	Radiation	Radiati
4	INE02061	INE02061	10196828	trivia	Steel Stru	Steel Stru	What do t	What do t	Electricity	Electricity	Water	Water	Gas	Gas
5	INE15398	INE15398	10241-12_OldFaith	trivia	Natural W	Natural W	What kind	What kind	Geyser	Geyser	Feller	Feller	Doode	Doode
6	INE15399	INE15399	10241-12_OldFaith	trivia	Natural W	Natural W	What is th	What is th	Old Faithf	Old Faithf	Colonel S	Colonel S	Jimmy Jet	Jimmy
7	INE15400	INE15400	10241-12_OldFaith	trivia	Natural W	Natural W	In which v	In which v	Yellowsto	Yellowsto	The Lake	The Lake	Amazon R	Amazo
8	INE07279	INE07279	1060-2_Lightning	trivia	Terminolc	Terminolc	Which of t	Which of t	Fork	Fork	Spoon	Spoon	Knife	Knife
9	INE07293	INE07293	1060-2_Lightning	trivia	Natural P	Natural P	What kind	What kind	Static	Static	Bolted	Bolted	Sharp	Sharp
10	INE07285	INE07285	1060-2_Lightning	trivia	Great Con	Great Con	Which of t	Which of t	Nikola Tes	Nikola Tes	Charles D	Charles D	Louis Past	Louis P
11	INE05294	INE05294	10944-5_2012Builc	trivia	In Which Y	In Which Y	In which y	In which y	2012	2012	2011	2011	2010	2010
12	INE03265	INE03265	10944-5_2012Builc	trivia	In The Ne	In The Ne	Which me	Which me	Sebastian	Sebastian	Mary Pete	Mary Pete	Steve Ove	Steve C
13	INE05293	INE05293	10944-5_2012Builc	trivia	Super Star	Super Star	Which gre	Which gre	Olympics	Olympics	FA Cup Fir	FA Cup Fir	Eurovisior	Eurovis
14	INE02303	INE02303	10944-5_2012Builc	trivia	Sporting A	Sporting A	In which c	In which c	London	London	Manchest	Manchest	Glasgow	Glasgo
15	INE01144	INE01144	10cc_DreadlockHo	trivia	70s Rocke	70s Rocke	Who's hav	Who's hav	10 CC	10 CC	AK 47	AK 47	1066 AD	1066 Al
16	INE01142	INE01142	10cc_DreadlockHo	trivia	Song Subi	Song Subi	Which snc	Which snc	Cricket	Cricket	Football	Football	Tennis	Tennis
	picture	305	10151517				CELL PHONE				3		05/06/2009	

VIEWING: RESOURCES



RESOURCES

QUESTIONS

COMMENTARY

NAMED
TEXT

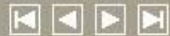


(INE)Int English

56668247



ADVANCED SEARCH



PAGE 1 OF 1

5000

ROWS PER PAGE

1 TOTAL ROWS

OUTPUT TO EXCEL

RESOURCE TYPE	RESOURCE ID	NAME ▲	DESCRIPTION	QUESTIONS IN LOCALE	CREATED
 picture	2	56668247	Chacma Baboon	3	04/06/2009



THINK

Providing translators with the information they need

VIEWING: EDIT NAMED TEXT

RESOURCES QUESTIONS COMMENTARY NAMED TEXT

TEXT NAME: AgeRestrictedInstructions

CONTEXT: instructions of how to navigate away from

MAX LENGTH: 50

DO NOT TRANSLATE

NAMED TEXT: Press the Buzz!™ button to accept

NAMED TEXT TRANSLATIONS

CREATED BY: SYSTEM CREATED: 17/09/2008 10:20:22 LAST UPDATED: 15/07/2009 15:22:48 LAST UPDATED BY: dcroucher

	A	B	C	D	E	F	G	H
1	Text Name	Context	Maximum Length	English Source Text	Text To Translate			
2	AgeRestrictedInstructions	instructions of how to navigate away from the screen	50	Press the Buzz!™ button to accept	Press the Buzz!™ button to accept			
3	AgeRestrictedPacksScreenText	message informing the user that age restricted content is available	300	Quiz Packs with an age-rating higher than the one you are currently viewing	Quiz Packs with an age-rating higher than the one you are currently viewing			
4	AgeRestrictedPacksScreenTitle	title for a screen displaying a warning that age restricted content is available	50	Downloaded Quiz Agreement	Downloaded Quiz Agreement			
5	AgeRestrictedYellowInstructions	instructions of how to navigate away from the screen	50	Press the yellow button to decline	Press the yellow button to decline			

Using the database for Loc. testing

VIEWING: SONY LOCALISATION TESTING

RESOURCES

QUESTIONS

COMMENTARY

NAMED TEXT

(FRA)France

FRA01005

GO

ADVANCED SEARCH

LOCALISATION STATUS

ALL

QUESTION TYPE

--

RESOURCE TYPE

--

PACK SUBJECT

--

DIFFICULTY

--

UPDATED DATE FROM

UPDATED DATE TO

ORIGINAL QUESTION ID

--

CATEGORY / SET

[VIEW CATEGORIES](#)

PAGE 1 OF 2

5000

ROWS PER PAGE

6909

TOTAL ROWS

[OUTPUT TO EXCEL](#)

	QUESTION ID ▲	QUESTION	1ST ANSWER	2ND ANSWER	3RD ANSWER	4TH ANSWER	LOCALISATION STATUS	CREATED
	FRA01001	Comment appelle-t-on cet instrument ?	Un xylophone	Un piano	Un triangle	Des maracas	UNKNOWN	29/07/2009
	FRA01002	À quelle famille d'instruments appartient celui-ci ?	Les percussions	Les instruments à vent	Les instruments à corde	Les cuivres	UNKNOWN	29/07/2009
	FRA01003	Avec quoi joue-t-on de cet instrument ?	Des mailloches	Des tiges	Des bâtons	Des cure-dents	UNKNOWN	29/07/2009
	FRA01004	Quel est le nom de cet instrument ?	Un accordéon	Une harpe	Une viole	Un violoncelle	UNKNOWN	29/07/2009
	FRA01005	Cet instrument est lié à quelle danse ?	Le tango	La salsa	La valse	Le swing	FAIL	29/07/2009
	FRA01006	Quel pays a fait découvrir au monde entier cet instrument de musique ?	L'Allemagne	Le Canada	L'Algérie	Le Japon	UNKNOWN	29/07/2009
	FRA01007	Comment appelle-t-on cet instrument à vibration ?	Un kazoo	Un triangle	Un harmonica	Un luth	FAIL	29/07/2009
	FRA01008	Dans quel pays cet objet a-t-il été fabriqué en premier ?	Les États-Unis	La Norvège	L'Espagne	Le Japon	UNKNOWN	29/07/2009
	FRA01009	Quelle légende du rock a utilisé un instrument semblable dans sa célèbre chanson "Crosstown Traffic" ?	Jimi Hendrix	Bob Dylan	Eric Clapton	David Bowie	UNKNOWN	29/07/2009



FRA01005

5 OF 5000



QUESTION INFORMATION

QUESTION

Cet instrument est lié à quelle danse ?

01

LEFT

PLAY

SEGUE

Instruments de musique

98

LEFT

PLAY

RESOURCE



SONY LOCALISATION STATUS

SONY LOCALISATION CHECKED

FAIL



EXTRA COMMENTS

1ST ANSWER (CORRECT)

Le tango

32

LEFT

2ND ANSWER

La salsa

32

LEFT

3RD ANSWER

La valse

32

LEFT

4TH ANSWER

Le swing

32

LEFT

DETAILS

DIFFICULTY: Medium

QUESTION ID: FRA01005

CREATED BY: DAVID SHOWELL

CREATED: 29/07/2009 15:24:40

LAST UPDATED: 11/08/2009 09:41:43

UPDATED BY: elopez

CATEGORIES:

- Music
- Musical Pot Luck

GENERAL COMMENTS

11 Aug 2009 09:41	elopez	Segue Text => Mots to Instruments de musique
11 Aug 2009 09:41	elopez	elopez 11/08/2009 changed SonyLocalisationStatus to FAIL

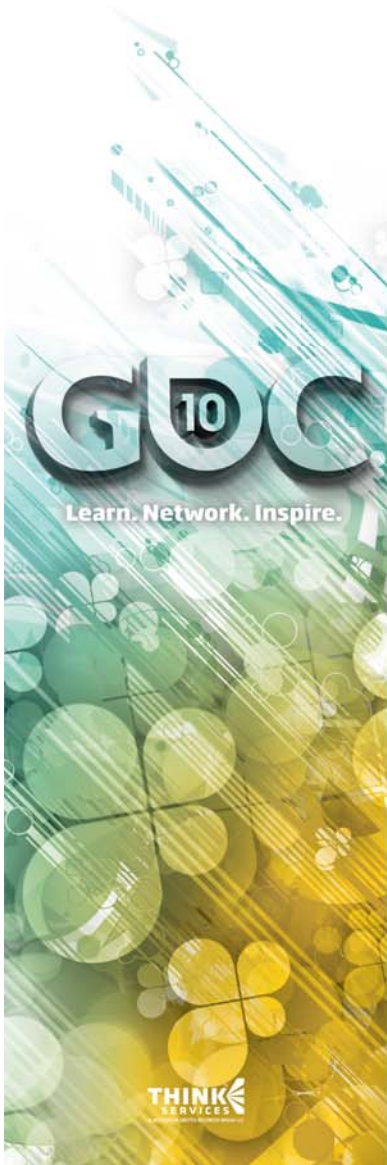
Great Communication

With Sony Localization Services

- 📱 Direct communication with the Localization coordinator in charge of the project
- 📱 Email distribution lists

With Sony Localization QA

- 📱 Loc Testing team based next to Relentless office in Brighton
- 📱 Close contact with Loc QA Manager to ensure smooth resolution of issues
- 📱 Post-Mortem meetings



The End... QUESTIONS?

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