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LOST AND FOUND IN TRANSLATION

Mastering Cross-Cultural Collaboration in Game Development

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PART.01

ABOUT US

LIGHTSPEED STUDIOS

A LEADING GLOBAL GAME DEVELOPER

LightSpeed Studios is one of the world's most **innovative** and **successful** game developers, with teams across China, United States, Singapore, Canada, United Kingdom, France, Japan, South Korea, New Zealand and United Arab Emirates.

Founded in 2008, LightSpeed Studios has created over **50 games** across multiple platforms and genres for more than **4 billion registered users**. It is the co-developer of the worldwide hit **PUBG MOBILE** (co-developed with KRAFTON, Inc.).

LightSpeed Studios is made up of passionate players who advance the art & science of game development through **great stories, great gameplay, and advanced technology**. We are focused on bringing next generation experiences to gamers who want to enjoy them anywhere, anytime, across multiple genres and devices.

LEAGUE OF LEGENDS: WILD RIFT

co-developed
with Riot Games

PUBG MOBILE

co-developed
with KRAFTON, Inc.

FIGHT FOR THE GOLDEN SPATULA

co-developed
with Riot Games

THE KID OF ONE-TEAM

Fight for the Golden Spatula

FFGS is a mobile variation of Teamfight Tactics which is collaboratively developed by Riot Games and LightSpeed Studios

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PART.02

COLLABORATION

LOST IN TRANSLATION

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LOST

Often, it's the first challenge in a relationship

The Chinese name of the movie is literally: Lost in Tokyo

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PREPARATION?
ADAPTION

HOW WE GET TOGETHER

In game development, things are a bit similar

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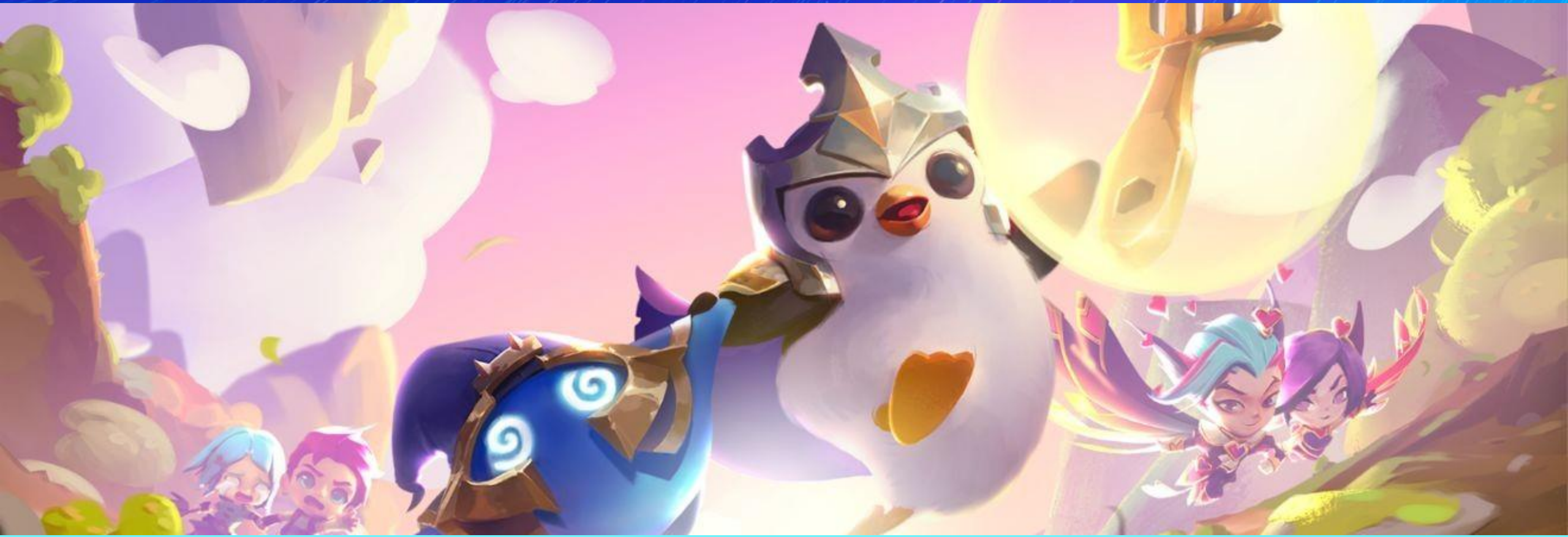


OPPORTUNITY

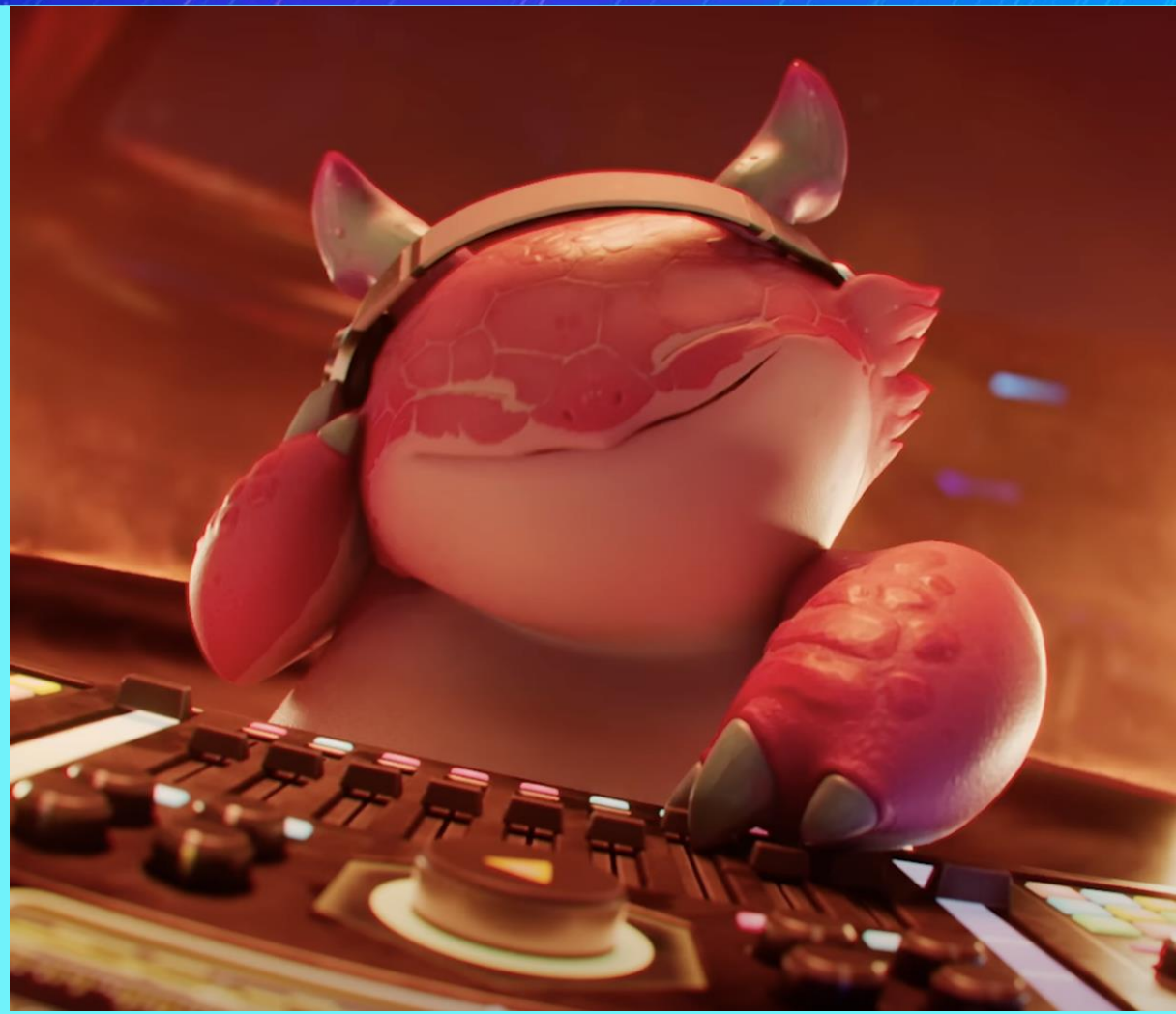
EXPECTATION

COMMUNICATION

OPPORTUNITY

When we spot opportunities, we don’t always see the full context

EXPECTATION



Expectations often come in implicit forms

OVERPROMISING AND OVERDEMANDING

Partnerships can become tense with continuous friction

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WHY?

COMMUNICATION

There's no silver bullet

Game development requires frequent communications

Cross cultural partnership requires even more communications

MEETINGS, PROCEDURES, COMMITTEES

We understand its importance and strive to excel

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It's not just about the plot, it's more about the PLAYER

LOST IN COMMUNICATION

It happens all the time

Be mindful of tone, vocabulary, tense, and context from the players' perspectives

ARE GAME-DEV UNIFORM?

When we talk about games, are we talking about a uniform concept?

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Beware of the underlying and subtle variances in the globalized game industry

TAKEN AS DEFAULT

We've all played and made games for years so we assume there are common understandings

However, be cautious: we might be more different than we can imagine

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CONTEXT BEFORE CONTRAST

UNDERSTANDING THE CONTEXT

Helps us put ourselves in others' shoes

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Who are our players?

What are our principles?

How do we maintain alignment?

How can we improve our current state and feelings?

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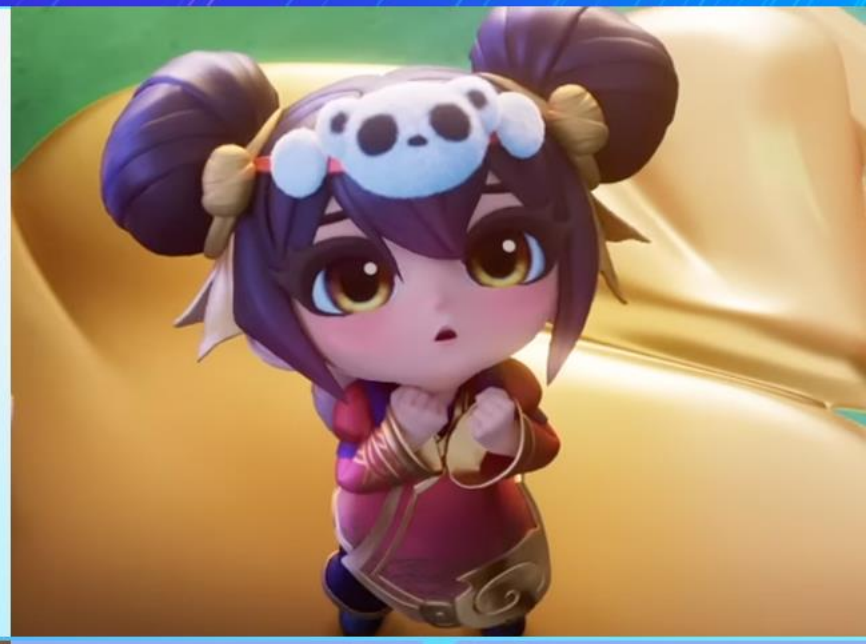
PLAYER BEFORE PLOT

KEY EFFECT

A key player will be directive in a project

THE NATURE OF A KEY PLAYER

ALTRUISM



PROACTIVE

PLAYER-ORIENTED

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PART.03

TIMELINE

PROJECT TIMELINE

We will always face challenges

The good thing is, with enough context, we face challenges together

GAME WORLD TIMELINE

We will always meet our friends

The best thing is, we will always encounter friends in this adventure, especially those who share our love for games

THANKS

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