

Localization Microtalks: Globetrotting in the fast lane

Oded Sharon

CEO, Corbomite Games / Adventure Mob



Language Minesweeper

- Propose Language
- Speaks language? raise hand & Yeah!
- Two or more – sit down.
- (repeat)
- Only one? You win!

Rules:

- 8 Minutes per speaker. Exactly.
- 5 Talks.
- At the end- Questions from audience.

Talk too much ?

Buzzer ring?

Talk ends.

Let's get started!

Good Luck!

Localization 101 for Indie Developers:

15% extra revenue with 1% effort

Building automated localization systems for fun and profit



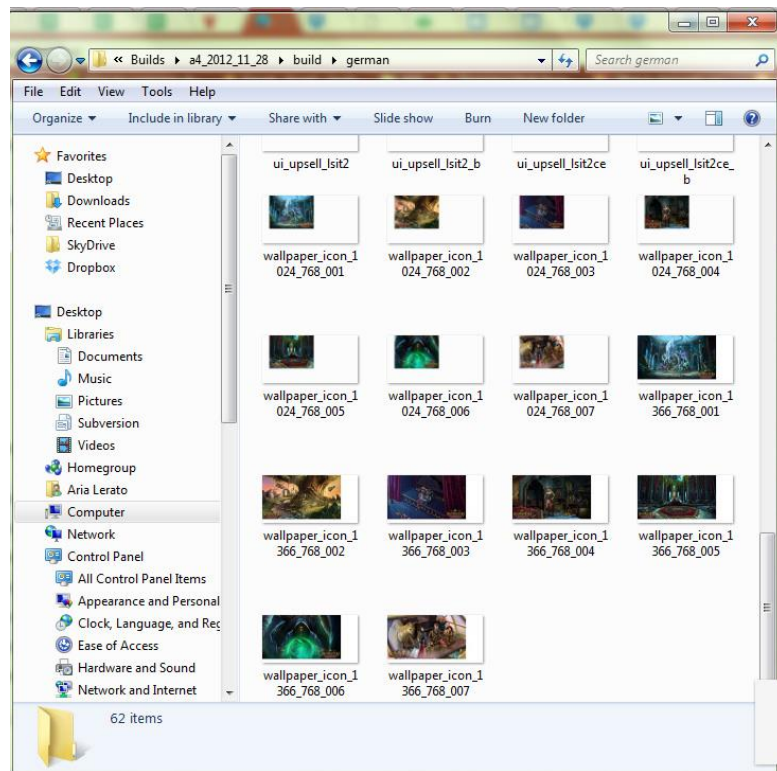
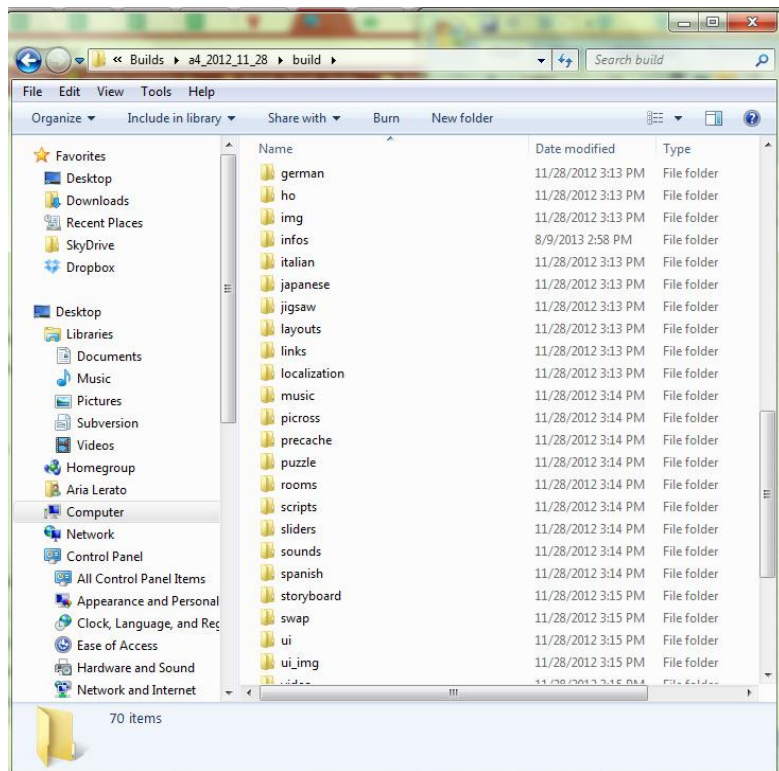
Christopher Natsuume

Creative Director, Boomzap Entertainment

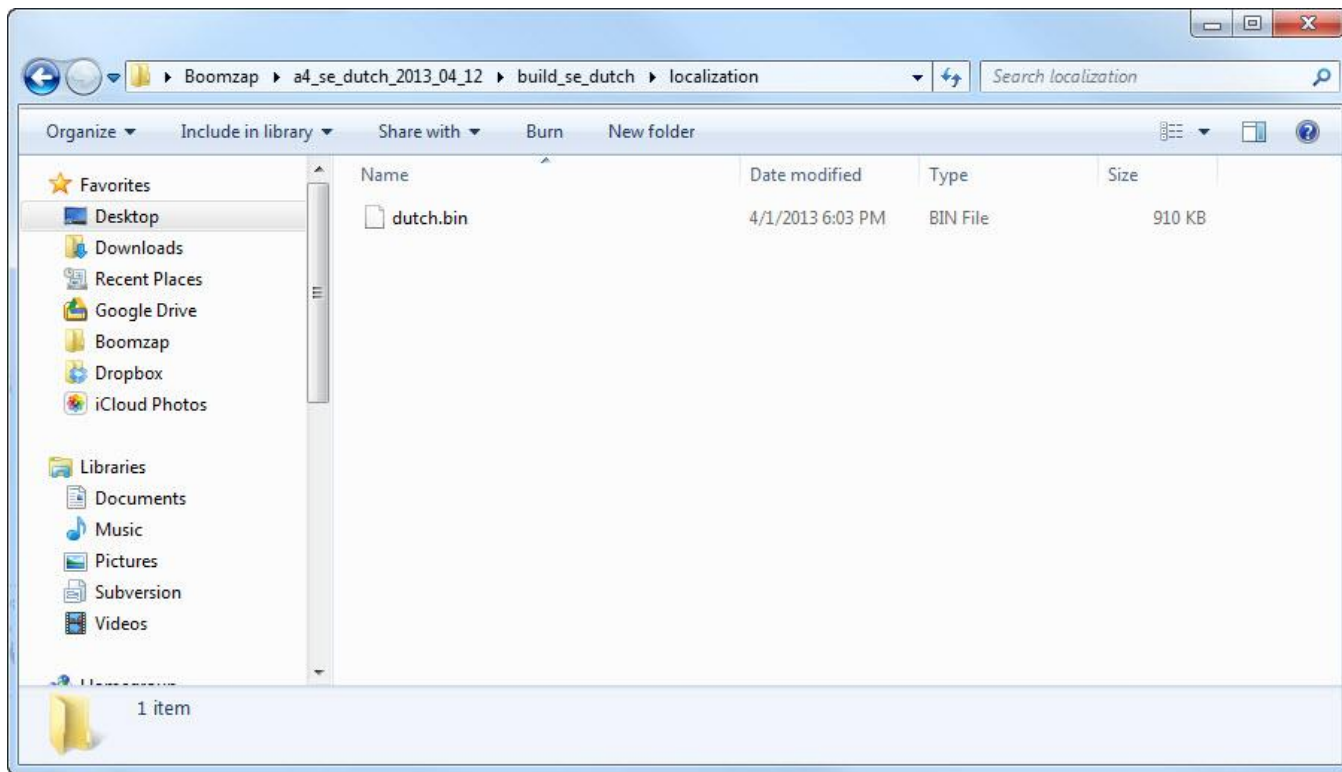
One Button Localization with Excel

B		C	D
1	Note: To colour text ingame, use highlighted_textf. Colour may vary by project		
2	Export diff to TXT	Export all to TXT	Base Path: C:\Users\Caroline\Documents\Boomzap\Projects\Botanica\Builds\build\ Import
3	Export Data		Base Path: C:\Users\Caroline\Documents\Boomzap\Projects\Botanica\Builds\build\localization\
4			
5	StringID	ENGLISH	FRENCH
6	ENGLISH	English	English
7	FRENCH	Français	Français
8	GERMAN	Deutsch	Deutsch
9	ITALIAN	Italiano	Italiano
10	PORTUGUESE	Português	Português
11	SPANISH	Español	Español
12	JAPANESE	日本語	日本語
13	CHINESE	中文	中文
14	TAIWANESE	中文	中文
15	KOREAN	Korean	Korean
16	NORWEGIAN	Norsk	Norsk
17	FINNISH	Finnish	Finnish
18	SWEDISH	Svensk	Svensk
19	DUTCH	Nederlands	Nederlands
20	TITLE_CREDITS_SE	Botanica: Into the Unknown	Botanica: Un Portail vers l'Inconnu
21	TITLE_CREDITS_CE	Botanica: Into the Unknown Collector's Edition	Botanica: Un Portail vers l'Inconnu Edition Collector
22	DEVELOPED_BY_BOOMZAP	Developed by Boomzap	Développé par Boomzap
23	DIRECTOR_OF_DESIGN	Creative Director	Directeur artistique
24	DIRECTOR_OF_TECHNOLOGY	Technical Director	Directeur technique
25	CODE_CREDITS	Programming	Programmation
26	ART_CREDITS	Art	Graphismes
27	DESIGN_CREDITS	Design	Conception
28	ADDITIONAL_DESIGN	Additional Design	Conception supplémentaire
29	STORY_CREDITS	Writing	Scénario
30	PRODUCTION_CREDITS	Production	Production
31	TESTING_CREDITS	QA and Production	Assurance qualité et production
32	ADDITIONAL_ART	Additional Art	Graphismes complémentaires
33	ADDITIONAL_TESTING	Additional QA	Assurance qualité complémentaire
34	TRANSLATORS_CREDITS	Translators	Traducteurs
35	DUTCH_CREDITS	Dutch	Néerlandais
36	FRENCH_CREDITS	French	Français
37	GERMAN_CREDITS	German	Allemand
38	ITALIAN_CREDITS	Italian	Italian
39	JAPANESE_CREDITS	Japanese	Japonais

Add images to language folders



Export to Build



Launch the Game



Yup, it's that easy



Awakening on Big Fish DE site

Big Fish Jeden Tag ein neues Spiel!™

Anmelden | Community | Hilfe

PC-Spiele ▾ Online-Spiele ▾ iPad & iPhone Spiele Android-Spiele

Standardversion nur **2,99 €!** **70% Rabatt auf Dein erstes Spiel!*** Sammleredition nur **5,99 €!**

Code: **NEU299** *Gilt nur für Neukunden Hast Du Fragen? Lies Dir bitte unseren [Hilfe-Artikel](#) durch Code: **NEU599E**

PC-Spiele > Wimmelbildspiele > Awakening: Der Sonnenspitzturm Sammleredition

Alle Blam! Games-Spiele zum HALBEN PREIS! **ERFAHRE MEHR**

Awakening: Der Sonnenspitzturm Sammleredition

★★★★★
19 Bewertungen anzeigen | Deine Bewertung abschicken

Jetzt kaufen
Hol Dir die Vollversion

Jetzt spielen
Kostenlos herunterladen

Unbegrenzter Spielspaß
49,99 € EUR
11,99 € EUR oder 2 Spiele-Gutscheine

1 Stunde gratis probierspielen
(529,83 MB)
Erfahre mehr

Awakening
DER SONNENSPIZZTURM
SAMMLEREDITION

Video ansehen

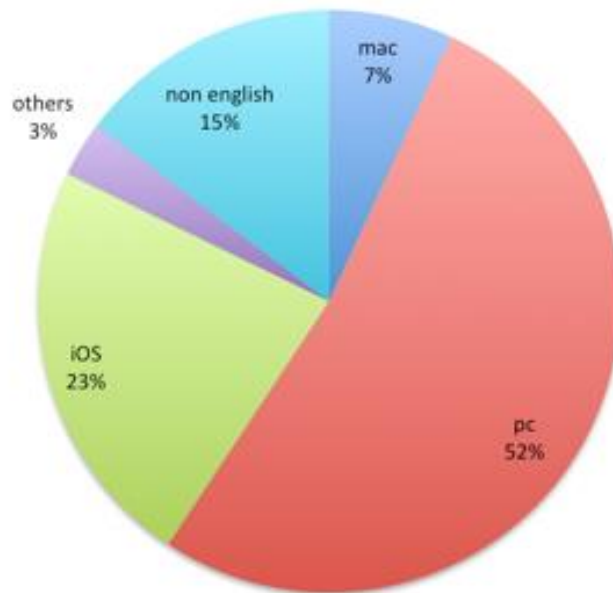
Kaufe dieses Spiel - Erhalte 3 Stempel!

f Gefällt mir 5

Es war einmal ein Königreich, über das vor langer Zeit Dunkelheit einfiel. Der König und die Königin wurden in einen tiefen Schlaf versetzt. Ihre Tochter, Prinzessin Sophia, bestieg den Thron und brachte dem Königreich Hoffnung. In ihrem Streben, ihre Eltern aus dem tiefen Schlaf zu wecken,

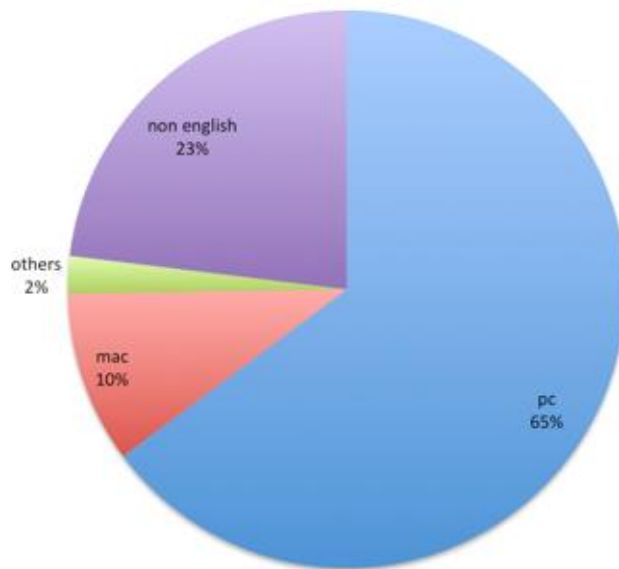
Royalty Data From Big Fish

Botanica: Into the Unknown

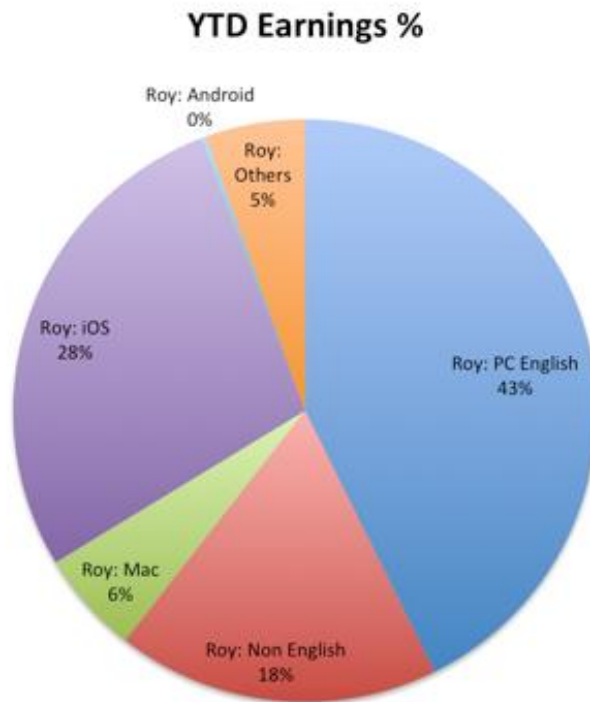


Royalty Data From Big Fish

Death Upon an Austrian Sonata: A Dana
Knightstone Novel



YTD Royalties: All Boomzap Games



Summary

10-20%

Additional revenue

1%

Effort (with proper setup)

FireTongue

An Open-Source Localization Framework

Joshua Granick

CEO, OpenFL Technologies



GAME DEVELOPERS CONFERENCE
SAN FRANCISCO, CA
MARCH 17-21, 2014
EXPO DATES: MARCH 19-21
2014

FireTongue is a:

- Simple
- Open Source
- Cross-Platform



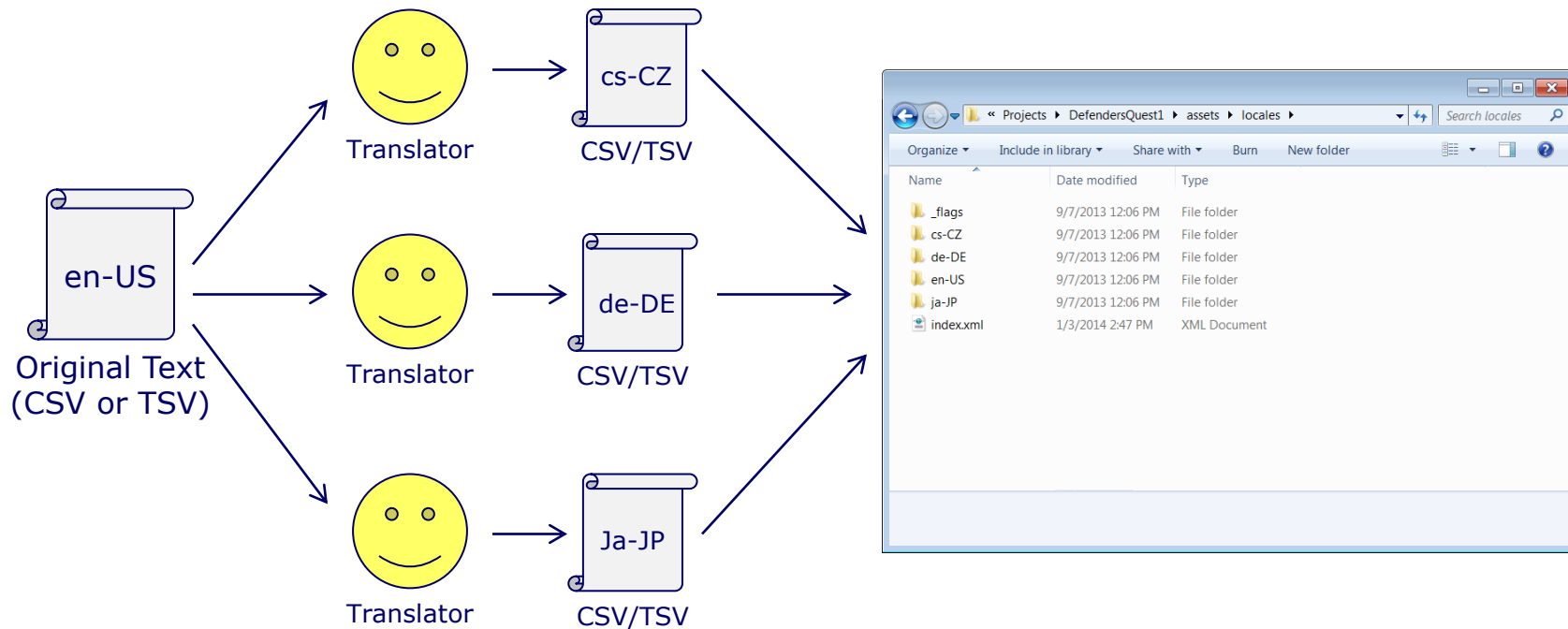
...Localization Framework (written in **HAXE**)

Example Usage:

```
var tongue:FireTongue = new FireTongue();  
tongue.init("en-US",onLoaded);  
  
function onLoaded():Void  
{  
    //prints "Hello, World!" in current locale/language  
    trace(tongue.get("$HELLO_WORLD"));  
}
```

(Assuming you've done the proper setup)

Pipeline:



CSV files look like this:

```
"flag","content",  
"$STATUS_DESC_DARK","Dodges non-area attacks <PERCENT>% of the time.",  
"$STATUS_DESC_LIGHT","Removes darkness.",  
"$STATUS_DESC_FRENZY","Speed up by <M_MULT_PERCENT>%",  
"$STATUS_DESC_BLINDED","Attacks miss <PERCENT>% of the time.",  
"$STATUS_DESC_BLEED","Takes +<PERCENT>% DMG.",
```

UTF-8 encoding ONLY!!!

TSV files look like this:

flag	content
\$STATUS_DESC_DARK	Dodges non-area attacks <PERCENT>% of the time.
\$STATUS_DESC_LIGHT	Removes darkness.
\$STATUS_DESC_FRENZY	Speed up by <M_MULT_PERCENT>%
\$STATUS_DESC_BLINDED	Attacks miss <PERCENT>% of the time.
\$STATUS_DESC_BLEED	Takes +<PERCENT>% DMG.

No quotes or commas, just tabs and end-lines.
(Still UTF-8 ONLY)

Tricky Characters:

- CSV: avoid quotes ("" ""') in text
- TSV: never use tabs in text
- Use these instead:
 - <Q> for quote, <LQ>/<RQ> for left-right quote
 - <T> for tab, <C> for comma
 - <N> for newline

Replacement tokens:

```
"flag","content",  
"$STATUS_DESC_DARK","Dodges non-area attacks <PERCENT>% of the time.",  
"$STATUS_DESC_LIGHT","Removes darkness.",  
"$STATUS_DESC_FRENZY","Speed up by <M_MULT_PERCENT>%",  
"$STATUS_DESC_BLINDED","Attacks miss <PERCENT>% of the time.",  
"$STATUS_DESC_BLEED","Takes +<PERCENT>% DMG.",
```

```
import firetongue.Replace;
```

```
var str:String = fire_tongue_instance.get("$STATUS_DESC_DARK");  
str = Replace.flags(str,["<PERCENT>"],percent_dark);
```

```
//str is now something like "Dodges non-area attacks 30% of the time";
```

Don't hard-code grammar!

Wrong:

```
"flag", "content",  
"$COLLECT", "Collect",  
"$APPLES", "Apples",
```

```
str = tongue.get("$COLLECT") + num_apples + tongue.get("$APPLES");
```

Right:

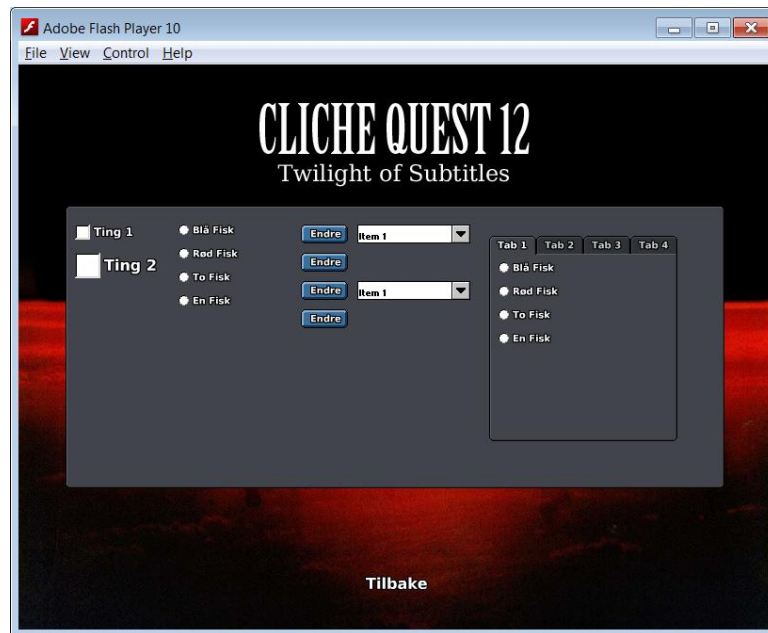
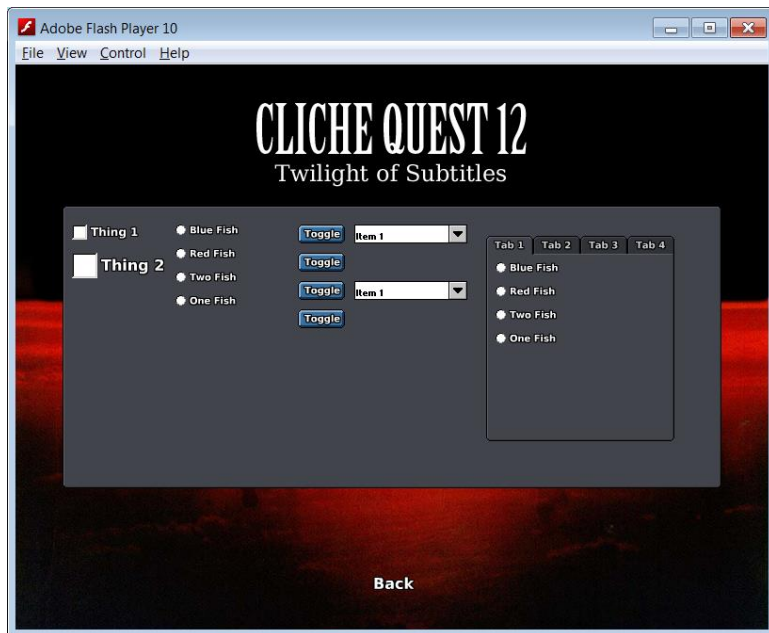
```
"flag", "content",  
"$COLLECT_X_APPLES", "Collect <X> apples!",
```

```
str = tongue.get("$COLLECT_X_APPLES");  
str = Replace.flags(str, ["<X>"][num_apples]);
```

Integrated with



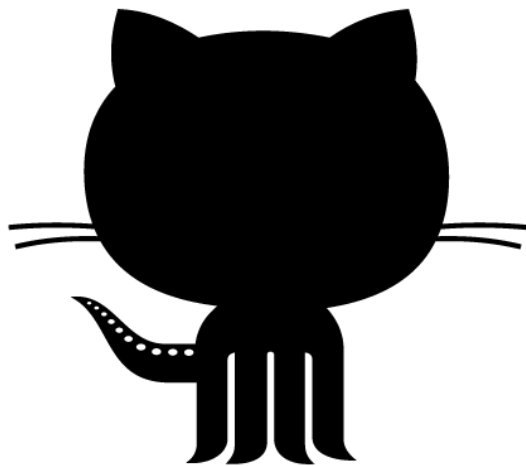
flixel-ui



Summary

- Simple
- Free + Open-source
- Cross-Platform (**HAXE**)
- Easy to port if you don't like **HAXE**
- Integrated with **Flixel** already
 - (most popular **HAXE** library)

For More information:



github.com/larsiusprime/firetongue

Localizing Your Global UA Strategy

Crid Yu

VP & MD of North America, InMobi



Important Tips to Go Global

- . Other markets ≠ the US
- . Localize ≠ Translate
- . App ecosystems have “local habitats”
- . Counter-intuitive audience behavior
- . Leverage all marketing channels

Other markets \neq the US

Interactive Experience

Maximizing interactive experiences such as
capacitive touchscreen

Extremely successful examples include - games including Fruit Ninja, Template Run, Tiny Wings, NHN Line, Wechat, Kakao talk etc.

Colorful Characters

Cute cartoon design

Based on market performance, gamers prefer casual mobile games with cute simple cartoon characters.

Android vs. iOS

In CJK, Android premium handsets perform 15%
better than iOS

In Korea, average monetization on such handsets can go up to 2x for popular games & communication apps.

Localized ≠ Translation

Driving better ad
engagement
Localized the Ads
and Not Just the
Words



+10%

Increase with installs
on localized ads with
colors and images
that worked for the
market

Reducing
User Fatigue
Take Advantage
of Seasonal
Events



+11%

More installs per
day on ads with
regional context

App ecosystems have “local habitats”



Counter intuitive audience behavior

Top Audience Segments

GEN M



Under 25 and 1+ hour on their mobile daily

MOBILE MOTHERS



Females with children living at home

MOBILE YOUTH



Under 25 living in tier 1 and tier 2 cities

MASS AFFLUENTS



Those that own an automobile and a flat screen TV

EDUCATED TECHIES



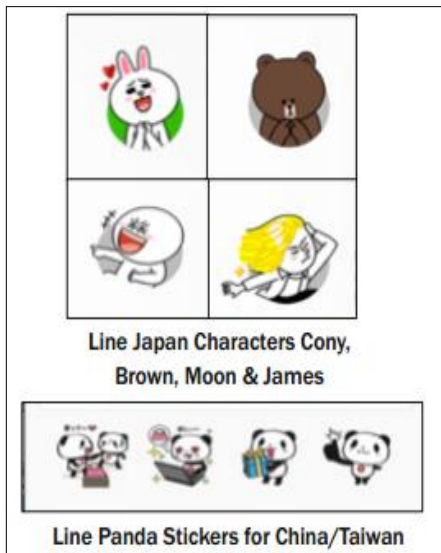
Attended university and spend via mobile

Monetizing User Segments

China	☾	●	☾	●	●
US	●	●	●	●	●

Leverage all marketing channels

Localization & know your audience



Key Partnerships



Integrated Marketing



Line ads in Taiwan Local trains

Important Tips to Go Global

- Other markets \neq the US
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- App ecosystems have “local habitats”
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- Leverage all marketing channels

Exploiting Voice and Facial Video Recording Techniques for International Audio Production

Bill Black

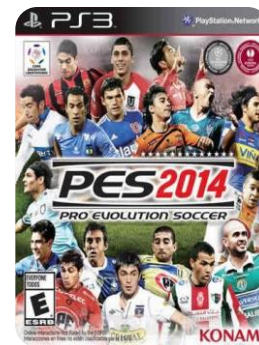
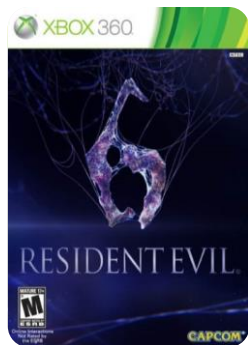
Audio Manager, Binari Sonori America



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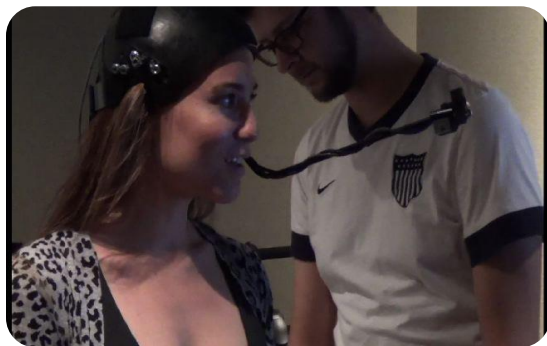
Binari Sonori

Multilingual game localization and audio production company with offices in Milan and Los Angeles

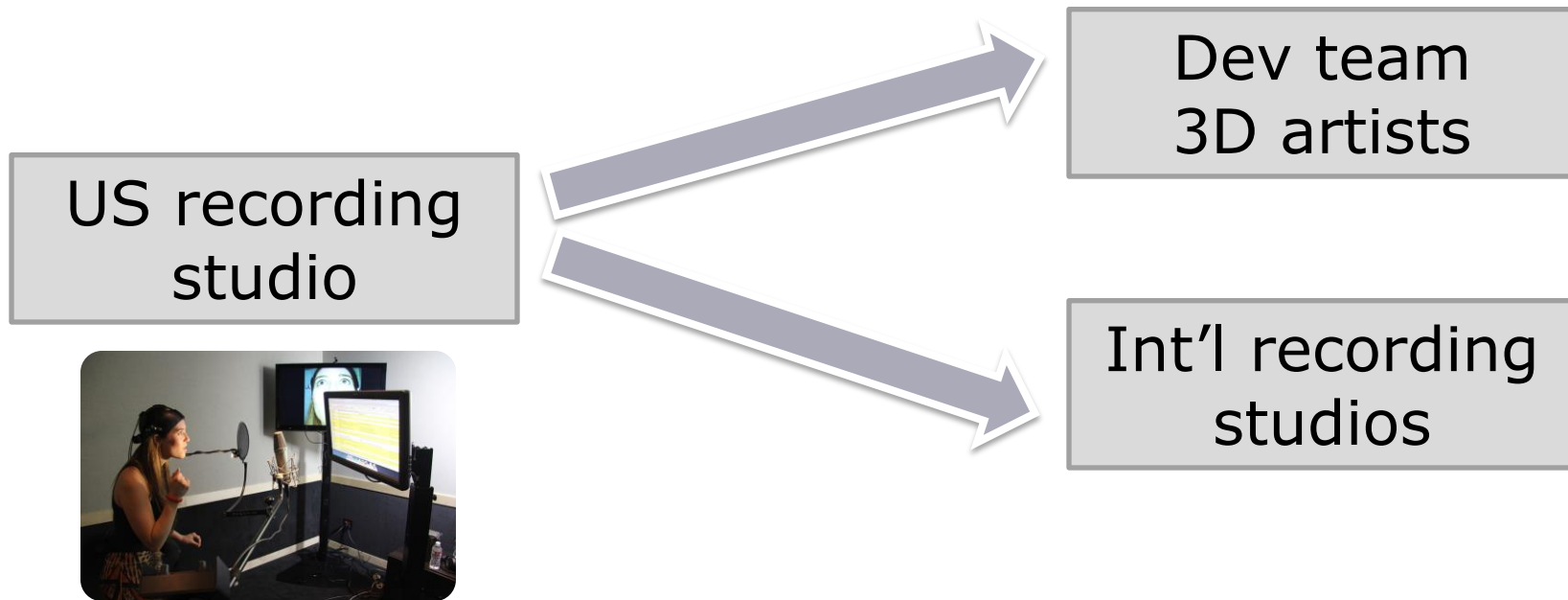


Facial motion capture: basics

- Actors wear helmets with camera & lighting (no markers)
- The session generates audio and video tracks simultaneously, in the same software application



Audio & Video assets sent to both Dev & Loc teams



Facial motion capture for 3D artists

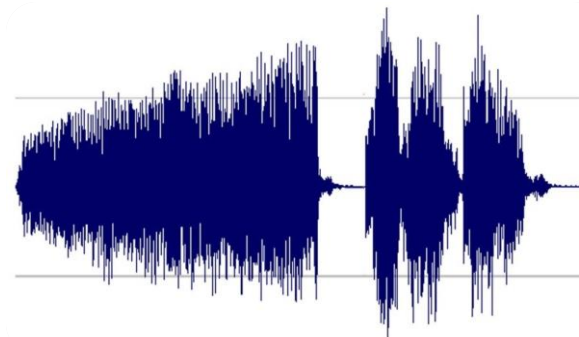
3D Artists & Audio Developers now have audio & video files for original language content creation



Facial motion capture for Audio Loc

In the game industry localization teams in the past have had only the following reference materials to sync to:

- Audio files
- Preliminary cut scenes, not final
- Raw Full body Motion Capture material, not final



Facial motion audio/video files for Loc

After the translation, a specific “text adaptation phase” is performed before starting dubbing in the studio using the video reference for sync writing



Facial motion capture for Audio Loc

Sync writing is the key to perfectly lock the target words with the lips movements of the original actor



Facial motion capture for Audio Loc

Without an accurate and final video reference, it is not possible to achieve “movie dubbing quality sync”

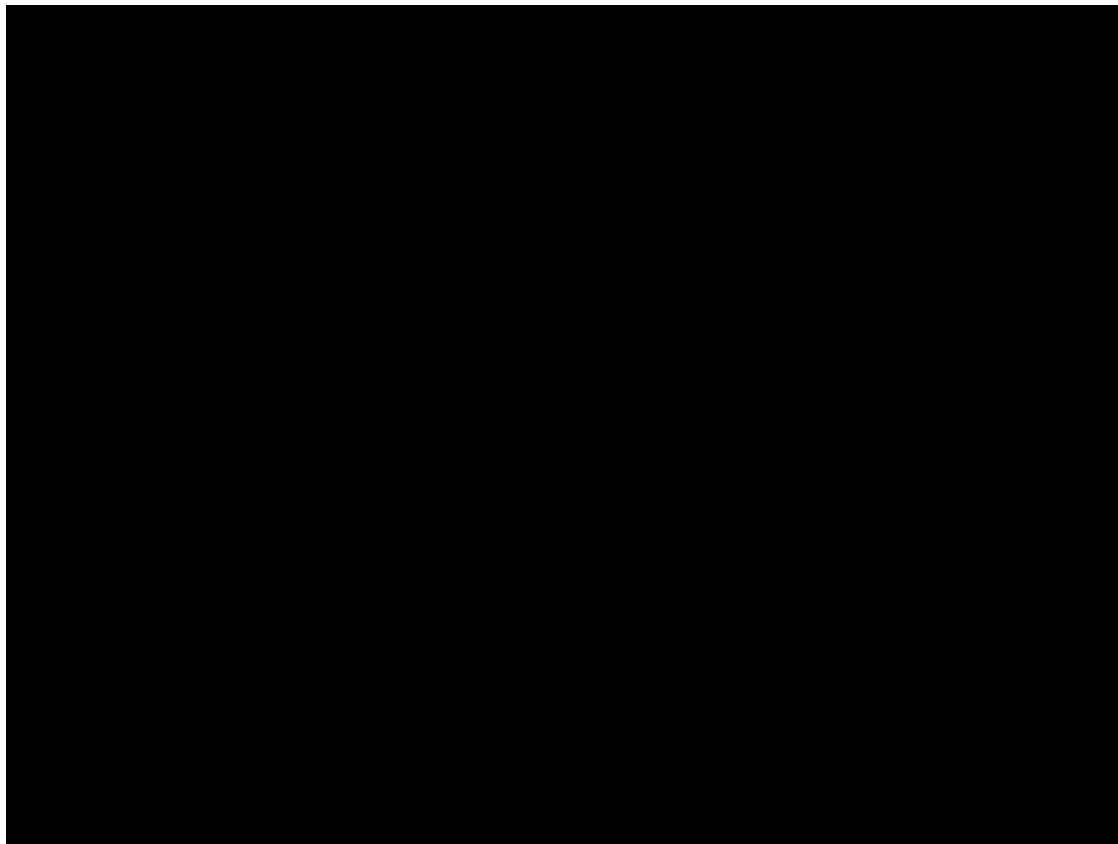


Facial motion capture for Audio Loc

Through this more integrated approach, made possible using audio video files, the audio localization process can start earlier than ever before now relying on exactly the same facial audio/video reference employed by the developers animation team



Facial Capture Dubbing



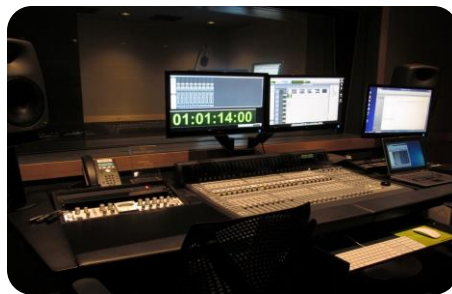
Implementation of this technique offers the opportunity for:

- Better reference material earlier in the production cycle
- Accurate crafted scripts
- Movie quality dialog sync
- Superior quality localized production

Thanks!

Bill Black

bill.black@binarisonori.com

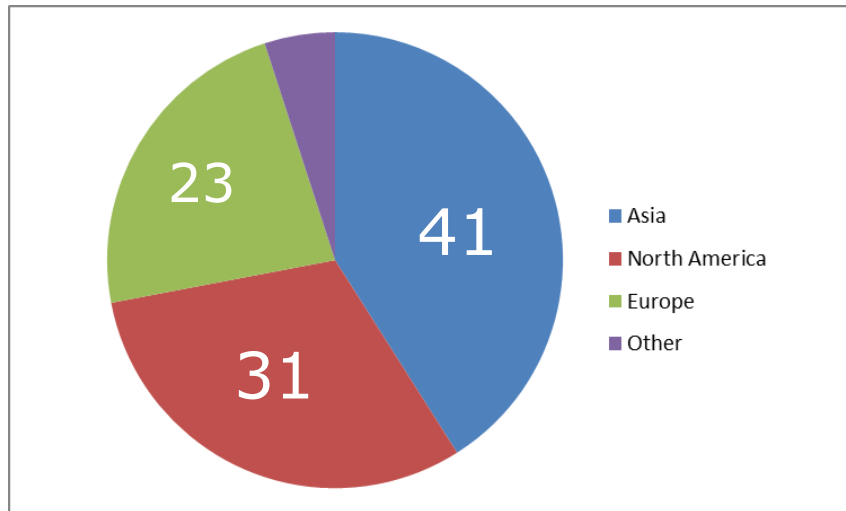


Apps description localisation as a water testing tool

Rebecca J Lever

BDE, Universally Speaking

In the information age it has never been easier to sell globally



But, how easy is it?

Things to consider:

- Word count of your app
- App store descriptions
- Press releases
- Product update descriptions



Test the waters

“Sales increase by
128% following app
store localisation.”

Common Sense Advisory



“72.4% consumers
are more likely to
buy products in
their mother
tongue.”

Common Sense Advisory



iTunes is
available in over
160 countries and
supports over 60
languages.

Localising your app description

Primary Languages:

English, French, Italian, German, Spanish, Russian, Japanese, Korean.

Secondary Languages:

Traditional & Simplified Chinese, Brazilian Portuguese, Dutch, Swedish, Portuguese.

Connecting with new audiences



- Low cost – from £20
- Fast turn around
- Focus your efforts
- Organic growth
- High ROI

Hints & Tips...

- Plan responsiveness
- Encourage user feedback
- Advise of game language
- Consider crowd funding
- Provide context
- Non-literal translations



Key word optimisation

“Key word optimisation could increase the download of an app by 767%.”

Make App Magazine



Key word localisation

- More than 60% of consumers find apps through the app store search
- Use metrics



Case Study: Frogmind



Japanese & Russian

Keep in touch...

rlever@usspeaking.com



Recap

What did we hear about this past hour?

Localization 101 for indies

- **Christopher Natsuume**

10-20%

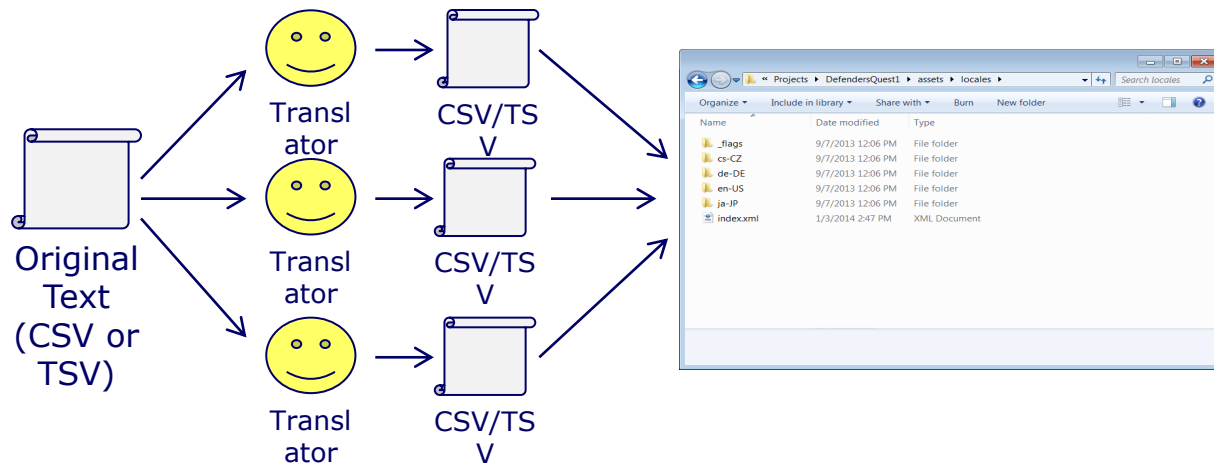
Additional revenue

1%

Effort (with proper setup)

FireTongue

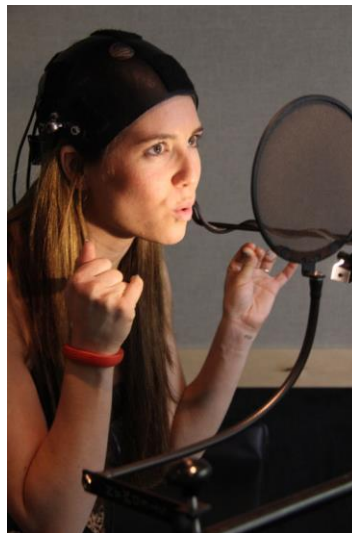
- Joshua Granick



- Crid Yu

Exploiting Voice and Facial Video Recording Techniques for International Audio Production

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Apps description localisation as a water testing tool

- **Rebecca J Lever**



Questions

- Localization 101 (Christopher Nastume)
- FireTongue (Lars Doucet)
- Localizing your Global User Acquisition (Crid Yu)
- Exploiting Voice and Facial Video Recording Techniques for International Audio Production (Bill Black)
- Apps description localization as a water testing tool (Rebecca Lever)