

TAKING YOUR CONSOLE GAME INTO CHINA

Tips, Tricks and Lessons Learned...

PRESENTED BY LIONBRIDGE GAME SERVICES

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GAME DEVELOPERS CONFERENCE™ EUROPE
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GAMING IS HEALTHY IN CHINA



35%

Percentage of Gamers Who Spend Money



POPULATION
1,402.0M



ONLINE POPULATION
740.0M



GAMERS
446.3M



\$22.2Bn

Revenues Generated
in 2015 (+23% since 2014)

CAGR 2014-2018
+16.1%



WORLD RANK BY REV.
#1



% SHARE MOBILE REV.
29%





WHAT IS IMPORTANT TO CONSIDER IN CHINA?



China is the #1 mobile gaming region, but severely fragmented store structures often lead to poor quality

This means that players will tolerate a lot for a personal experience mobile games deliver



Freemium is king

The large majority of gaming revenues are derived from in-app purchases



Games delivered via OTT boxes and Smart TVs are growing, but a lack of AAA mid-core to hard-core content is harming perception of these platforms

Consoles are seen as casual, family content access points



Online games are known to have considerable impact on China's politics and business culture

China Communist Youth League (CCYL) used gaming as a marketing strategy by employing online games as platforms to generate "national spirit" amongst young players to achieve various political goals

Coke, Volkswagen and local Chinese companies like Master Kong have utilized gaming as a way to advertise their products



ARE CONSOLES PERFORMING WELL IN CHINA?



The leader in Asian Games Market Intelligence states:

- There is a definite rise of TV-based gamers in China, who are expected to total around 27 million by 2019.
- Revenue from consoles, console games and Smart TV games is forecast to reach \$654 million in 2015 (rising to \$3.0 billion by 2019)
- The Xbox One and PlayStation 4 have gotten off to a slow start with combined sales expected to reach \$550k by the end of 2015



Consoles have a perception of being family oriented, missing games that address both the mid-core and hard-core. Committed content is as important to uptake as the consoles themselves.

(approx.) **40**
games approved
for consoles

(approx.) **20**
games still
waiting approval

100
target annual
approval rate



CULTURAL CONTENT CONSIDERATIONS



In 2004, **The Ministry of Culture** established a committee to screen imported console video games before they entered the Chinese market. Games found to be exhibiting the following will be banned

Violating basic principles of the Constitution

Threatening national unity, sovereignty, and territorial integrity

Divulging state secrets

Threatening state security

Damaging the nation's glory

Disturbing social order

Infringing on others' legitimate rights

HARD REQUIREMENTS ARE DIFFICULT TO LOCATE, BUT THERE ARE GUIDELINES

Games must not contain content that is:

- ✓ Libelous or defamatory
- ✓ Indecent, vulgar or obscene, pornographic, sexually explicit or sexually suggestive
- ✓ Racially, culturally, or ethnically offensive
- ✓ Violent, harmful, harassing, intimidating, threatening, hateful, objectionable, discriminatory, or abusive
- ✓ An impersonation of someone

Games must not present:

- ✓ Human blood, pools of blood or body parts
- ✓ Visible information for forbidden apps/software (e.g. Twitter, Facebook, YouTube)
- ✓ Additional third party hyperlinks or content

Games must:

- ✓ Offer healthy advice when launching game (e.g. Don't play too long, be careful, etc.)



BANNED GAME EXAMPLES



December 26, 2013, the Ministry of Culture issued a notice that "Battlefield 4" is an illegal game. The contents were considered endangering to national security, and it was defined as a cultural invasion. Everything related to "Battlefield 4" was required to be taken down and deleted within 24 hours.



Banned for "smearing the image of China and the Chinese army" despite the fact that the game presents China as a quasi-protagonist. Additionally, the GLA campaign has the player destroy questionable targets such as the Three Gorges Dam and the Hong Kong Convention and Exhibition Centre.



In the game Taipei of Taiwan, Hong Kong-Macao region and China's Tibet are represented as independent countries, according to a circular issued by the ministry. Such a distortion, even in a computer game, violates the relevant Chinese laws and is anathema to the Chinese government.



CHANGE EXAMPLES

BEHAVIORAL INFLUENCE

Players could attack a villager, break into their house and steal their property without cause. The behavior was thought to possibly mislead or influence players to act out robbery in real life.

The suggestion from GAPP was to change the villager's Chinese translation to “藏宝者”(Treasure Hoarder) to reduce the possibility of negative impact.

PLAYER COMFORT

Players are able to see '被X杀死' (Killed by) , or '您已死亡' (You're dead) after their character died in game. Such violent words were thought to make the player feel uncomfortable.

The suggestion from GAPP was to change or remove such uncomfortable words. For example, changing 击杀 (Killed) to 击败 (Defeated).



- **Before you translate anything licensed to Chinese, be sure you have permission**
 - ✓ You must have permission for everything (Characters, Songs, Brands, etc.)
 - ✓ You must have permission from the original IP owner
- **All translations should meet the customs of Chinese native speakers.**
 - ✓ Literal translation is unacceptable. Translation needs to consider word order, correct characters, pace/cadence and the like
- **All text needs to be translated, however audio does not.**
 - ✓ Translations need to be in simplified Chinese in Mainland China
 - ✓ Translations need to be in traditional Chinese in Taiwan and Hong Kong
- **Take the time to look at the quality of your translations in your builds.**
 - ✓ You'll need native speakers
 - ✓ Look at cultural context and flow
 - ✓ Look for wrapping and truncation issues

LOCALIZATION IS MORE THAN JUST TRANSLATION





CHINA-SPECIFIC TESTING CONSIDERATIONS

Cultural approvals take time and are thorough



- Plan for at least 20 days for a round of MOC and GAPP approval.
- But plan for at least 2, or maybe three rounds
- Know that any updates or DLC will be reviewed in full, as is any other release

Purchasing needs to work well

- In-game purchases should be in accord with China's consumer market
- Prices and charging patterns for DLC should be reasonable
- Check for issues with credit/debit cards and tokens
- You'll need a PRC kit to access the marketplace



Regional interop can be tricky



WW RELEASE



PRC RELEASE

Make sure you understand the internet infrastructure



- Issues are easily cloaked in your dev environment
- Test against real-world ISPs early and often
- Assure you are using real-world NAT configs

- Run multiplayer and service interaction scenarios at the right bandwidth
- There are plenty of software and hardware network modeling solutions

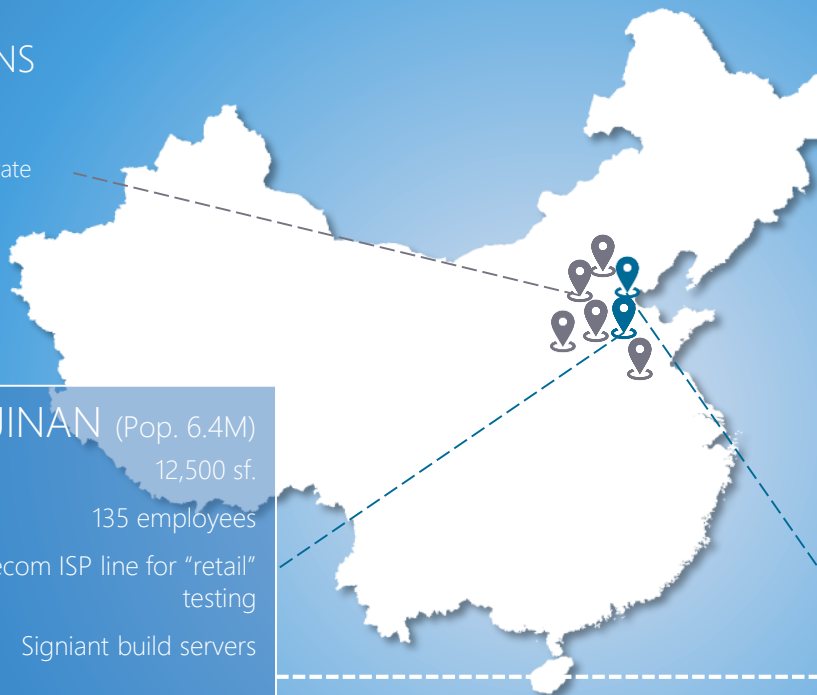


If you don't have the right setup, get help from someone that does!



★ HOME INSTALLATIONS

- Full-time Employees
- VPN access to private corporate network
- Wide variety of ISP and NAT configurations



JINAN (Pop. 6.4M)

12,500 sf.

135 employees

Isolated China Telecom ISP line for "retail" testing

Signiant build servers



BEIJING (Pop 21.5M)

48,500 sf.

645 employees

Isolated China Telecom and China Unicom ISP lines for "retail" testing

Signiant build servers



Secure private network for all project communications, files, automation/tools and assets

Dedicated network infrastructure for each client (server rooms, servers, and sub-networks)

OUR TESTING TOPOGRAPHY IN CHINA



APPROVAL PROCESSES



A SUBMISSION TO GAPP INCLUDES:

- ✓ Game build
- ✓ Save games, walkthroughs, manual(s), etc.
- ✓ In-game string and song lyrics
- ✓ Video footage and cut scenes
- ✓ Licensor approvals



QUESTIONS?



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or come see us at **GDC Booth #172** or **Gamescom Hall 21, Aisle C #053**

THANK YOU!



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