LOCALIZATION STRATEGIES FOR DIFFERENT GAME GENRES

Hyper-casual games
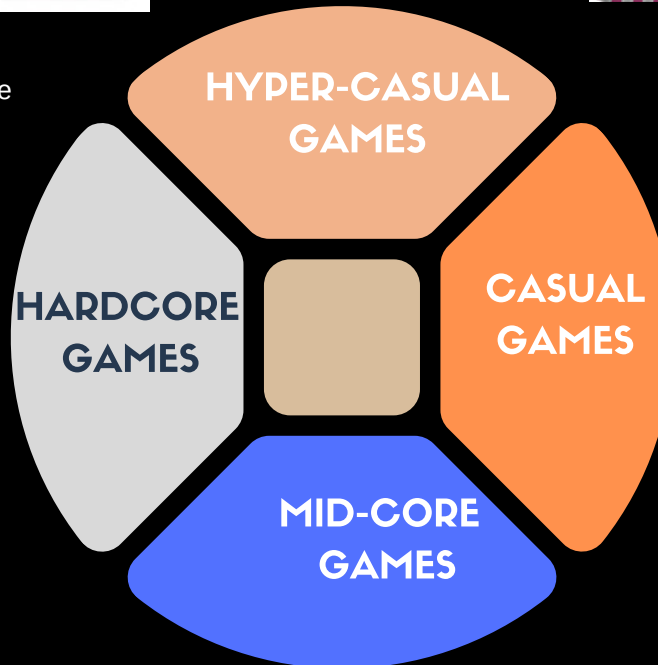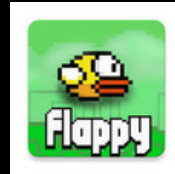
(very low effort from a Localization perspective)

- Main UX/UI elements translation
- AppStore description localization
- Keywords translations
- Best practices of Internationalisation
- Not necessary a strong setup of LSP
- Technology and Localization tools are not totally necessaray
- In-house translation team due to low workload is possible

The Top 25 IOS Hyper Causal Games list HERE

Casual games

- 1-2 LSPs consolidate vendor approach
- Localization guides as reference material
- Glossaries
- Random QA Sanity Check
- Localization Requests tools in place

Hardcore games

(very high effort and cost from a Localization perspective)

- Localization teams embedded into Dev teams
- Culturalization (proactive and reactive) activities need to be planned in early phases
- Voiceover/subtitles
- Game story needs proper transcreation
- Pro translators
- Localization QA games role is crucial to polish the game
- Emphasis on Localization tools needs to be in place due to large volumes
- Video playthrough required for translators
- Character bible/concept art needs to be part of the style guide
- Milestones reviews
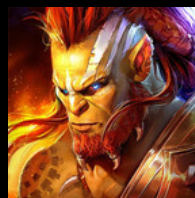- Plus all the different activities listed for mid-core

Mid-core games

(Localization becomes more strategic)

- Solid process for terminology management
- Style guides becomes crucial
- Localization QA needs to be included in schedule management activities
- Familiarization hours for the translators
- Context and screenshots are essential
- Outsourcing model works better (scalability)
- Different monetization scheme per country
- Strategy to manage assets in place
- Support for potential legal hurdles
- Language policy to decide market priority

HYPER-CASUAL GAMES

HARDCORE GAMES

CASUAL GAMES

MID-CORE GAMES

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