

### **Important aspects of Game Localisation**

In-game Assets – text content (UI, captions, subtitles, in-game text files), audio content (voice over dubbed audio files) and creative content (localised graphics and other artwork).

Localisation Testing – This phase of localisation can include testing of all facets of the game experience, including UIs, play, audio, supplementary narratives and cutscenes.

Continuous Localisation – Applies to game patches and fixes, downloadable content, expansion packs, and other additional elements. Ongoing localization can also extend to providing help desk and tech support in multiple languages.

Language Production – Deciding to hire permanent staff for this task or contract out the localisation work to professional companies to do for you. Maybe a mixture of both.

Marketing Assets – marketing and advertising, game websites, social media pages and physical game packaging.

Localisation Technology – software for managing translation, QA checking and testing software, marketing software and global user support systems.

### **Localisation Plan**

To best proceed with the implementation of all the aspects listed above it is recommended that the company hires at least 1 employee to manage all the aspects of localisation with additional funds budgeted for potential external contract work, purchasing software and marketing funding. Recommended budget would be about \$90K - \$120K. The one employee will need to consult with the programmers, designers, artists and testers to give them what they need to factor localisation into their areas of the development. If additional funding is required on top of this, it is advised that it should be provided. Quality should not be compromised because of expenses in this area as it will generate many more sales for the company, which will make the investment worth the cost.

The benefits of top-level localisation are:

- Exponentially increase sales. By entering a new global market, game sales will soar.
- Attain a competitive edge. As a company localises its game, the stronger its competitive advantage will become.
- Boost the number of downloads. As sales increase, downloads will also surge, ensuring that the game grows in popularity.
- Receive a higher ranking in stores, which also generates more sales.
- Achieve stronger user satisfaction, particularly because users will better understand and relate to the game.