



THE LOCALIZATION BIBLE

The localization
cost calculator
is available on
our website



GLOBAL VIDEO GAME MARKET ANALYSIS:
THE IMPACT OF LOCALIZATION
ACROSS GENRES AND MARKETS



Ministerstwo Kultury
i Dziedzictwa Narodowego



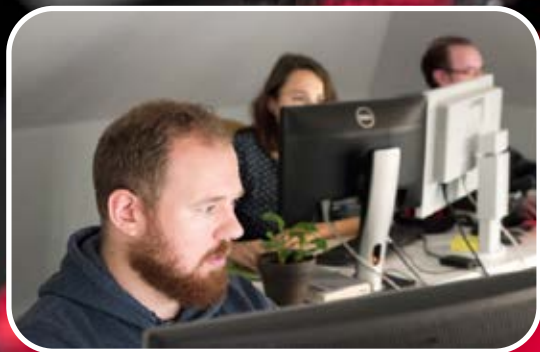
Instytut
Przemysłów
Kreatywnych

Co-financed by the Minister of Culture and National Heritage under its own program: **Development of Creative Sectors**. Project name: Location Analytics in the Polish Gaming Industry: Model and Standards



AGILE CREATIVE SERVICES & PUBLISHING ADVISORY

Dev & biz support
Localization
VO services
Recording studio
QA services
Market analyses



Contact us:
sales@roboto.pl

From early prototypes
to post-launch service, we walk
hand-in-hand with our clients
to streamline publishing efforts
and maximize market potential
of their products.

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BARTOSZ LEWANDOWSKI
CEO of Roboto Global

BUILDING A SUCCESSFUL LOCALIZATION STRATEGY REQUIRES IN-DEPTH ANALYSIS

The ambition to reach players worldwide, supported by high-quality localization, collides with a fundamental business reality – costs associated with game localization. It is no surprise that every creator eventually faces the critical question: Which languages should be included, and how many are truly necessary?

The Localization Bible, a comprehensive localization profitability analysis developed by Roboto Global, was

created to help answer that question. It forms part of **a broader tool designed to facilitate informed localization strategies**. It was made possible through funding provided by the Minister of Culture and National Heritage of Poland under the Creative Sectors Development Programme.

Using this guide, you can benchmark localization decisions of competing titles within your genre, while also gaining insight into genre-specific sales performance across key international markets.

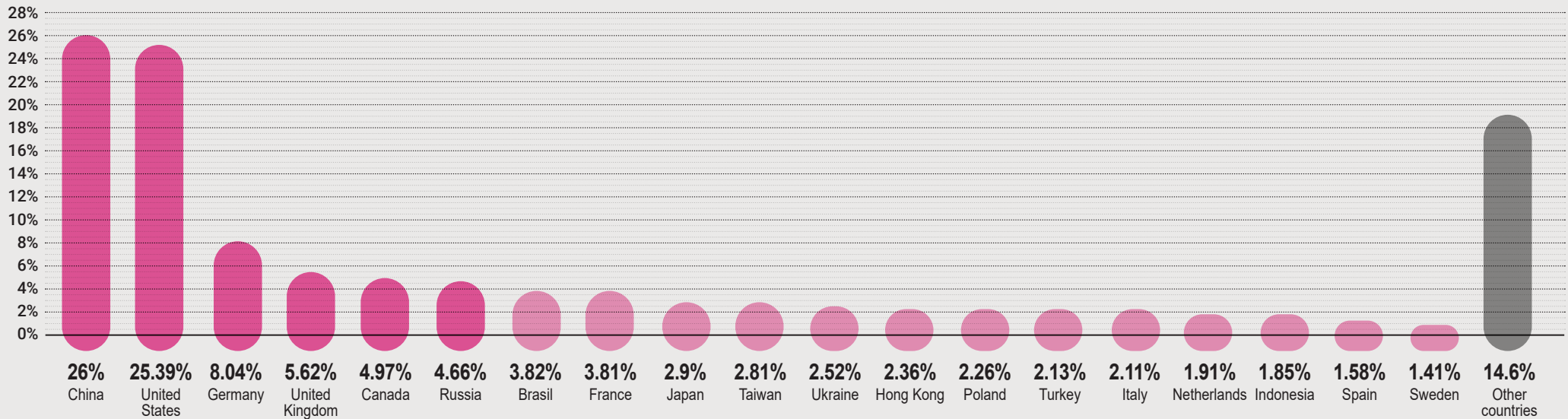
As a proper next step, consider using the **Localization Cost Calculator**, which is available at www.roboto.pl, where you can estimate localization budgets tailored to your project requirements.

We believe those two tools will become a valuable element of your decision-making process, helping maximize global reach of your games.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



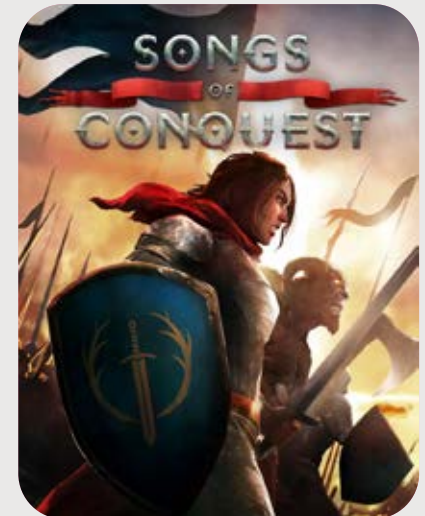
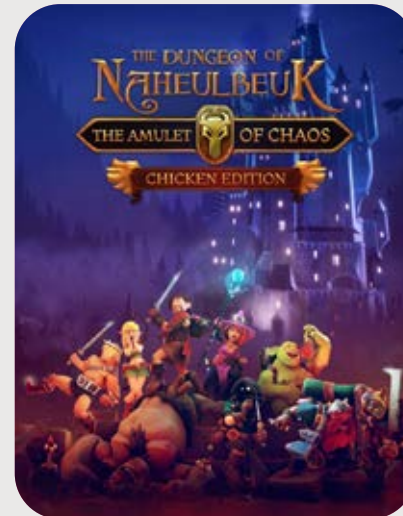
THE GREATEST SALES POTENTIAL

After analyzing sales data for the Turn-Based Strategies genre, it is clearly visible that the most important sales markets are:

- CHINA
- UNITED STATES
- GERMANY
- UNITED KINGDOM
- CANADA

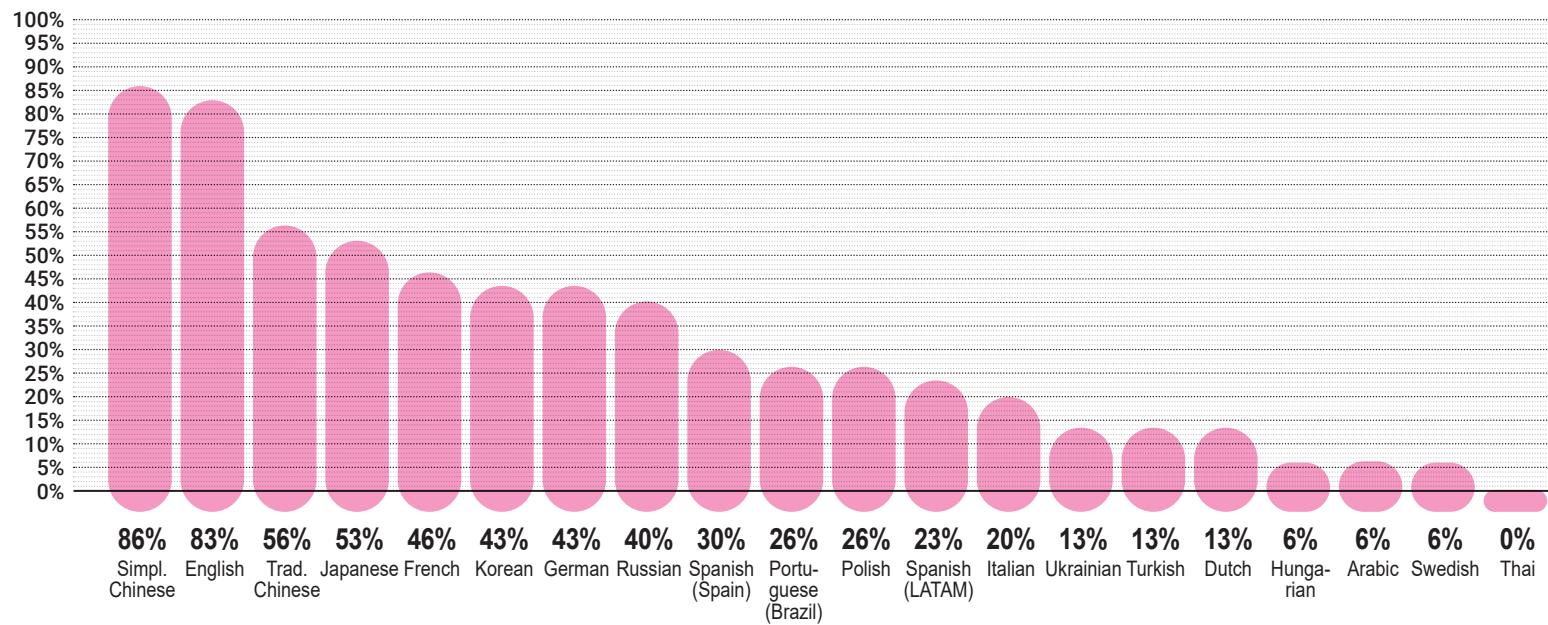
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **Brazilian Portuguese** and **Russian** as well.

SAMPLE TITLES



TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



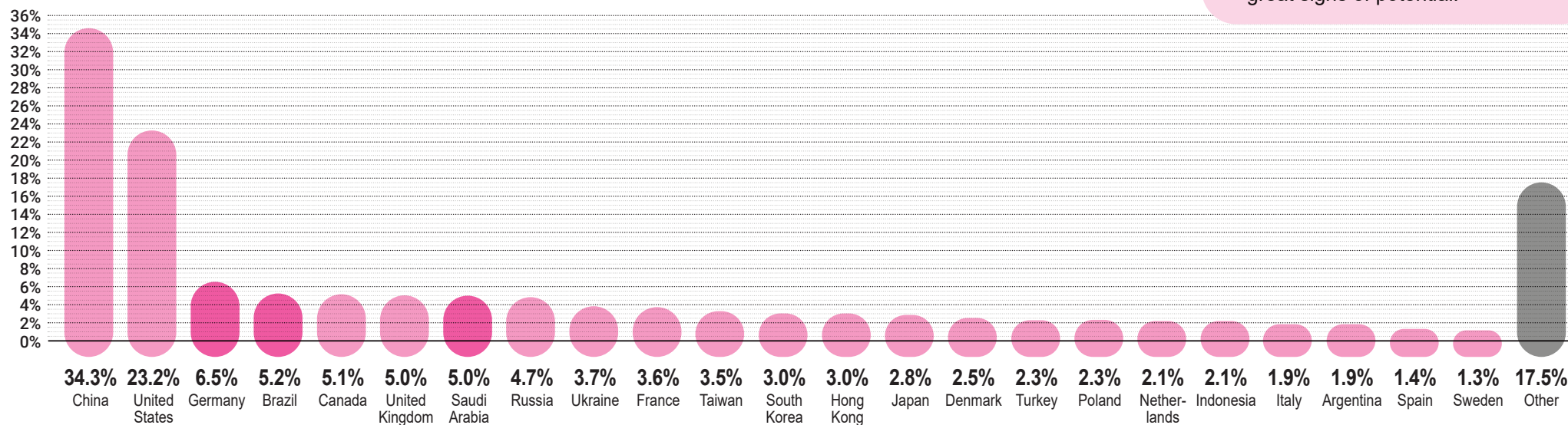
SUMMARY

Estimated average sales of non-translated games is only 20% of translated games, even though average number of followers of non-translated games is 35% of the average number of followers of translated games.

- **China, USA and Germany** are the sub-genre's top markets.
- **German market** is a definite place to go with an indie Turn-based Strategy game, as it covers almost 7% of the global market!
- **Brazilian market** performs very well in this sub-genre: it constitutes more than 5% of the global market.
- **Saudi Arabia** as a market shows great signs of potential!

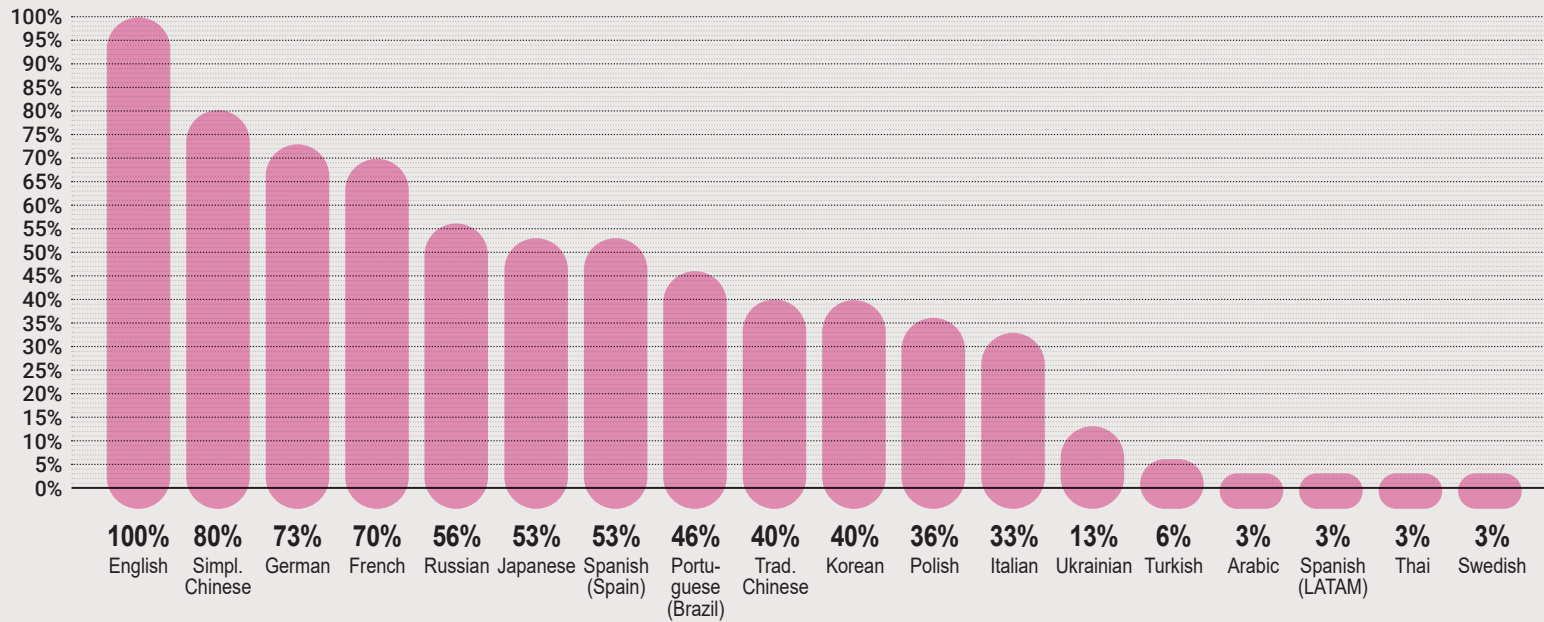
PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



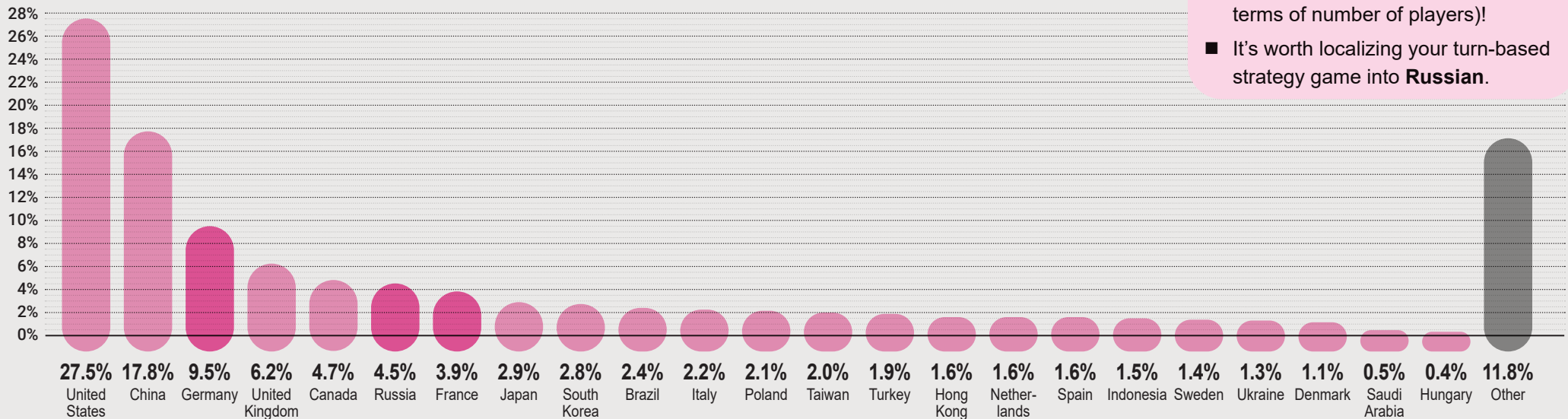
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

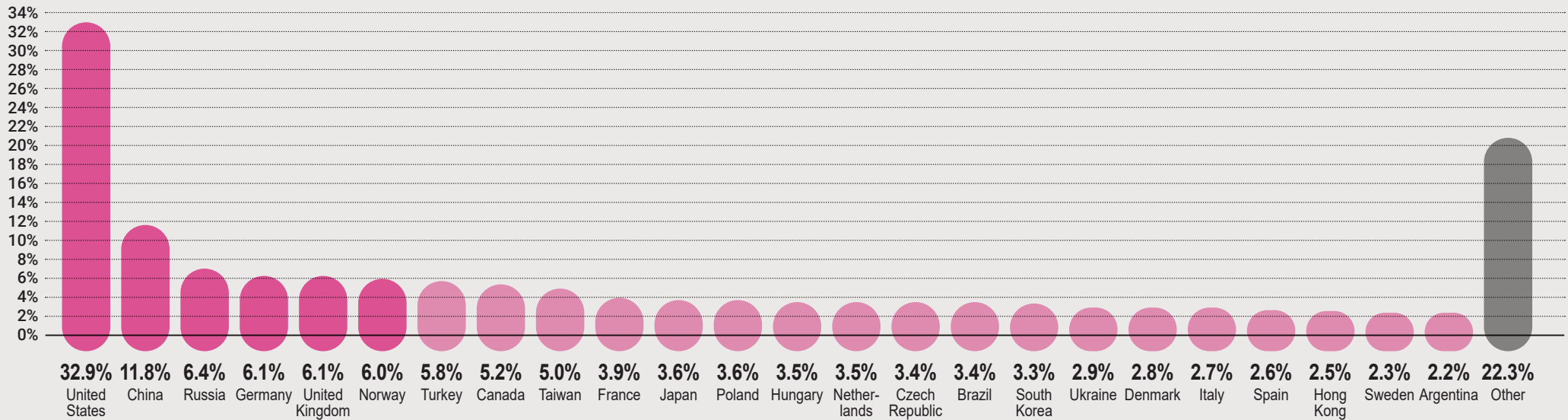
Estimated average sales of non-translated games is only 9% of translated games, even though average number of followers of non-translated games is 40% of the average number of followers of translated games.

- **USA, China and Germany** are the sub-genre's top markets, when it comes to this price range.
- III/AA/AA+ Turn-based Strategy games publishers should definitely remember about **France**, as the French market constitutes around 4% of the global market for this sub-genre!
- **Germany** is a surprisingly underestimated market (3rd in the world in terms of number of players)!
- It's worth localizing your turn-based strategy game into **Russian**.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



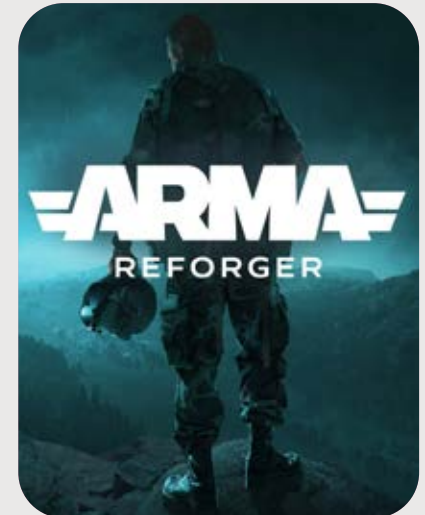
THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

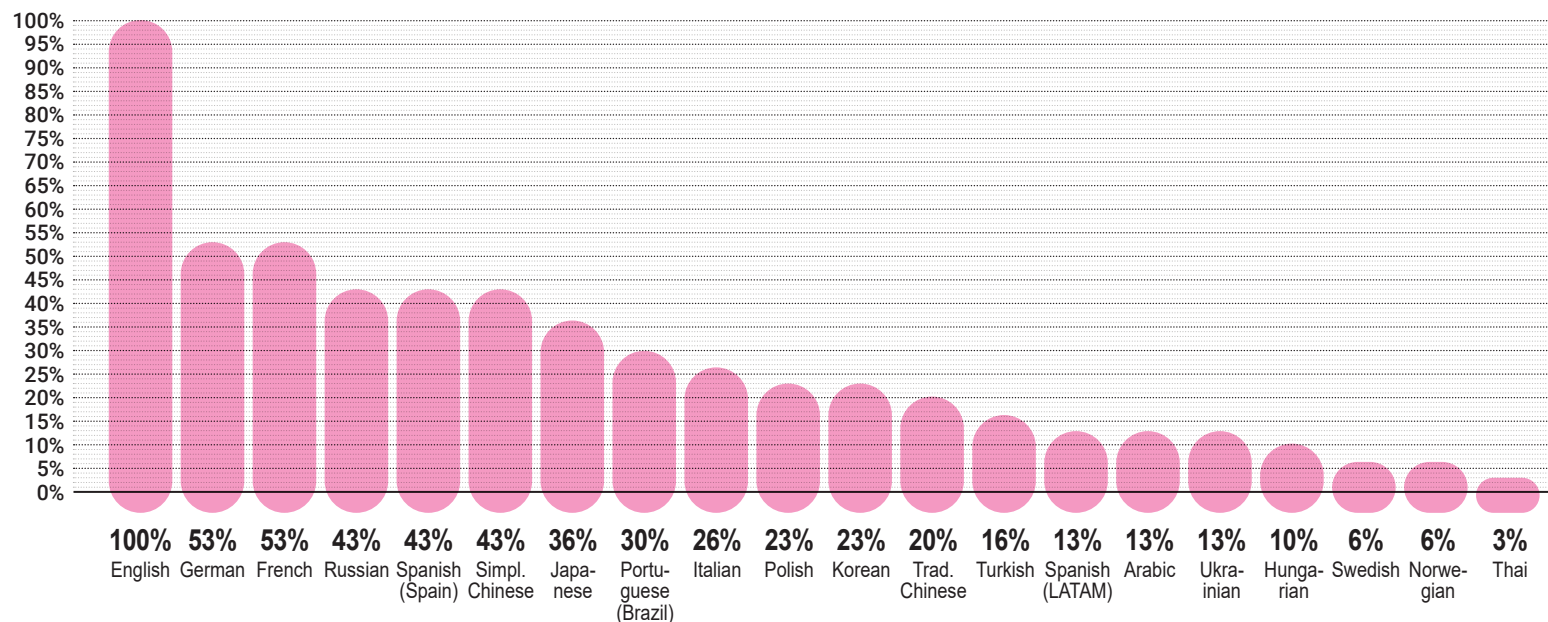
- UNITED STATES
- CHINA
- RUSSIA
- GERMANY
- NORWAY

You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **Russian**, **German** and **Turkey** as well.

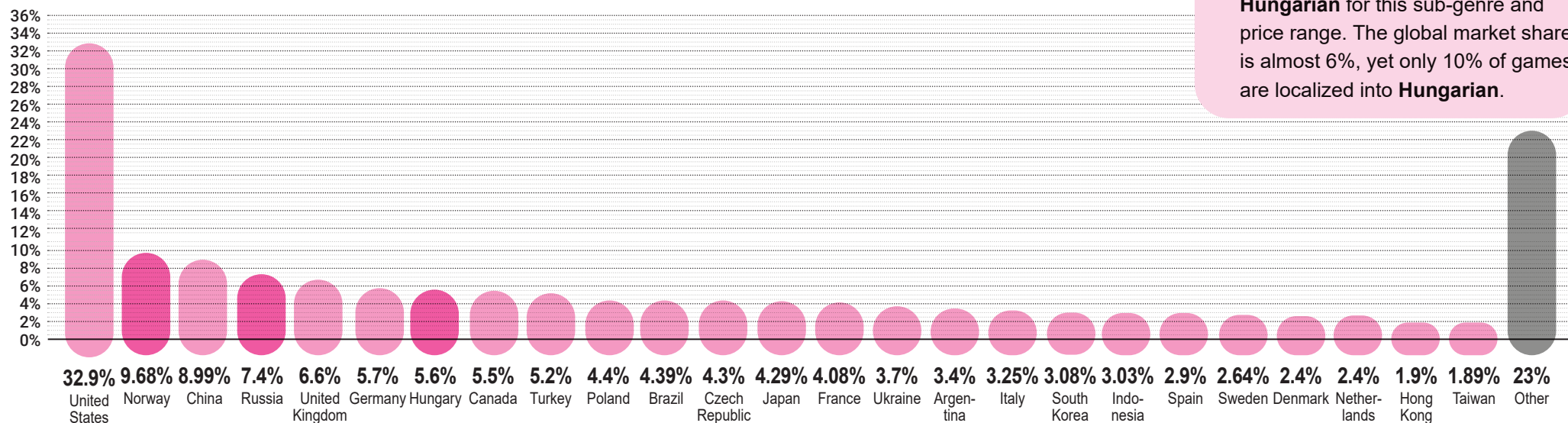
SAMPLE TITLES



TEXT LOCALISATION SCHEME Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES The number of players in a given country playing games from the analyzed genre



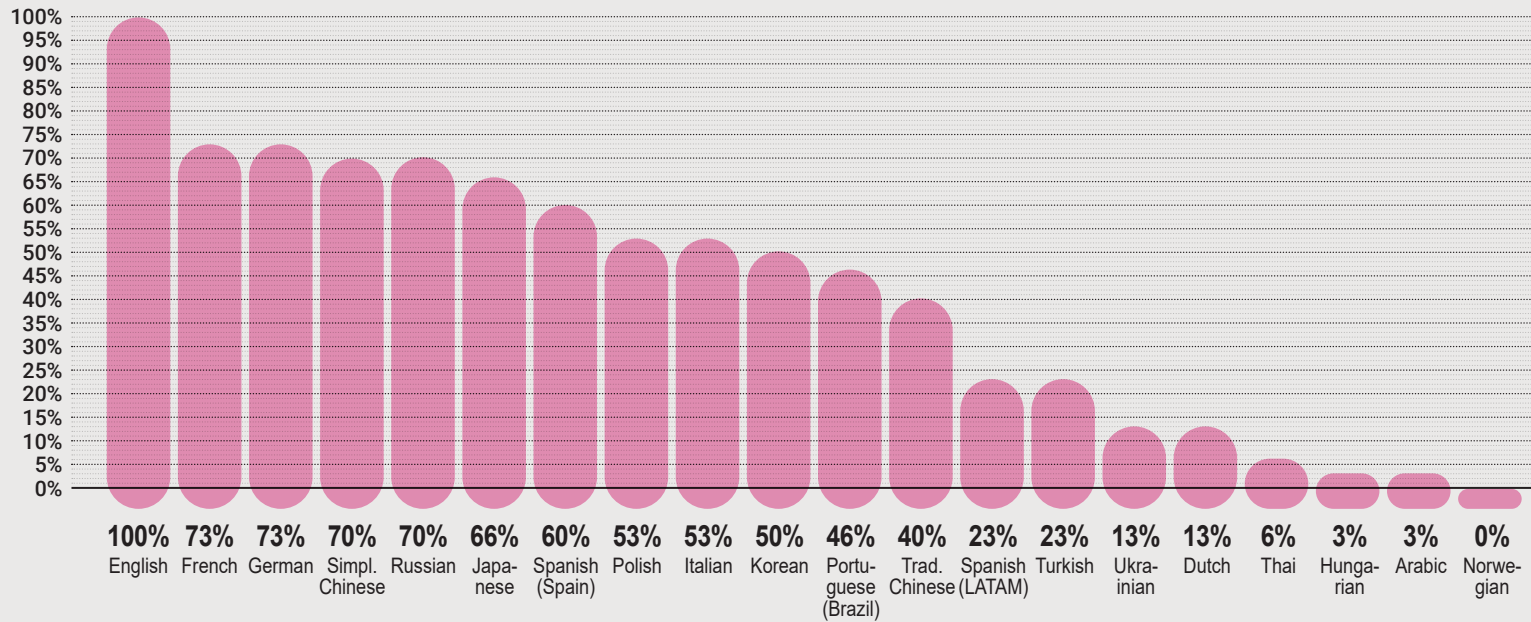
SUMMARY

Estimated average sales of non-translated games is only 11% of translated games, even though average number of followers of non-translated games is 27% of the average number of followers of translated games.

- **US, Norway and China** are the sub-genre's top markets, followed by **Russia**!
- **Norway** is definitely the biggest surprise on this list - it covers almost 10% of the global FPS market within this price range!
- **Russian** market for indie First-Person Shooters stands very strong, covering almost 7,5% of the global market!
- It's worth thinking about supporting **Hungarian** for this sub-genre and price range. The global market share is almost 6%, yet only 10% of games are localized into **Hungarian**.

TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language

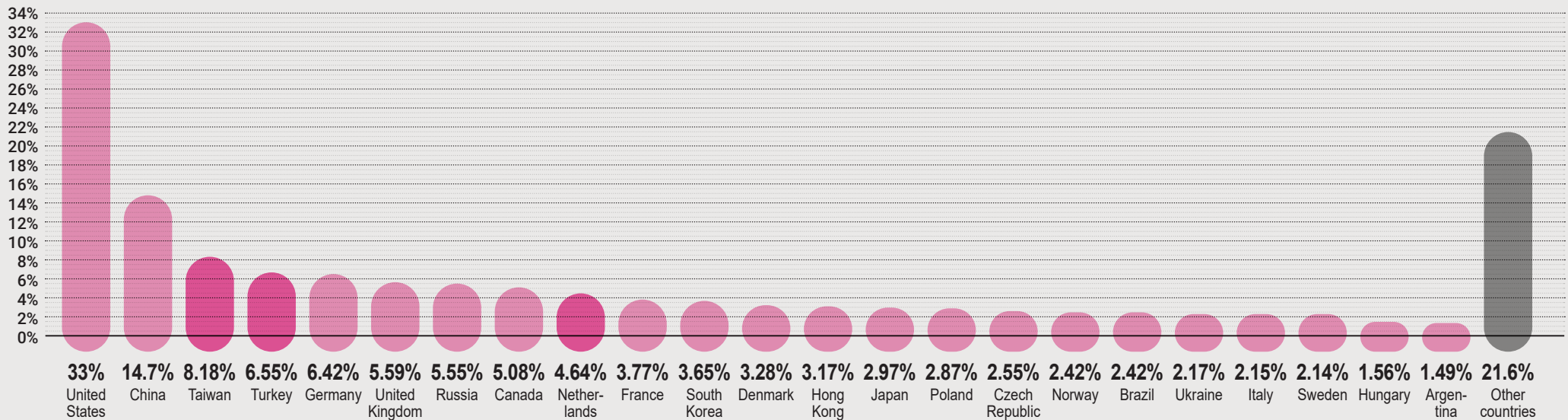


SUMMARY

- **US, China and Taiwan** are the sub-genre's top markets.
- **Taiwan** is the 3rd biggest market for the sub-genre, despite the fact that Only 40% of analyzed games have been localized into **Traditional Chinese**.
- It's worth considering **Turkish** as supported language! **Turkey** constitutes almost 7% of the global market, but only 1/4 of the analyzed games are localized in **Turkish**!
- **Netherlands**: this market should not be underestimated, as it offers access to almost 5% of the global market!

PLAYERS PER COUNTRIES

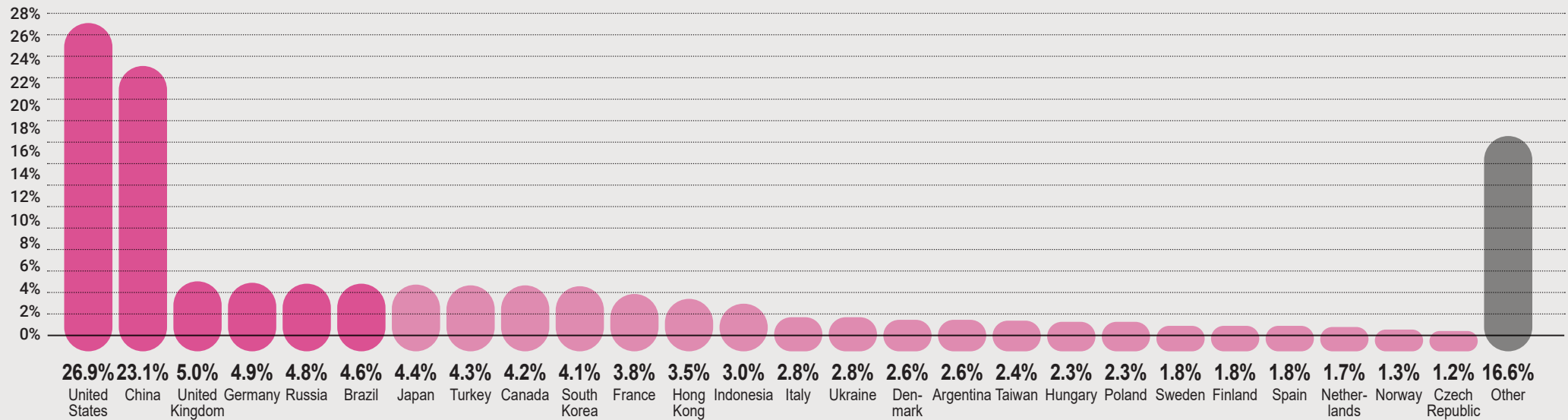
The number of players in a given country playing games from the analyzed genre





PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- UNITED KINGDOM
- GERMANY
- RUSSIA

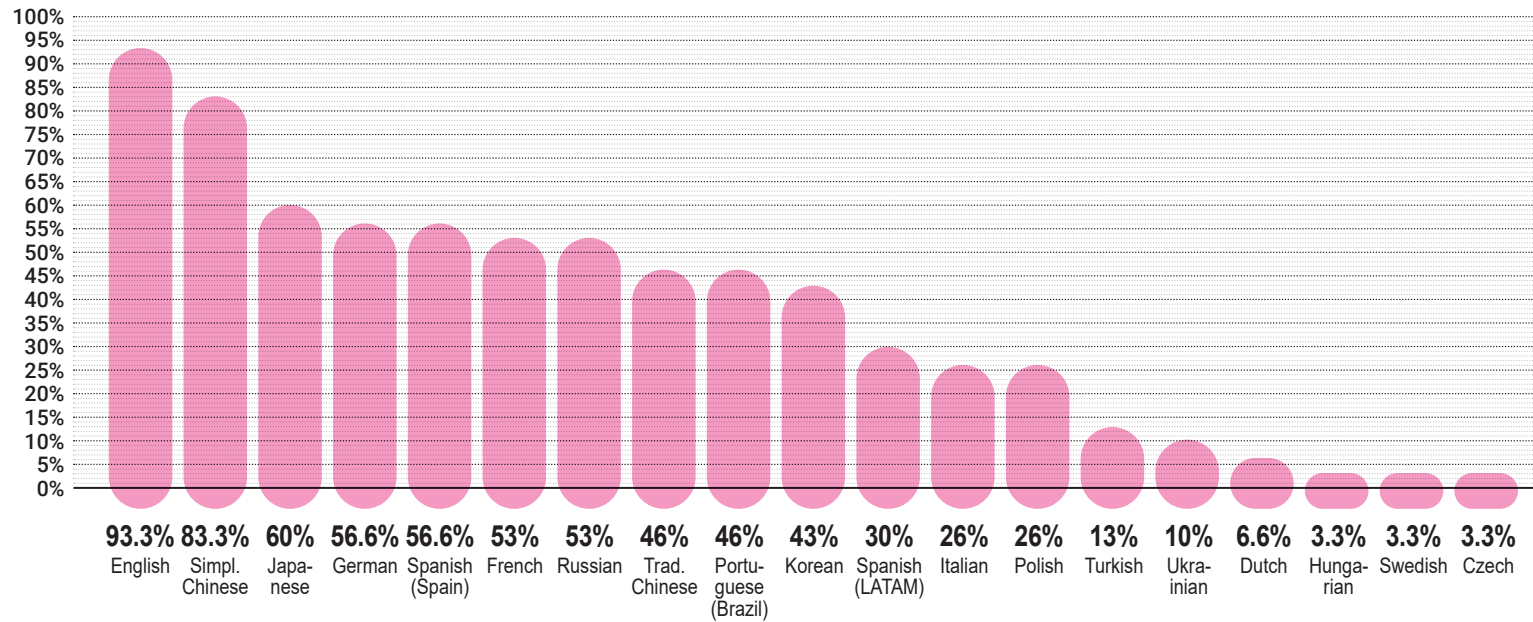
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **German**, **Russian** and **Brazilian Portuguese** as well.

SAMPLE TITLES



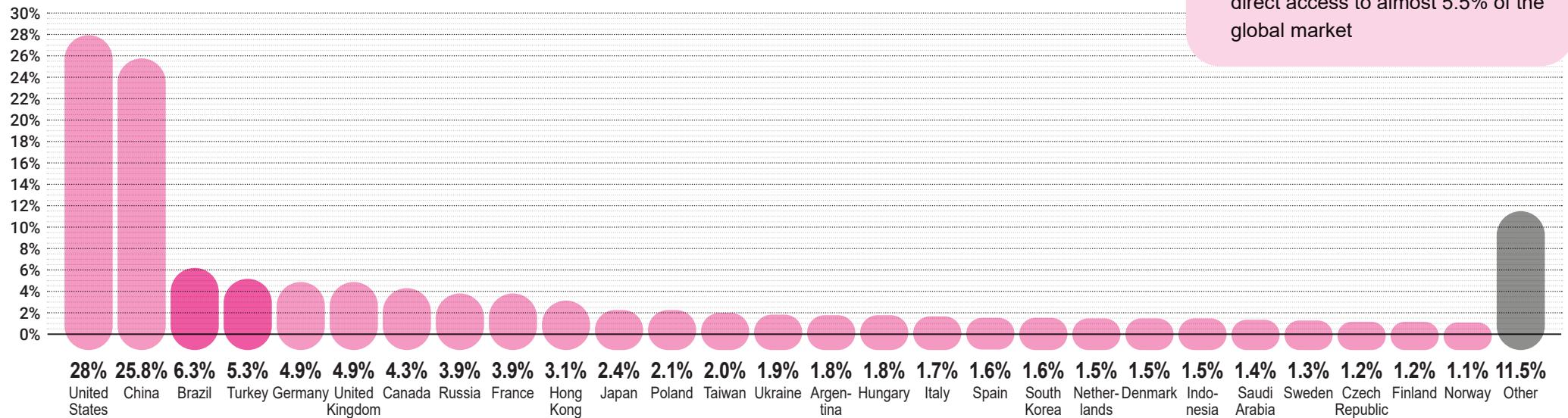
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



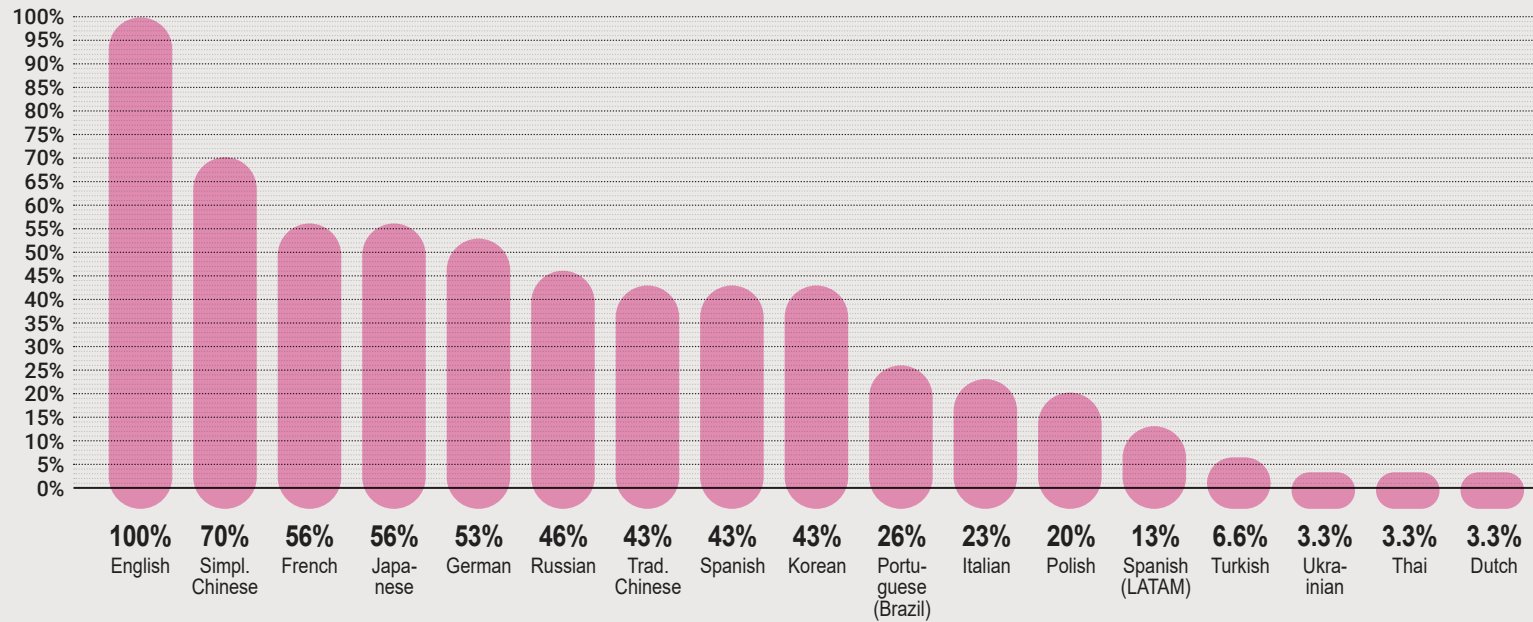
SUMMARY

Estimated average sales of non-translated games is only 14% of translated games, while the average number of followers of non-translated games is 15% of the average number of followers of translated games.

- **US, China** and **Brazil** are the sub-genre's top markets.
- **Turkey** is quite a strong market in this sub-genre, covering almost 6%, but only around 13% of analyzed games offers **Turkish** language version!
- **Brazil** is one of the top performing markets for this sub-genre, as it covers almost 7% of the global market!
- **Turkey**: it's worth localizing indie Card Games into **Turkish** to gain direct access to almost 5.5% of the global market

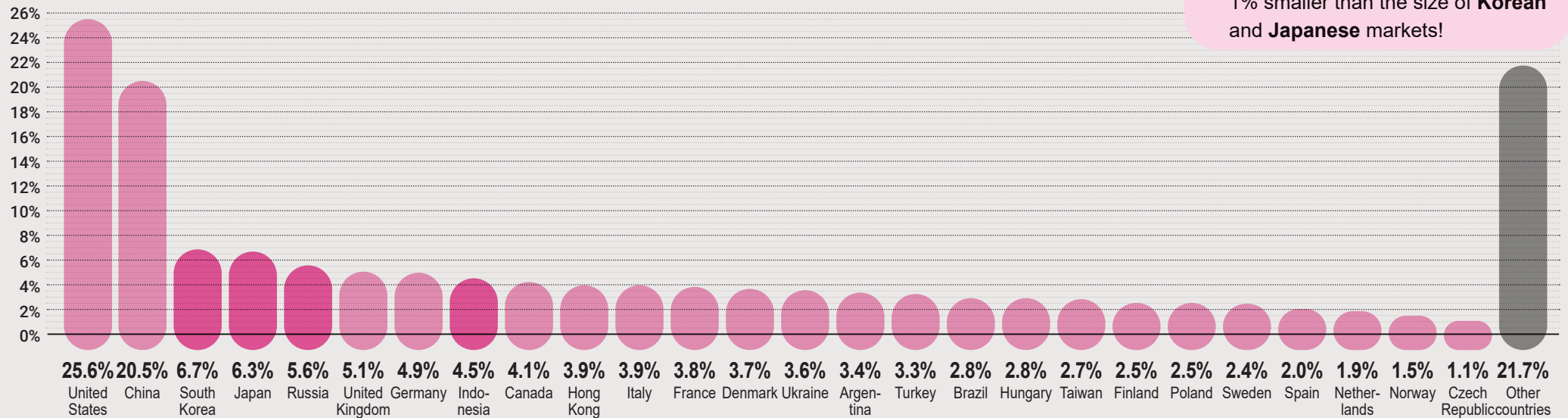
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

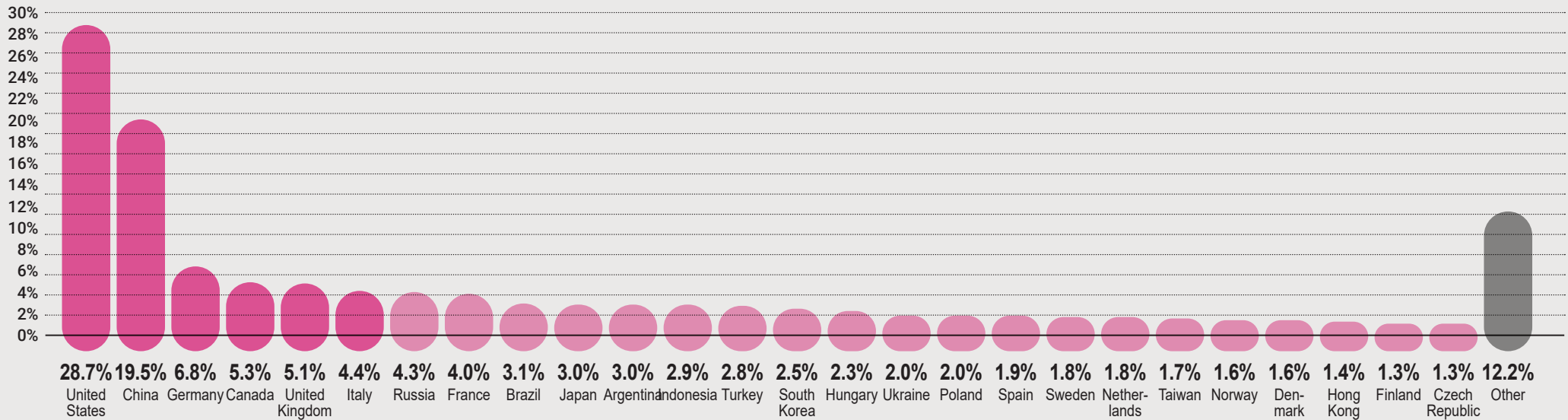
Estimated average sales of non-translated games is only 34% of translated games, even though average number of followers of non-translated games is 66% of the average number of followers of translated games.

- **US, China** and **South Korea** are the sub-genre's top markets.
- It's definitely worth localizing III/AA/AA+ Card Games into **Japanese** and **Korean**, as they are significant markets for this sub-genre globally!
- **Indonesia** is a market to go to, as it covers more than 4.5% of the global market!
- Perhaps **Russia** deserves more attention of premium Card Games publishers, as its market size is just 1% smaller than the size of **Korean** and **Japanese** markets!



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



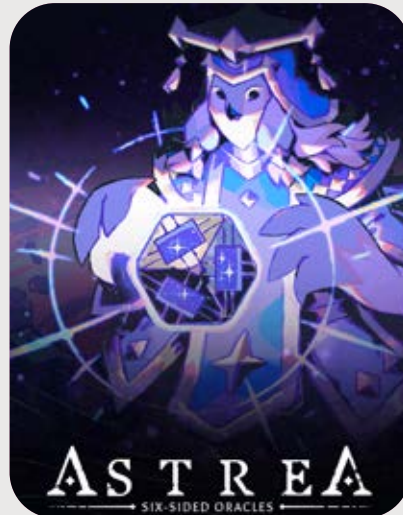
THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- CANADA
- UNITED KINGDOM

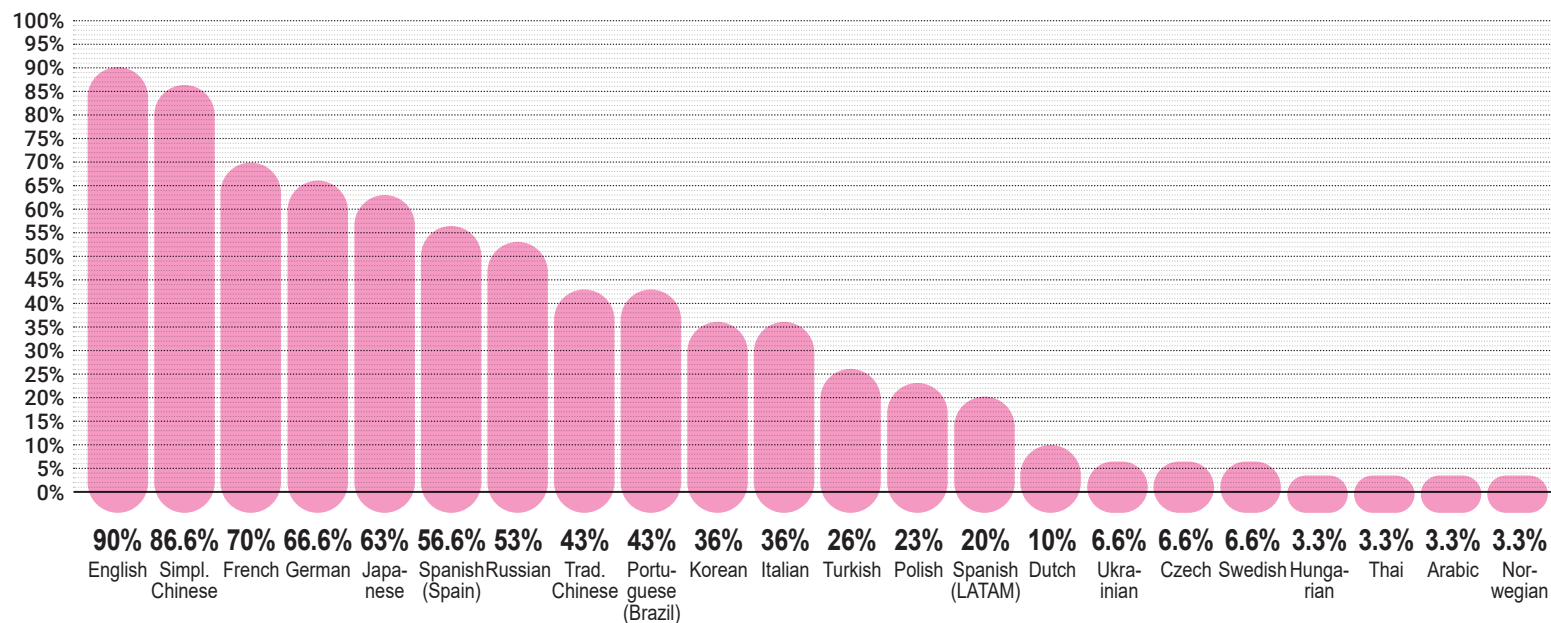
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **Italian** and **Russian** as well.

OUR PROJECTS



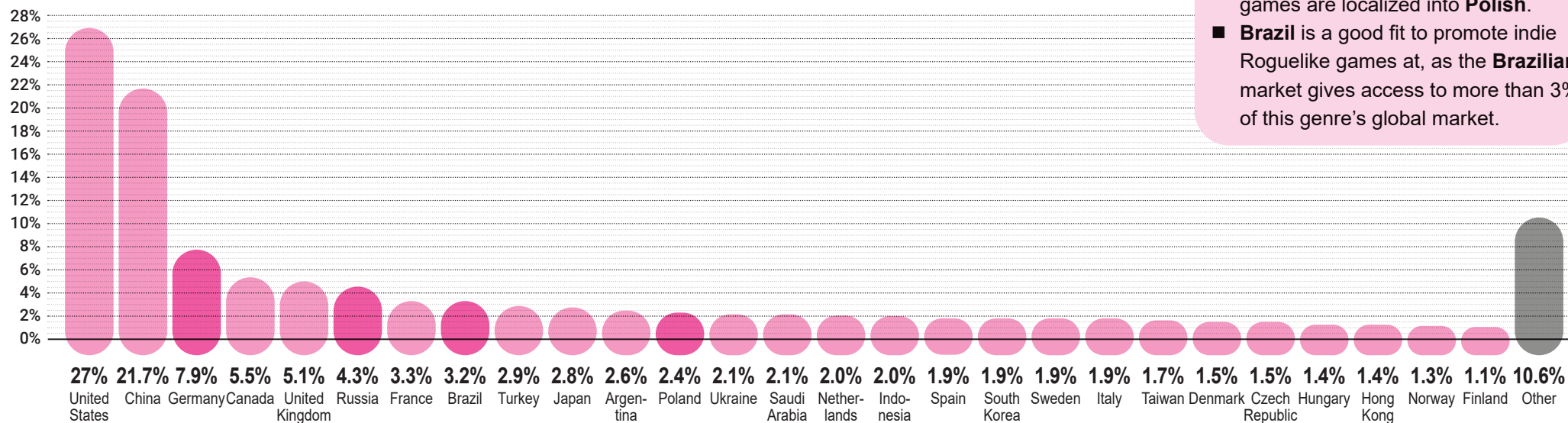
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



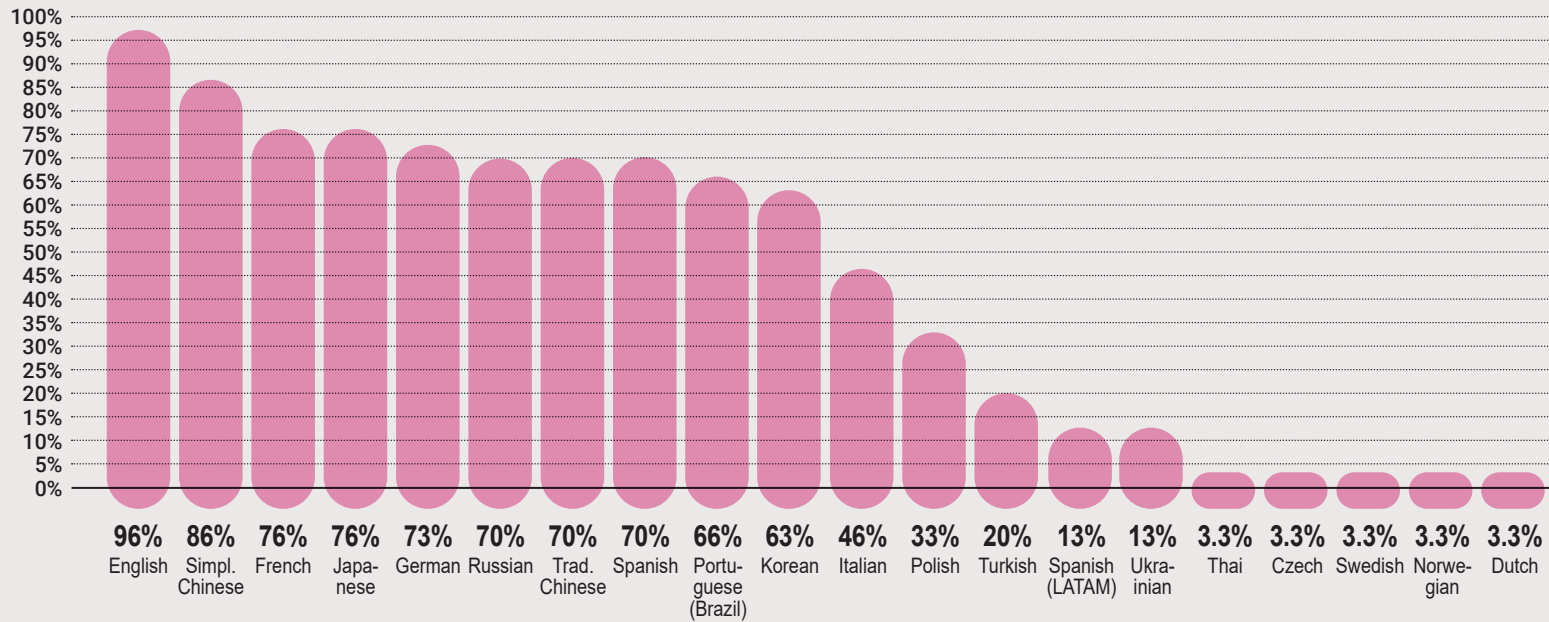
SUMMARY

Estimated average sales of non-translated games is only 18% of translated games, even though average number of followers of non-translated games is 28% of the average number of followers of translated games.

- **US, China and Germany** are the sub-genre's top markets.
- **Russia** is in top 5 markets popularity-wise for roguelike games within these price brackets, but only around 50% of analyzed games support Russian language version.
- **Polish** market shows signs of progress, as it constitutes around 2,5% of the global market, even though less than 1/4th of the researched games are localized into **Polish**.
- **Brazil** is a good fit to promote indie Roguelike games at, as the **Brazilian** market gives access to more than 3% of this genre's global market.

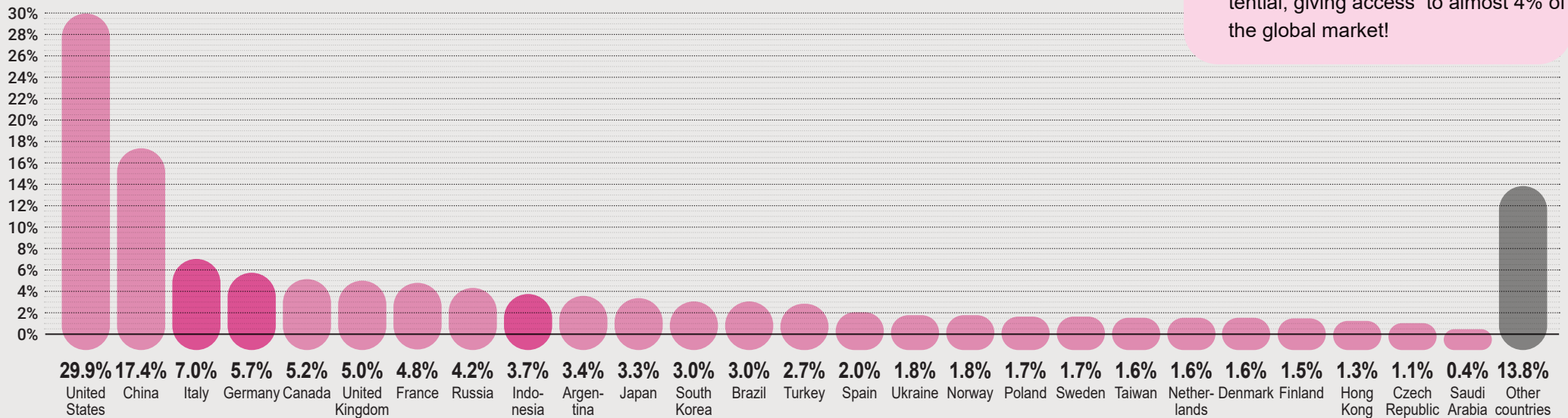
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

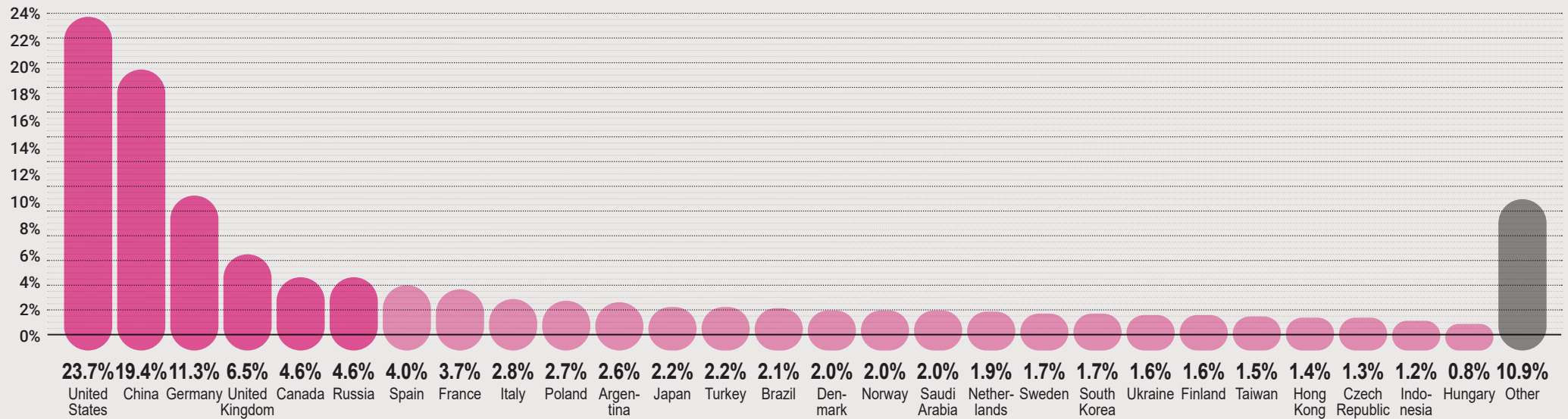
Estimated average sales of non-translated games is only 34% of translated games, even though average number of followers of non-translated games is 26% of the average number of followers of translated games.

- **US, China and Italy** are the sub-genre's top markets.
- **Italy** covers a little more than 7% of the global for the sub-genre, but less than 50% of analyzed games support **Italian** language version.
- **Germany** is a must-to-go market for III/AA/AA+ Roguelikes, as the **German** market covers more almost 6% of the global market!
- **Indonesia**: a market with great potential, giving access to almost 4% of the global market!



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the Real Time Strategies genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- UNITED KINGDOM

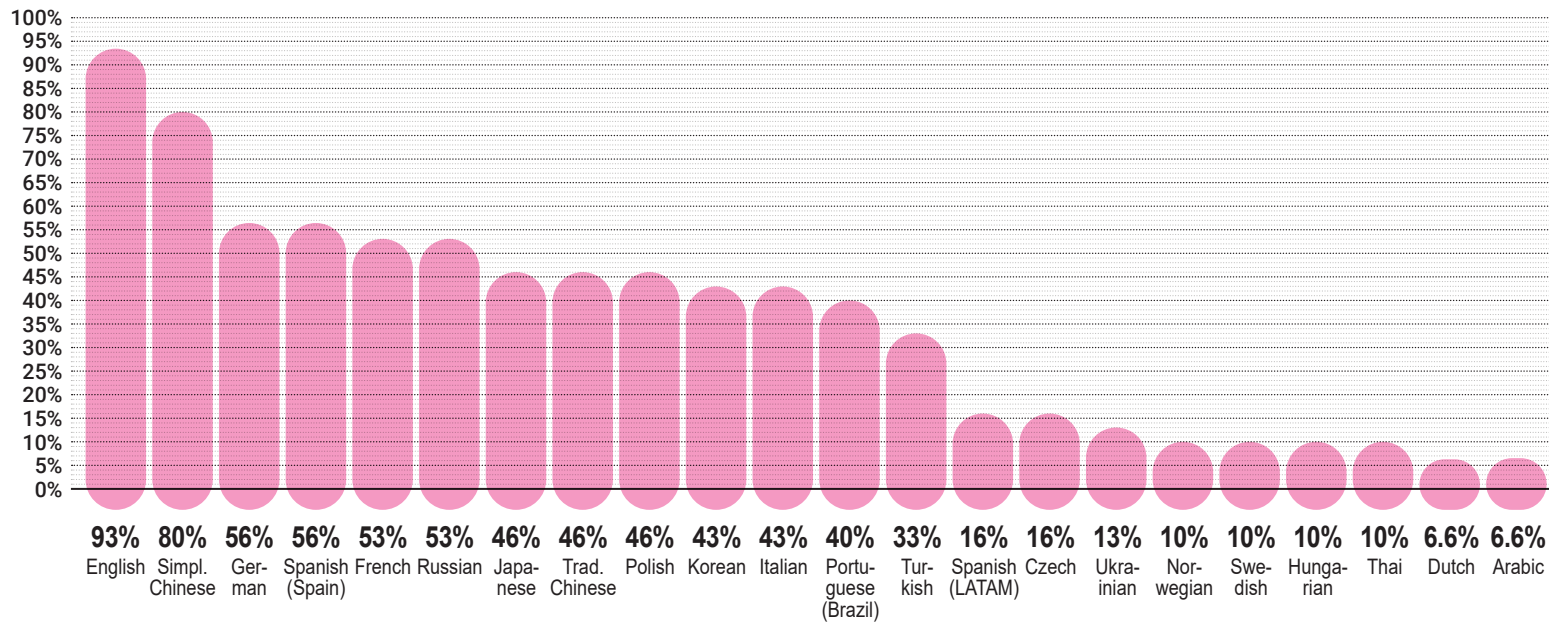
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **Spanish, Russian** or **French** as well.

SAMPLE TITLES



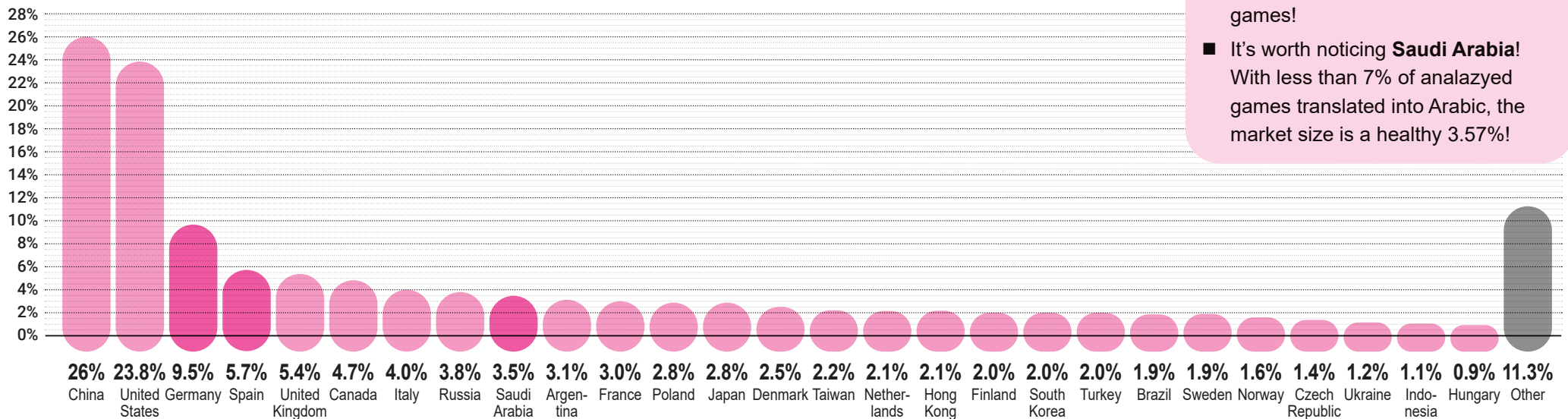
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



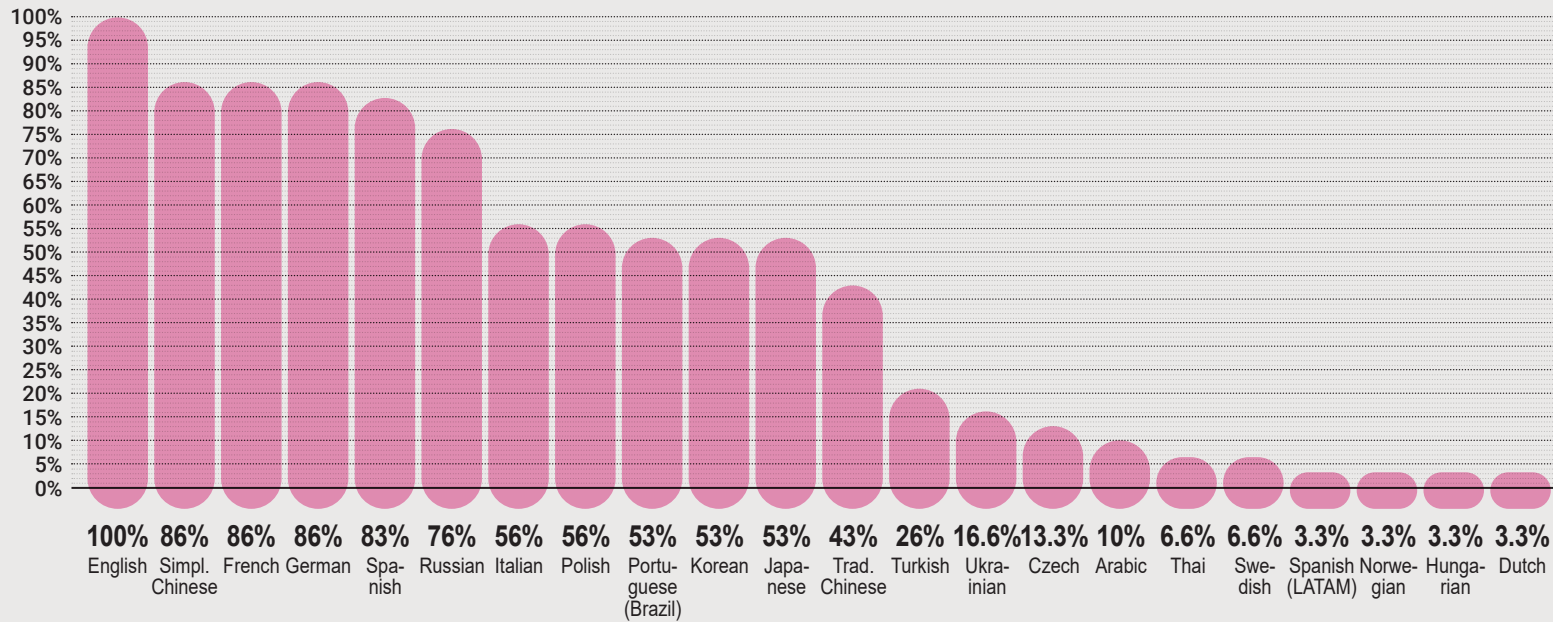
SUMMARY

Estimated average sales of non-translated games is only 26% of translated games, even though average number of followers of non-translated games is as much as 81% of the average number of followers of translated games.

- **China, USA and Germany** are the sub-genre's top markets.
- **German** market is characterized with a great localization-to-sales conversion rate, with market size of almost 10% and only around 50% of analyzed games localized!
- **Spain** stands out from other markets around the world for this sub-genre, as it gives access to almost 6% of fans of indie Real Time Strategy games!
- It's worth noticing **Saudi Arabia!** With less than 7% of analyzed games translated into Arabic, the market size is a healthy 3.57%!

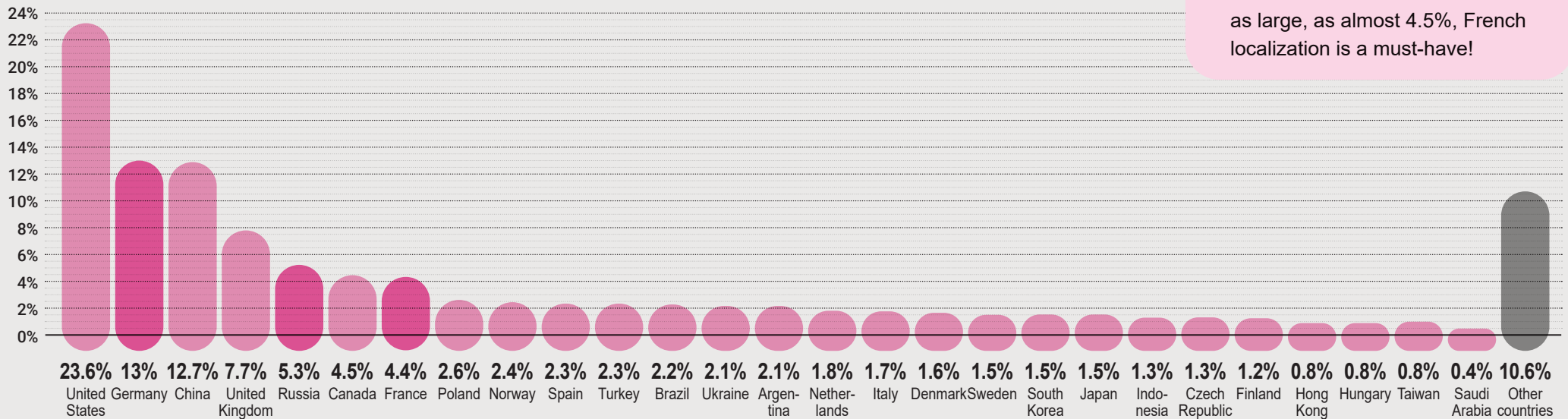
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

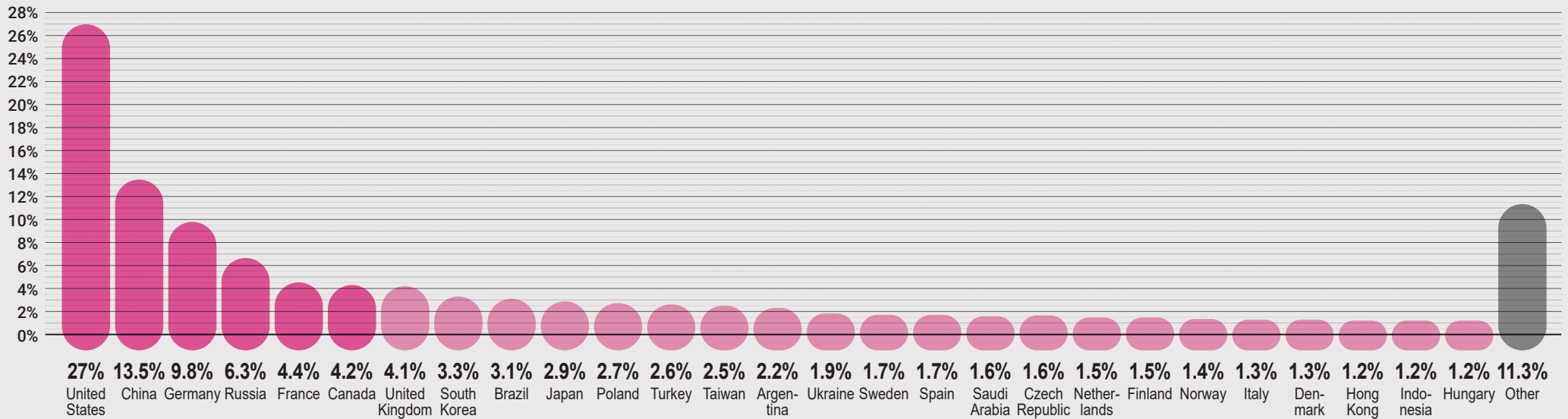
Estimated average sales of non-translated games is only 23% of translated games, even though average number of followers of non-translated games is 36% of the average number of followers of translated games.

- **USA, Germany and China** are the sub-genre's top markets.
- For this particular sub-genre and price points **Germany** as a market is huge, covering more than 13% of the global market!
- 3/4 of analyzed games supporting **Russian** language version convert to a good size of Russian market, which is as big as 5.37%
- **France**: with the **French** market size as large, as almost 4.5%, French localization is a must-have!



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



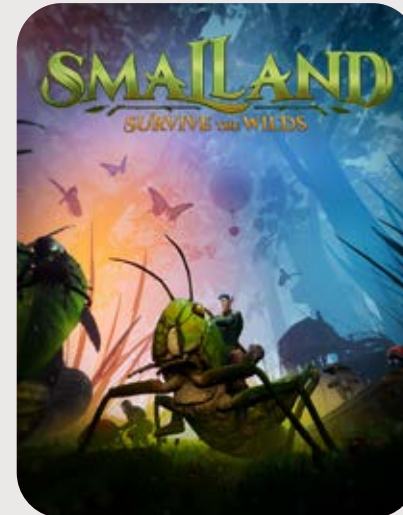
THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- RUSSIA

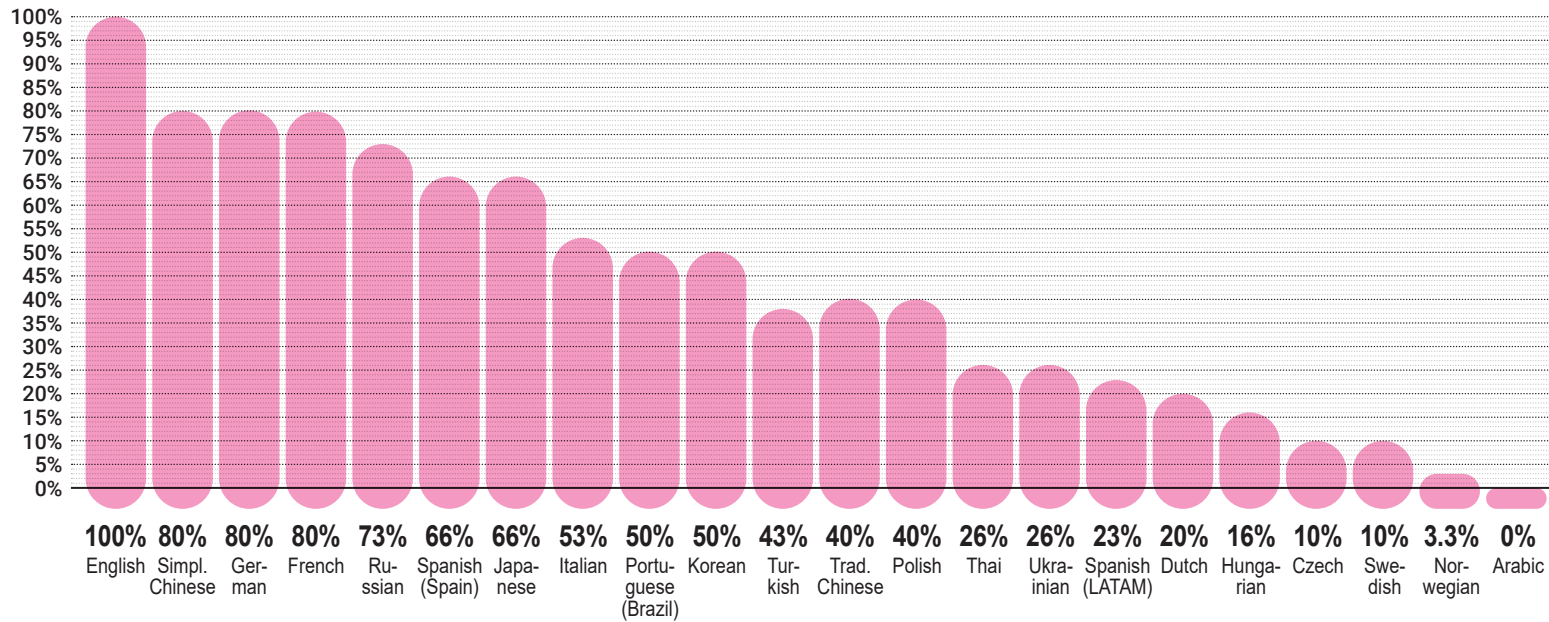
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **French**, **Turkish** and **Korean** as well.

OUR PROJECTS



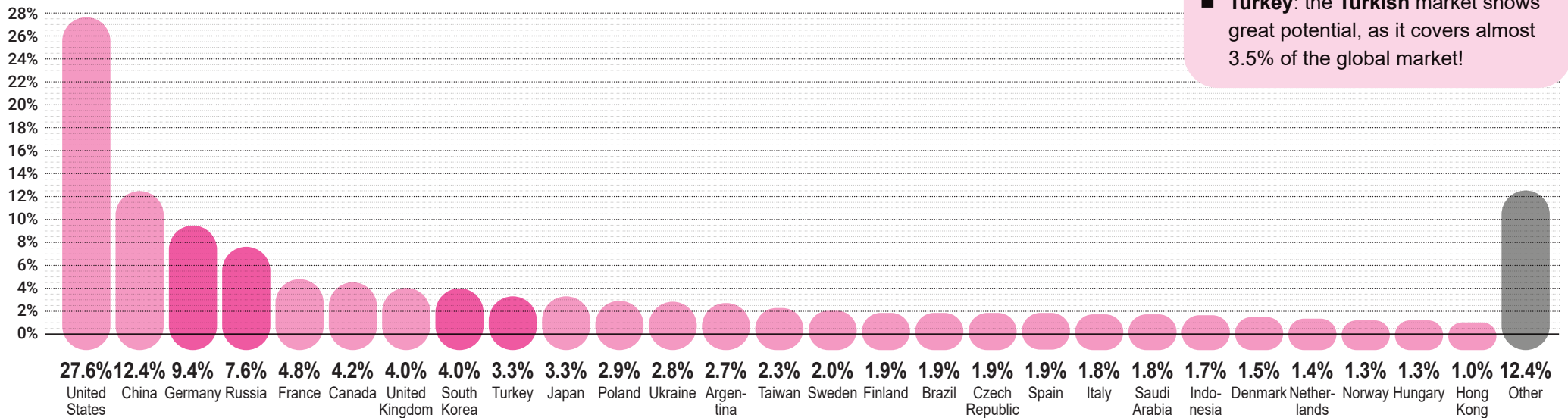
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



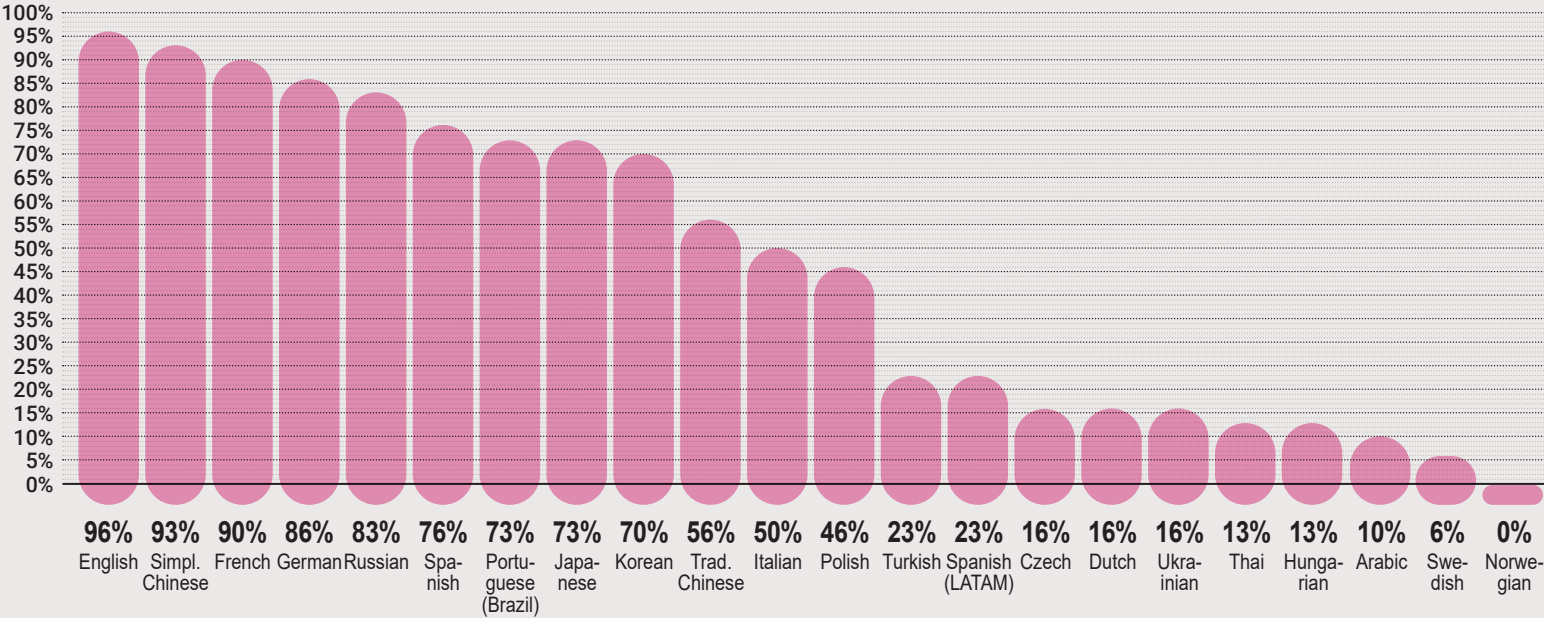
SUMMARY

Estimated average sales of non-translated games is only 27% of translated games, even though average number of followers of non-translated games is 76% of the average number of followers of translated games.

- **US, China and Germany** are the sub-genre's top markets.
- **English, German and Russian** are must-have languages if one's thinking of making their indie Open World Survival Steam game popular, as the **Russian** market size is only around 2% smaller than the **German** market!
- **South Korea**: a go-to market for this sub-genre, as it gives access to more than 4% of the global market
- **Turkey**: the **Turkish** market shows great potential, as it covers almost 3.5% of the global market!

TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



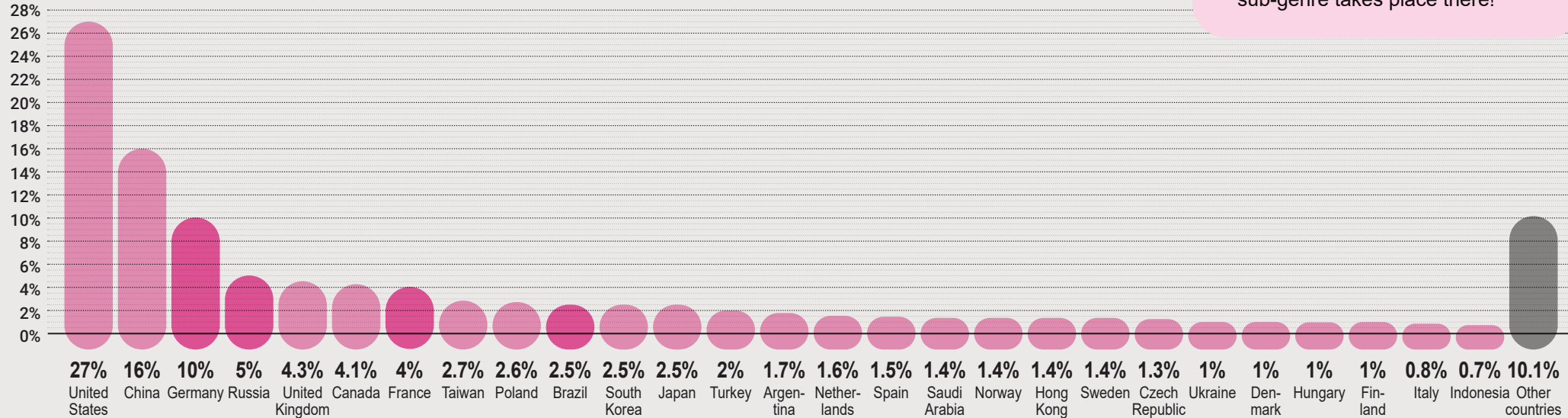
SUMMARY

Estimated average sales of non-translated games is only 1% of translated games, even though average number of followers of non-translated games is 11% of the average number of followers of translated games.

- **US, China and Germany** are the sub-genre's top markets.
- **Russian** market is very important for this sub-genre, as it gives access to more than 5% of the global market!
- **French** market is almost as big, as the **British** market, covering more than 4% of the global market
- **Brazil**: an interesting market to go to, taking under consideration the fact that around 2.5% of sales for this sub-genre takes place there!

PLAYERS PER COUNTRIES

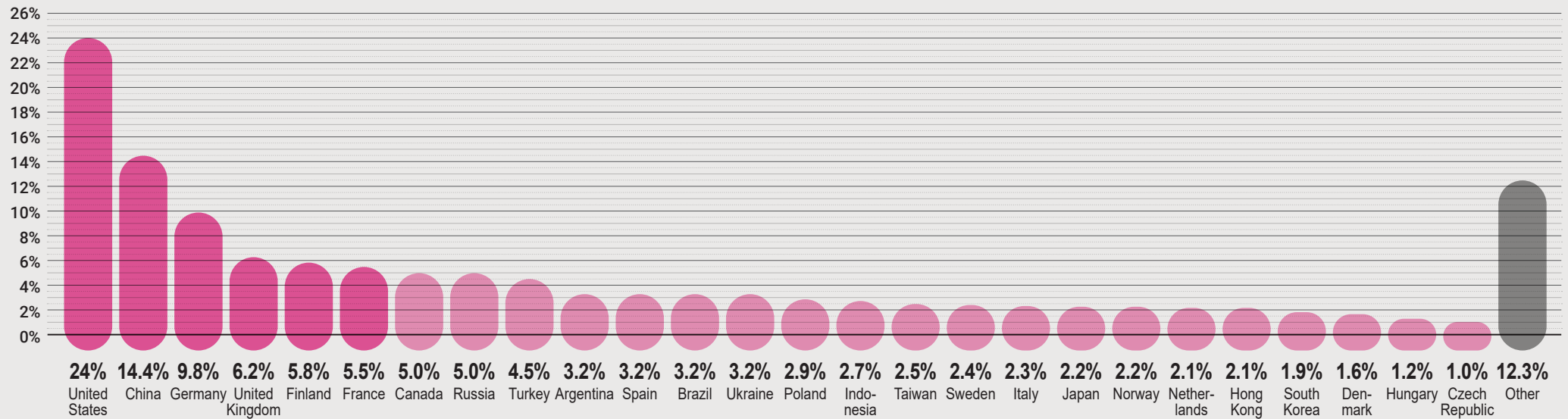
The number of players in a given country playing games from the analyzed genre





PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- FINLAND

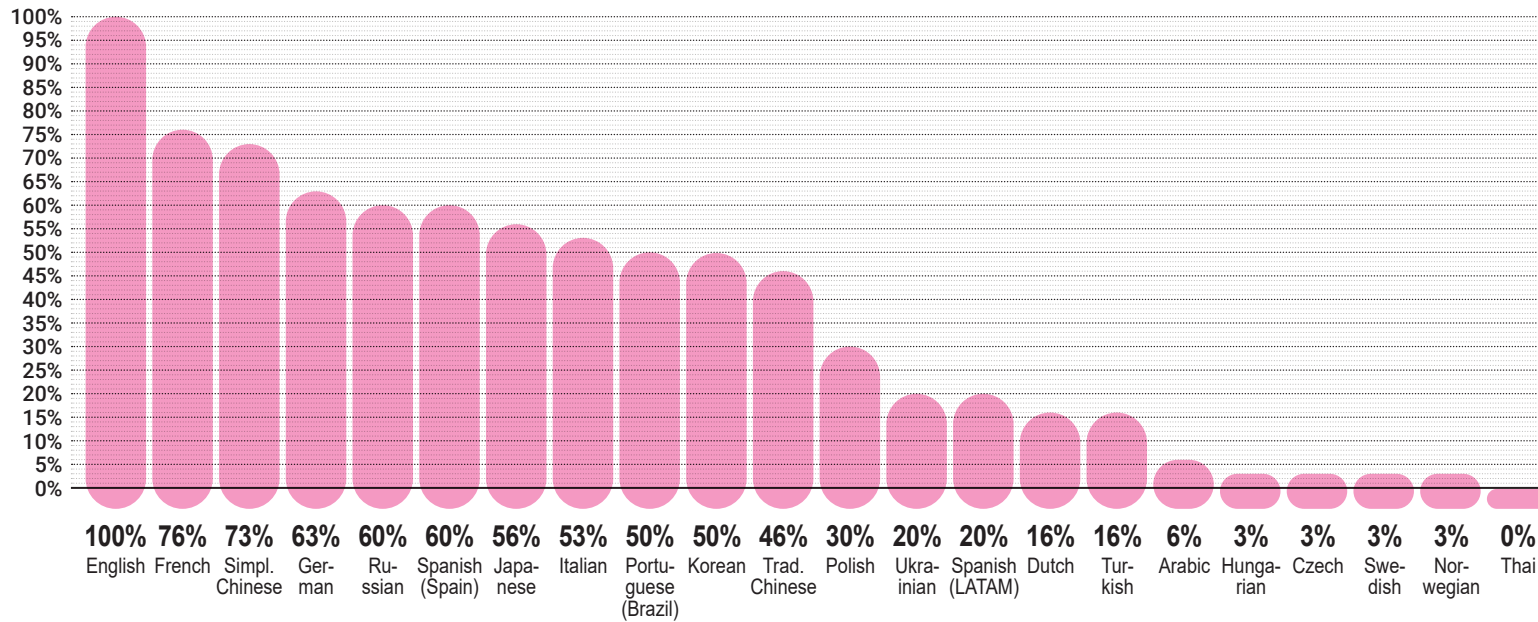
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **French** and **Russian** as well.

OUR PROJECTS



TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language

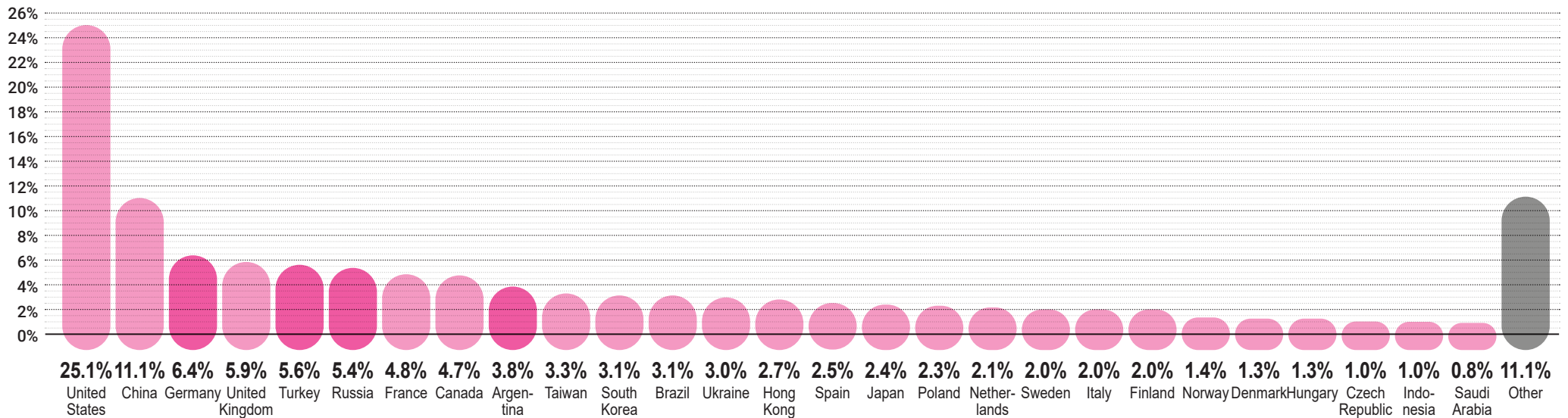


SUMMARY

- **US, China and Germany** are the sub-genre's top markets.
- For indie sports games, **Argentina** is quite an important market, constituting almost 4% of the global market for this sub-genre, yet only 20% of analyzed games support **LATAM**
- **Russia**: this market gives access to almost 5.5% of the indie Sports games global market!
- Even though less than 17% of analyzed games support **Turkish** language version, the **Turkish** market is almost 6% of the global market for this sub-genre

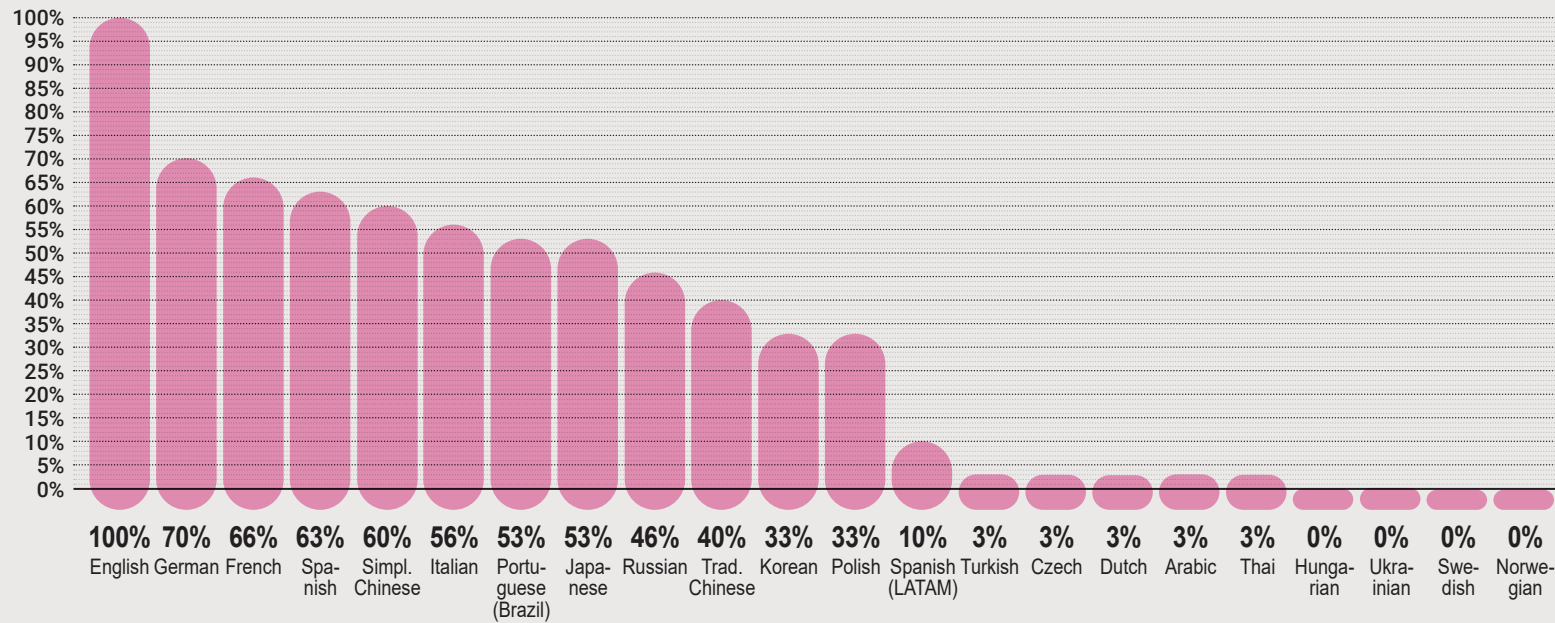
PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



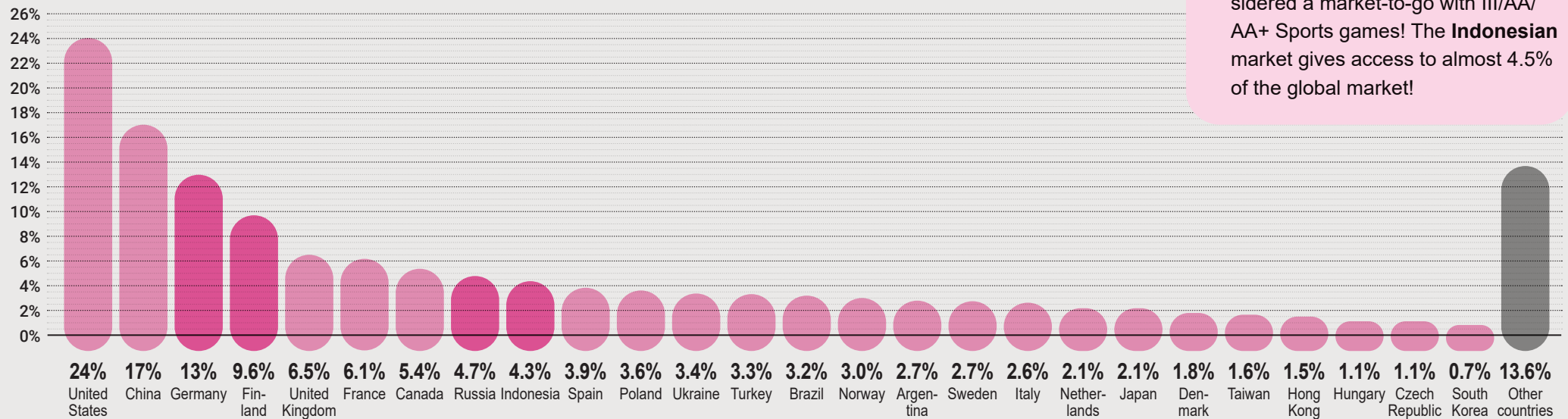
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

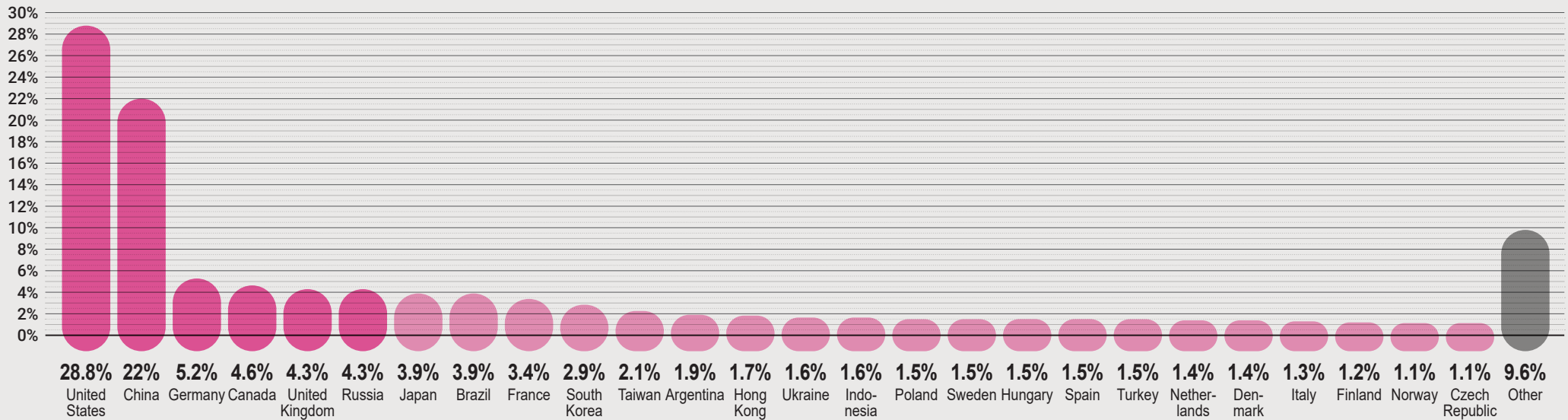
Estimated average sales of non-translated games is only 29% of translated games, and the average number of followers of non-translated games is 28% of the average number of followers of translated games.

- **US, China and Germany** are the sub-genre's top markets.
- **III/AA/AA+** games are very popular in **Finland**, as the **Finnish** market constitutes almost 10% of the global market and is only less than 4% smaller than the **German** market!
- **Russia**: the **Russian** market covers almost 5% of the global market for this sub-genre
- **Indonesia** is to be strongly considered a market-to-go with **III/AA/AA+** Sports games! The **Indonesian** market gives access to almost 4.5% of the global market!



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the Turn-Based RPGs genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- CANADA
- UNITED KINGDOM

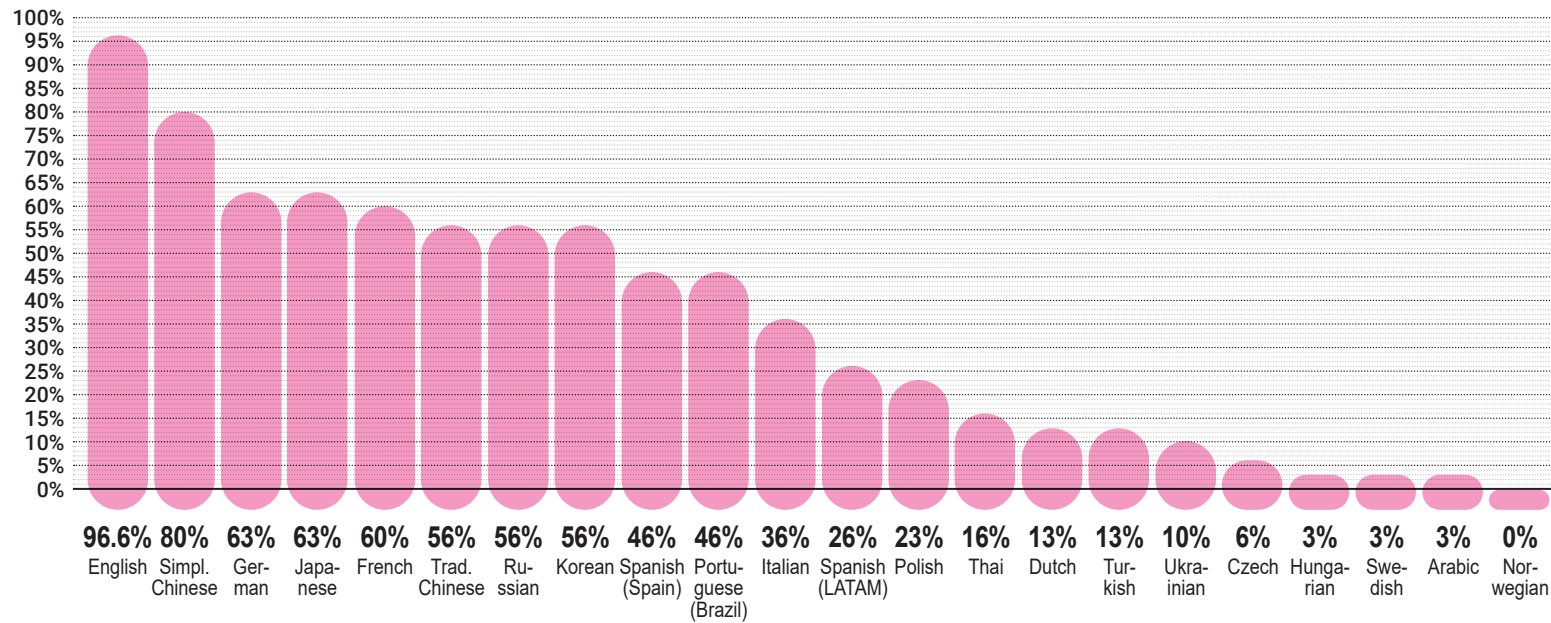
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **German** and **Russian** as well.

SAMPLE TITLES



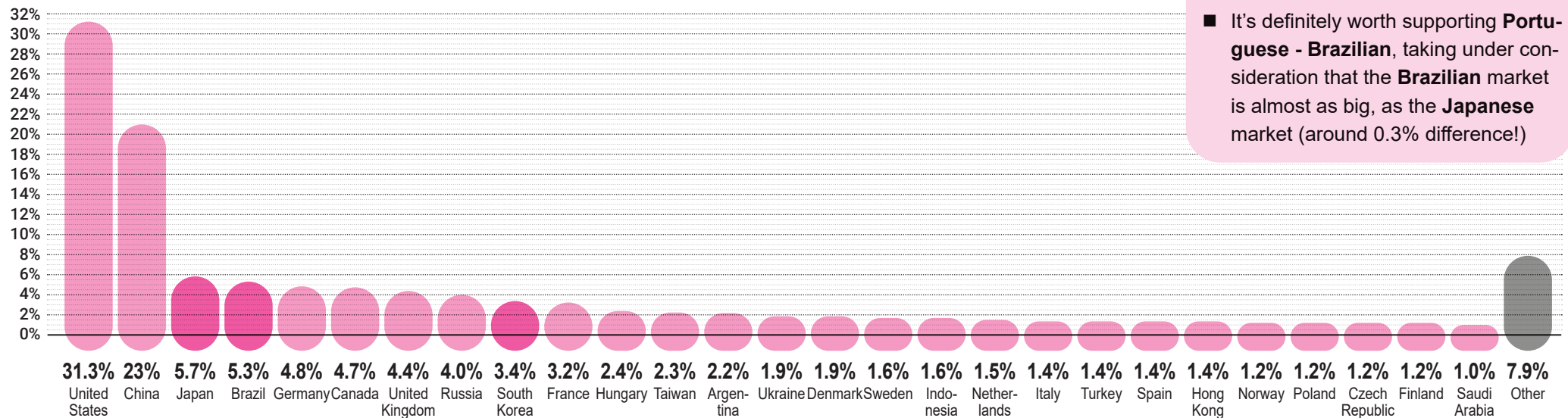
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



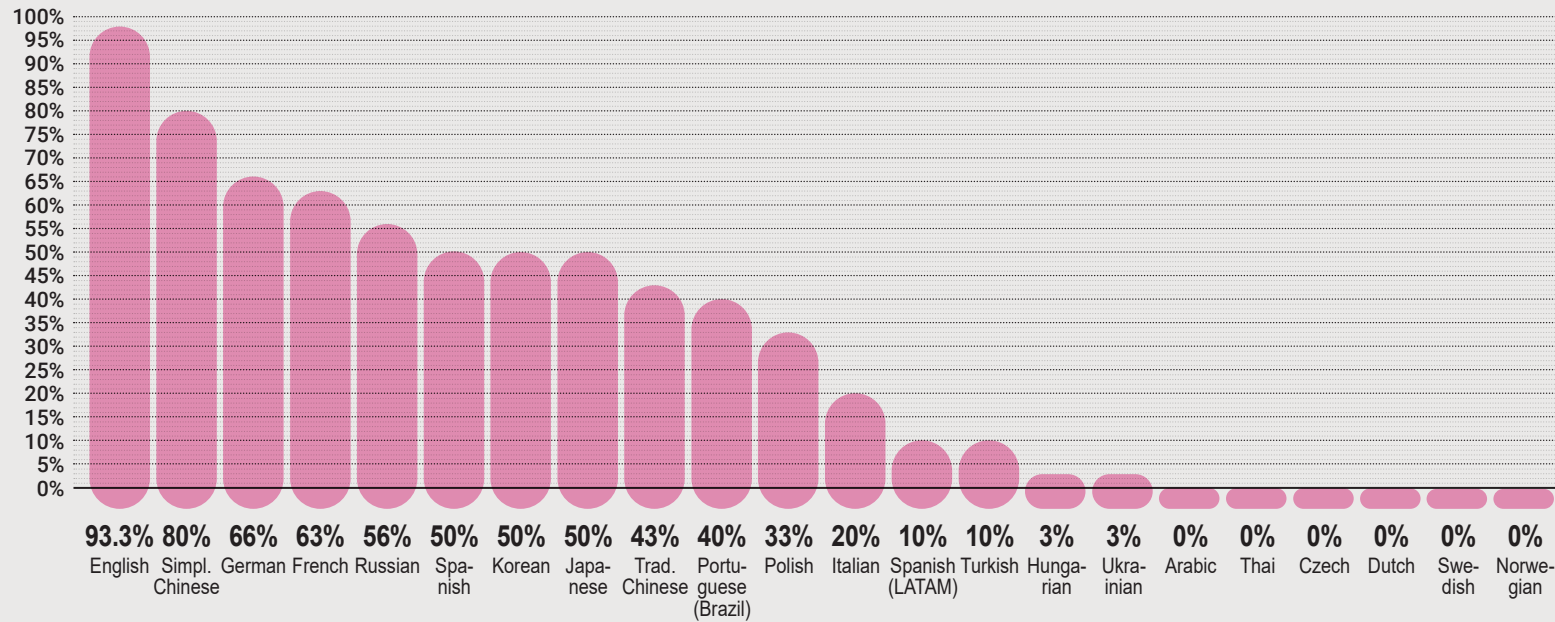
SUMMARY

Estimated average sales of non-translated games is 24% of translated games, while the average number of followers of non-translated games is 27% of the average number of followers of translated games.

- **USA, China and Japan** are the sub-genre's top markets.
- **Japan**: this market performs very well for this sub-genre, offering access to almost 6% of the global market!
- With only around 50% of analyzed games localized in **Korean**, the **Korean** market offers great return of investment, covering almost 3.5% of the global market
- It's definitely worth supporting **Portuguese - Brazilian**, taking under consideration that the **Brazilian** market is almost as big, as the **Japanese** market (around 0.3% difference!)

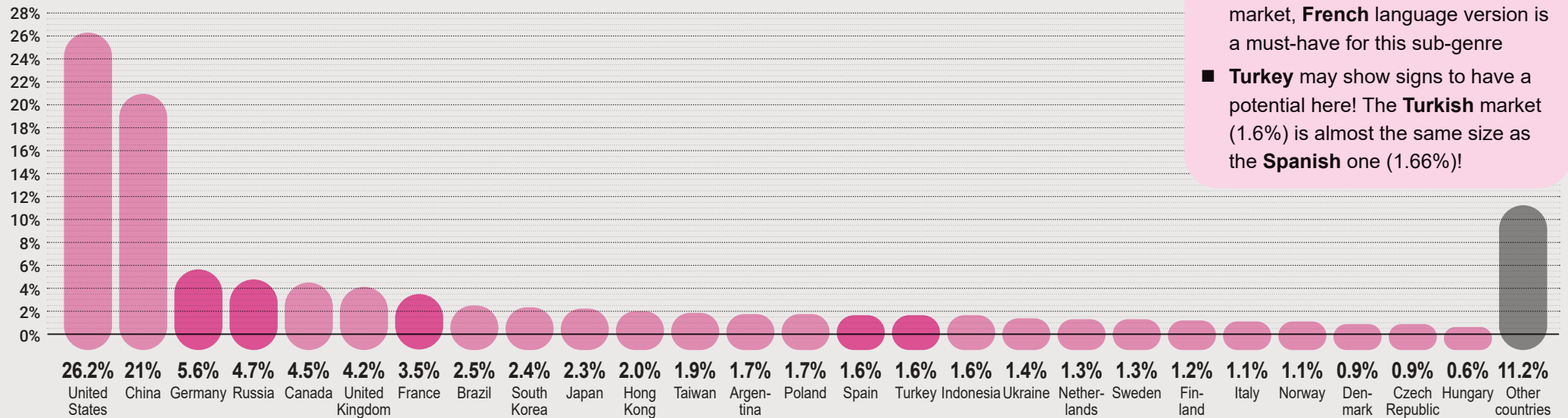
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

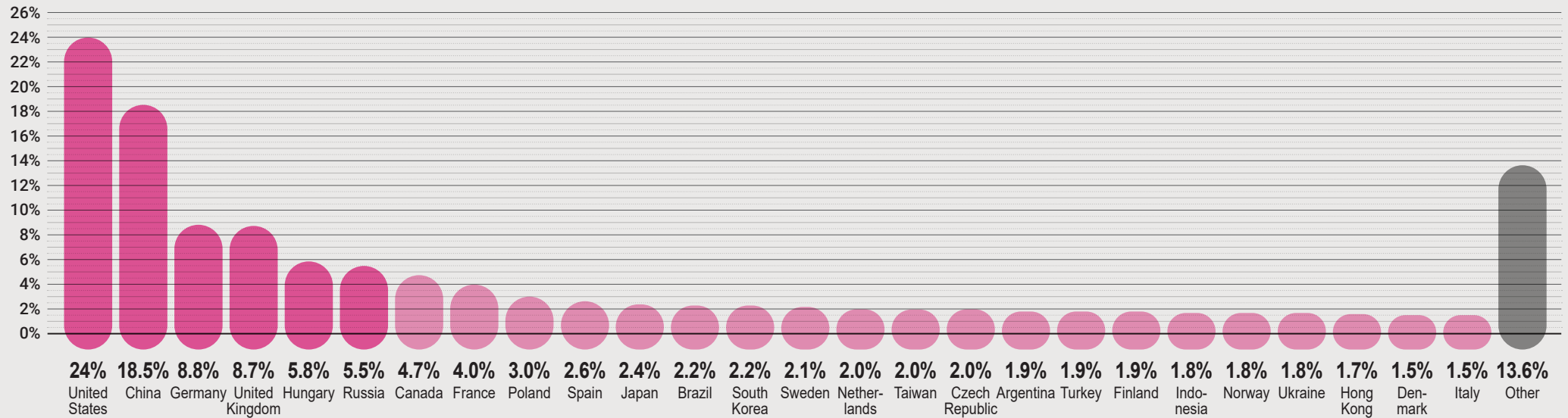
Estimated average sales of non-translated games is only 98% of translated games, while the average number of followers of non-translated games is 43% of the average number of followers of translated games.

- **USA, China and Germany** are the sub-genre's top markets.
- With around 50% of analyzed games supporting **Russian** language version, the conversion rate is satisfactory, as the **Russian** market is as big as almost 5% for this sub-genre
- **French** market offers access to around 3.5% of global fans of Turn-based indie RPGs and with the addition of well-performing **Canadian** market, **French** language version is a must-have for this sub-genre
- **Turkey** may show signs to have a potential here! The **Turkish** market (1.6%) is almost the same size as the **Spanish** one (1.66%)!



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



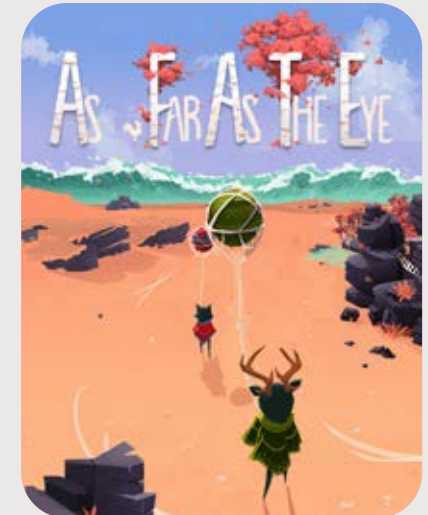
THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- HUNGARY

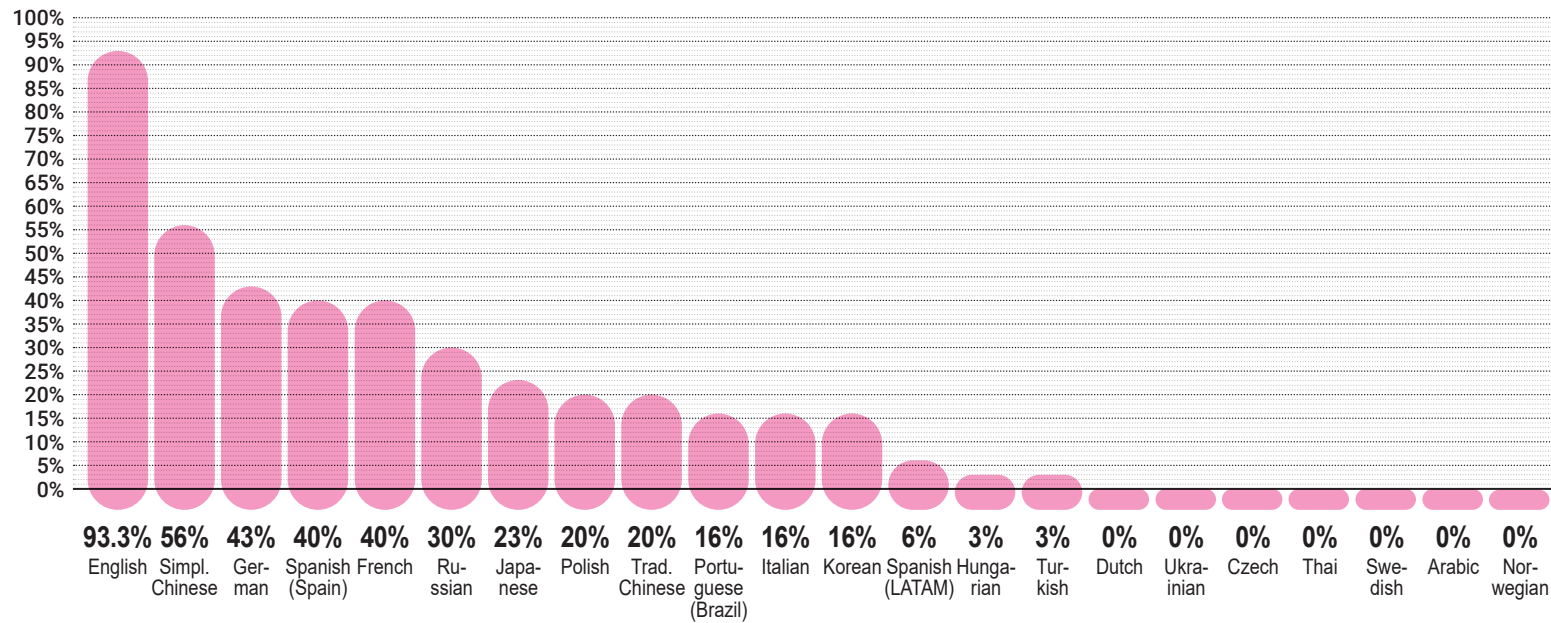
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **French** and **Russian** as well.

OUR PROJECTS



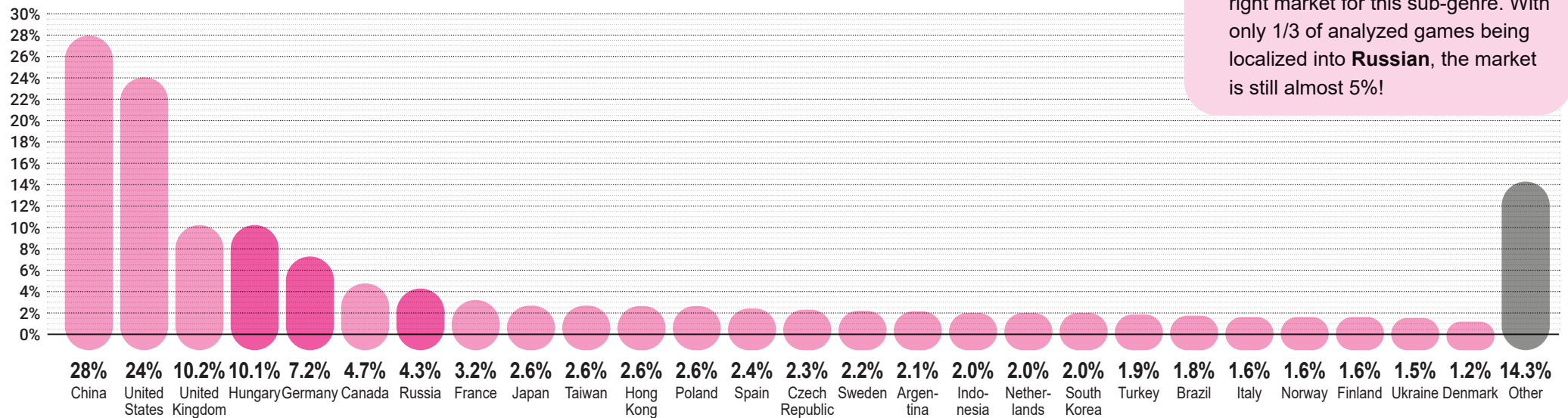
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



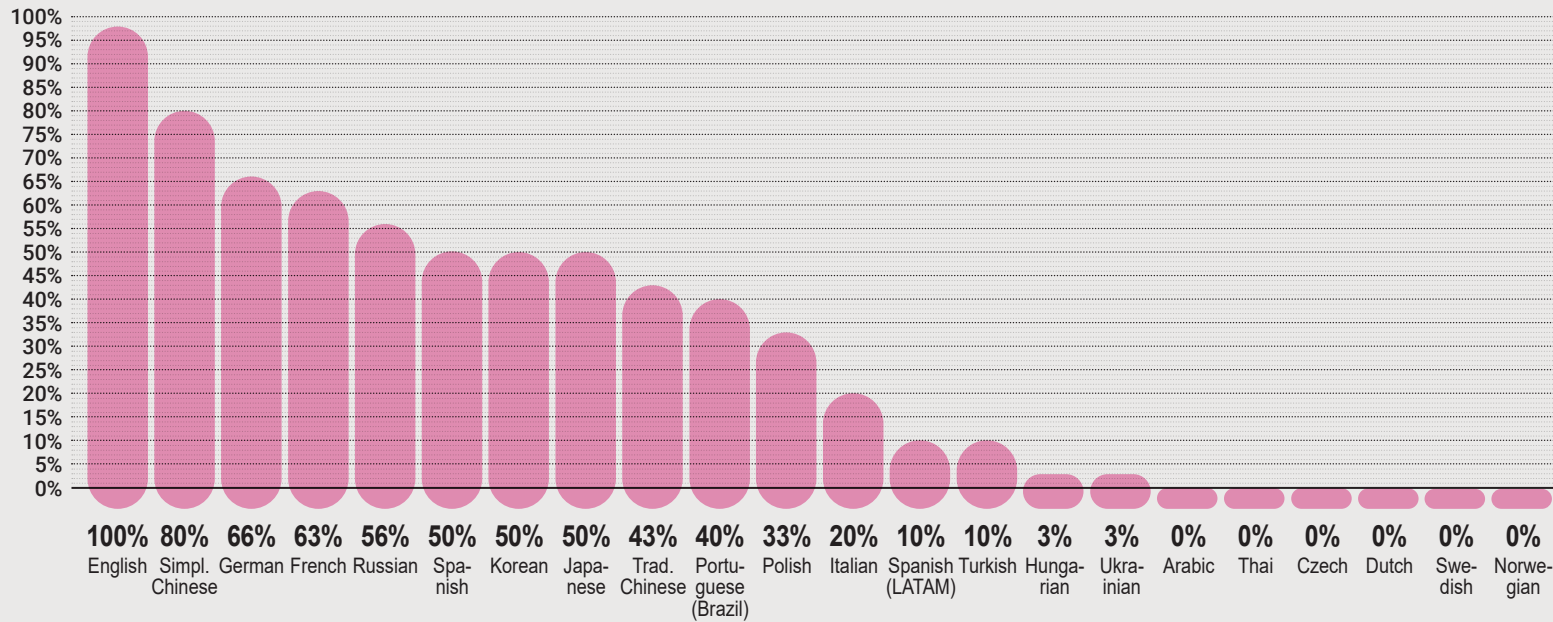
SUMMARY

Estimated average sales of non-translated games is 64% of translated games, while the average number of followers of non-translated games is 40% of the average number of followers of translated games.

- **China, USA and UK** are the sub-genre's top markets.
- **Hungarian** market has a great potential for this sub-genre!
- **Germany** is a great market to target indie 4X strategy games too! Even though less than 50% of analyzed games offer **German** language version, the **German** market constitutes 7.22% of the global market!
- It's worth to think of **Russia** as the right market for this sub-genre. With only 1/3 of analyzed games being localized into **Russian**, the market is still almost 5%!

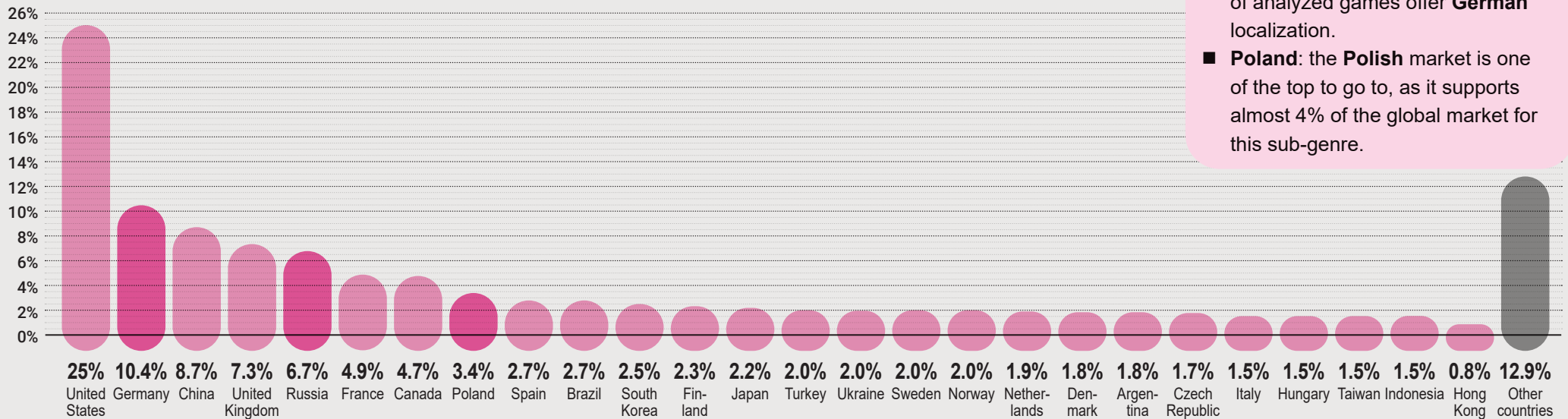
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

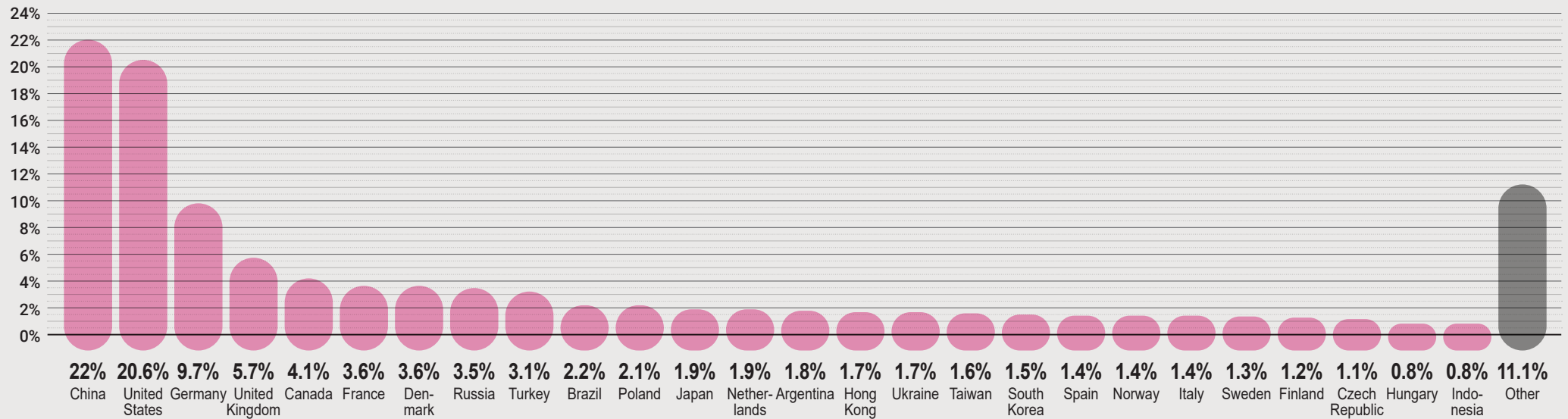
Estimated average sales of non-translated games is only 13% of translated games, while the average number of followers of non-translated games is 20% of the average number of followers of translated games.

- **US, Germany and China** are the sub-genre's top markets.
- **Russian** market is almost as big as the **Chinese** market in this sub-genre, with quite similar numbers of games supporting these markets' native languages.
- **German** language is a must-have for this sub-genre, and publishers of III/AA/AA+ 4X Strategy games understand that generally, as 70% of analyzed games offer **German** localization.
- **Poland**: the **Polish** market is one of the top to go to, as it supports almost 4% of the global market for this sub-genre.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- CHINA
- UNITED STATES
- GERMANY
- UNITED KINGDOM

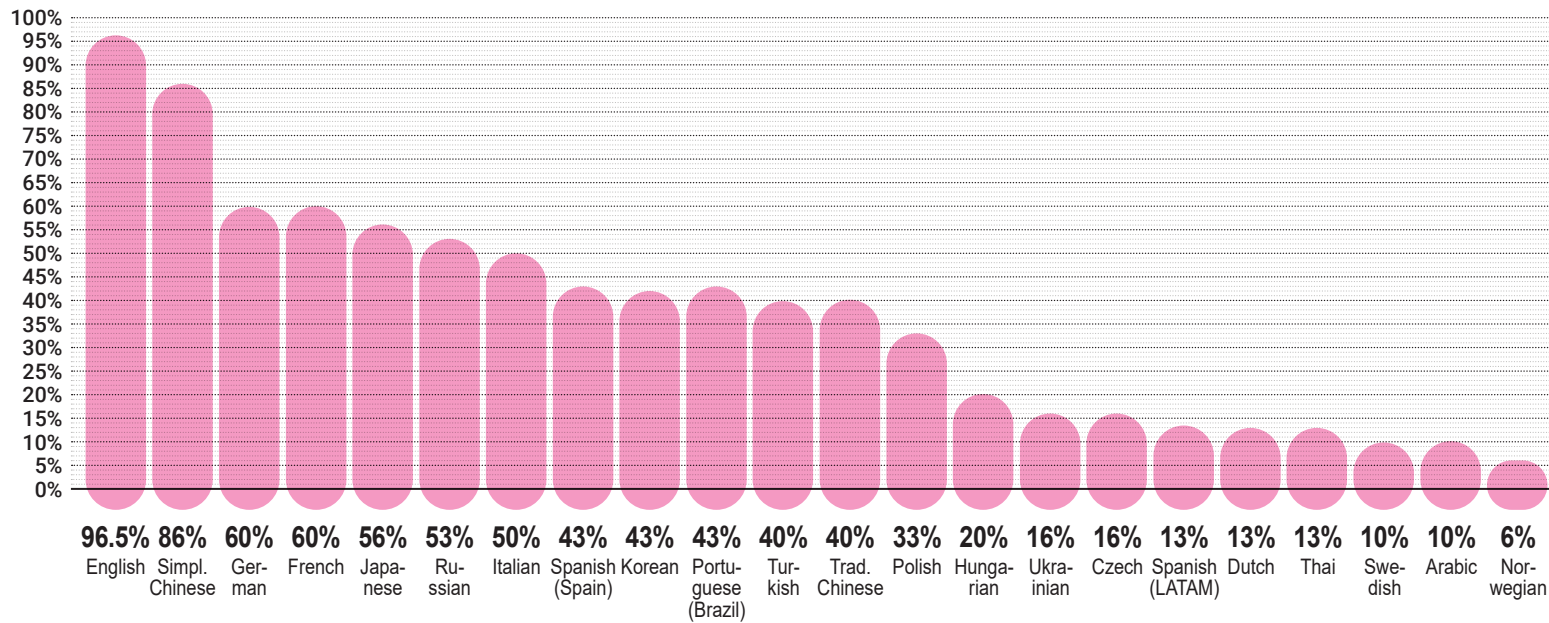
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **French**, **Russian** and **Turkish** as well.

OUR PROJECTS



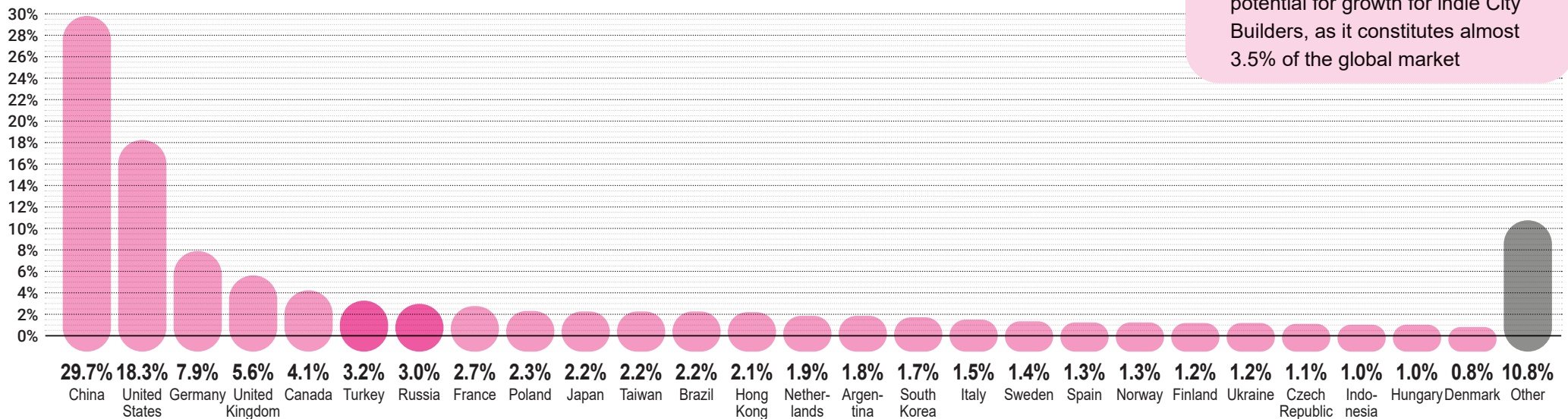
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



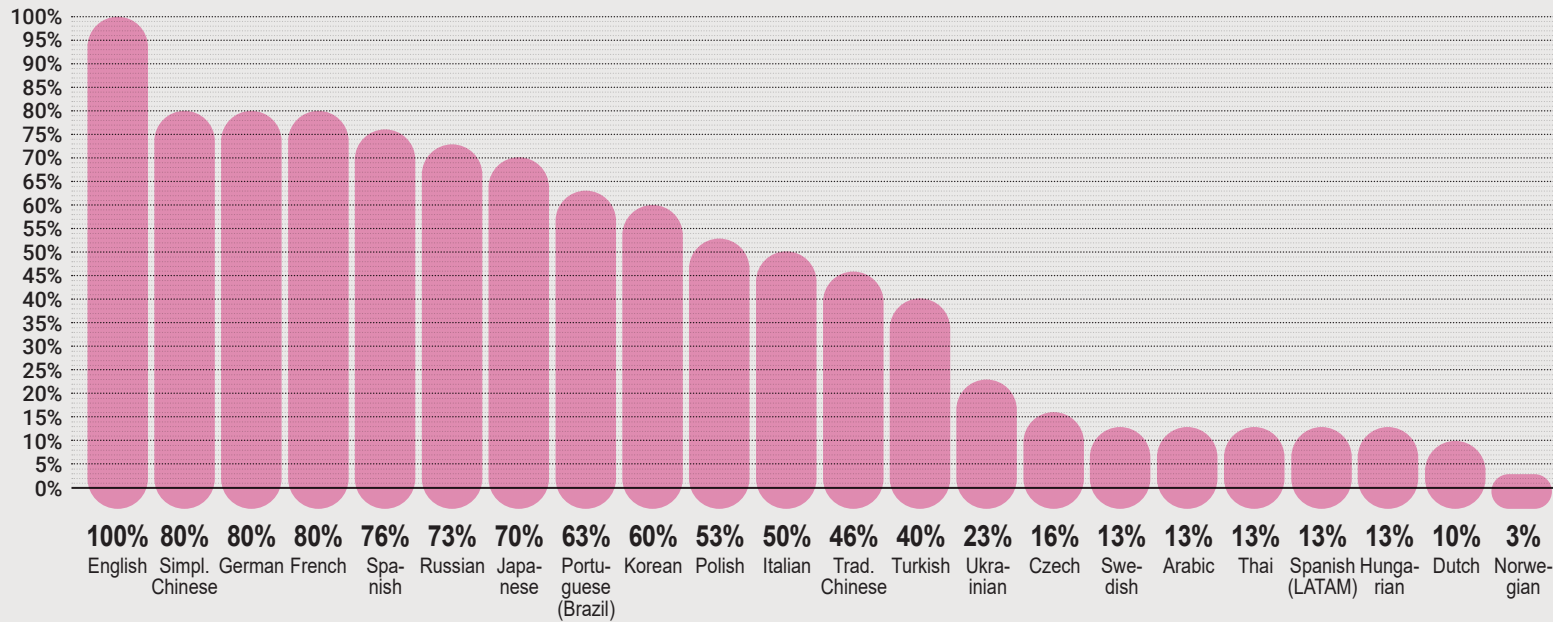
SUMMARY

Estimated average sales of non-translated games is only 12% of translated games, even though average number of followers of non-translated games is 35% of the average number of followers of translated games.

- **China, USA and Germany** are the sub-genre's top markets.
- **Germany** is a true power-house sales-wise, as the **German** market is almost half the size of the huge **USA** market!
- **Russian** language version should be supported by indie City Builders, as the **Russian** market gives access to 3% of the global market
- **Turkish** market shows an interesting potential for growth for indie City Builders, as it constitutes almost 3.5% of the global market

TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



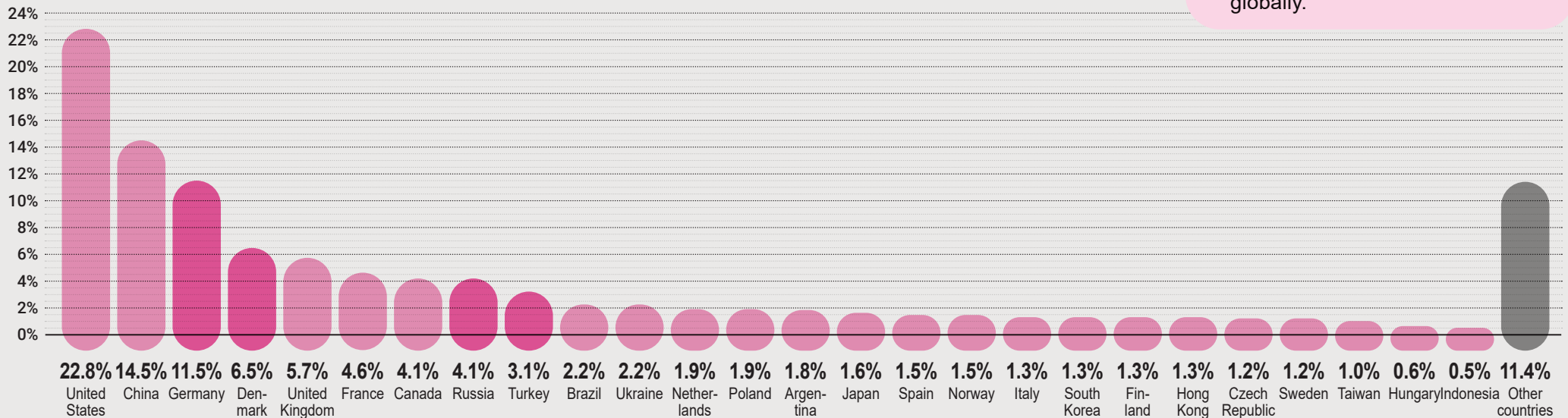
SUMMARY

Estimated average sales of non-translated games is only 21% of translated games, even though average number of followers of non-translated games is 35% of the average number of followers of translated games.

- **US, China and Germany** are the sub-genre's top markets.
- **III/AA/AA+** City Builders are very popular in **Denmark**, with the **Danish** market as big as 6.49%!
- **Russian** market performs very well for this sub-genre, covering more than 4% of the global market
- **Turkey**: this underestimated market gives access to more than 3% of fans of premium City Builders globally.

PLAYERS PER COUNTRIES

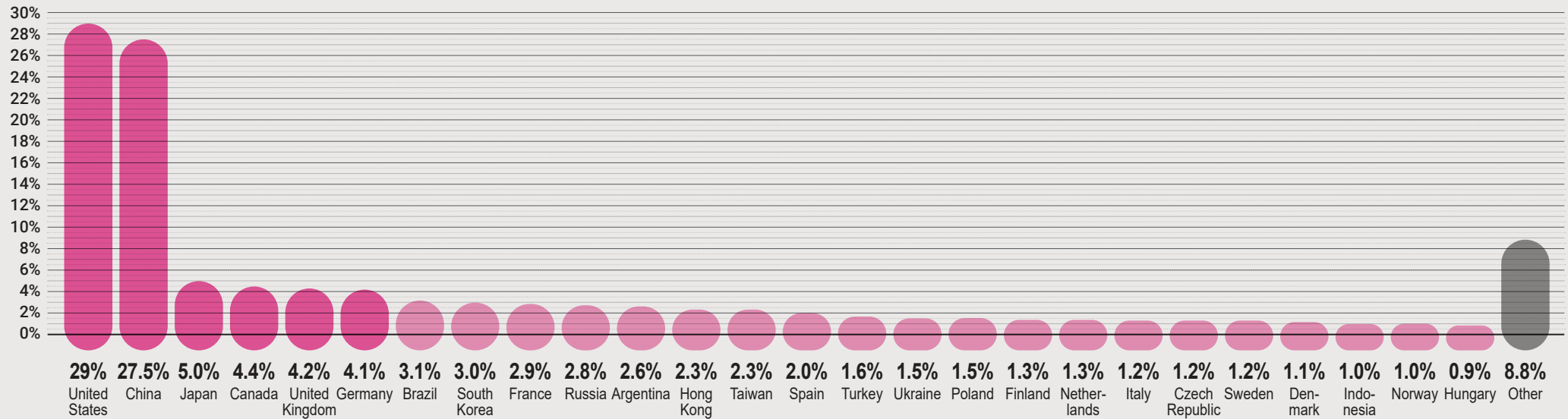
The number of players in a given country playing games from the analyzed genre





PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



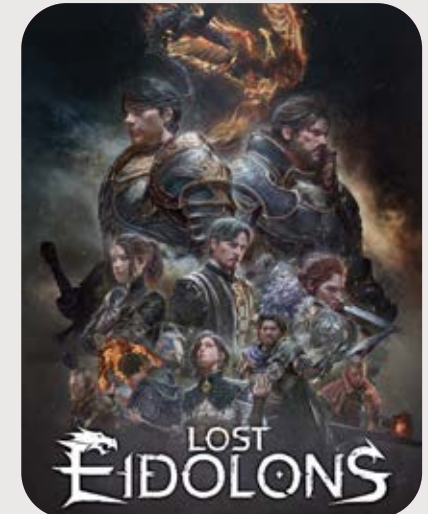
THE GREATEST SALES POTENTIAL

After analyzing sales data for the Japanese RPG genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- JAPAN
- CANADA
- UNITED KINGDOM

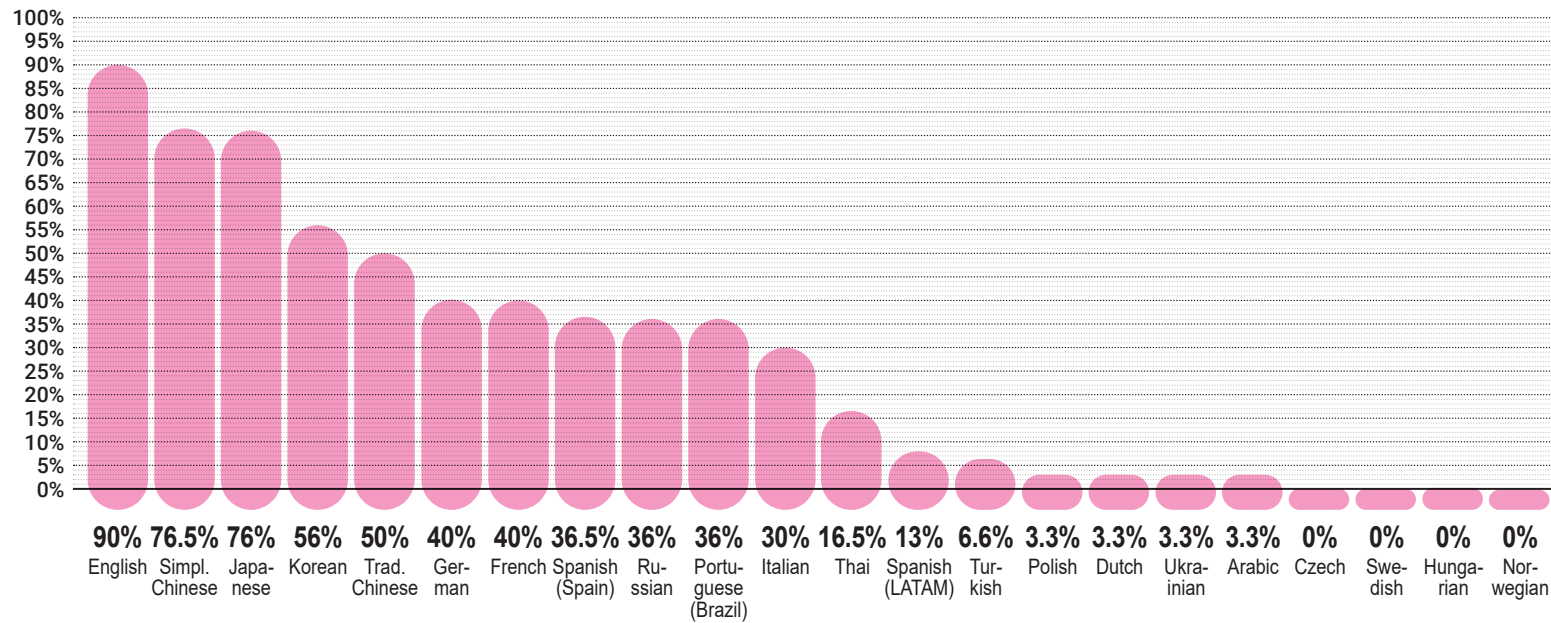
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **German, Spanish, French** and **Russian** as well.

SAMPLE TITLES



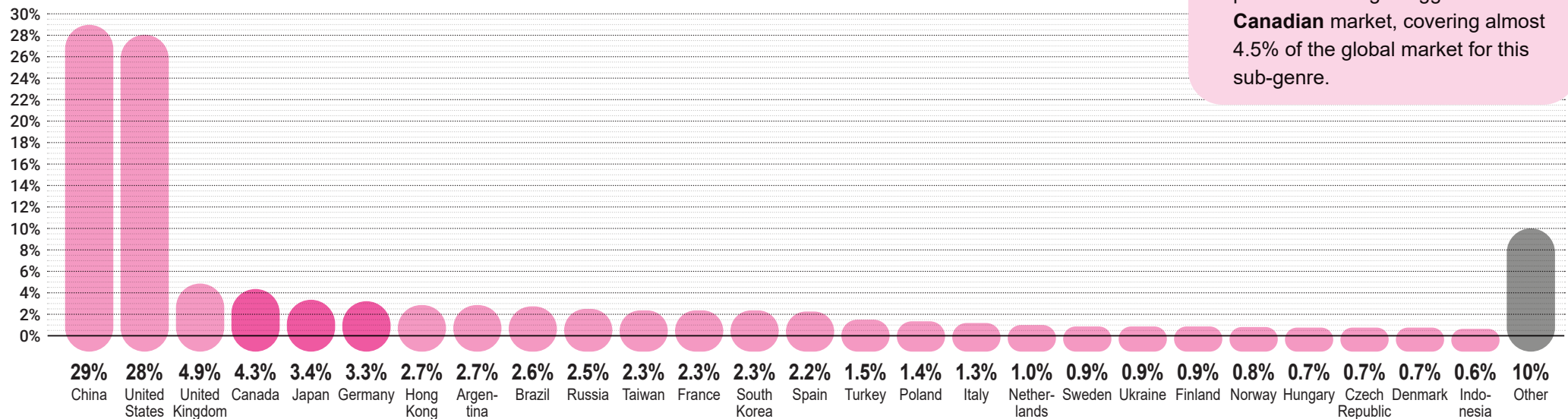
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



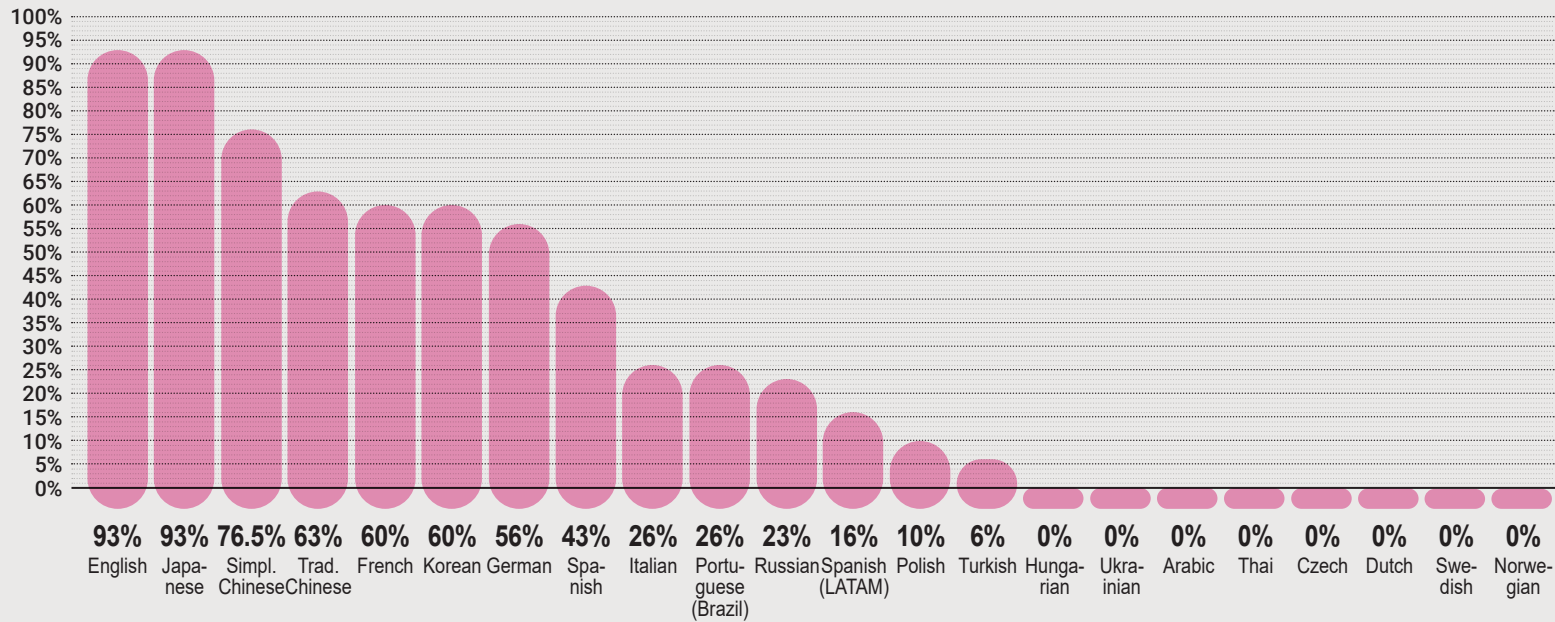
SUMMARY

Estimated average sales of non-translated games is only 42% of translated games, while the number of followers of non-translated games is 40% of the average number of followers of translated games.

- **China, USA and UK** are the sub-genre's top markets.
- **Japanese** market is overall a good place to promote indie JRPGs, as it constitutes almost 3.5% of the global market
- **German** market gives access to almost 3.5% of indie JRPGs players!
- **Canada**: by supporting both **English** and **French** language versions, publishers can get bigger access to **Canadian** market, covering almost 4.5% of the global market for this sub-genre.

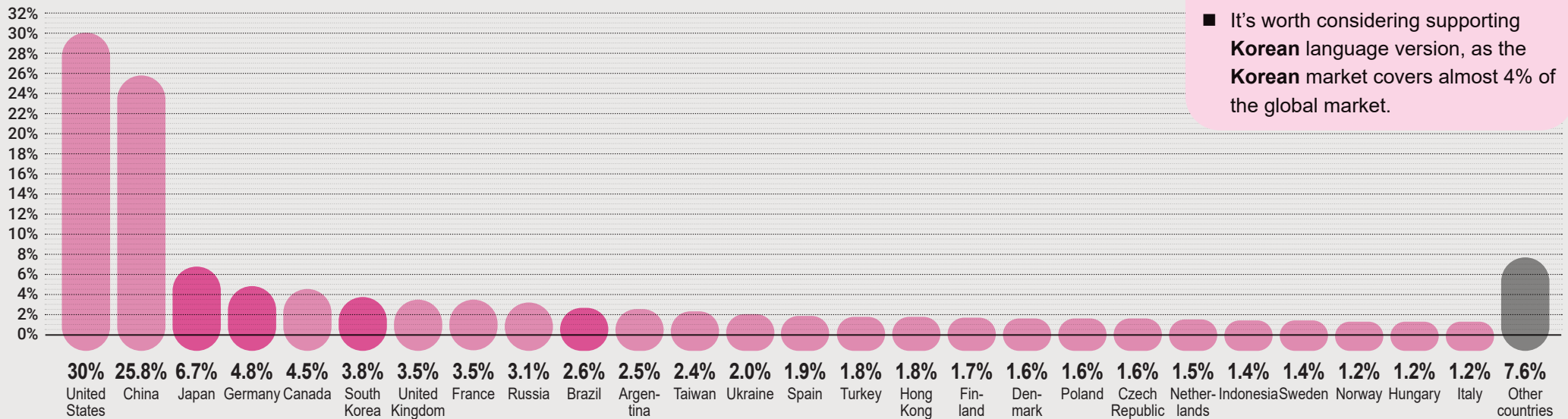
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

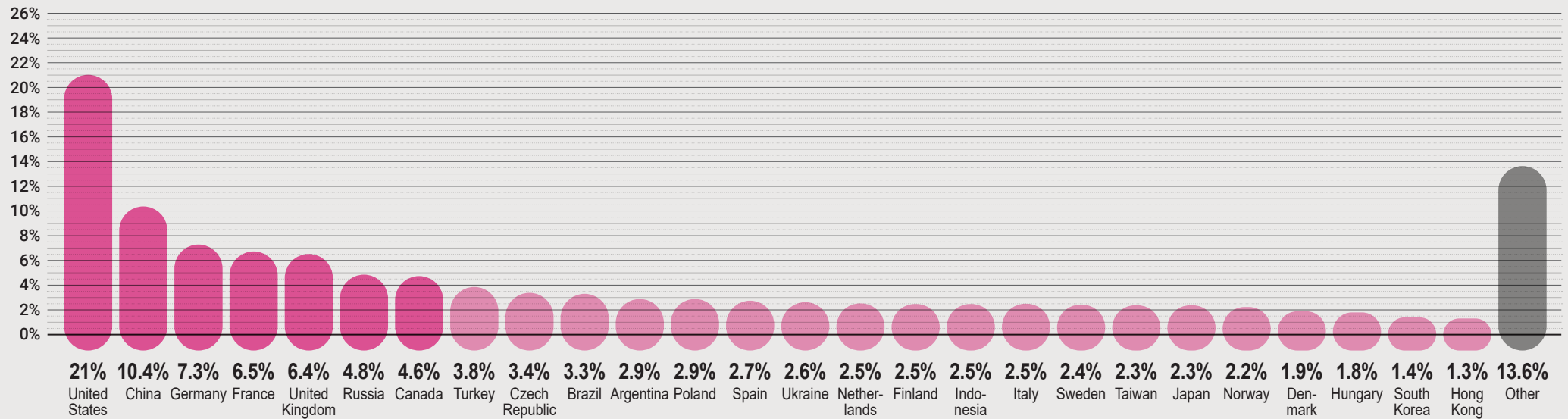
Estimated average sales of non-translated games is 88% of translated games, while the number of followers of non-translated games is 62% of the average number of followers of translated games.

- **USA, China and Japan** are the sub-genre's top markets.
- It becomes clear after comparing results of analyzed JRPGs across all considered SRPs that **Japanese** players in fact enjoy JRPGs, but they prefer more expensive / higher quality titles
- **Brazil:** the **Brazilian** market offers great value for premium JRPGs with access to almost 4% of the global market
- It's worth considering supporting **Korean** language version, as the **Korean** market covers almost 4% of the global market.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the Racing Games genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- FRANCE
- UNITED KINGDOM

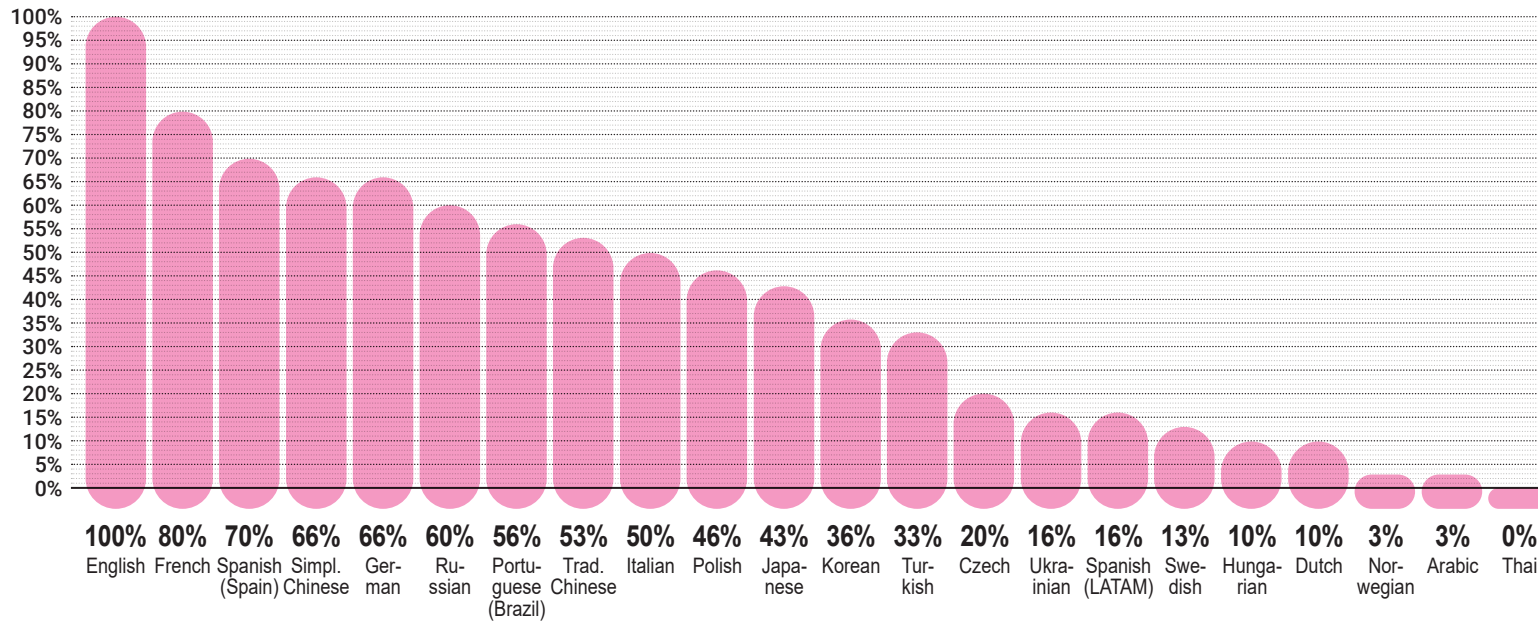
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **Russian, Czech and Turkish** as well.

OUR PROJECTS



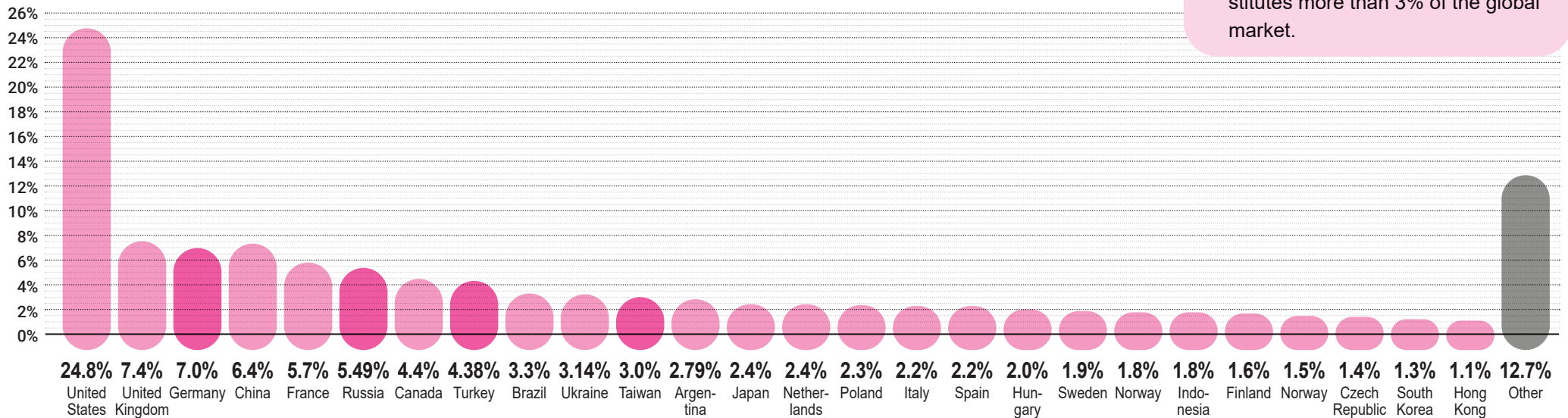
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



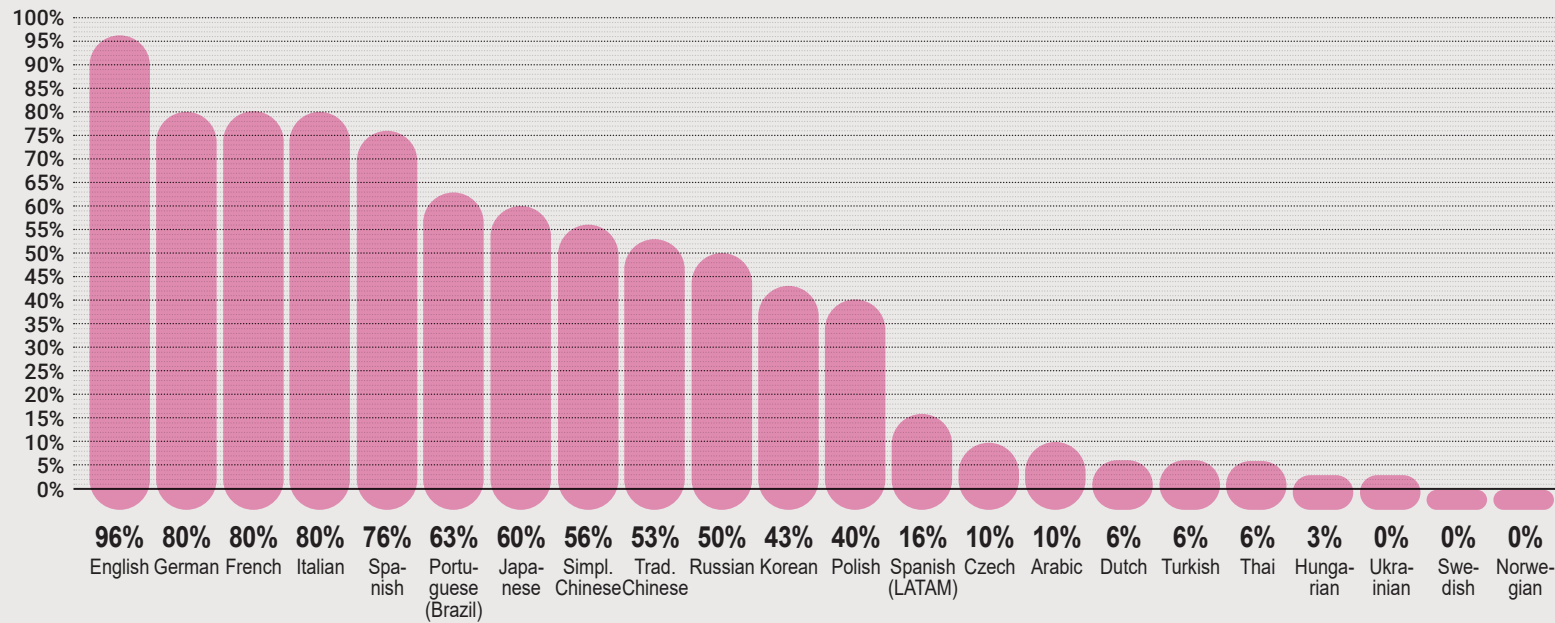
SUMMARY

Estimated average sales of non-translated games is only 58% of translated games, while the number of followers of non-translated games is 72% of the average number of followers of translated games.

- **USA, UK and Germany** are the sub-genre's top markets.
- **Russia**: a great market for indie Racing Games, which supports around 5.5% of the global market
- With only 1/3rd of games localized into **Turkish**, the **Turkish** market is doing quite well, as it covers almost 4.5% of the global market
- **Taiwan** is a market, which shows great signs of progress, as it constitutes more than 3% of the global market.

TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language

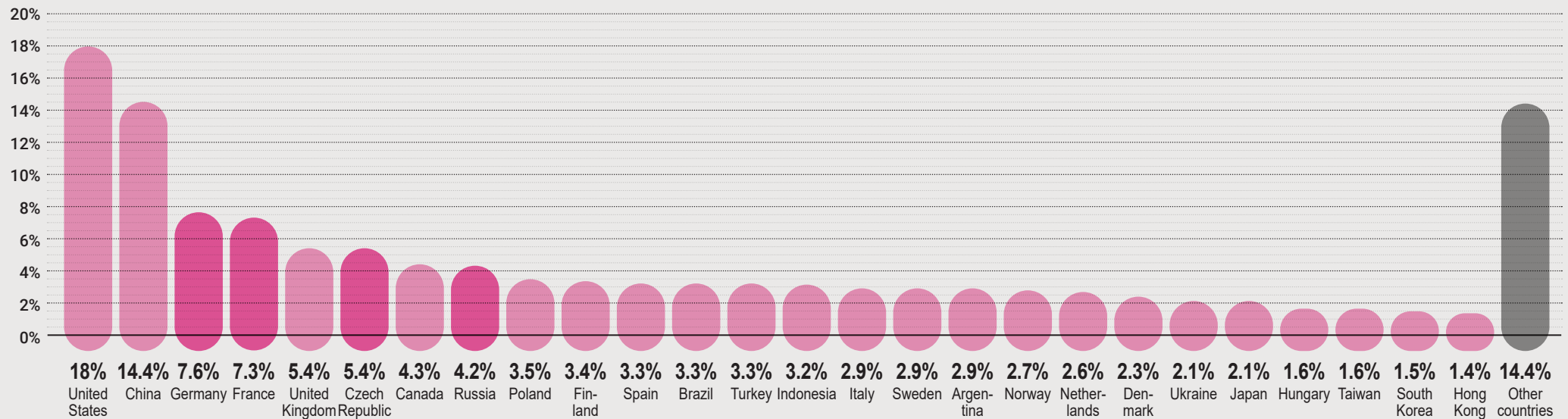


SUMMARY

- **USA, China and Germany** are the sub-genre's top markets.
- This particular sub-genre is the most popular in **Czech Republic** - with its market as big as almost 6%, such a result must be considered impressive with only 10% of analyzed games localized into **Czech**
- **French** market is almost as big as the **German** market, covering almost 8% of the global market
- **Russia**: a promising market giving access to around 4.5% of premium Racing games fans

PLAYERS PER COUNTRIES

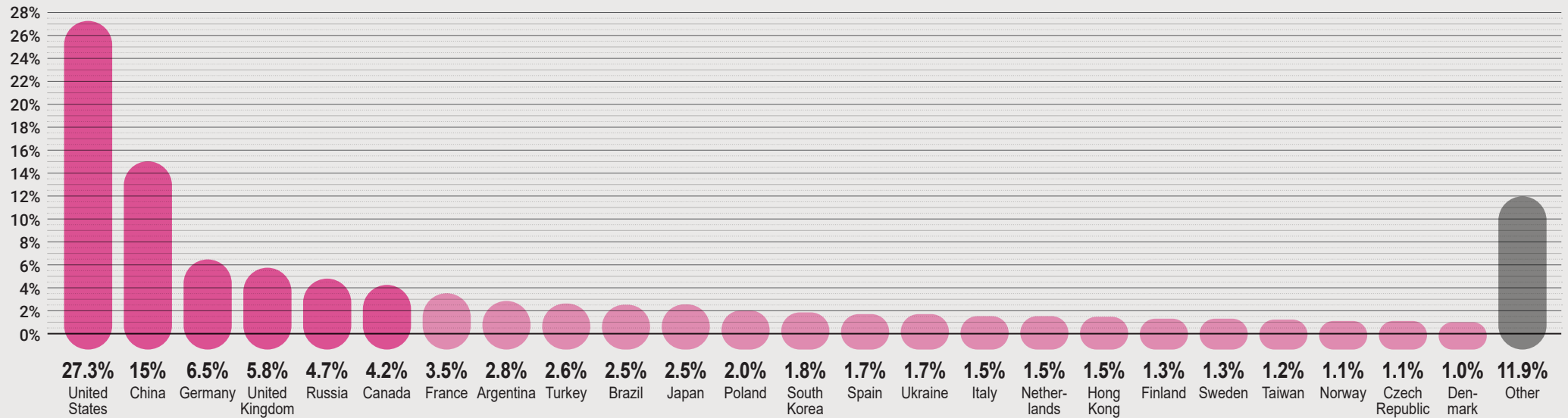
The number of players in a given country playing games from the analyzed genre





PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



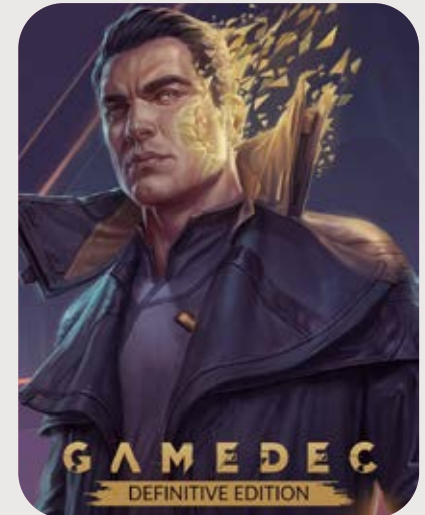
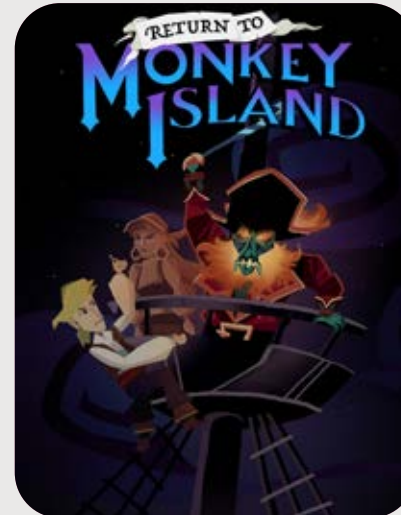
THE GREATEST SALES POTENTIAL

After analyzing sales data for the Racing Games genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- UNITED KINGDOM
- RUSSIA

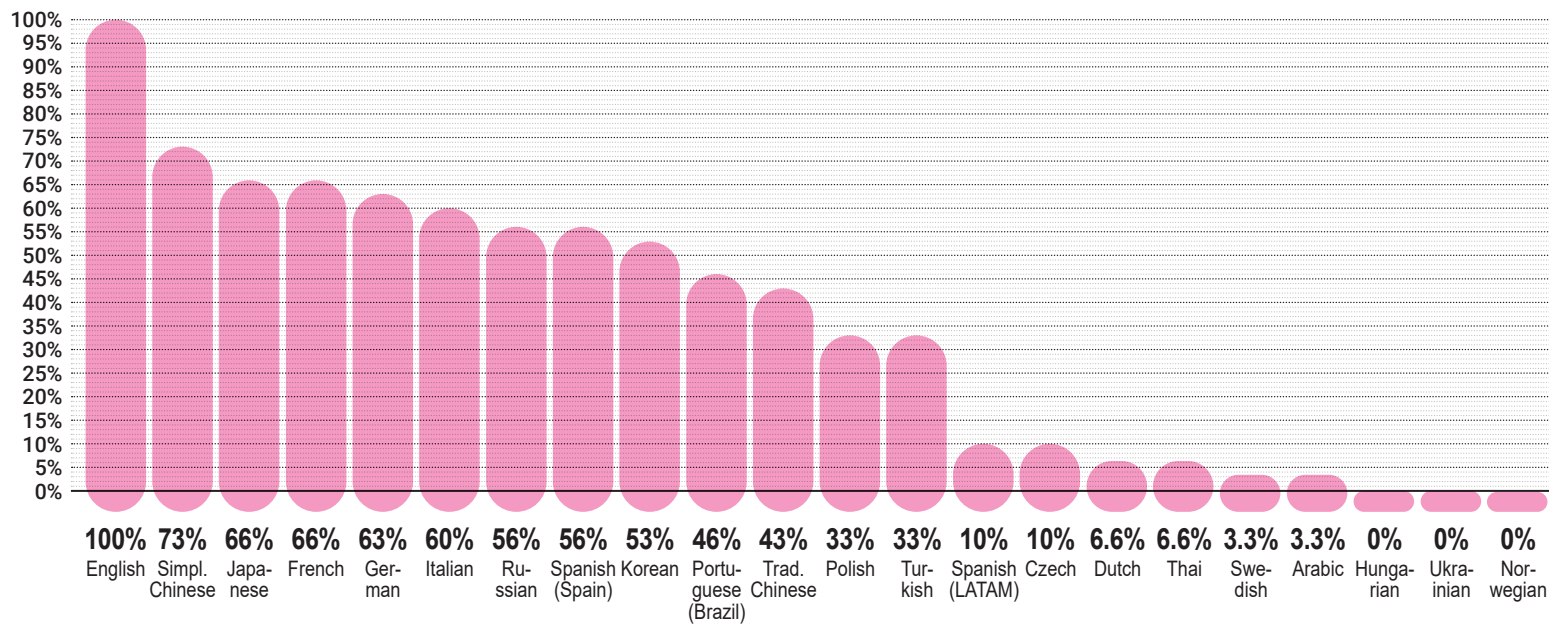
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **French** and **Turkish** as well.

OUR PROJECTS



TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



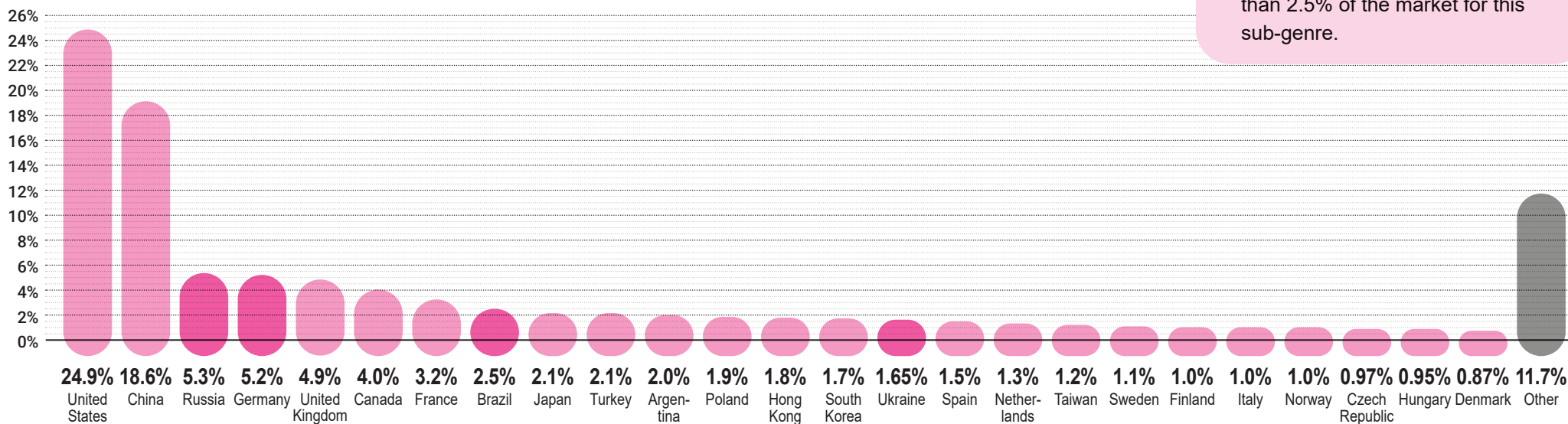
SUMMARY

Estimated average sales of non-translated games is only 84% of translated games, while the number of followers of non-translated games is also 84% of the average number of followers of translated games.

- **USA, China and Russia** are the sub-genre's top markets.
- **Russia**: a go-to market for this genre, covering around 5.5% of the global market.
- Despite the fact that zero researched games support **Ukrainian** language version, the **Ukrainian** market is almost 2% of the global market.
- **Brazilian** market shows signs of development, as it constitutes more than 2.5% of the market for this sub-genre.

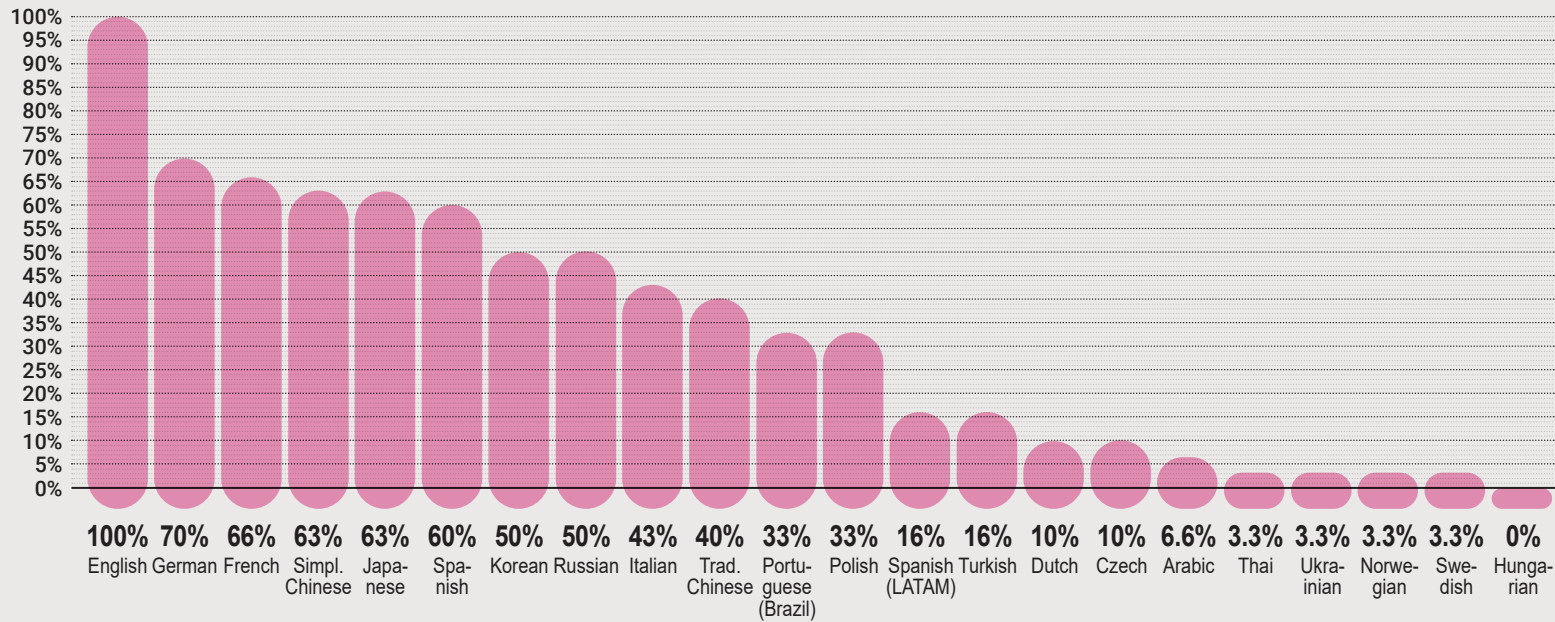
PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



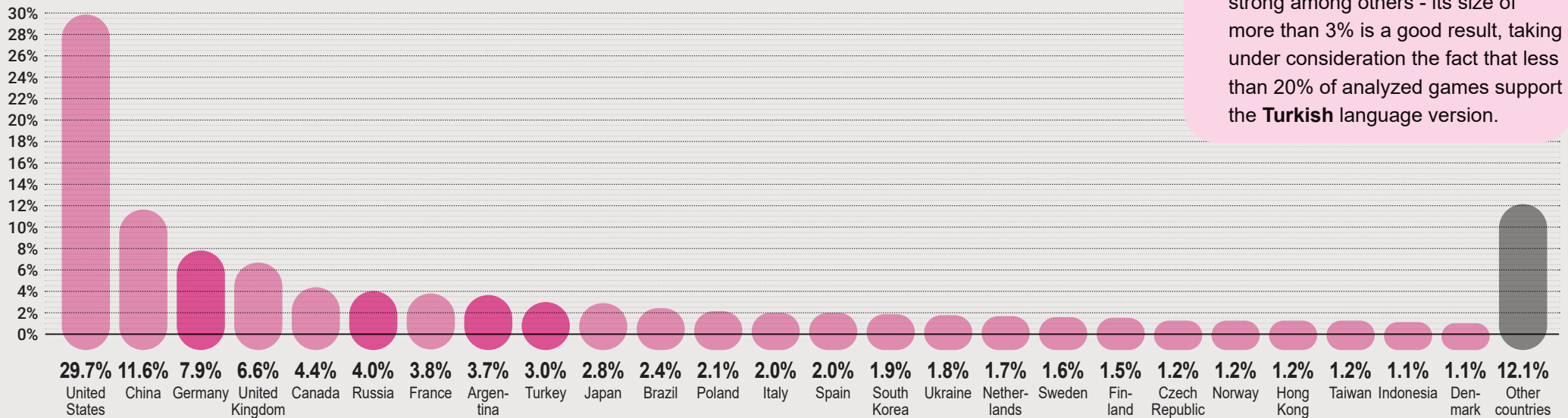
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

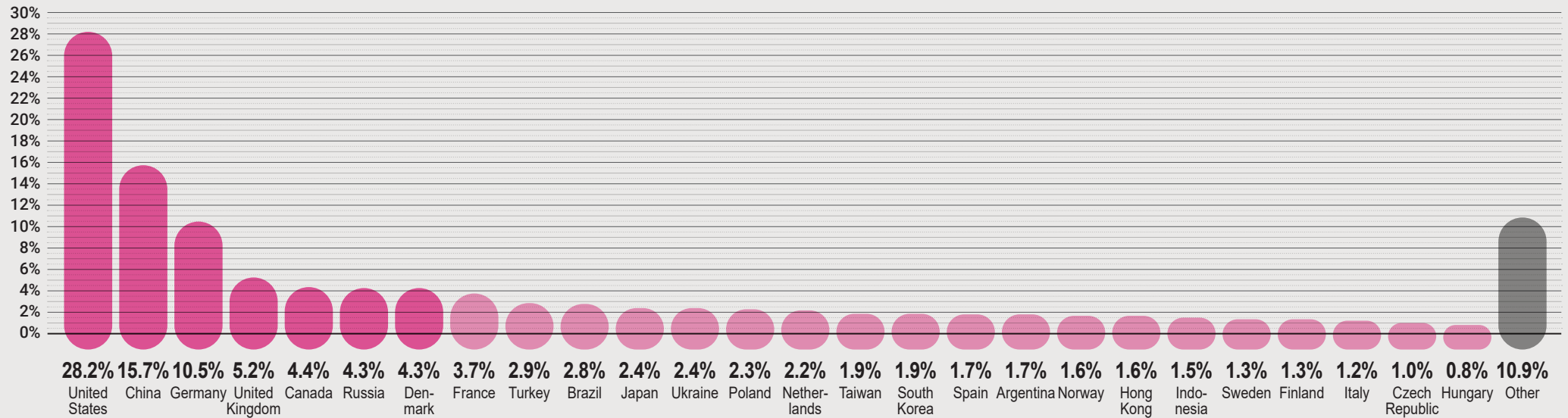
Estimated average sales of non-translated games is only 26% of translated games, even though average number of followers of non-translated games is 56% of the average number of followers of translated games.

- **USA, China and Germany** are the sub-genre's top markets.
- **Argentinian** market stands out of crowd, as it constitutes almost 4% of the global market, while only a little more than 15% of analyzed games support **Spanish - LATAM**.
- Covering more than 4% of the global market, **Russia** is definitely a go-to market for this genre.
- The **Turkish** market stands quite strong among others - its size of more than 3% is a good result, taking under consideration the fact that less than 20% of analyzed games support the **Turkish** language version.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- UNITED KINGDOM

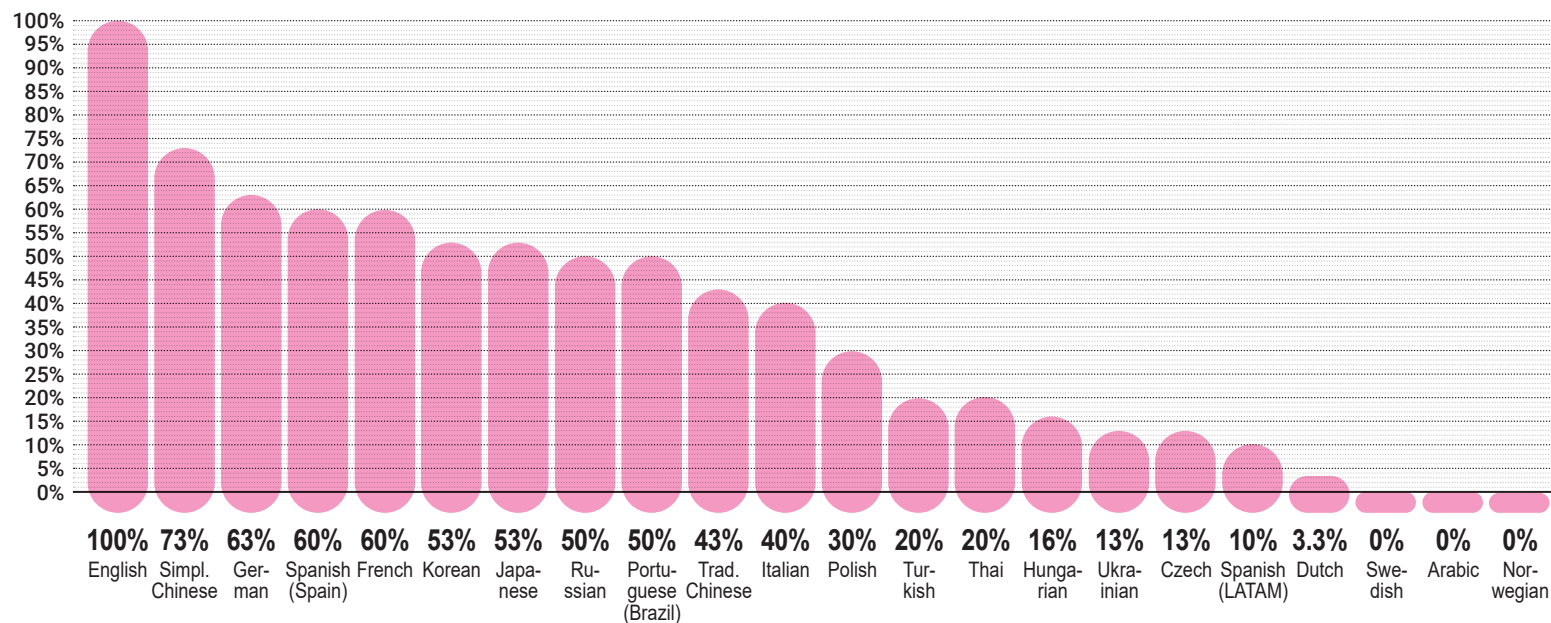
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **Russian** as well.

OUR PROJECTS



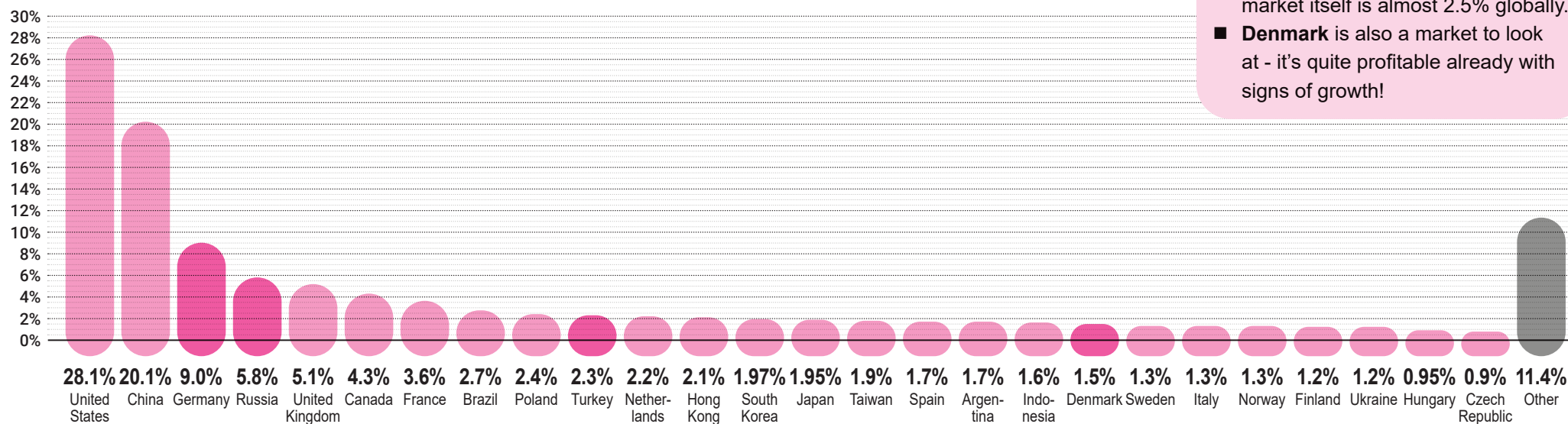
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



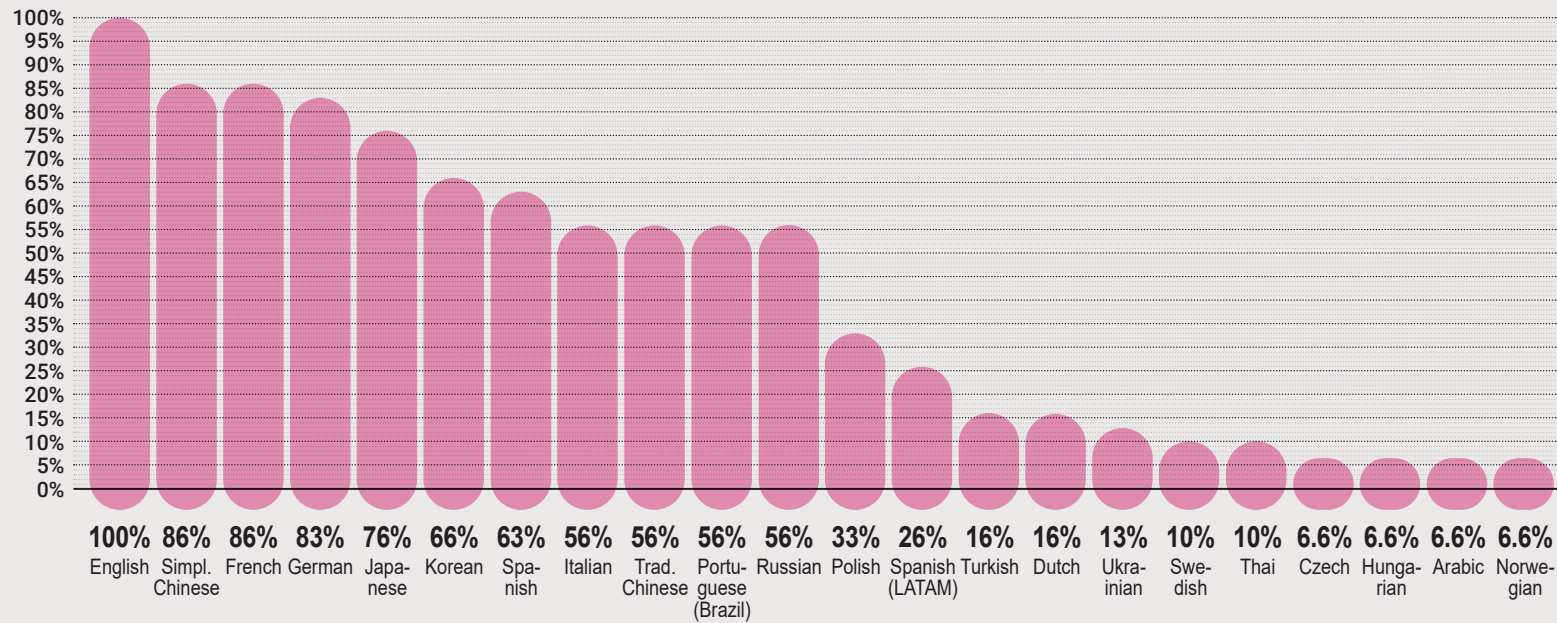
SUMMARY

Estimated average sales of non-translated games is only 47% of translated games, even though average number of followers of non-translated games is 66% of the average number of followers of translated games.

- **USA, China and Germany** are the sub-genre's top markets.
- It's worth considering **Russian** language version when developing an indie Farming Sim - the **Russian** market consists almost 6% of the global market!
- The **Turkish** market shows a promising potential - even though the number of analyzed games localized in **Turkish** is very small, the market itself is almost 2.5% globally.
- **Denmark** is also a market to look at - it's quite profitable already with signs of growth!

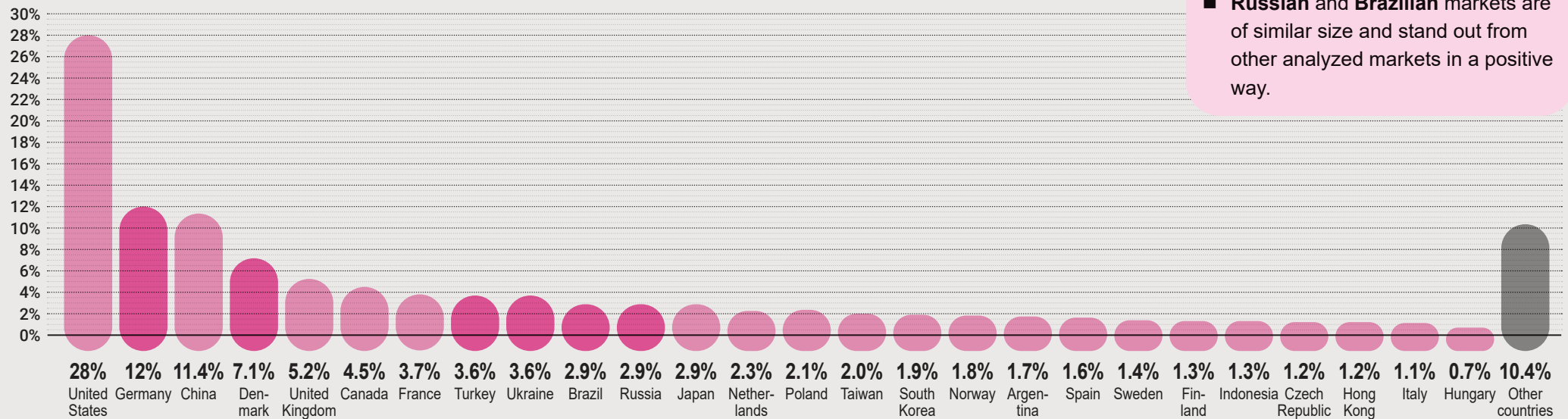
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

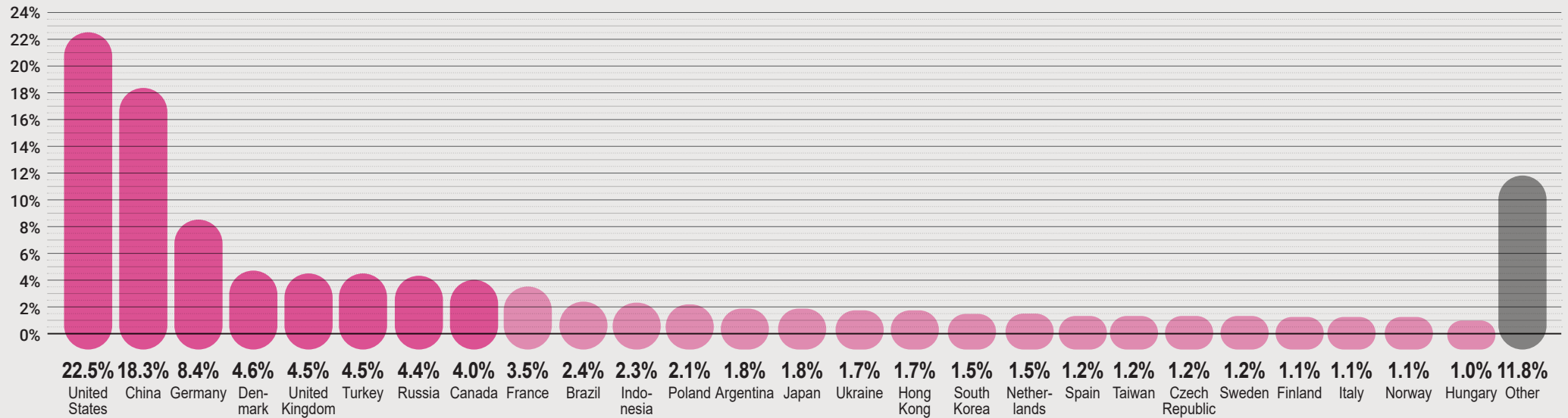
Estimated average sales of non-translated games is only 5% of translated games, even though average number of followers of non-translated games is 38% of the average number of followers of translated games.

- **USA, Germany and China** are the sub-genre's top markets.
- **Danish** market does exceptionally well and should be considered a "must-go-to" market for this sub-genre!
- III/AA/AA+ Farming Sim games perform very nicely in **Turkey** and **Ukraine**, considering the fact that both **Turkish** and **Ukrainian** languages are not supported often by the publishers
- **Russian** and **Brazilian** markets are of similar size and stand out from other analyzed markets in a positive way.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- DENMARK

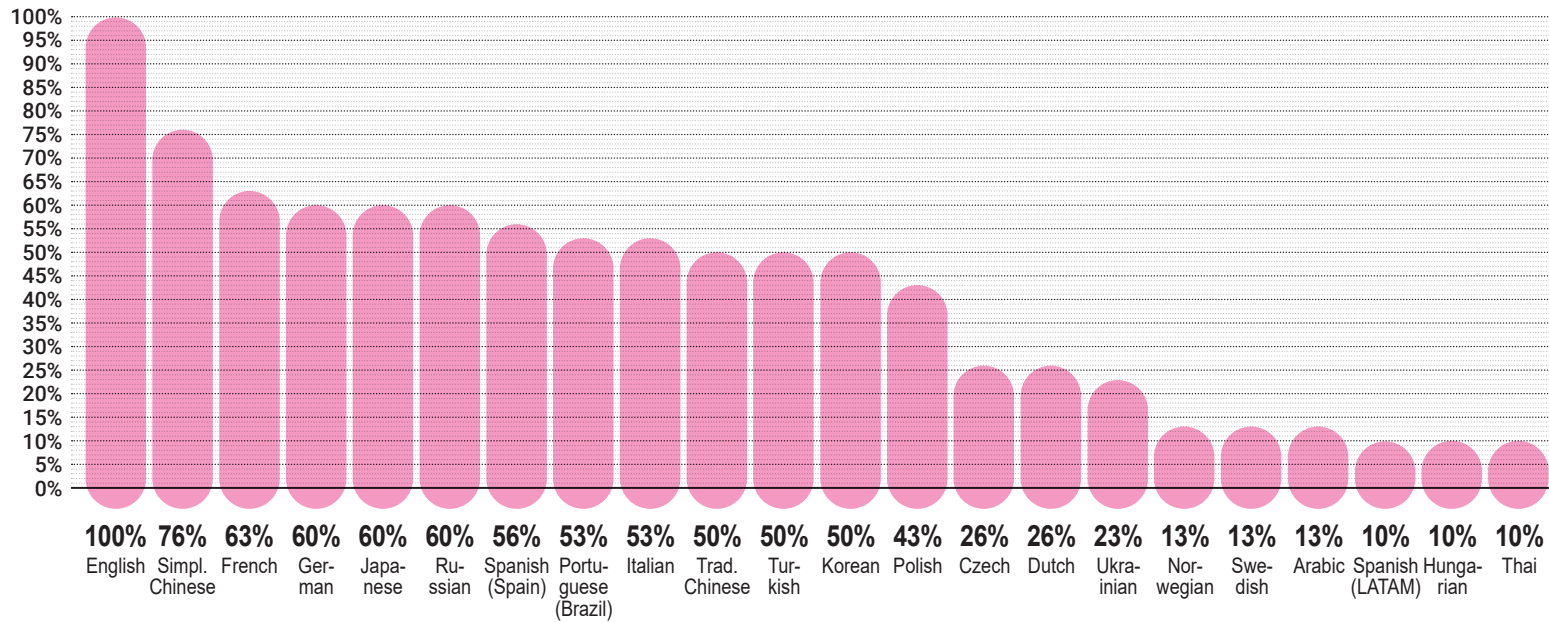
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **Turkish** as well.

OUR PROJECTS



TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



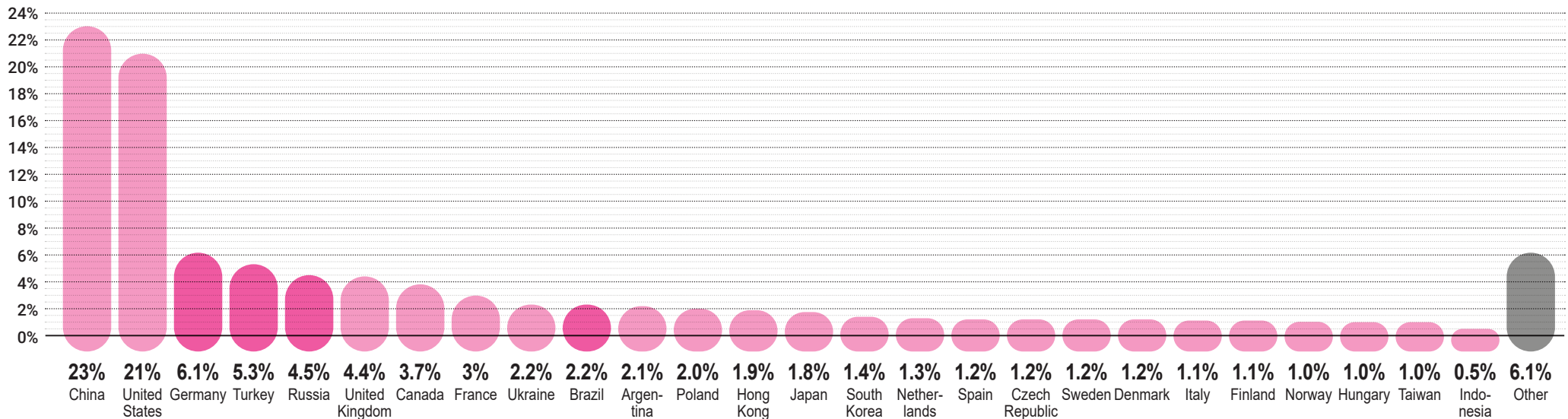
SUMMARY

Estimated average sales of non-translated games is only 28% of translated games, while the average number of followers of non-translated games is 37% of the average number of followers of translated games.

- **China, USA and Germany** are the sub-genre's top markets.
- **Turkish** market offers a great potential sales-wise, as it constitutes 5.33% of the global market.
- Sales of indie Simulation games go really well in **Russia**.
- **Brazil** is a market to pay attention to for this sub-genre!

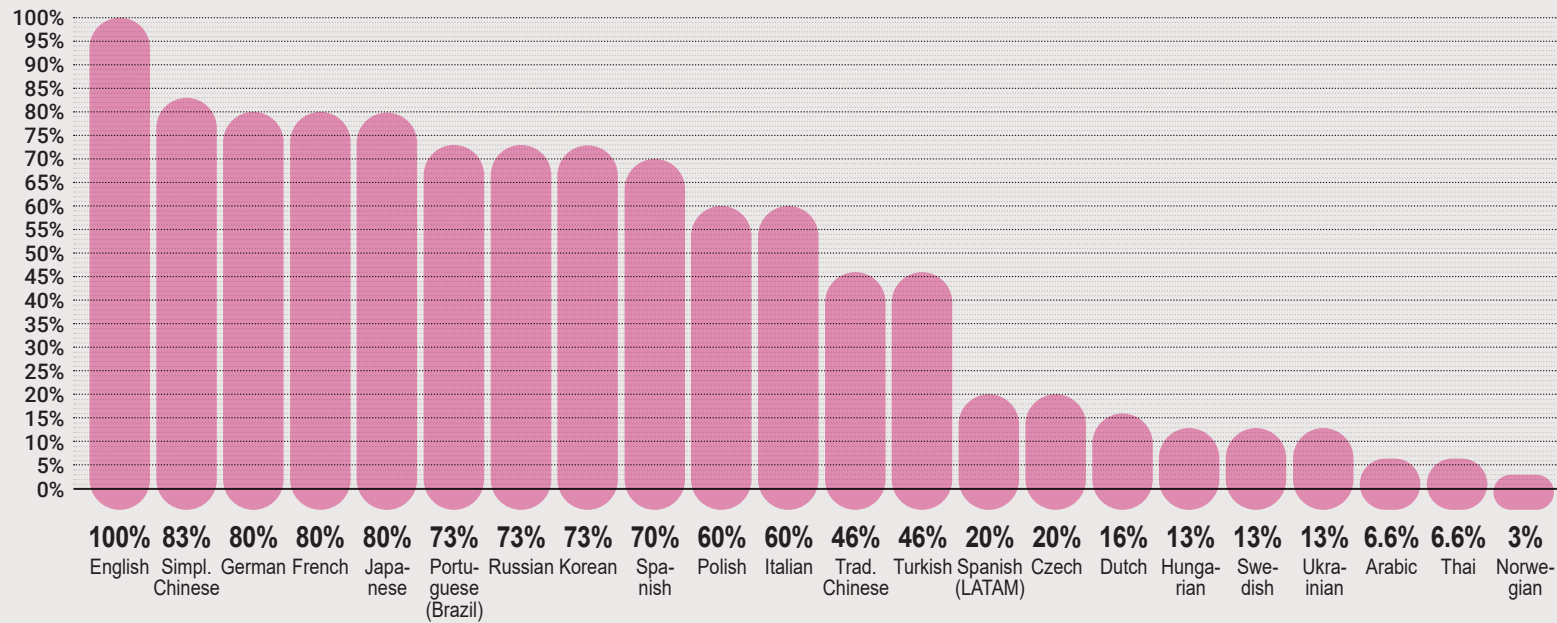
PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



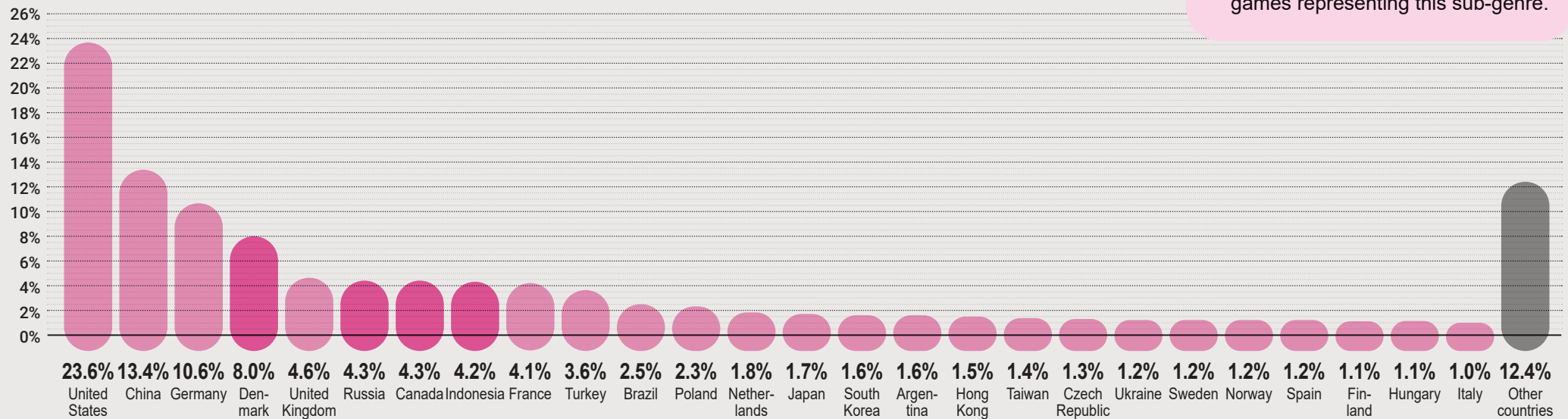
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

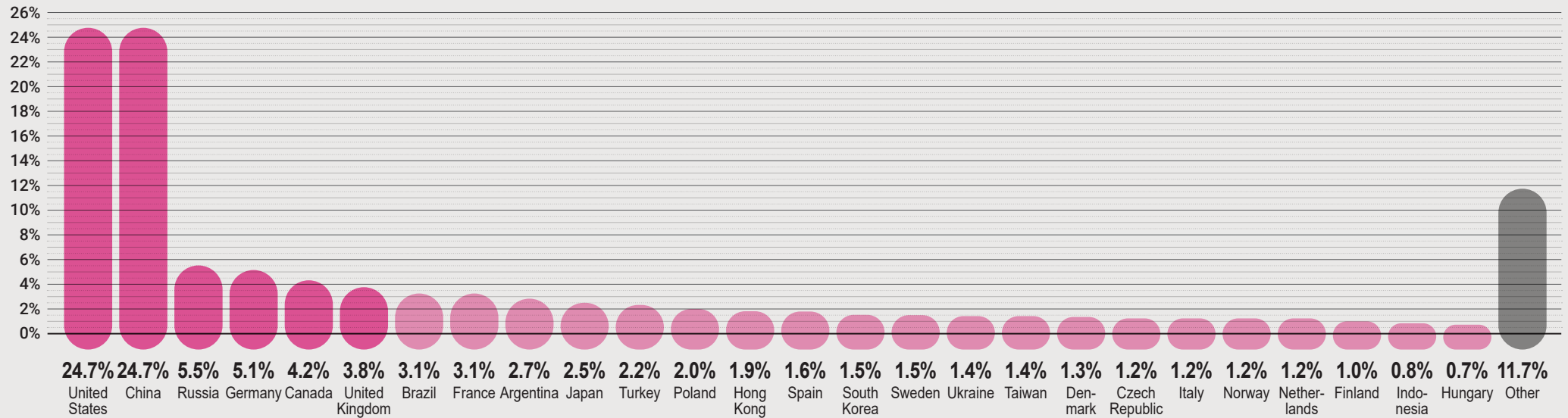
Estimated average sales of non-translated games is only 41% of translated games, even though average number of followers of non-translated games is 89% of the average number of followers of translated games.

- **USA, China** and **Germany** are the sub-genre's top markets.
- Players in **Denmark** buy a lot of III/AA/AA+ Simulation games.
- **Indonesian** market stands really strong among other analyzed markets.
- **Russian** market is the same size as the **Canadian** market, hence **Russian** and **French** language versions are to be considered by publishers of games representing this sub-genre.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



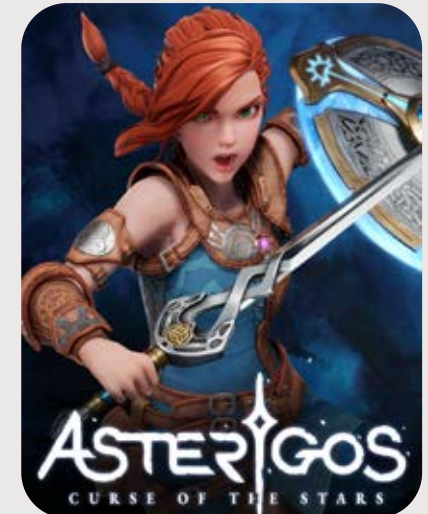
THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- RUSSIA
- GERMANY

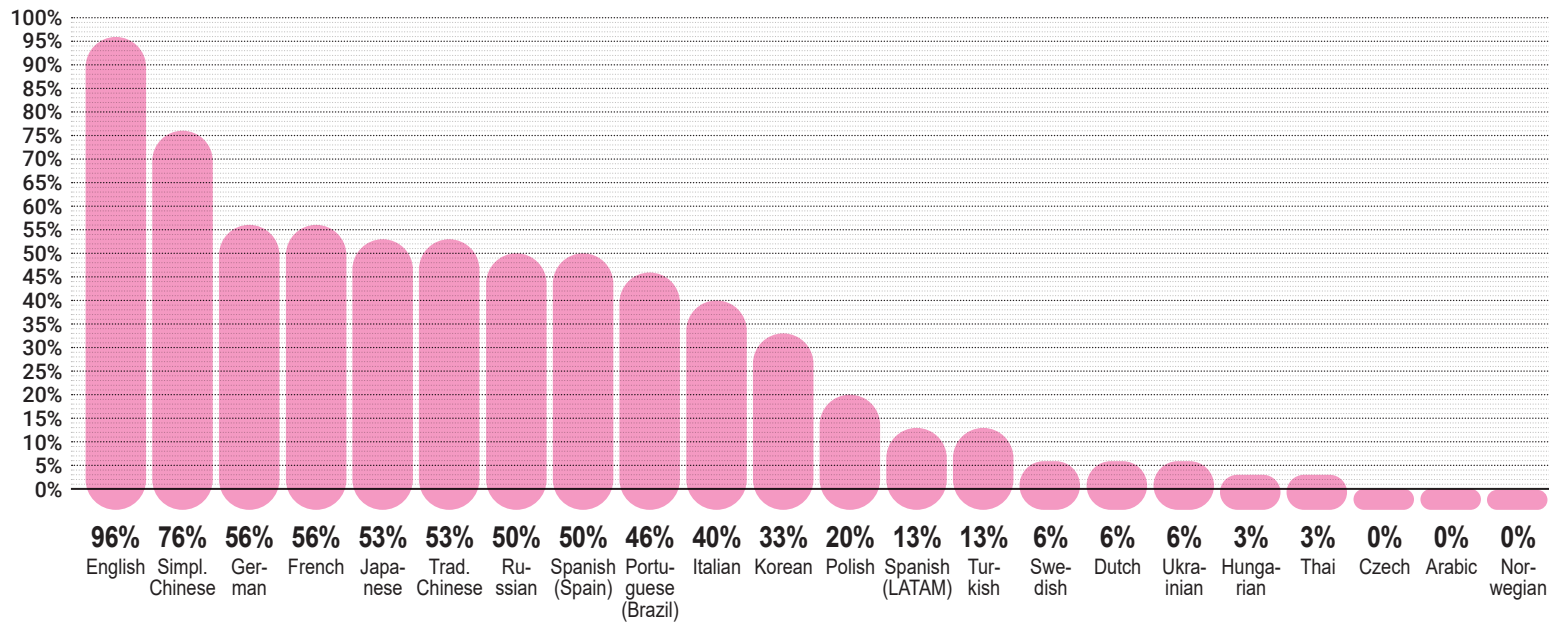
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **French** as well.

OUR PROJECTS



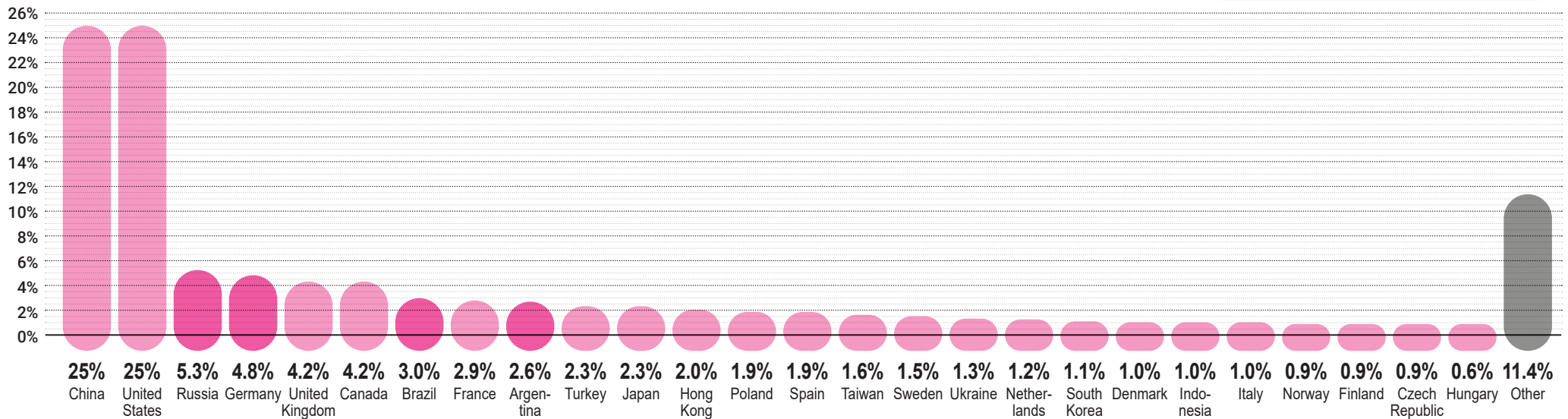
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



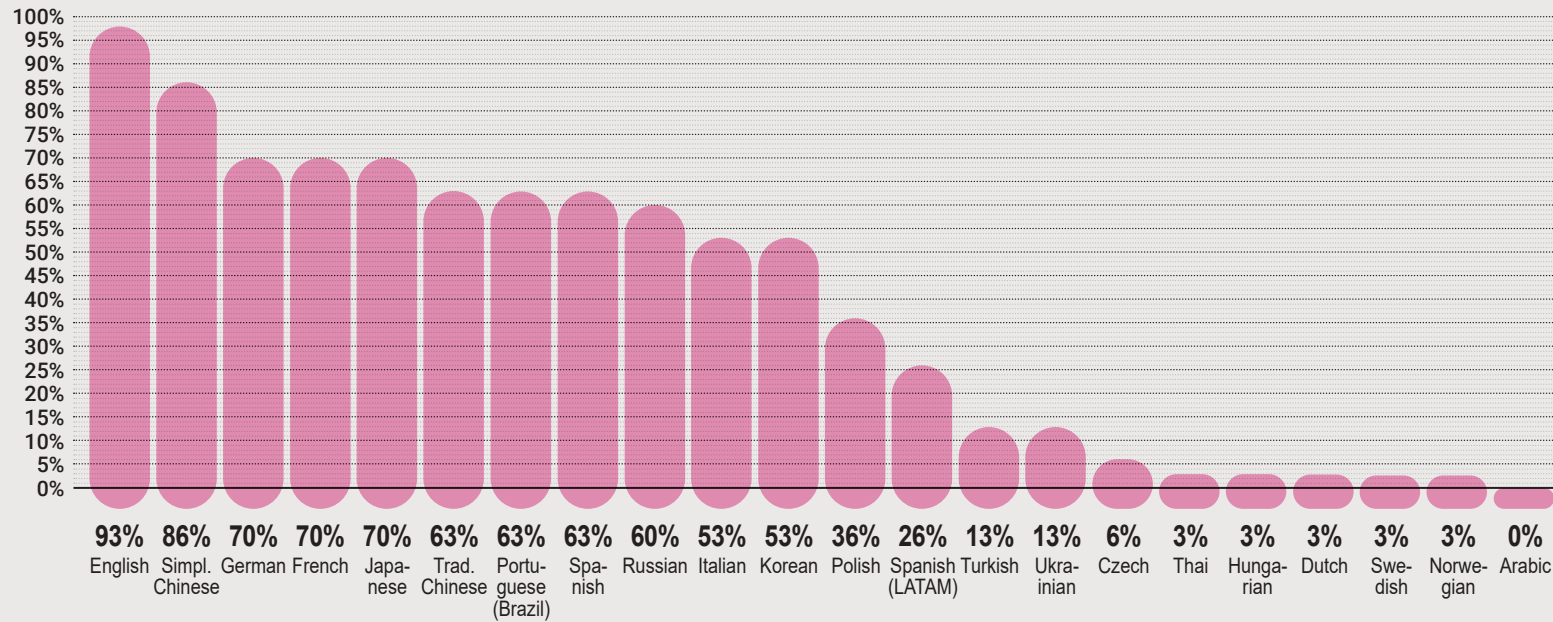
SUMMARY

Estimated average sales of non-translated games is only 16% of translated games, even though average number of followers of non-translated games is 54% of the average number of followers of translated games.

- **China, USA and Russia** are the sub-genre's top markets.
- By localizing an indie Action RPG game into **German**, publishers get access to almost 5% of the global market.
- **Brazilian** market is full of potential for this sub-genre.
- **Argentina** is another South American market, which performs quite well, sales-wise.

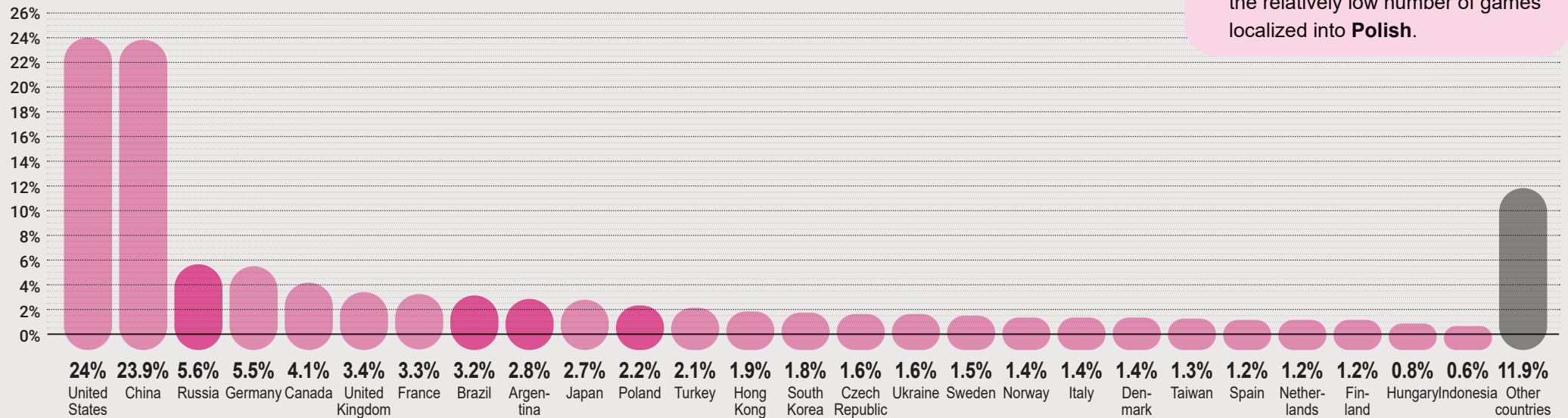
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

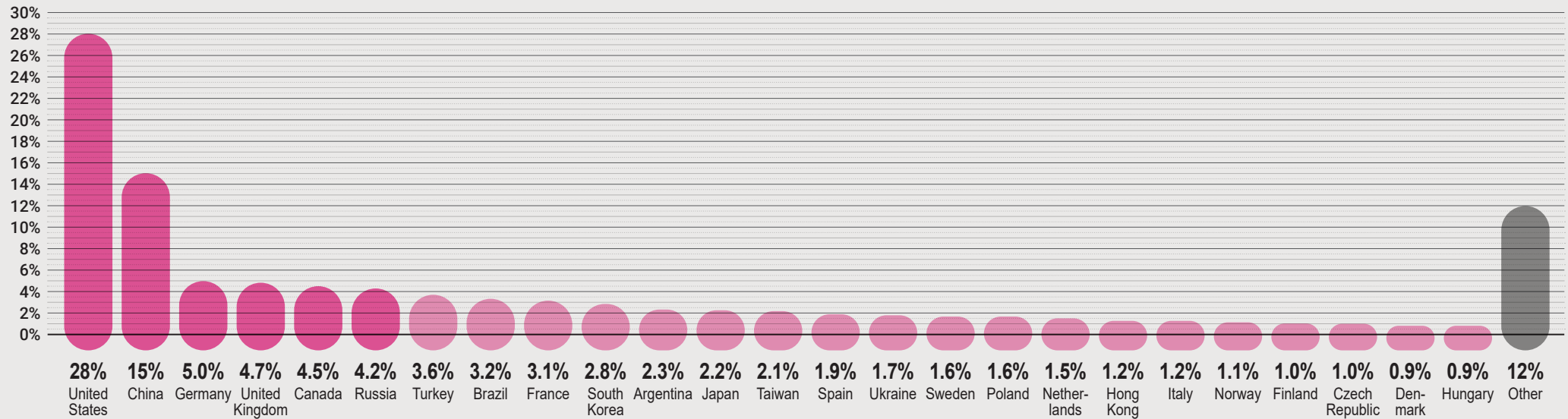
Estimated average sales of non-translated games is only 19% of translated games, even though average number of followers of non-translated games is 44% of the average number of followers of translated games.

- **China, USA** and **Russia** are the sub-genre's top markets.
- By localizing a III/AA/AA+ Action RPG game into **Portuguese - Brazilian**, publishers gain access to almost 3.5% of the global market.
- By covering almost 3% of the global market, **Argentina** is a market with great potential.
- **Poland** is also a market to pay attention to, especially considering the relatively low number of games localized into **Polish**.



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



THE GREATEST SALES POTENTIAL

After analyzing sales data for the First Person Shooters genre, it is clearly visible that the most important sales markets are:

- UNITED STATES
- CHINA
- GERMANY
- UNITED KINGDOM

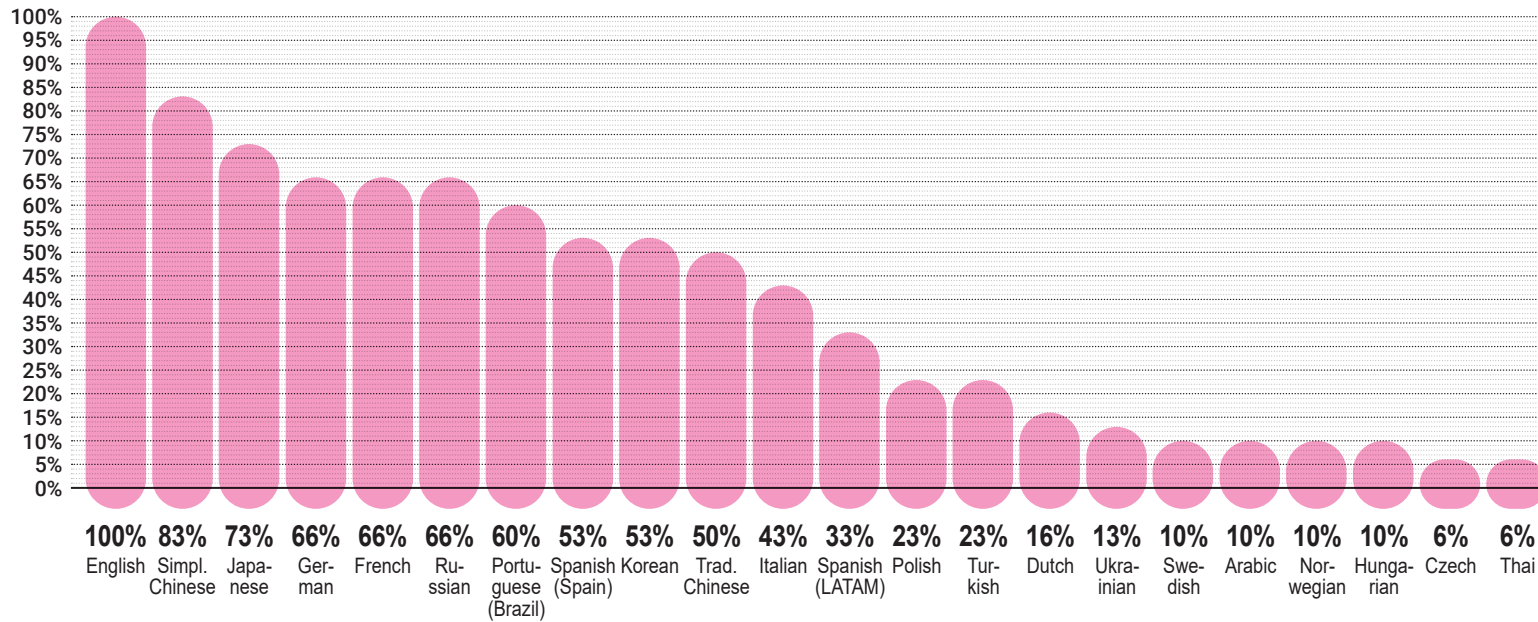
You should consider localizing to the countries listed above as your first option. If your game was created in English, consider localizing it into **French** and **Russian** as well.

OUR PROJECTS



TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language

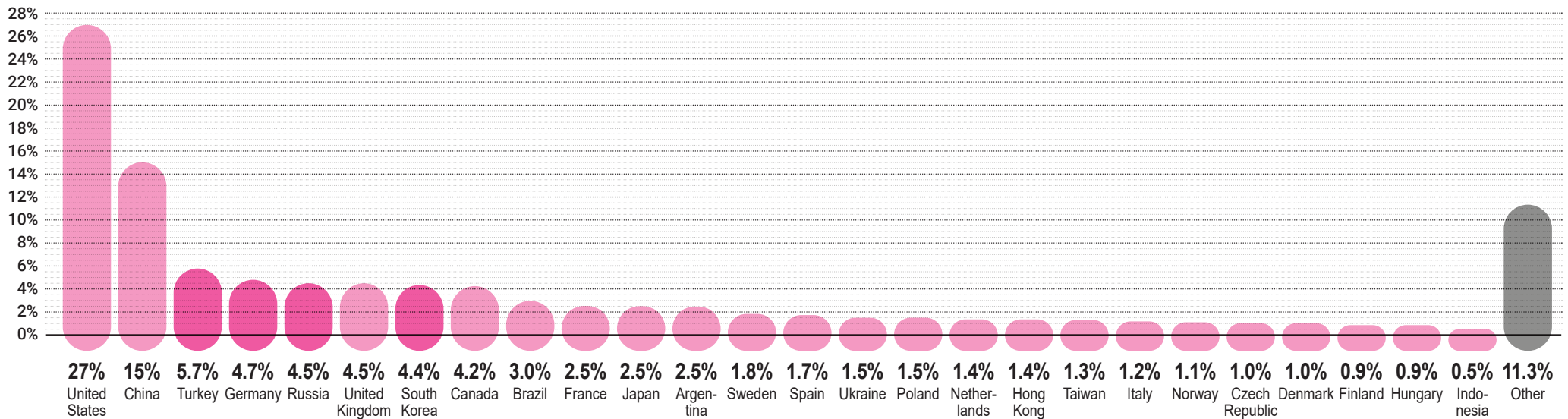


SUMMARY

- **USA, China and Turkey** are the sub-genre's top markets.
- **Russia and South Korea** are an interesting markets to consider when publishing an indie Platformer!
- **Germany** constitutes more than 4.7% of the global market for this sub-genre.
- **Turkish** players are big fans of indie Platformers, as proved by the fact that the **Turkish** market covers more than 5% of the global market. It is worth noting that such a large share of **Turkey** is characteristic of the lower price range in the analyzed game genre!

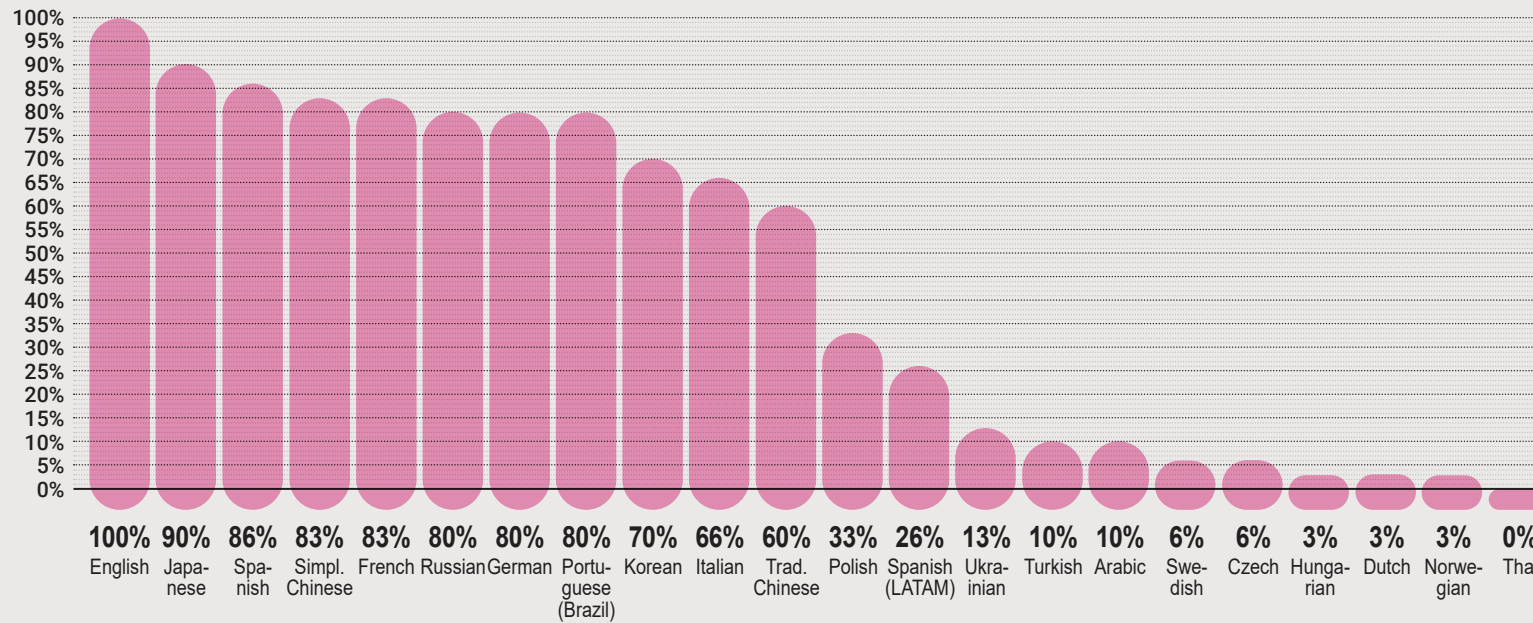
PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



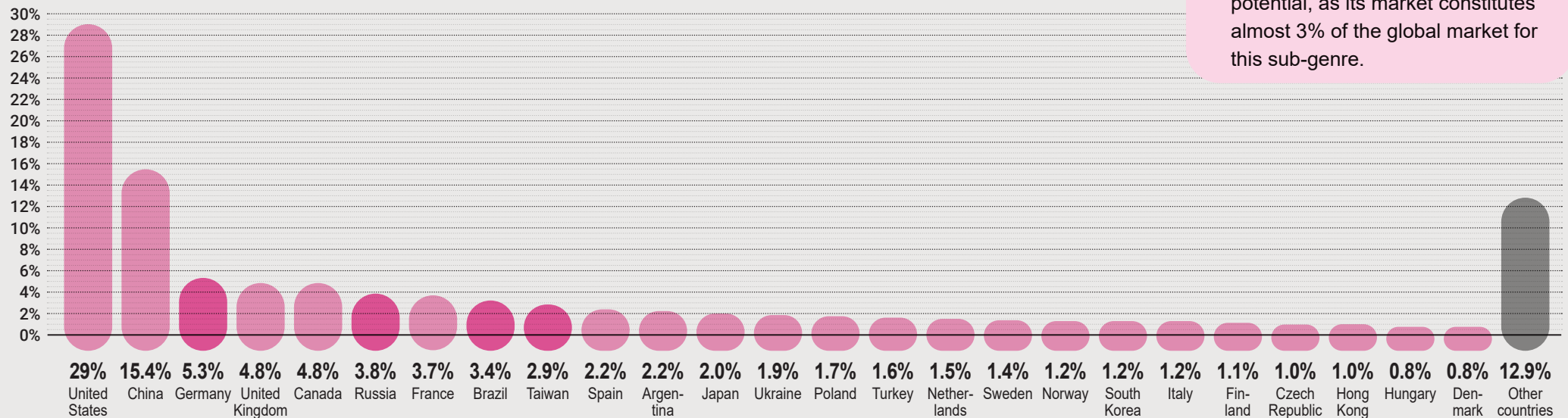
TEXT LOCALISATION SCHEME

Percentage of titles from the analyzed genre translated into a given language



PLAYERS PER COUNTRIES

The number of players in a given country playing games from the analyzed genre



SUMMARY

Estimated average sales of non-translated games is only 18% of translated games, while the average number of followers of non-translated games is 20% of the average number of followers of translated games.

- **USA, China and Germany** are the sub-genre's top markets.
- **Brazil** is a good choice of market for III/AA/AA+ Platformers, covering almost 4% of the global market.
- **Russia** also seems to be a great market to promote high quality platformers and publishers know this, as 80% of the analyzed games support **Russian** language version.
- **Taiwan** shows promising signs of potential, as its market constitutes almost 3% of the global market for this sub-genre.

■ LOCALIZATION KIT

// FILE FORMAT

Companies specializing in game localization and translation in general often use specialized software (CAT tools) to support the translation process. Roboto Global utilizes memoQ as its primary CAT system. This is a powerful tool with extensive file format compatibility — a full list of supported formats can be found on the system manufacturer's website.

We prefer to work with Excel files or similar formats, as tables present data in a structured way and allow for additional context and comments.

If preparing an Excel file is not possible, please let us know which file formats your engine supports, and we will choose the most suitable format.

LOCKIT PREPARATION

We provide our clients with a **sample LockIt template**; if necessary, columns and sheets can be freely added or removed, and the template customized to meet specific needs.

- If a file has multiple tabs with text for localization, please preserve the same number and order of columns across all tabs if possible.
- Once translations start, please keep the LockIt structure unchanged and refrain from adding/deleting columns.
- If anything in the file is hidden, colored, in a different font, bolded, or italicized—in other words, if anything stands out—please make a note explaining how we should approach this content.

- Please do not add English text as placeholders in columns designated for translations. All cells where translations will be added should be empty.
- Please **do not order lines in the LockIt alphabetically**. Ideally, content should be **logically grouped** and **coherently organized** (UI, Tutorial, Dialogues, Items & Descriptions, etc.). This is especially important for Dialogues — lines should be organized in chronological order so translators can follow the flow of conversation and understand the context of each line. Ideally, for dialogue-heavy games, we'd like to have dialogue trees so that translators can track the lines with ease.

// TEXT UPDATES

Ideally, translators should work with the final version of the LockIt. Updating the source file mid-translation often results in rework, leading to extra costs and delays. However, if mid-translation updates are unavoidable due to tight schedules or last-minute changes, the best way to handle them is by clearly marking the updated text in the LockIt:

- Changing the version of the line in the respective column or creating a separate column with a comment such as "Updated *date*".
- Highlighting the updated lines with a designated color.

These actions allow us to filter and work directly on the updated content. Our localization tool can also detect updated text upon file reimport and pre-translate lines that match 100% with the previous version. However, the safest approach

combines LockIt markups with pre-translation from our localization tool.

We recommend aggregating smaller updates whenever possible. From our perspective, it is usually better to receive one larger update once a week rather than several smaller ones every other day, for instance.

// PLATFORM-SENSITIVE TERMINOLOGY

If your game is being released on multiple platforms, ensure your text meets platform-specific requirements. Platforms like PlayStation, Xbox, and Switch have specific terminology guidelines set by Sony, Microsoft, and Nintendo that must be followed for approval.

These companies have official **Naming Conventions (NC)**, which specify authorized terms for consoles, controllers, stores, etc., in all supported languages.

HOW TO HANDLE NC TERMINOLOGY:

When using NC terminology, duplicate the lines, IDs, and cells containing platform-specific terms. Assign each duplicated ID to a specific platform, differentiating between console versions (e.g., PS4 and PS5 should be separate).

Example:

If your text says: „Press X to jump.” with the ID ID_TUTORIAL_JUMP, duplicate it as follows:

ID_TUTORIAL_JUMP_PC - „Press the spacebar to jump.”

ID_TUTORIAL_JUMP_PS5 - „Press the cross button to jump.”

ID_TUTORIAL_JUMP_XSERIES - „Press the A button to jump.”

ID_TUTORIAL_JUMP_SWITCH - „Press the B button to jump.”

Even if the English term remains the same across platforms, translations may differ. For example, the word „Controller” is translated differently for Xbox and PlayStation in Russian.

If you need more information on NC-sensitive terminology, feel free to reach out.

// VARIABLES AND TAGS

In video game localization, **tags** are special markers used to handle dynamic variables in text. These require specific attention during translation.

When creating your LockIt, document all tags and variables used in the game and explain their purpose. This helps translators understand the intended meaning.

BEST PRACTICES FOR HANDLING VARIABLES:

If you have a variable system, create a separate tab in the LockIt or describe each variable and its function in a separate document such as Localization Style Guide.

Example:

#ActionR1	Command	This tag will be replaced by a button icon.
#X	Value	This tag will be replaced by a numerical value.
 	Sentence modification	This tag is used as a „new line” command.

Formatting/text style tags (e.g.,
, <size>-1>...</size>) do not pose issues to translators and should be simply placed in the respective position in translations.

Numeric values (e.g., {X}) should be explained to ensure correct grammatical agreement in translations.

Example:

EN: Kill {X} enemies. ({X} can be any number other than 1)

In English, „enemies” remains unchanged no matter the number X is replaced with.

In some languages, the form of „enemies” changes depending on {X} and translators may need to rephrase: „Kill enemies: {X}.”.

// HANDLING PLURAL FORMS

In cases where the variable is a non-numeric value and may require multiple alternatives depending on the context, certain solutions can be programmed into the game.

For example, the following logic may be used to account for several plural forms in translations:

EN: {num}|plural(one=hint, other=hints) FOUND

In English, this works with „hint” (singular) and „hints” (plural).

However, other languages may need more variations:

|plural(one=hint, few=hints1, many=hints2, other=hints3)

Translators will replace hint, hints1, etc., with appropriate forms in their language.

// HANDLING GENDER VARIATIONS

To accommodate gender variations, you can encode multiple versions within a string.

Example:

EN: <color=white>{Agent.Name}</color> has left us. The others say {Agent.Gender.Female:she|he} looked sad.

Translators will replace „she|he” with the appropriate translation.

Text with more complex variable system or games with procedurally generated text require individual approach. Such cases often require additional effort and may affect daily translation output and overall localization costs.

LOCALIZATION STYLE GUIDE AND REFERENCE MATERIALS

If you have specific requirements regarding:

- Translation style
- Capitalization rules (e.g., capitalizing Items)
- Handling of variables
- Character limits
- Swear words and age-sensitive content
- Forbidden symbols in translations

...and these cannot be fully detailed in the LockIt, create a Localization Style Guide.

continued on the next page ➔

// USEFUL REFERENCE MATERIALS FOR TRANSLATORS:

- Lore Bible
- Game Design Document (GDD)
- List of characters (including age, gender, back-story, and relationships)
- Glossary (for complex or fictional terms)
- World Map
- Game build/Steam keys
- Links to screenshots and play

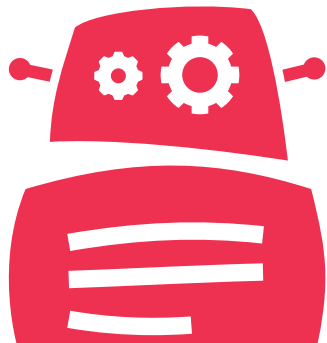
The more context provided, the higher the localization quality.

Q&A EXCHANGE

During localization, translators may have questions regarding specific keys. We typically set up a shared online Q&A file where translators can submit their questions, and your team can provide answers.

Our Project Manager will share the link once the document is created.

Please designate team members responsible for answering queries and inform our Project Manager so they can share access to the Q&A sheet.



Choosing the right localization partner influences much more than the quality of the finished translation. It contributes to the seamless execution of the localization process, supports cost optimization, and facilitates the early detection of potential risks and issues, allowing their consequences to be minimized or avoided altogether.

COMPREHENSIVE SERVICES

Knowledge of various processes related to game development and publishing elevates and optimizes the quality of provided services.

EXPERIENCE AND KNOW-HOW

Documented experience of your vendor and its staff is a strong signal that the service team can both easily adapt to your processes and help streamline them.

HUMAN CREATIVITY SUPPORTED BY HIGH-TECH

Human mind is still the best tool, but a tech-savvy service provider will use modern technology to support, optimize and upgrade their processes (ask about CAT tools, Project Management systems in place, etc.)

EFFICIENT COMMUNICATION

Open communication channels, regular updates on progress and schedules, and current cost information will help avoid problems. A reliable vendor not only responds efficiently to your inquiries, but also initiates communication related to the project.

QUALITY ASSURANCE

Vendors should prioritize rigorous quality control. Look for a robust work process in place, including review stages and feedback systems. A post-mortem summary will enable you to draw joint conclusions for future projects.

At Roboto Global, our mission is to identify and fill the needs of your project in the most streamlined fashion, with aim to help your dev team ship a successful game.

**Below, you will find key areas
in which you can count on our strong support:**

Text localization

- Traditional TEP (translation + editing + proofreading)
- Cost-effective T+
- MTPE (machine translation post-editing) - the new trend

QA services

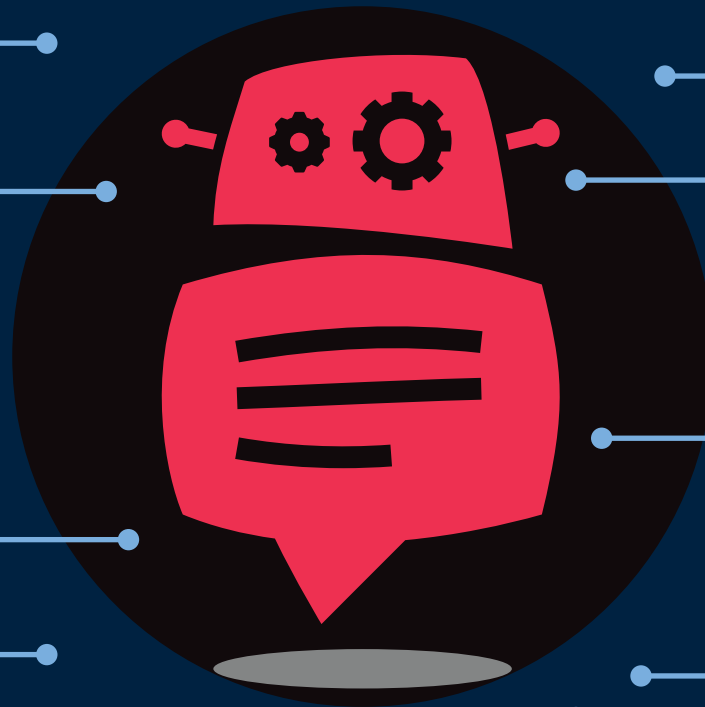
- Functionality, compatibility, and compliance QA
- Multi-language LQA
- Qualitative playtests
- Platforms: consoles, PC & mobile devices

VO and dubbing

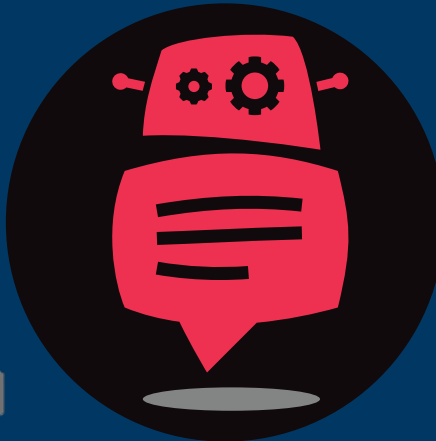
- Creation of original VO dialogues
- Multi-language dubbing (from AAA to indie titles)
- Recordings for marketing (trailers, podcasts, making of etc.)

Business & process advisory

- Workshops for clients (e.g. differences between VO creation and dubbing)
- Market analyses
- Process and cost optimization panels (sharing expertise from 22 years on the market)



OUR PARTNERS:



If there is any company in the world even capable of pulling this feat, it is just you, Roboto, and no one else.

Michał Rainert,
Localization Producer, Techland



Ironwood Studios worked with Roboto for the bulk of all localization efforts for Pacific Drive and through that time they were efficient, effective, and responsive partners.

Alexander Dracott
Founder & Creative Director



If we were as efficient and good at making our games as they are at localising them, we'd be billionaires today.

Brjann Sigurgeirsson,
Co- founder, Thunderful Group



Roboto works extremely well with our organization, handling all types of translation and voice over tasks.

Valerio Starna,
Riot Games



Roboto is a top-notch provider. Their flexibility, expertise, and responsiveness have been outstanding. We couldn't be happier with the quality of their service.

Kalpesh Patel,
Head of QA Plaion



We have worked with Roboto on several projects and it was always a very good experience. Very talented Team.

Martin Kwasnica,
Cherrypick Games