



Localizing for the gaming industry

An introduction by Alpha CRC



“The emergence of new gaming platforms and changing demographics are pushing businesses away from being product-centric to becoming experience-orientated platforms.”

Seth Shuler, Managing Director with Accenture's Software & Platforms industry group

| Localization by gamers, for gamers

Alpha Games has established itself as an industry leader in supplying the world's largest games publishers and developers with a range of specialized best-in-class localization services.

Having worked on many of the biggest and most iconic titles of the past 30 years, Alpha Games is a specialist in delivering bespoke localization solutions for projects ranging from AAA multi-platform blockbusters to hyper-casual mobile games.

Whatever the project, Alpha Games' teams deliver personalized support from every corner of the globe. This ensures our clients can deliver the most engaging and immersive experiences for users across diverse international markets.

The Alpha Games approach is about building long-term partnerships with clients. By better understanding their needs, Alpha Games enables them to fully engage with their audiences in local contexts on a global scale.

“We have a talented and dedicated team, every individual plays their part to ensure we constantly deliver top-notch quality translations and service.”

Mette Tingey, Director at Alpha Games

| The changing shape of the gaming industry

The global gaming sector is a huge industry worth more than \$300bn in direct spend and \$100bn in indirect revenue in 2021¹. The number of people playing games is growing rapidly too: more than 2.7bn people played games worldwide in 2021 with a predicted 400m new gamers expected by 2023².

Of course, the markets and demographics of those playing games are shifting too. 60% of newcomers to the gaming industry are women and one-third of these new arrivals identify as non-white³. The traditional western-centric domination has been entirely overtaken by a new global spread of markets, with three of the top five global markets located in Asia⁴.

Inevitably, the nature of games and the way people interact with them is constantly changing too. Increasingly, immersive gaming platforms (in particular eSports) in which gamers build online communities are becoming the focal point for gaming experiences.

In a survey by Accenture, 84% of respondents said that video games helped them to connect with others with similar interests and 80% said they helped them to meet new people⁵. Commenting on these

findings, Seth Shuler, managing director with Accenture’s Software & Platforms industry group, said: “The emergence of new gaming platforms and changing demographics are pushing businesses away from being product-centric to becoming experience-orientated platforms.”⁶

Nevertheless, bigger platforms are not the only new way in which gamers are connecting with their gaming experience. Users are also interacting with a huge variety of more accessible “pick-up-and-go” titles in which gamers can dip in and out of activities on mobile devices.

\$314bn

Estimated value of global gaming industry by 2026

Source: Businesswire

1. <https://newsroom.accenture.com/news/global-gaming-industry-value-now-exceeds-300-billion-new-accenture-report-finds.htm> 2. <https://newsroom.accenture.com/news/global-gaming-industry-value-now-exceeds-300-billion-new-accenture-report-finds.htm> 3. <https://newsroom.accenture.com/news/global-gaming-industry-value-now-exceeds-300-billion-new-accenture-report-finds.htm> 4. <https://newzoo.com/insights/rankings/top-10-countries-by-game-revenues/> 5. <https://newsroom.accenture.com/news/global-gaming-industry-value-now-exceeds-300-billion-new-accenture-report-finds.htm> 6. <https://newsroom.accenture.com/news/global-gaming-industry-value-now-exceeds-300-billion-new-accenture-report-finds.htm>

| **What are the localization challenges for the gaming sector?** |

<p>Bigger platforms</p>	<p>Growing fandom</p>	<p>Multiple markets</p>
<p>The complexity of today's biggest games platforms requires a highly sophisticated approach to maintaining brand coherence across a huge range of different gaming elements.</p>	<p>Today's gamers spend more time gaming than ever before. Therefore, it's crucial to have in-depth understanding of the gaming worlds they inhabit.</p>	<p>New titles are launched in more markets than ever before, meaning that localization strategies require greater scale and speed.</p>
<p>Language diversity</p>	<p>Immersive experiences</p>	<p>Changing technology</p>
<p>With new titles being developed in many different native languages, English is no longer the "pivot" language upon which localization processes are based.</p>	<p>It's critical to ensure localized audiovisual content retains the same immersive impact in different target languages.</p>	<p>The platforms and devices upon which games are developed are constantly evolving; localization processes need to keep pace.</p>
<p>Process optimization</p>	<p>Ensuring quality</p>	<p>Cultural context</p>
<p>If localization is not integrated into the game development process, speed to market across multiple territories can be seriously hindered.</p>	<p>Insufficient attention to quality assurance processes when localizing can lead to damage to brand reputation.</p>	<p>With a greater diversity of gaming markets than ever before, it's crucial to understand the cultural context of each region to ensure appropriate, engaging gaming experiences.</p>
	<p>Demographic patterns</p> <p>Gamers now represent a huge diversity of demographic segments across gender, race, age, languages and gaming "tribes" – understanding and responding to their needs is central to the gaming experience.</p>	

| **What are the benefits of effective game localization?** |



Source: Newzoo

7. <https://www.statista.com/statistics/957319/steam-user-language/>

| Why choose Alpha CRC? |

Track record	Boutique set-up	In-house model
Experience working with many of the world's biggest games developers and publishers, developing longstanding relationships over many years.	A specialist division focused on gaming localization only, offering complete flexibility and adapting to clients' needs.	The in-house production model means the team control quality, set priorities and ensure an absolute commitment to getting the job done.
Gaming enthusiasts	Agile and scalable	Market coverage
Alpha Games has a passion for the industry and connect with clients and gamers on a personal level to provide the highest quality.	With an in-house team and a network of carefully vetted freelance talent, Alpha Games can adapt and scale up its services at speed.	We have a worldwide project management team covering multiple time zones to ensure continuous localization for global projects.
Quality assured	Omnichannel approach	Technology experts
ISO-accredited quality assurance processes to ensure the highest standards of localization as standard.	Covering diverse digital and physical channels to create cohesive and immersive gaming experiences between different platforms and devices.	Harmonizing with clients' global content management systems and technology platforms to ensure a seamless localization workflow.

| **What services does Alpha Games provide?** |

<p>Localization</p>	<p>Translation</p>	<p>Transcreation</p>
<p>Adpating games to be locally relevant to a specific audience, not just in language, but culturally too.</p>	<p>Two expert linguists for every translation project: one to translate and edit from the source to the target language, and another to carry out a detailed review of accuracy and style.</p>	<p>To ensure maximum impact in the target language, the Alpha Games transcreators understand how to adapt source content with a creative twist where a literal translation doesn't suffice.</p>
<p>LQA</p>	<p>SME review</p>	<p>Multilingual content creation</p>
<p>Linguistic quality assurance (LQA) makes sure your games are completely ready for market entry right from the start.</p>	<p>We have qualified subject matter experts (SME) who know and love your game, its rules and universe. They ensure adherence to the intricacies of gameplay remain consistent across languages and that key terminology is accurately applied.</p>	<p>From copywriting to design and programming, we have the expertise and experience to create and develop new gaming worlds.</p>
<p>Project management</p>		<p>Voice-over</p>
<p>A bespoke, global service from the dedicated project management team, adapting to clients' in-house processes and delivering excellence as standard.</p>		<p>Using in-house and partner recording studios, expert technicians, world-class voiceover artists and directorial talent to bring game narratives to life in any language.</p>

“Big kudos to the Alpha Games team! Super responsive, proactive and hassle-free. From project managers to linguists, you can tell they get highly engaged with your game content and deliver in style!”

Paul Davies, Head of Localization at Socialpoint

Clients we've worked with



The Alpha Games approach

- Takes the time to get to know clients and understand their markets.
- Has creative teams which immerse themselves in the culture and aspirations of each client.
- We believe in attracting and developing in-house talent.
- Builds long-term relationships with clients and grows with them.
- Leverages technology to create integrated solutions.
- Operates across time zones to deliver global campaigns.
- Uses KPIs to track and analyze performance.
- Is open, honest and dedicated to achieving clients' goals.
- Goes the extra mile to make projects successful.

9.64%

Estimated compound annual **growth rate** (CAGR) of the global gaming industry from 2021-2026

Source: Businesswire

The Alpha CRC story

Alpha CRC's expertise in localization for the gaming industry is built on its position as one of the world's leading localization providers across all sectors and in all regions.

Bringing together the best in human expertise and technological solutions for more than three decades, it always works to create maximum value for its diverse range of clients – including many of the world's leading B2C and B2B brands.

About Alpha CRC

Alpha CRC offers clients the complete set of services they need to address worldwide markets for product, content and media.

It employs full-time, in-house linguists and other specialist staff in multiple locations around the world. To support these operations, it uses a wide range of industry applications, which are integrated and extended through technology developed in-house.

History

Founded in 1987 by Isabelle Weiss, Alpha CRC has grown to become one of the world's leading translation and localization companies.

Expanding from a single site in Cambridge, UK, to a global operation with 18 offices in 15 countries, the company's fundamental ethos has nevertheless remained the same. From the start, Alpha CRC was built

around a model that focuses on localization as a collaborative undertaking in which multidisciplinary teams of in-house specialists work together to solve problems, exchange ideas and create better client outcomes.

Get in touch

Whether you have a quick query, require a detailed discussion or just want to say hello, we'd love to hear from you.

Drop us a line via email or on social media and we'll get right back to you.

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