



LOCALIZING UBISOFT WORLDS

NOVEMBER 20 19

OVERVIEW

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A LOOK AT THE VIDEO GAME MARKET

PART2

UBISOFT LOCALIZATION APPROACH

PART3

CHALLENGES & OPPORTUNITIES

PART4

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PART 1

A LOOK AT THE VIDEO GAME MARKET





MORE AND MORE PLAYERS AROUND THE WORLD!

2.3
BILLION
PLAYERS

+16%
YEAR ON YEAR

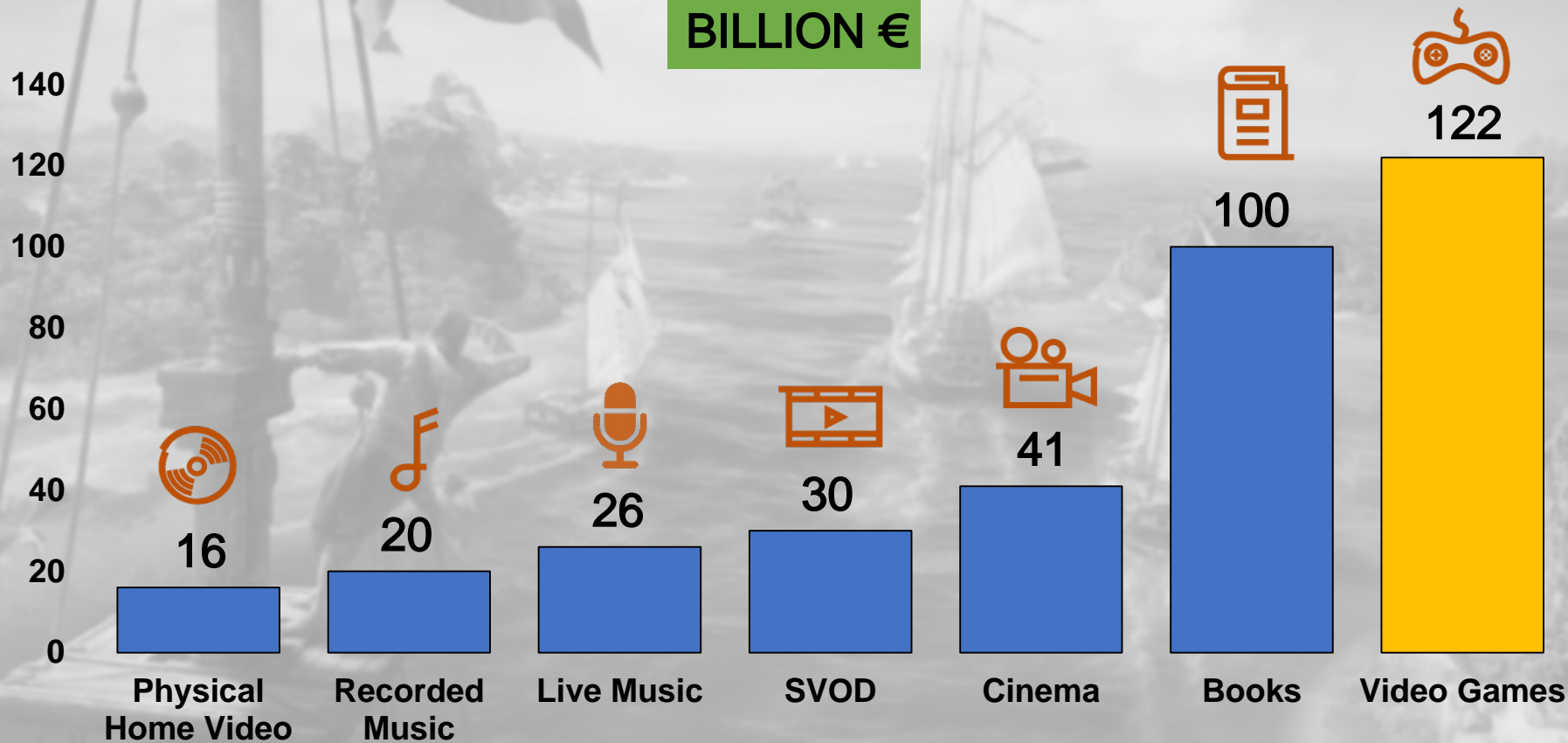


SOURCE: NEWZOO 2018

PART 1 A LOOK AT THE VIDEO GAME MARKET











WORLDWIDE ENTERTAINMENT REVENUES 2018

BILLION €




TOP 10 COUNTRIES/MARKETS BY GAME REVENUES

Newzoo's 2019 Global Games Market Report

	Rank	Country	Population	Internet Pop.	Revenues (USD)
	1	United States of America	329M	274M	\$36,869M
	2	China	1,420M	901M	\$36,540M
	3	Japan	127M	121M	\$18,952M
	4	Republic of Korea	51M	49M	\$6,194M
	5	Germany	82M	77M	\$6,012M
	6	United Kingdom	67M	65M	\$5,616M
	7	France	65M	59M	\$4,091M
	8	Canada	37M	35M	\$2,772M
	9	Spain	46M	40M	\$2,735M
	10	Italy	59M	42M	\$2,689M





PART2

UBISOFT LOCALIZATION APPROACH



UBISOFT KEY FACTS & FIGURES



COMPANY
CREATED
IN 1986



ONE OF THE TOP
PUBLISHERS
WORLDWIDE



+12FRANCHISESTHAT
HAVE SOLD MORE THAN
1 MILLION UNITS



LOCALIZATION MISSION



WE PROVIDE THE **GREATEST GAMING**
EXPERIENCE, NO MATTER WHERE IN THE
WORLD YOU'RE PLAYING!



LOCALIZED PRODUCTS



ASSASSIN'S CREED



TOM CLANCY'S RAINBOW SIX



FAR CRY



JUST DANCE



TOM CLANCY'S THE DIVISION



WATCH DOGS



TOM CLANCY'S GHOST RECON



FOR HONOR



THE CREW



RAYMAN



STEEP



MARIO + RABBIDS



LOCALIZED PRODUCTS



- Mobile/casual/AAA games
- Volume for 1 AAA game:
 - ✓ Up to 20 languages (9 dubbed)
 - ✓ 600k words (*vs. Great Expectations, Charles Dickens- 183,349 words*)
 - ✓ 70k files to record/language
 - ✓ +100 actors/language





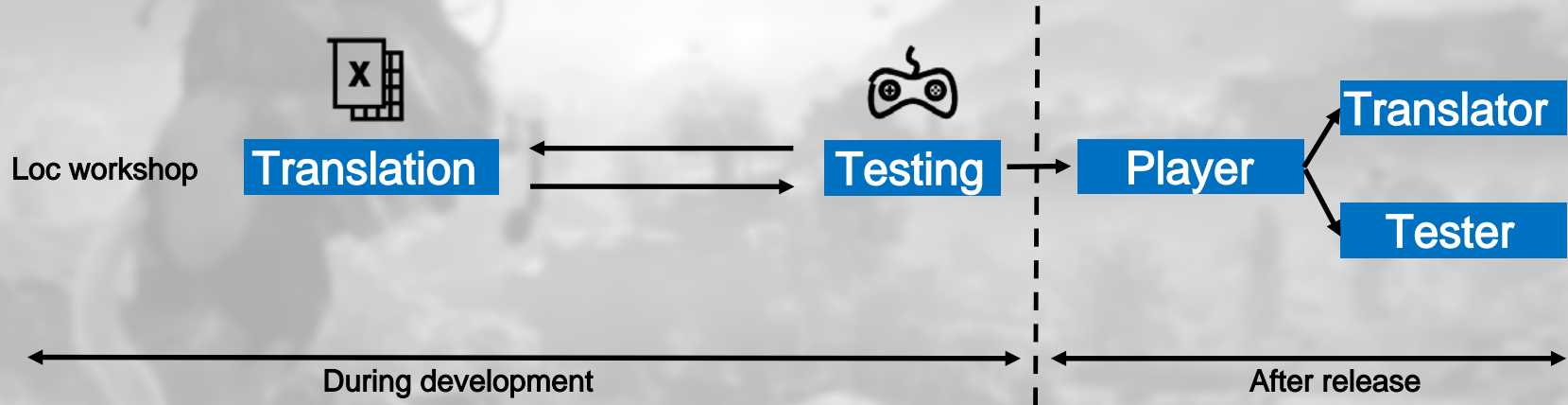


PART 3

CHALLENGES & OPPORTUNITIES



INTEGRATED TRANSLATION PROCESS




CULTURAL ADAPTATION



- Creative translations (idioms, word plays, cultural references)
- Game content review to identify culturally sensitive elements (script, scenes, graphics) with subsidiaries or external consultants
- VIP actors from the region that players can recognize
- UI adaptation





PART 4 RESULTS



LOCALIZATION USAGE

~90% players in target
countries use localized audio
and subtitles!



QUALITY FEEDBACK



OVERALL QUALITY OF LOCALIZATION	%
Very high + Somewhat high	85%
Neither high, nor poor	12%
Somewhat poor + Very poor	3%

} 97%



THANK YOU!

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