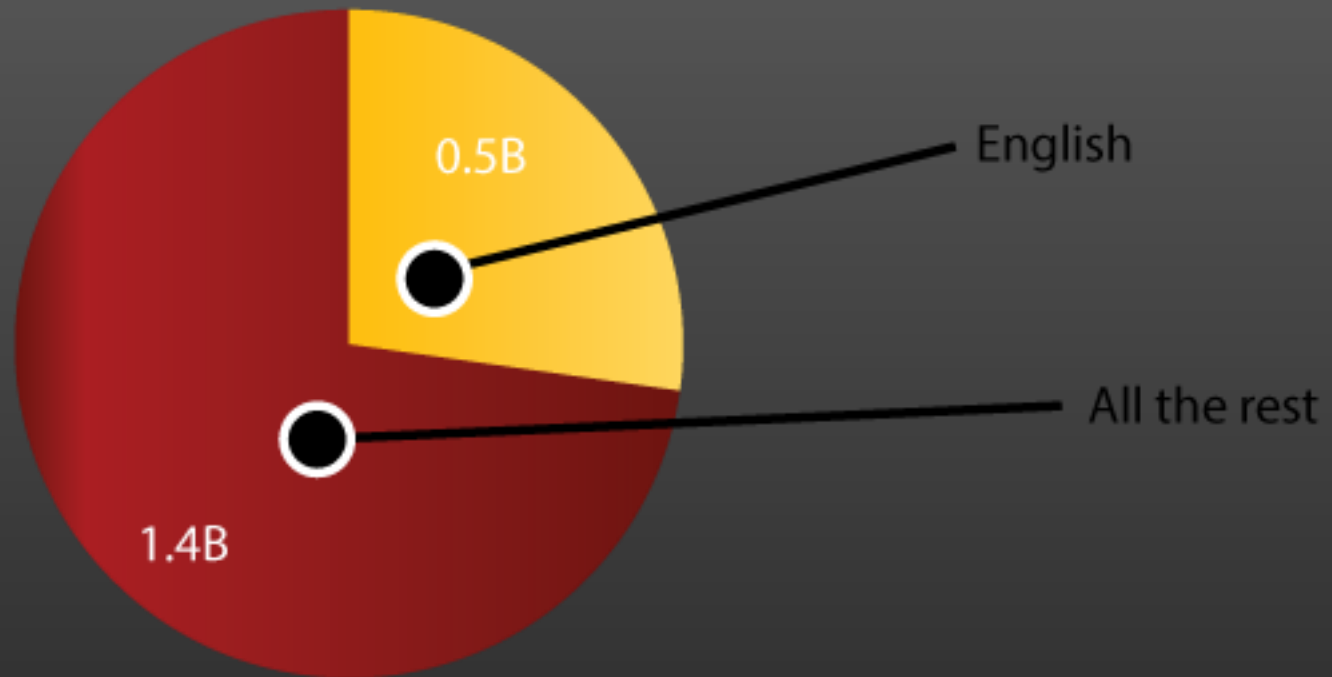# Go International Through Localization and Crowdsourcing

Jari Herrgård
Feb 1, 2013

Get Localization

Topics

- Why localize

- How to localize

- Is crowdsourcing an option

- Case: SCS Software

Get Localization

Why Localize

0.5B — English

All the rest

1.4B

Get Localization

Why Localize

- Consumers prefer buying in their mother tongue (CSA, 2006)
- Apps in mother tongue are especially important in Asia (Distimo, 2012)
- Japan and China leading way in growth of freemium revenue (App Annie, 2012)
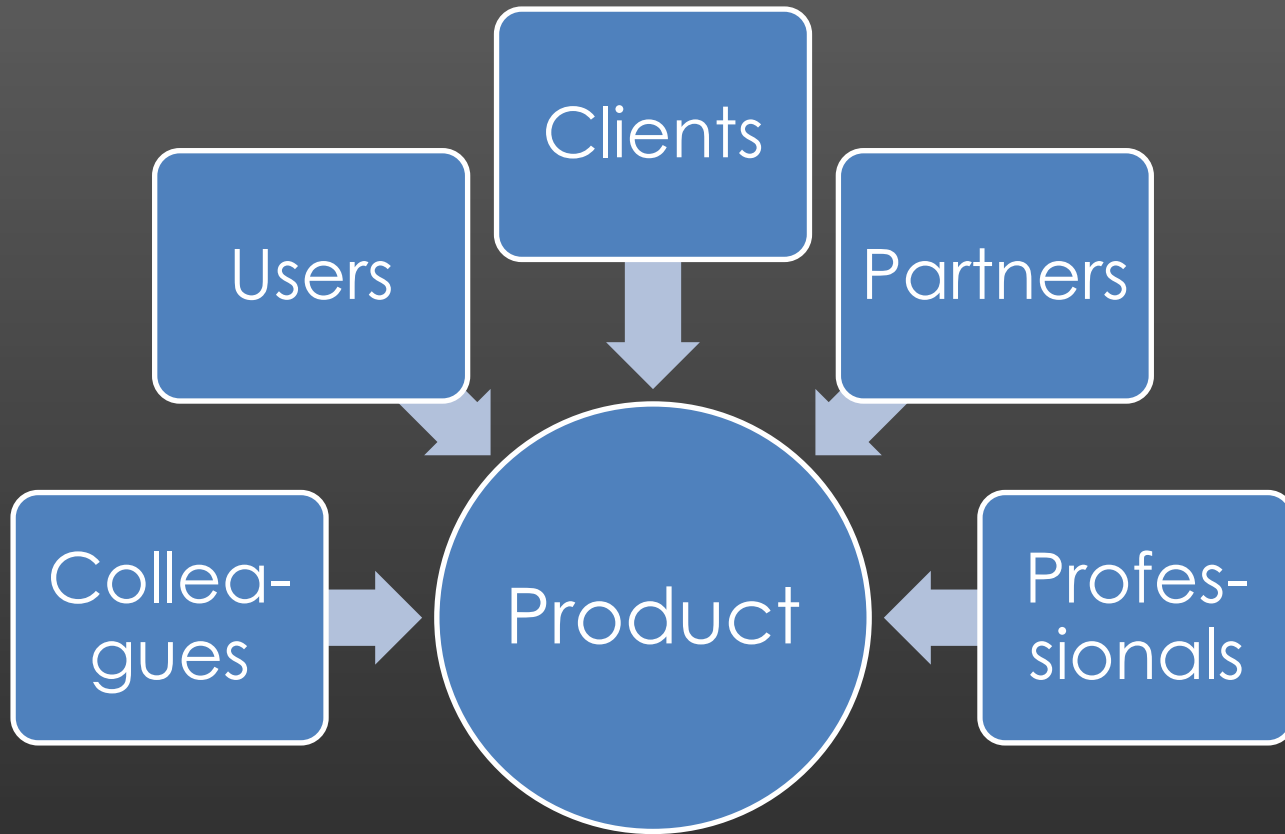
Get Localization

Localization

Prepare → Translate → Test → Release

Get Localization
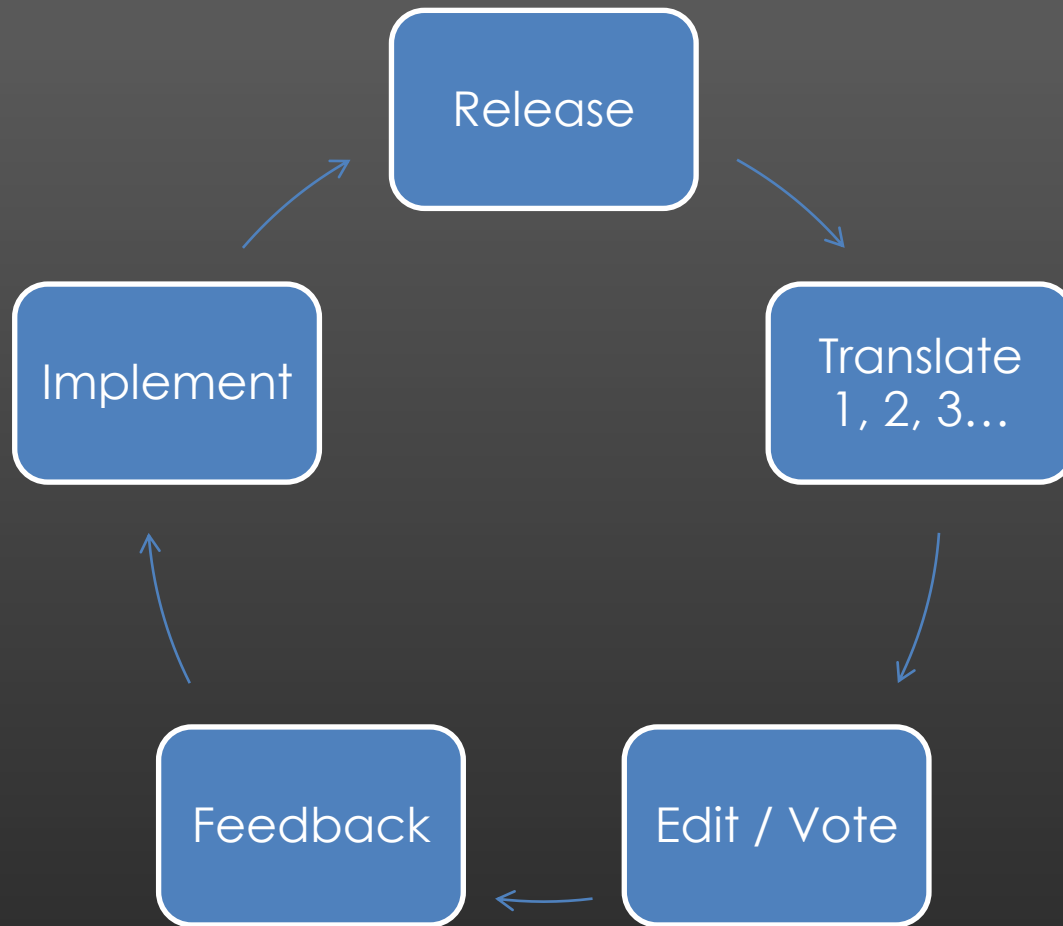
Localization Costs

■ Translation
■ Other
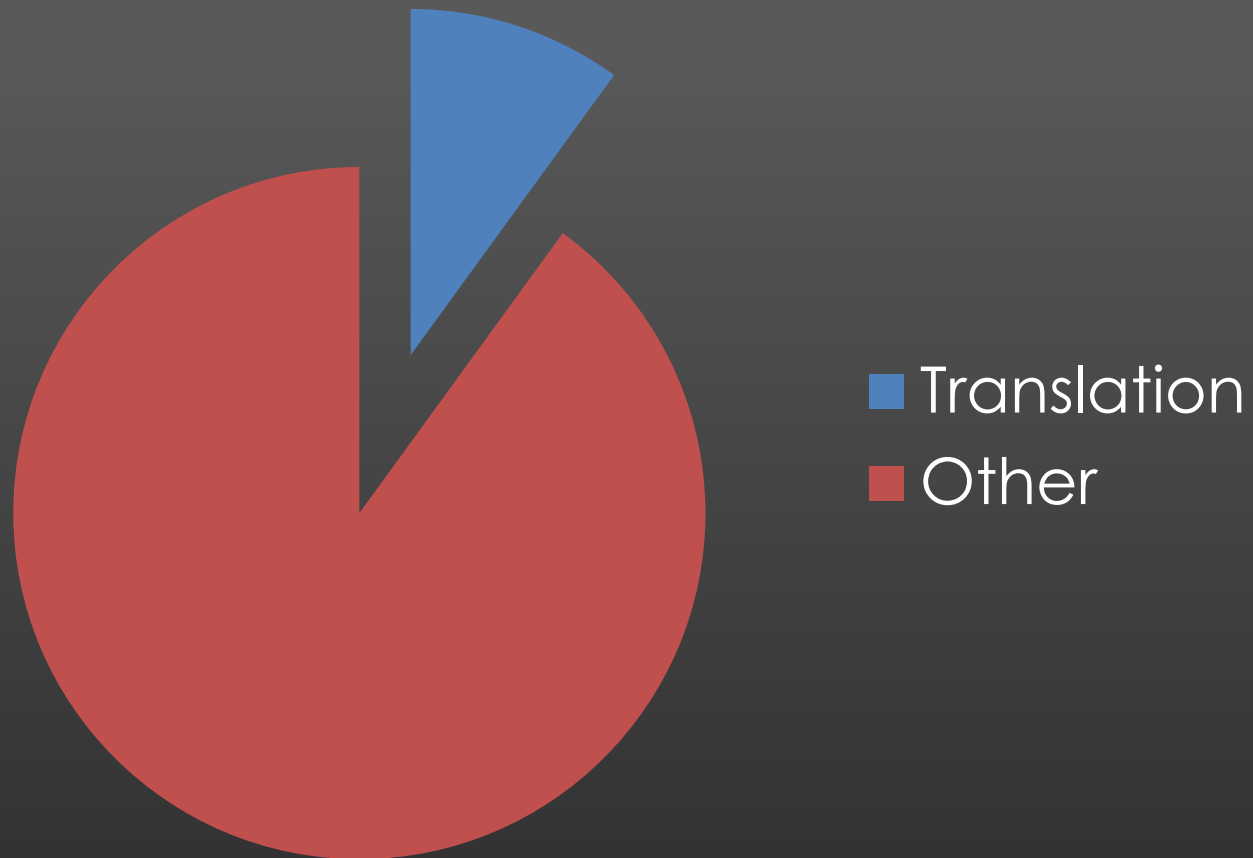
Get Localization

Good Practices

1. Internationalize

2. Don't add to your own workload

3. Make it convenient for the team

4. Translate everything

Get Localization

Crowdsourcing

Clients

Users

Partners

Colleagues

Product

Professionals

Crowdsourced Localization Workflow

Release

Translate 1, 2, 3...

Edit / Vote

Feedback

Implement

© Synble Ltd 2013

Get Localization

Professional or Crowdsourced

- Do you have an active community?

- How is your schedule?

- What is important in quality?

- Is your concern lack of budget or lack of time?

- Do you have legal or other texts requiring special attention?

Get Localization

Case: SCS Software

- Game and 3D software development
- Hundreds of community translators
- 50+ languages

Get Localization

Thank you!

For more information:
jari.herrgard@getlocalization.com
www.getlocalization.com
@getlocalization

Get Localization