

## CASE STUDY

### for Translation of Online Content for Spil Games BV



## THE CUSTOMER

### CLIENT PROFILE

Promova provided translation services for **Spil Games**, a group of more than 50 online casual games websites. The games on Spil Group websites are mostly free browser-based Flash casual games, both single and multiplayer, available in up to 20 languages. Spil Games confirmed as largest casual games in 2009, and reported 170 million users monthly back in 2011.



### BUSINESS SITUATION

According to their own words, Spil Games' mission is to unite the world in play through a localized global network of online social gaming platforms tailored to girls, teens and families. These platforms, the most important of which Girls8oGames (for girls 8-12) and A-10 (for teens 12-17), are localized in 15 languages, and entertain more than 180 million active users from around the world each month. These platforms host popular casual and social games that encourage players to connect and challenge themselves and each other while sharing their creativity. Additionally, Spil Games is present on mobile devices through browser-based and native application versions of the company's targeted social gaming platforms.

### TECHNICAL SITUATION

Previously Russian translations were delivered by a Polish translator who claimed to know Russian, whereas actual translations contained grammar and localization mistakes. Moreover, the translator was not always available for immediate assignments.

## CHALLENGE

To streamline its online presence and expansion Spil Games turned to Promova to translate their in-game texts into the Russian language.

One of the biggest challenges in this project was the requirement to proceed to translation immediately whenever a new game is published. The works were done in Client's online tool, and included small portions of text (up to 350 words) for a very audience range – 6 to 12 years. Proper localization was required to meet users' expectations as to style and readability.

Another challenge was the introduction of Ukrainian version of Client's game portal. The Client requested Promova to provide insight on whether this step will help grow audience and strengthen company's market positions.

### Promova

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## SOLUTION

Promova provided the Client with a solution that helped ensure 100% timely delivery of localized translations ready for immediate online publishing even outside of working hours including weekends and holidays. Games were actually played by the translator which ensured no localization testing was required.

Success of the Russian version fostered expansion to Ukrainian-speaking market where Promova provided the Client with a detailed consultancy as to pros and cons of investing into translation project for Ukrainian. One of the key points was Promova's experience with other world renowned industry leaders which helped the Client in understanding the benefits of entering new market with localized products.

Here is what Spil Games co-founder Peter Driessen says about Spil Games success in one of his interviews:

*Driessen says the reason Spil lead markets like Brazil and Ukraine is because they invested early in emerging markets.*

*"So we do have some new markets, like Ukraine, which I think is really interesting."*

<http://www.develop-online.net/analysis/interview-spil-games-peter-driessen/0117048>

## BENEFITS

Promova provided the Client with customized solution for easy and in-country specific localizations that were up to Client's expectations. Promova also supplied consultancy which helped the Client in becoming market leader in the respective region.

Thanks to its vast experience Promova also ensured flawless project management in terms of timely deliveries, workload fluctuations, required resources, and technical knowledge.

## SOME FACTS

- ✓ More than 1500 titles localized
- ✓ 700 000+ words translated
- ✓ 7-days-per-week service provided
- ✓ Detailed Language Map Report Provided for Ukraine

