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"We're getting a fantastic response from the Arabic players so far."-- **Michał Kiciński and Marcin Iwiński,** Founders of CD Projekt RED, a fantasy RPG developer on localizing games to Arabic.

With so many games flooding digital marketplaces now, game developers can't limit their market expansion plans to just North America, Europe, and Asia; this fierce competition entails extending games to new horizons where the market is not yet saturated and the competition is less intense.

Why Arabic?

- Arabic is the fifth most spoken language in the world.

- Arabic is spoken in more than 19 countries by more than 400 million people.

- The Middle East and North Africa have around 65 million web users nowadays, showing that Arabic is now the 7th most spoken language in the digital sphere.

- 45.9 million Internet users search in Arabic.

- Within Egypt, the most searched word was 'games' (written in Arabic).

- 54% of Google searches in MENA are now made in Arabic.

- 70%-80% of web users search in Arabic in Egypt, Saudi Arabia & Gulf region.

Why the Arab Games Market?

- The gaming sector in the Middle East and North Africa (MENA) region is growing faster than the global average, outpacing Russia, China and even South Korea and is set to triple in size to US$**4.4 billion** by 2022.

- In total, Arabic speaking countries have a collective GDP of $**2.851 trillion.**

- The Middle Eastern gaming industry is likely worth somewhere between **$1 billion and $2.6 billion** in terms of revenue across software and hardware.

- Saudi Arabia is amongst the 25 top countries by game revenues with total revenues reaching **506,245000** US dollars.

- Other Arabic-speaking countries ranking amongst the top 100 countries by game revenues include:-

Country	Revenue
UAE	233,333000$
Egypt	159, 601000$
Kuwait	95,506000$
Algeria	93,685000$
Morocco	70, 169000$
Oman	64,555000$
Lebanon	35,482000$
Bahrain	26,929000$
Tunisia	26,486000$
Jordan	23,520000$
Palestine	15,723000$

- Saudi Arabia is the top spender when it comes to games, with **25, 540000**$, exceeding the USA.

- Huge youth population: for example, **51%** of the Saudi Arabian population is under 21 years old and further 37% are under 14 years

- High level of disposable income especially in Gulf States

- The increasing availability of payment methods like credit and prepaid cards

- Internet penetration: Within the last 2 years Internet penetration has grown on average by **228%**

- Penetration of Facebook: **76,000,000** Facebook users in the Middle East

- **141,489,765** Internet users in the Middle East

- Smartphone penetration: In Saudi Arabia alone mobile search is growing at **200%**

- In many MENA countries, the average number of mobile devices per person is more than one - over two, in some areas.

- MENA is one of the fastest growing markets in the world, earning **over $100 million** in revenue from online gaming alone

- According to Newzoo's 2012 Games Market Revenue Report, the MENA region has the highest compound annual growth rate compared to all other regions in the world, at **21% CAGR**, 3 times as high as the global CAGR.

- The Middle East is considered a "gold rush" for the games industry, currently at an expected annual growth rate of **29%.**

- Arab Gulf countries have the world's highest average daily revenue per user

- It is estimated that there are **1.6 billion** Internet users worldwide that play games, **38 per cent** of which are from the Arab world. And that is increasing

- In Saudi Arabia 19 of the top 20 grossing apps & games have their Google Play Store listing localized and the majority of those have their actual app/game localized as well.

Success Stories

- **Revenge of the Sultans,** by ONEMT, from China, has been the top grossing title across several MENA countries for many months.

- When **IGG.com** launched the Arabic version of **Castle Clash,** they grew revenue from MENA by **58% within 4 months.**

- **Ubisoft** opened an office in Abu Dhabi localizing phenomenally successful games like **Prince of Persia , Tomb Raider, The Smurfs & Co**

- Other global developers make it a point to engage with local game developers at the Dubai World Game Expo, such as Sony, Square Enix, GREE. According to these local developers, there is significant opportunity in the Middle East/North Africa and Turkey region

- **Farmevilla** and **Happy Farm**— Remarkable success in the Middle-Eastern market proven with significant increase in the target audience (**After just a year and a half of targeting**

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the MENA and Turkish game markets, Peak Games achieved a position as "one of the three largest social gaming platforms in the world.")

- **Electronic Arts** has received plenty of praise for its Arabic edition of *FIFA*

- **Silkroad (SRO):** A game that has been fully localized in Arabic and achieved great success

- **Garshasp: The Monster Slayer** has seen global success. The game presents the mythological tale of a Persian hero and became a hit in the UK, Germany, New Zealand, and Russia.

- **Overwatch** from **Blizzard:** Localized their marketing campaigns into Arabic and the results were quite promising

- **Clash of Clans** from **Supercell** was localized into Arabic – a very popular mobile game in the Arab world

Top 10 Categories by Game Session Growth in MENA
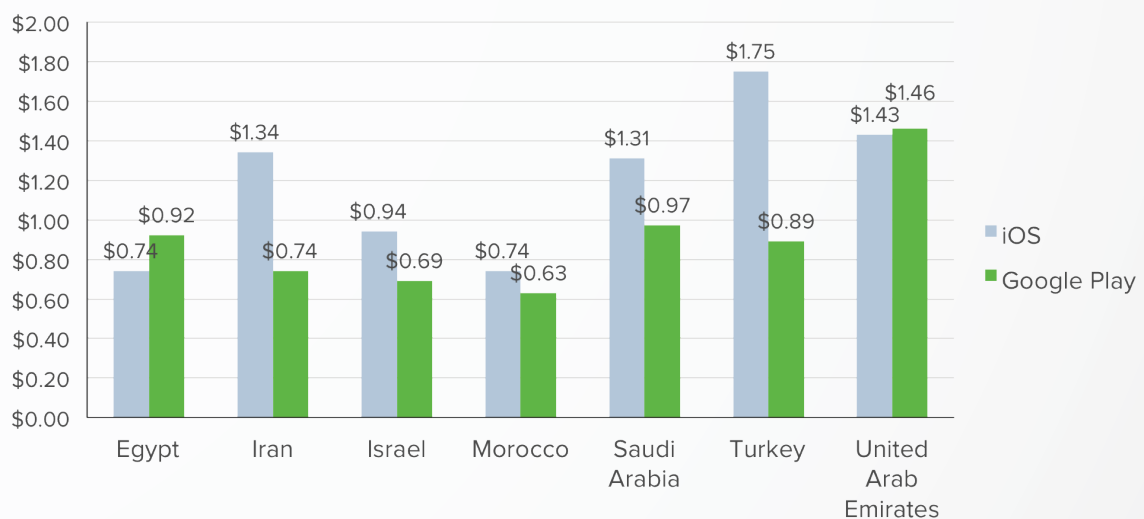iOS & Google Play, November 2014-November 2015
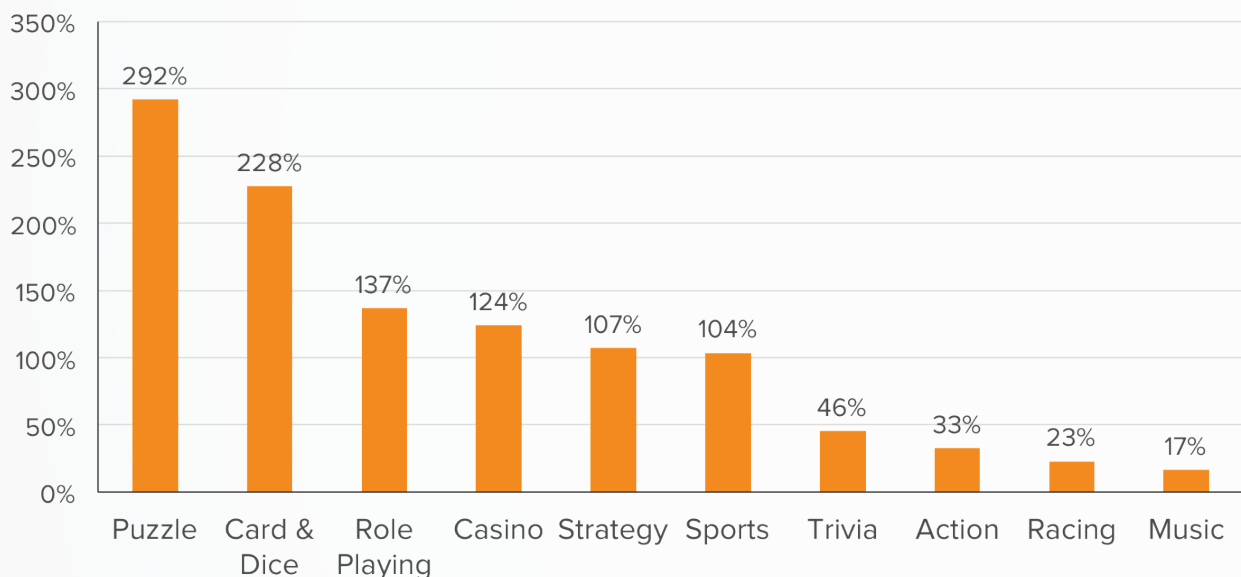
- **Pargon** (epic game) was fully localized into Arabic and achieved great success

- **WWE** was fully localized into Arabic same as other games such as Wolfteam, RAKION, and Gunbound from softnyx which are very favorable by the Arab users.

- **Travian** – rapidly expanding among the gamers in MENA and Arab regions. **27%** of players are Saudi Arabians.

- **Game Power 7** published games like **Arabic Rappelz** (ranked as 1st Arab massively multiplayer online game (MMO) with the number of game players exceeding 1 million), **Cultures Online, Ministry of War, Xkick, ASDA Story, and Allodz Online**

- The Arabic version of *Imperia Online* is highly appreciated by Arab players

- **Parmanya** is a mobile board game which is specially localized for Turkish and Arabic user's cultural tastes and gained considerable success

The Arab Games Market at a Glance

"Arab video gaming is interesting because it is following internet growth in the region, which is among the fastest in the world."- CMO of Saudi investment firm N2V

- Shooters and Puzzle games are popular

- Multiplayer games have gained huge success where people use these games not only as just games as pastime but also as platforms to be able to connect with others.

- **Candy Crush** is very popular amongst Arab players, and Egyptians are no exception.

  - It has gained huge success to the extent of addiction that it was mentioned in a well-known Egyptian series "Al-Kebeer--Season 5"

  - Egyptian airport security staff was spotted playing **Candy Crush** during working hours!!

  - The famous Egyptian football player "Hazem Imam" was caught on camera playing **Candy Crush** while analyzing a football match in a well-acclaimed Sports show on BEIN Sports channel.

  - This intrigued analysts to write articles talking about Arabs and Egyptians' obsession with **Candy Crush: check out this** online article

  - According to Social Bakers, one Facebook page for Candy Crush fans includes **1 270 919** fans from Egypt, **324 466** from Saudi Arabia, **321 454** from United Arab Emirates, **301 021** from Morocco, **218 460** from Algeria, and **195 596** from Jordan.

  - It was recently announced that an Egyptian Candy Crush fan broke a record and reached the final level (1490). Check out this online post

MENA Average CPI by Platform
iOS & Google Play, November 2015

Country	iOS	Google Play
Egypt	$0.74	$0.92
Iran	$1.34	$0.74
Israel	$0.94	$0.69
Morocco	$0.74	$0.63
Saudi Arabia	$1.31	$0.97
Turkey	$1.75	$0.89
United Arab Emirates	$1.43	$1.46

Games localized by BayanTech into Arabic:-

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- Mafia III

- WWE 2K16

- WWE 2K17

- SGN - Panda Pop

- World of Tanks Blitz

- SGN - Juice Jam

- NBA 2K17

- BATTLEBORN

- GTAV

- BIOSHOCK INFINITE PS3

Behind Every Challenge IS a Golden Opportunity

"People want to see their national days, their special dishes reflected in these games -- people who look like they're from the region…"-Peak co-founder Rina Onur
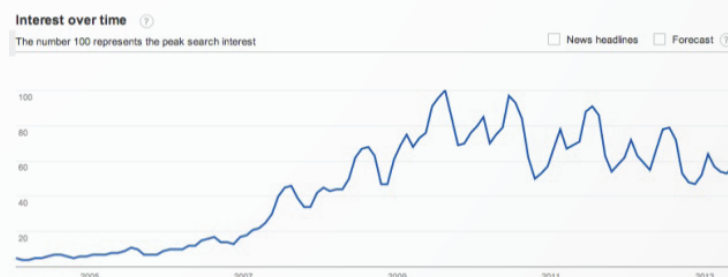
- Unlike any other genre of translation, games extensively involve humor and slang, including specialized gaming slang. A sports game, for instance, requires knowledge of sports terms

- Spotting cultural differences and customizing your game accordingly is the key to quality game localization. Not only idioms and expressions need to be readjusted but also graphics and colors to fit the target audience's taste. Moreover, taking heed of the specific regulations of the target region is crucial. This is especially true for the Middle-Eastern and Arabic-speaking audience where religious and cultural sensitivity can make or break your market expansion plan. One good example of successful Arabic localization is **Happy Farm**, which showed no pigs, since Muslims don't raise pigs.

- Mobile games often use a lot of shortened phrases and words due to the small screen of the mobile device, leading to confusion and errors during the localization process. In addition, games translators often have to work simultaneously with game developers where a completed version of the game is unlikely to be made available for the localization team, resulting in a greater risk of translation errors.

- Technical impediments to an equally functional localized game range from UI and graphics problems to text expansion/shrinkage as well as source codes and platforms: Extracting texts sometimes depends on how the source code was originally written, which might distort the grammatical structure of a string. Additionally, many segments are hard-coded, meaning that a translator has to conform to a limited number of characters that can be typed into a particular space.

- An unexperienced localization team might poorly handle all those different files and formats, leading to mistranslations, missing content, or duplicate translations, slowing down the localization process and raising costs.

- At **BayanTeh,** we rely on a wide talent pool of **native-speaking, in-country** linguists

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specialized in the gaming industry. Their **subject-matter expertise** and deep cultural aware-ness allow them to mediate between different cultural elements, capture the mood and feel of your game, and precisely reflect them in the target language. We choose passionate game-savvy translators who are eager to play your game, guaranteeing accurate, engag-ing translations that appeal to your target locale and conform to its unique regulations.

- **BayanTech** takes your game seriously. Our **ISO-certified QA** process ensures that no words are missing and the right meaning is accurately conveyed. Our professional project manag-ers respond to translators' questions and prepare contextual information for the translators, providing translation glossaries, style guides, useful visuals, details about dialogue subtitles, and biographies of major characters.

- At **BayanTech**, we perfectly integrate the skills of linguists, graphic designers, and engineers under the same roof. Our skillful, meticulous localization engineers make sure string wrap-ping supports various grammar rules, guaranteeing well-extracted strings that preserve the meaning of source strings and allowing translators to produce better-quality translations. We utilize top-notch technologies to analyze, convert, and check quality of localization files. Applying the industry's best practices - such as setting text space as auto-fit with the text, we avoid the most common UI problems. We support a wide range of file formats, including all multilingual XML, Excel, and CSV files.

- Our quality assurance system ensures cultural appropriateness, linguistic correctness, and proper functionality. We rigorously test your localized game letting you gauge the overall quality of game localization. Our project managers act as one focal point removing the burden of management and communication with different departments off the shoulders of our clients.

- **BayanTech** completely realizes the strikingly continuous development of the games industry and how fierce the competition is in the gaming arena. We, therefore, adopt the sim-ship model (simultaneous-shipment), which allows a game to be released in multiple regions at the same time.

- **BayanTech** is a one-stop localization partner offering a full suite of translation and local-ization services at competitive rates including translation of text and subtitles, voiceover, dubbing, and software localization.

Demand for online games boomed thanks to free-to-play and localization

68,400,000 searches

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" **E-book** Game Localization for
the MENA Market "