



ACTIVE GAMING MEDIA

# Active Gaming Media Inc.

## Game Total Launch Support



# Established as **Japan's first company** specializing in game localization

We bring entertainment from Japan to the world and vice versa.

Available  
Languages

**55+**

Projects

**13,065+**

Countries  
(Regions)  
served

**67**

Employee  
Nationality

**50+**

Boundless Entertainment

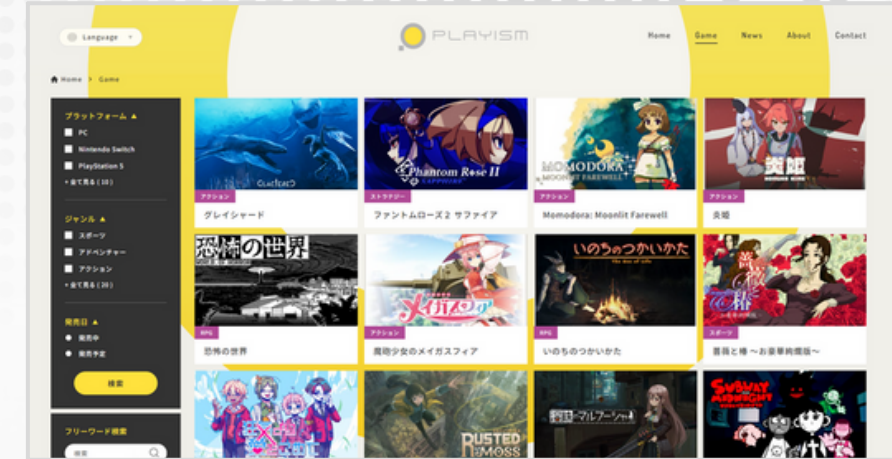


## Video Game Total Launch Support

We offer some of the most acclaimed localizations and provide all the support for game launches with marketing in Asia.



We operate the biggest news outlet for PC and console gamers in Japan.

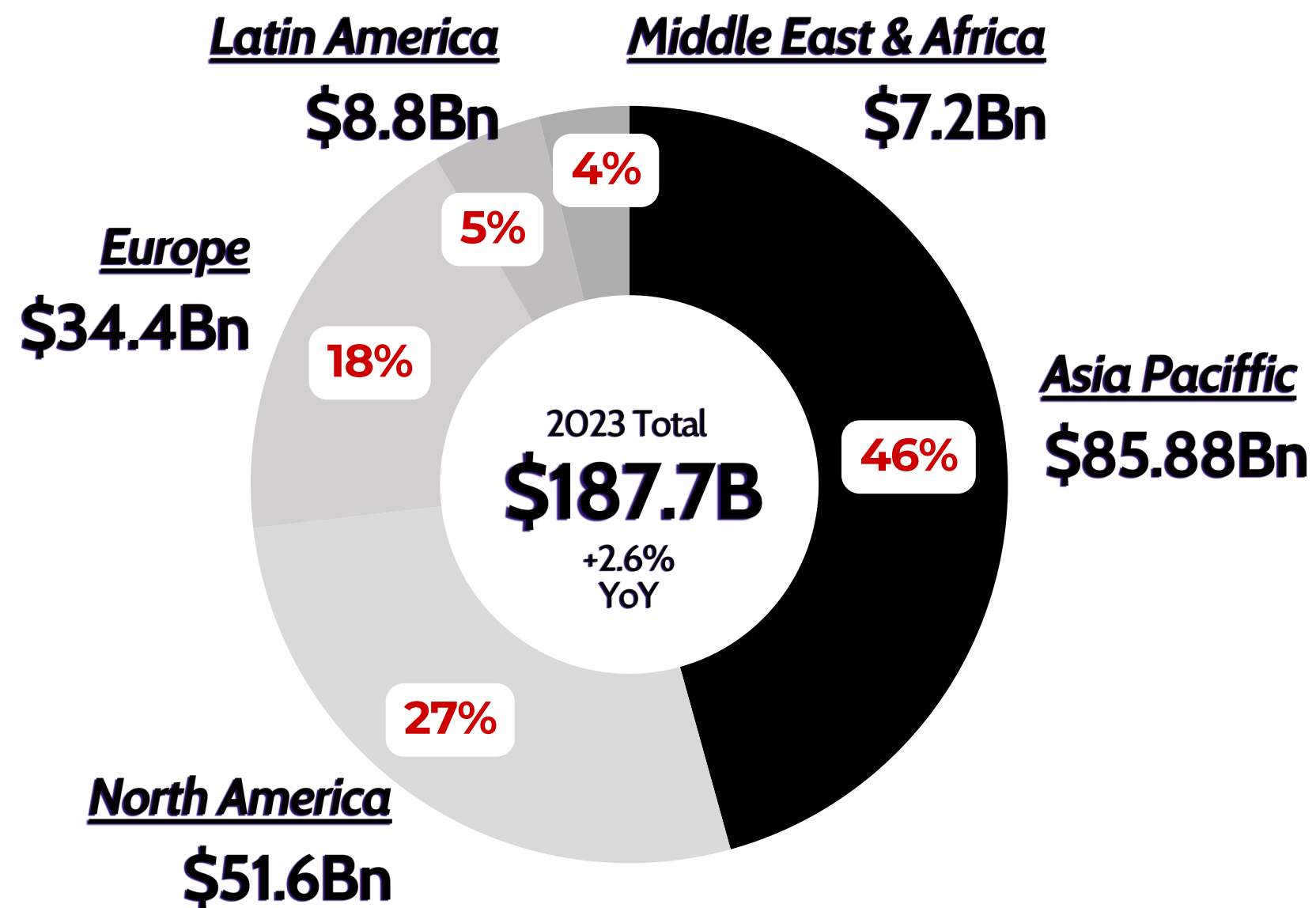


We also publish games.

# Leave **everything** to us! From localization to marketing to overseas expansion!



**One-Stop Solutions**



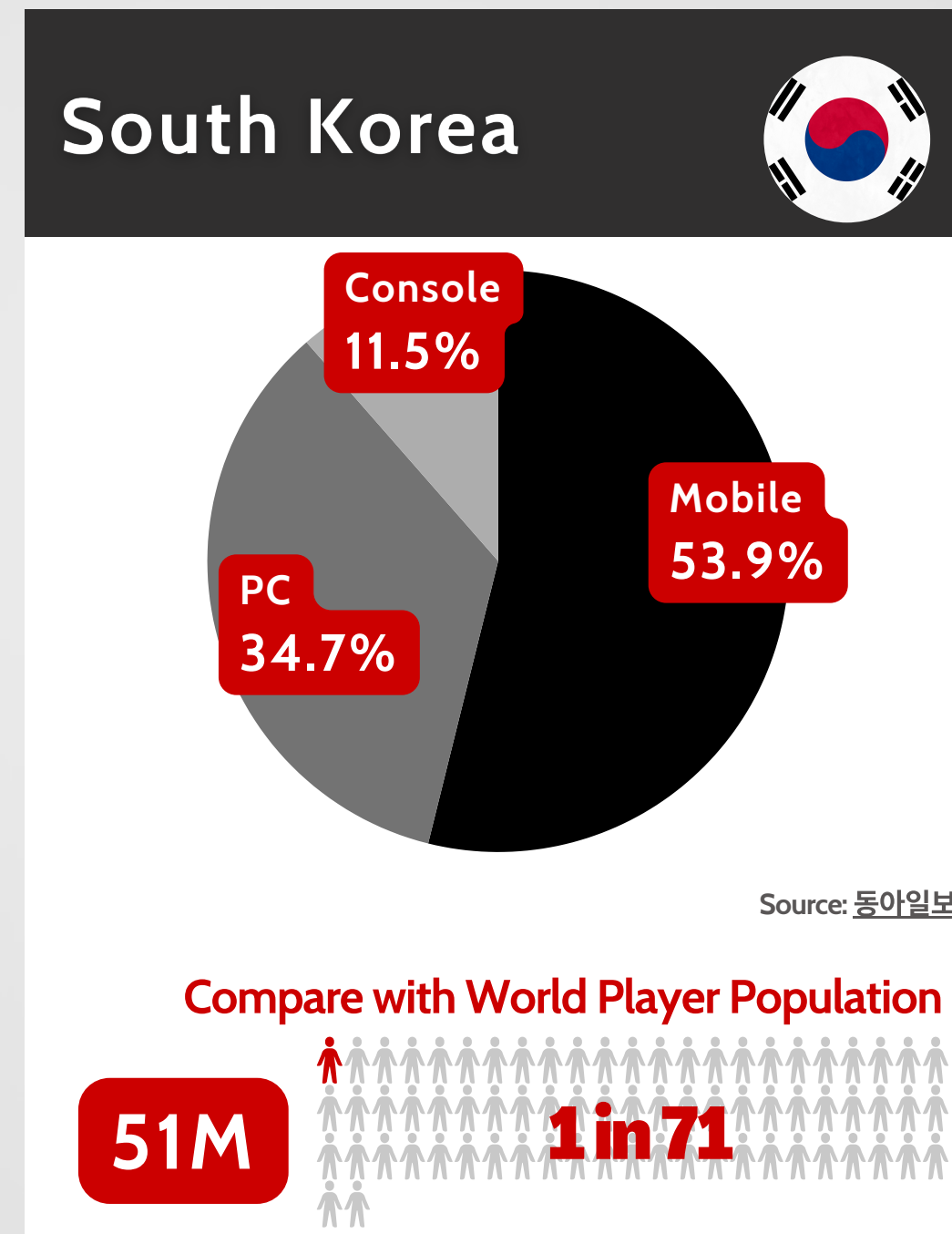
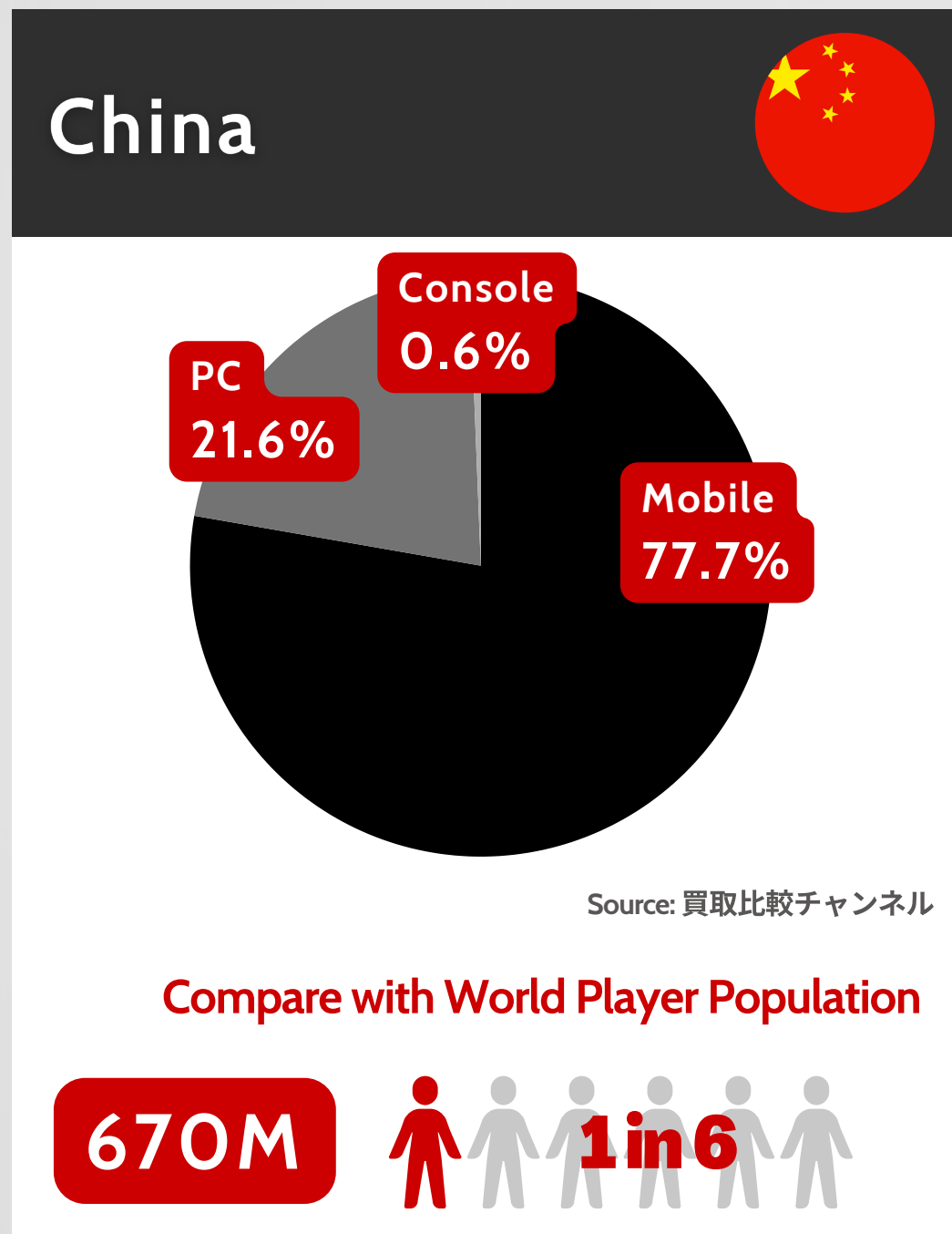
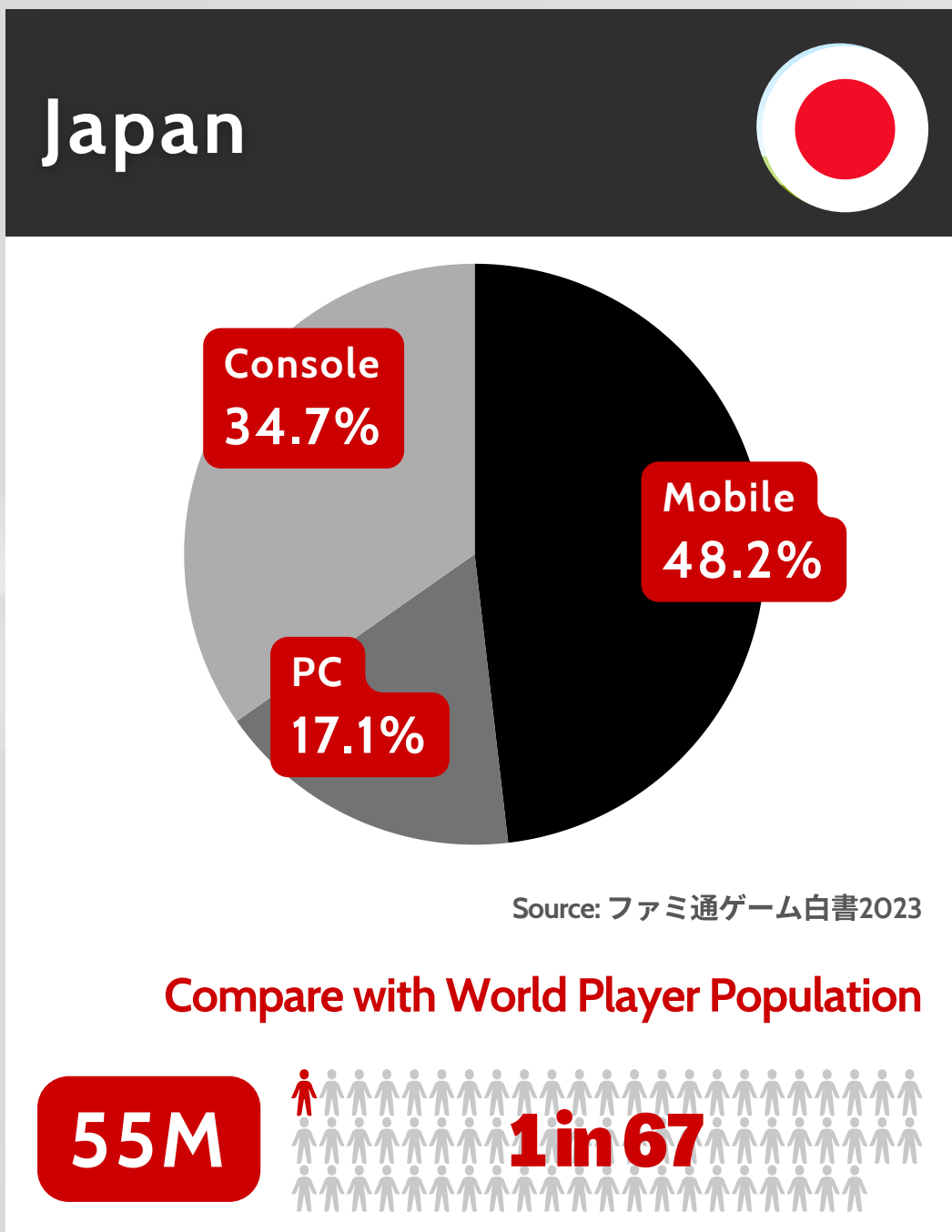
**VIDEO GAME SALES RANKINGS - 2022 - MARKET SIZE AND NUMBER OF PLAYERS**

1.		United States	\$46.4B	209.8M
2.		China	\$44.0B	699.6M
3.		Japan	\$19.1B	73.4M
4.		South Korea	\$7.4B	33.3M
5.		Germany	\$6.5B	49.5M

**MOBILE REVENUE(S) H1 2023**      **MOBILE DOWNLOADS H1 2023**

1.		United States	1.		India
2.		Japan	2.		Brazil
3.		China	3.		United States
4.		Germany	4.		Russian
5.		United Kingdom	5.		Indonesia

# Market Share By Platform And Country.



Title name not published  
Ubisoft Inc.



Services	Community Research Player Opinion Collection
	Korean



## Marketing Survey Locations

- Steam forum
- X (formerly Twitter)
- Official Discord accounts



## In-game balance check

- Collect reviews after updates
- Check for slang and other nuances
- Submit report

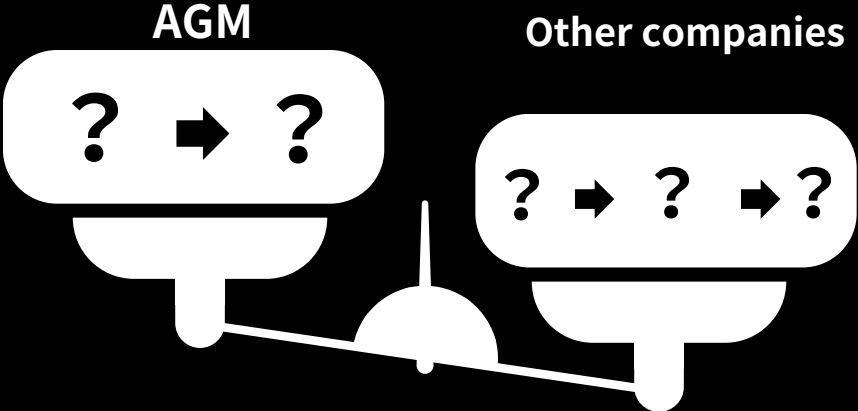
**Marketing research helps in preventing users from leaving online MMOs and competitions!**



# Quality

We convey the "nuances" of the original language and the "quips" of the characters in a translation that only native speakers can provide.

Speedy delivery with reduced man-hours



# Flexibility

We value the thoughts of everyone involved in the content.

Choose the file types and tools you prefer







50+ languages are readily available.

**- Asia -**

Japanese, Korean, Chinese (Simplified/Traditional), Thai, Indonesian, Hindi

**- Europe -**

English (UK), German, French, Italian, Dutch, Danish, Spanish (European), Portuguese, Swedish, Finnish, Czech, Russian

**- Africa -**

Portuguese (African), Arabic (Egyptian), French (African)

**- Middle East -**

Arabic, Turkish, Hebrew

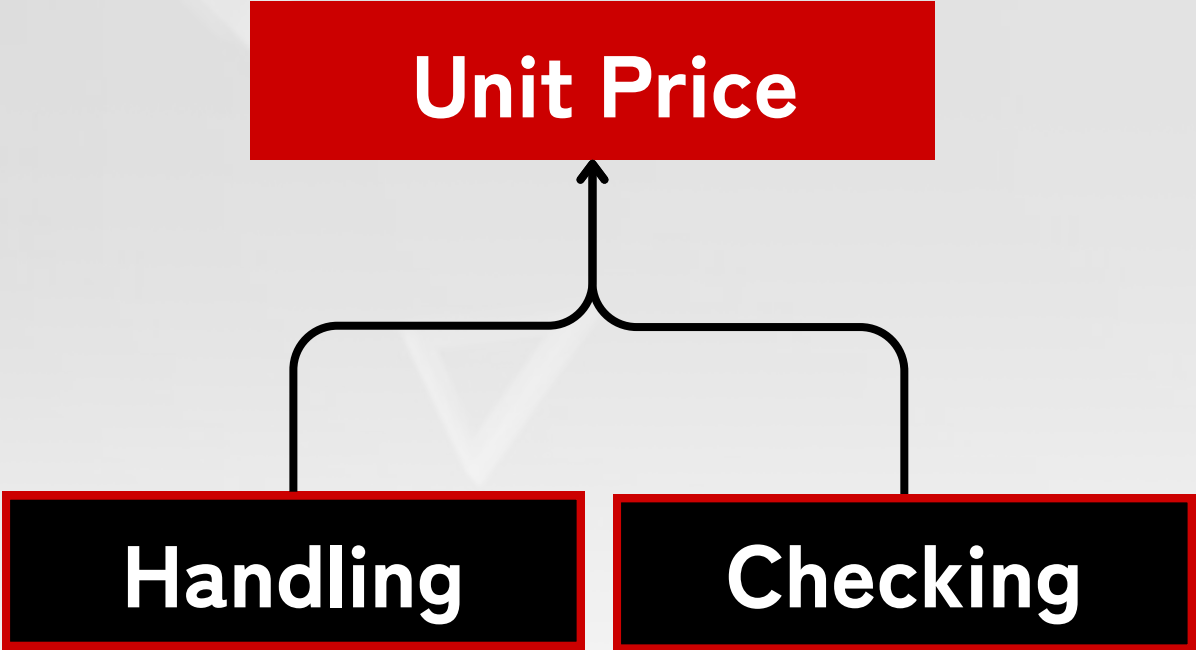
**- Central and South America-**

Spanish (Central/South American), Portuguese (Brazilian)

**- North America -**

English (American/Canadian), French (Canadian)

No hidden or additional fees!



Post-delivery No hidden or additional fees! the customer's convenience. 

We use tools to ensure the best quality!

Computer Assisted Translation (CAT) tools



Quality assurance tools



We pay attention to **tone** and **nuance**

Communicate the **intent** of the translated text!

This character should sound like that one famous game character.

This character speaks a specific dialect.

(Comments in English.)

"This word was the best fit given the context."

Clients may leave comments and feedback.

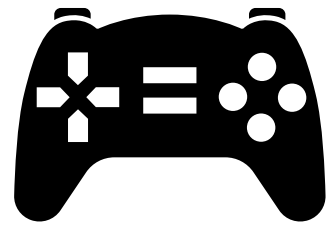


We will suggest several options for you to choose from!

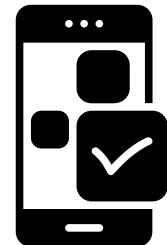


We use all communications tools

### LQA and language implementation



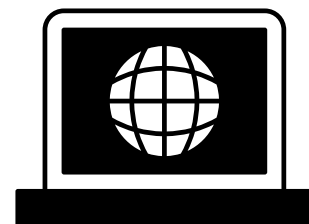
Video games



Apps



Audio and subtitles



Websites

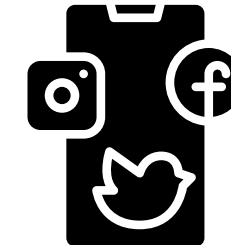
### Marketing translation



Store pages



Blogs

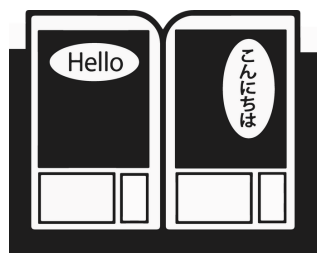


Social Media posts



Interpreter support

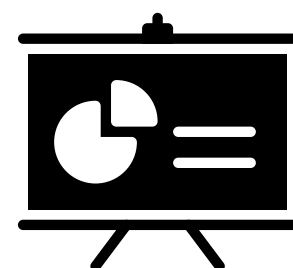
### DTP (desktop publishing) is also available!



Manga



Advertising materials



Presentation slides

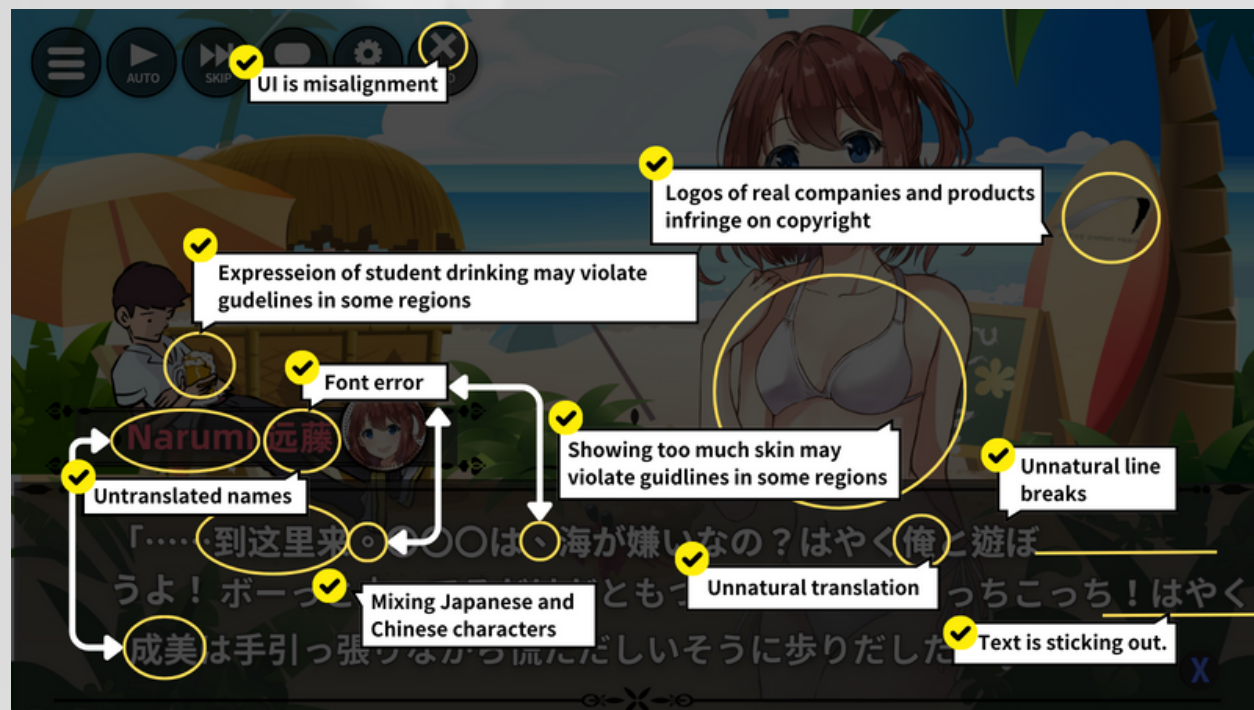


Manuals and menus

\*1 LQA - Visual, linguistic, and cultural testing (real-time translation quality testing) service.

Native speakers check for errors in direction and expression!  
We can also handle the LQA for games and apps that have been translated by another company.

## LQA Check



Bringing the best gaming to users around the world!

# Game Localization Quality Control & Improvement Services

LQA •• Visual and linguistic testing service

Real-time testing service by native speaker

We can also handle the LQA for content translated by other companies.

## Overall QA Workflow and Criteria

Checklist creation
Progression test
System test (Graphics, Text, BGM, SFX)
Rights, Copyrights, Trademarks check (Graphics, Text, BGM, SFX, etc.)
Balance test (Balance checks or proposals for apps or match-based games)
Payment test with any currency (Rate tests for gacha games also available)
External app connection test (For all social media platforms)
User test, questionnaire (monitoring) for assessments & surveys

Real-time test play at release and post update!

# System Quality Control & Improvement Services

QA •• Various test play and bug fixing services

Our in-house testers and debuggers work guaranteeing full confidentiality.

**We can also provide support for game development, including incorporation and porting of translated texts.**

# Clear, concise reporting!

# View progress and test results immediately

Start

End

Daily Reports

Progress Sheets

[御社名][AGM]テスト開始のご連絡 00/00/2023

**LQAリード**  
Toご希望する御社スタッフ様+弊社営業担当が入ります

お世話になっております。  
AGMの〇〇です。

本日の作業開始のご連絡となります。

◆作業内容につきまして  
1. お知らせチェック  
2. サンドボックスチェック  
3. チケット修正確認 ※プロジェクト毎に異なります

◆確認ビルドにつきまして  
Project: プロジェクト名  
Platform: Steam  
Language: TC, SC ※ご希望の場合は項目の追加も可能です

◆作業人員につきまして

	稼働時間	人員数
LQA リード:	8	1
LQA テスター:		
TC	8	1
SC	8	1

以上となります。  
本日もよろしくお願いたします。

[御社名][AGM]テスト終了のご連絡 00/00/2023

**LQAリード**  
Toご希望する御社スタッフ様+弊社営業担当が入ります

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◆作業内容につきまして  
1. お知らせチェック  
2. テキストファイルチェック  
3. チケット修正確認 ※プロジェクト毎に異なります

◆確認ビルドにつきまして  
Project: プロジェクト名  
Platform: Steam  
Language: TC, SC ※ご希望の場合は項目の追加も可能です

◆作業人員につきまして

	稼働時間	人員数
LQA リード:	8	1
LQA テスター:		
TC	8	1
SC	8	1

Redmine登録件数: 7件  
Redmine解決件数: 21件

**Daily Report 日報** 2023/03/14

Summary 概要

Code コード名	Light 4重録LQA
Language 言語	EN, TC, SC, KR
Main Task 主な作業	LQA 業務チェック
Sub Task サブタスク	
Build ビルド PS4	Ver: 2023/03/14 13:30:00 Build: 20230314-133000-00000000
Build ビルド Switch	Ver: 2023/03/14 13:30:00 Build: 20230314-133000-00000000

Testing Hours 稼働時間

Language 言語	Today			Total
	Tester 1	Tester 2	Tester 3	
EN-us	8			99
EN-kr	8			172
EN-cn	8			156
KO-kr	8			96
LQA Leader	8			184

Devices 使用端末

Device 端末名	OS	Version
PlayStation®4 Test KR DUN-T10003A	PS4	8.008.041
PlayStation®4 Test KR DUN-T70003A	PS4	8.008.041
Nintendo Switch	Switch	

Test Case	Test Case ID	Status	Total	Pass	Fail	Blocked	Not Executed	Progress
Test Case 1	TC-001	Pass	100	100	0	0	0	100%
Test Case 2	TC-002	Pass	100	100	0	0	0	100%
Test Case 3	TC-003	Pass	100	100	0	0	0	100%
Test Case 4	TC-004	Pass	100	100	0	0	0	100%
Test Case 5	TC-005	Pass	100	100	0	0	0	100%
Test Case 6	TC-006	Pass	100	100	0	0	0	100%
Test Case 7	TC-007	Pass	100	100	0	0	0	100%
Test Case 8	TC-008	Pass	100	100	0	0	0	100%
Test Case 9	TC-009	Pass	100	100	0	0	0	100%
Test Case 10	TC-010	Pass	100	100	0	0	0	100%



We'll use the communication tool of your choice.



We'll use the bug tracker of your choice.

## Ni no Kuni II: Revenant Kingdom LEVEL-5 Inc.



©2018 LEVEL-5 Inc.

**2. Ni no Kuni II: El Renacer de un Reino**

Doble mérito el que tiene la secuela de Ni no Kuni para colarse entre las posiciones más altas del top de traducciones al castellano de este 2018. El primero y más difícil todavía, el gran esfuerzo que ha supuesto adaptar directamente los textos a partir del libreto original, en japonés, y no tomando la adaptación al inglés, que como es costumbre acaba por provocar unas derivaciones que se alejan poco a poco de la intención de los guionistas. Por eso no encaja del todo con las voces en inglés; hay que ponerlo en japonés para que suene bien.

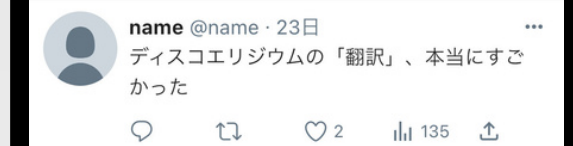
El segundo, no haber tenido miedo a separarse todo lo necesario de la traducción más literal. Así han conseguido que Ni no Kuni II: El Renacer de un Reino no solo sea más original, es que además tiene más cercanía y gancho. Son muchos los jugadores que han compartido chistes y gracias que les han llegado, como por ejemplo este sencillo mensaje que la mayoría vais a reconocer rápidamente: "Plaza Mayor. Ideal para pasear y tomarse una relajante taza de café con leche."

Beyond just translating, this expression is more original.

## Disco Elysium - The Final Cut ZA/UM



©2022 ZA/UM. Disco Elysium: The Final Cut and ZA/UM logos are trademarks of ZA/UM. All Rights Reserved.



Player Comments  
The Disco Elysium translation was really terrific.

Among the Spanish translations of 2018 as selected by the leading Spanish gaming media  
Selected as one of the **top 5** games with great translations!

Localization	Project Length
French, Italian, German Spanish, Russian, Latin Spanish	24 months
LQA	Word Count
French, Italian, German Spanish, Russian, Latin Spanish	1M words

This was the first non-book translation to be nominated  
for the 9th "**The Best Translation Award**" in Japan!

Localization	Project Length
Japanese	12 months
LQA	Word Count
Japanese	1.2M words

We work with studios all around the world!

## Multilingual voice recording / Script translation

Translation and recording can be done according to the length of the original language.

Choose your preferred tone or dialect!



#Me: 3D Avatar, Meet & Play  
Clover Games Corp.



© COPYRIGHT 2022 CLOVER GAMES CORPORATION.  
ALL RIGHTS RESERVED

## In-game voices & Trailer videos

Localization	Audio Language
Korean to English	English

Our native staff will oversee the recording and provide interpretation support for your peace of mind!



symphonic rain  
KOGADO STUDIO, INC.



## Available Languages

- Japanese
- English
- Traditional Chinese
- Russian



Translation only is also available!

Services

Website creation



We can speed up multilingual delivery by requesting translations prior to production.

**VIKINGS**  
Plarium Global Ltd.

**WAR ROBOTS**  
Pixonic



Services

Trailer and banner creation

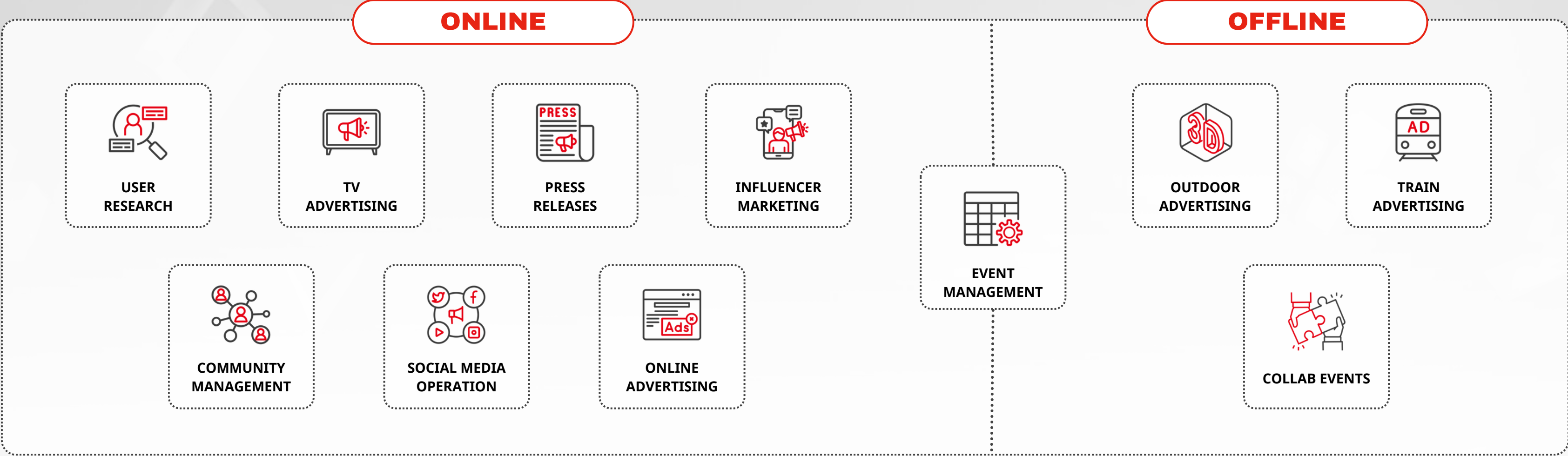
English to Korean

Services

Trailer and banner creation

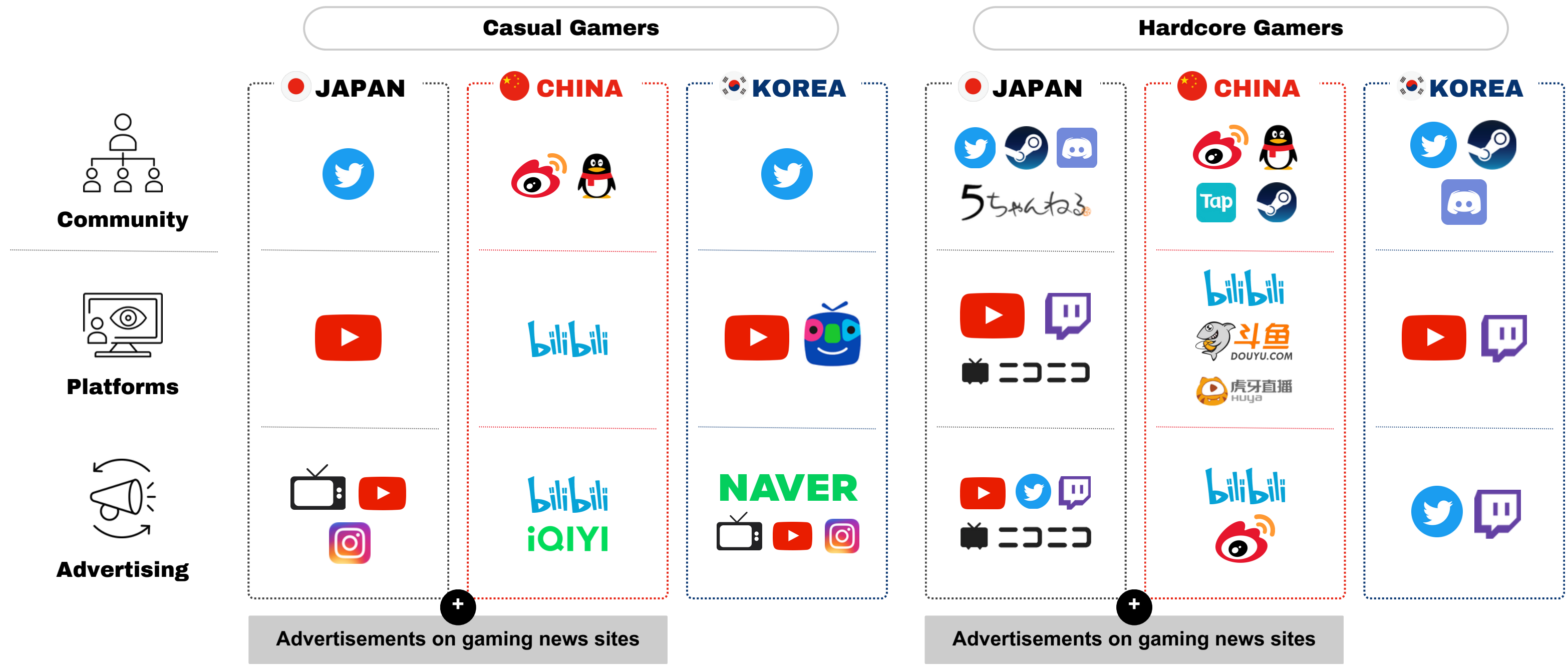
English to Japanese

We propose strategies tailored to local markets and targets!



We translate and distribute press releases.

Our extensive experience as a publisher in Asia enables us to offer suggestions on where to distribute advertisements tailored to each region, genre, and target audience!



Leave It To Us To Promote Japan!

# We are the **biggest media** outlet for PC and console gamers in Japan

## Owned Media



**10+ million**  
monthly PVs

**3+ million**  
monthly UVs

**500k-1 million+**  
banner impressions  
per week

## Spreading wizarding fun across Japan



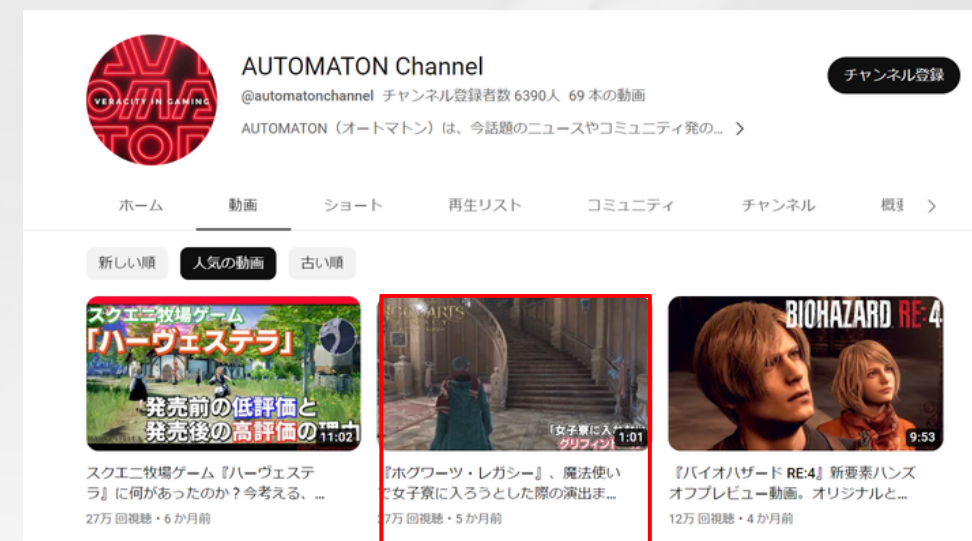
1 Week  
Results

Impressions

**2M**

Engagement

**5K**



Views

**260K**

# An online media outlet that posts gaming news and info!

## Individuality



↻ 9,213    ❤️ 1.1万

AUTOMATON is committed to providing our readers with the best articles.

Our articles contain exclusive information and different points of view that you won't get from other news sites.

## Subscribers



↻ 1.2万    ❤️ 2.6万

Posted articles receive great engagement on Twitter. Followers of the official AUTOMATON Twitter account exceed 200,000!

## Share

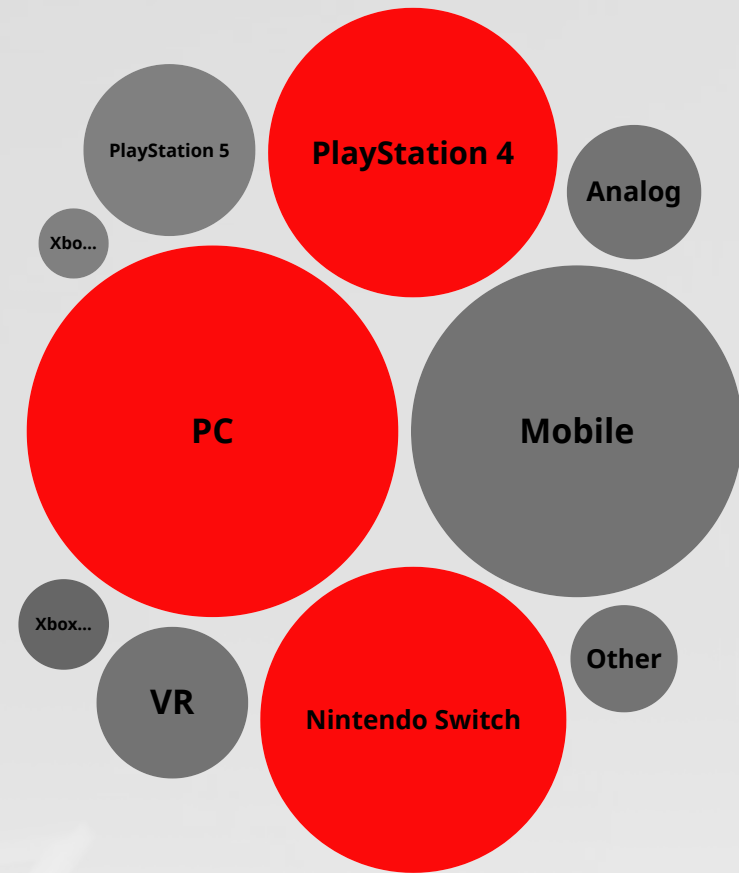


↻ 7,239    ❤️ 6,284

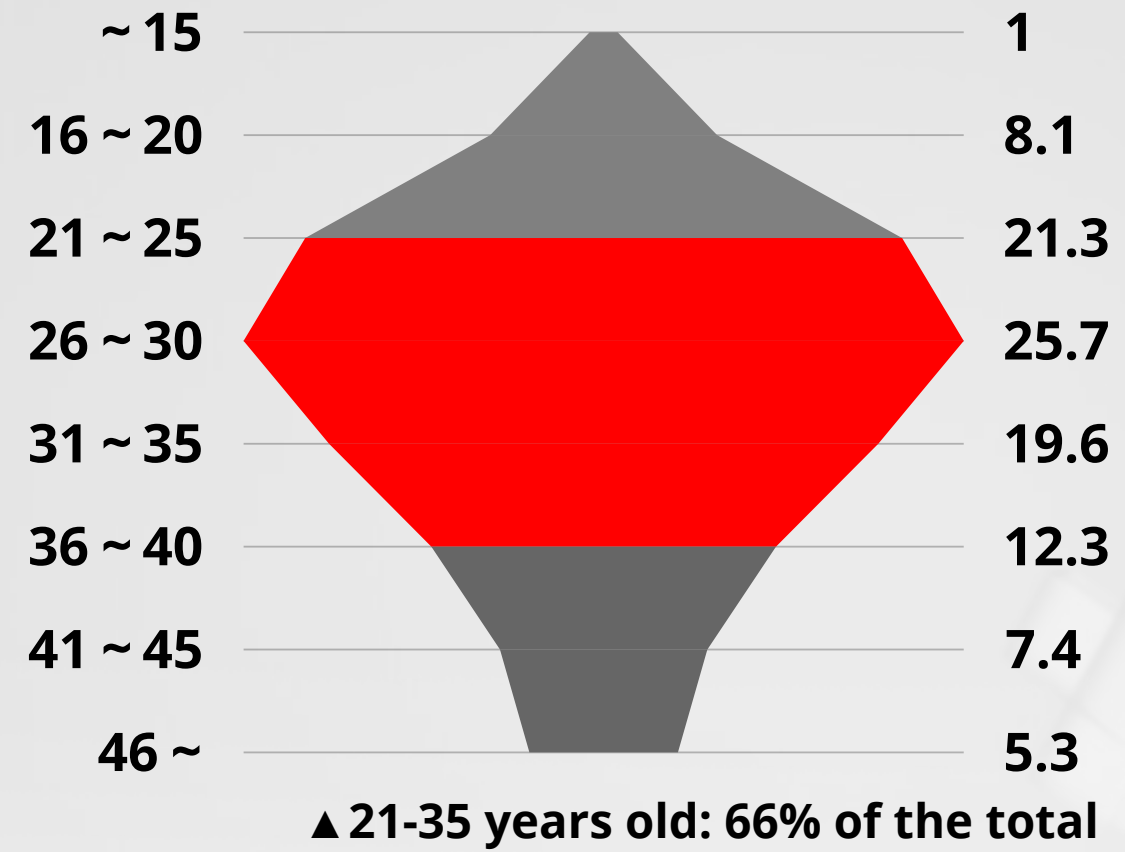
Retweet numbers are high, ranging from several hundred to several thousand per post. AUTOMATON posts are often shared.

# Readership & Consumption Trends

### Platforms used (Multiple answers allowed)



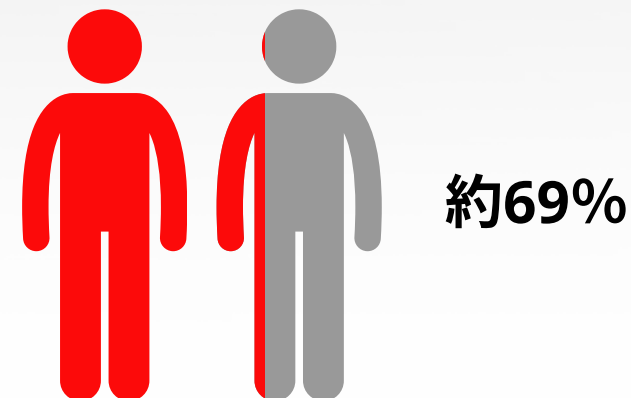
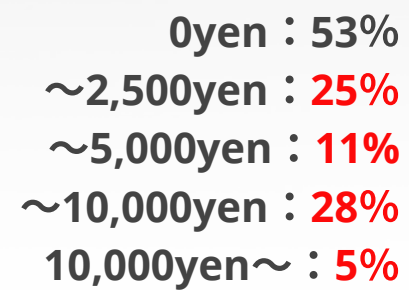
### Age-groups



Respondents who indicated that the article helped them purchase or download games.



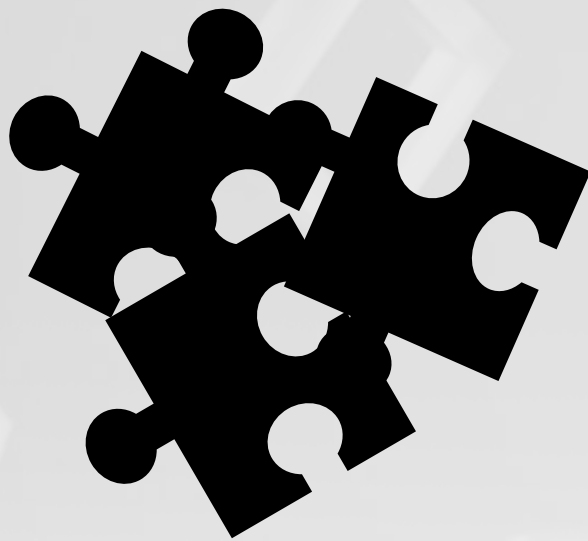
A high percentage of readers (69%) said they also spend on mobile games.



76% of readers spend from 2,500yen/month  
48% of readers spend from 5,000yen/month



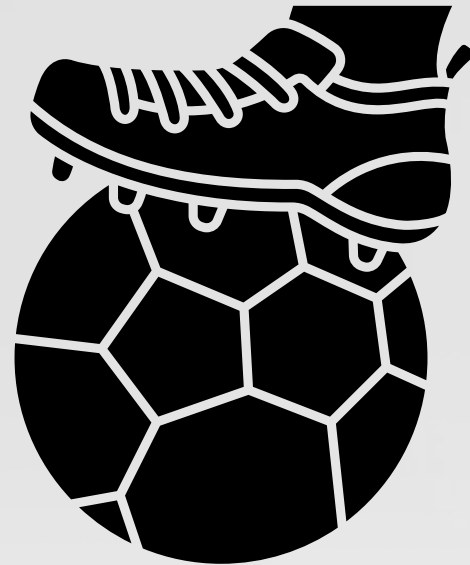
## Animation IP Puzzle Action



<b>Languages</b>	French
<b>Cases</b>	12,000 per month
<b>Time</b>	365 days/24 hours

All operators watched the original animation and conducted gameplay. The high level of understanding was greatly appreciated.

## Football Simulation



<b>Languages</b>	French, Italian Spanish, Danish
<b>Cases</b>	2,000 per month
<b>Time</b>	Weekdays/24 hours

Thoroughly improved understanding of each country's soccer leagues and received high marks for unbiased responses from league countries.

## Animation IP Action



<b>Languages</b>	French, Danish
<b>Cases</b>	3,000 per month
<b>Time</b>	365 days/24 hours

The high level understanding of the characters of successive generations of IPs and the characteristics of fans in each country was highly appreciated by our clients.

## Tower defense



<b>Languages</b>	English
<b>Cases</b>	600 per month
<b>Time</b>	Weekdays/24 hours

 **Small quantities also accepted**

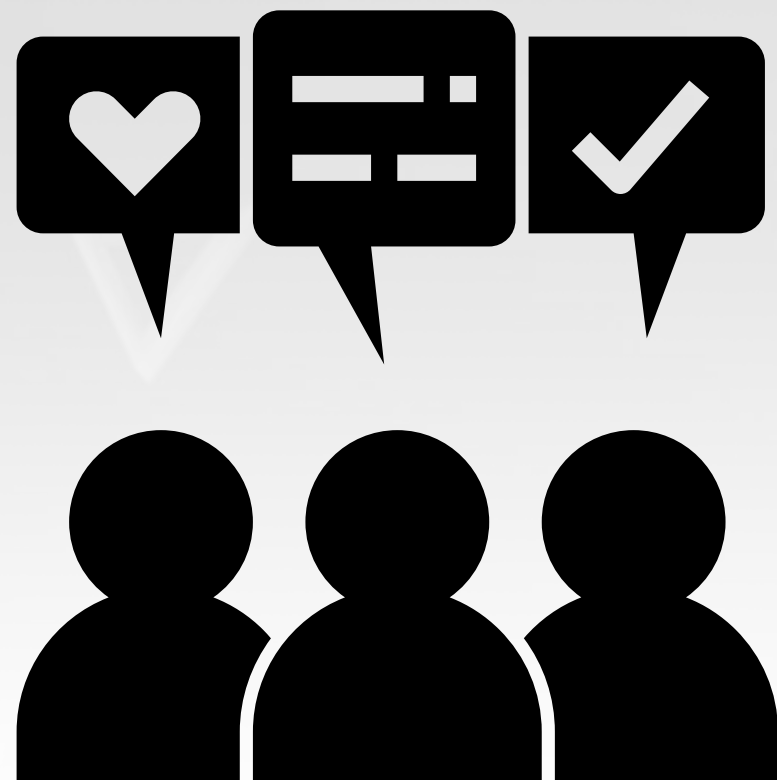


# Community Management Achievements!

## Fostering Community and Ensuring Customer Satisfaction!

**Interact with users around the world to increase your fan base.**

Support for multilingual forums, message boards, and social media posts.  
We can provide multilingual management of official communities.



The Caligula Effect 2  
historia Inc.



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<b>Supported Languages</b>	Japanese, English Chinese, Japanese, Korean
<b>Target</b>	Steam, X(Twitter)

- Bug reports in each language
- Translate user requests and report on time
- Translation of announcements
- Translation & posting of release announcements (X (Twitter), Steam)

**Emergency translation support is also available in the event of bugs or problems!**


# Tailor-made plans just for you!


Be sure to ask about our discount packages!



## Active Gaming Media Inc.

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