



Station to Station

Game localization services



**The three whys:
Why localize, why LATAM, why me**

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Hey there!

Glad to have you here.

It's always nice to welcome new members to the localization church... What's that? Oh, you're not a churchgoer? Don't worry! We don't pray as much as we play, the only gospel we sing is the gameloc blues, and Context and Meaningful Sentences are the gods that we praise. Sacrifice is going on tonight, though. Chopping a word or two for the sake and will of an angry character-limit deity.

Jokes aside, I believe you're reading these lines because you're probably looking to get your game localized. Now, I'm not Akinator or anything, but you seem on the fence about it, aren't you?

You probably have questions and concerns. Maybe you don't know what regions and languages you should aim for, or maybe you don't find it easy to manage such a complex task. Maybe you think it'll eat your budget away, or maybe you assume the return on investment is not worth the risk. And the maybes can go on and on...



Hesitate a little and uncertainty becomes your queen. But uncertainty can also pave the way for exciting things. While it's true you need to be smart and conduct proper due diligence, you also need to be audacious and bold to face the strange. As our king David Bowie put it, ["Always go a little further into the water than you feel you're capable of being in."](#)

With this resolute mindset in place, I'm here to try to make you feel on home turf

with localization, to help you leave your doubts and worries behind, and to dare you to take your game to uncharted territory. So, in this regard, I wrote this piece in which I make my best effort to help you understand why you should localize your game, why you should consider the Latin American Spanish market, and, most importantly, why you should hire my linguistic services.

So, grab some snacks and hunker down, and let's go over these three whys together.

Why localize

With its ups and downs, the gaming industry has come a long way since the early 1970s, evolving from simple 2D

graphics to avant-garde and complex 3D and VR technology. But whether the goal is to design a casual game for a mobile device or a big Hollywood-flick-like console monster, the struggle is real for anyone embarking on the intricate task of making a game.

And you, kind developer, know this for a fact: you spend hours, days and months meeting with your peers and planning plots and storylines, characters, maps, scenarios, difficulties, how the player wins, how the player loses, and so on and so forth. But aside from coming up with all of these ideas and concepts, you also address important details such as requirements, deadlines, budgets and target audience.

Now, let's focus on the target audience for a minute.

You're sure your game is going to be a hit in your local market, but what about the foreign market? You're now in a strange land where no one speaks your language, and your witty comments and clever storyline don't seem to have the same appeal. Will this brand-new audience dig your game?

Well, some publishers and dev studios have already asked themselves this very same question, and after some thoughtful thinking, they decided to take a swing at the language barrier, a far more difficult challenge than any final boss. Sure, they possibly had their doubts, as well as you do now. But they knew that taking their game beyond the border to reach out to ever-growing gaming communities would yield them some results.

And, as you'd expected it, it did.

A well-known example is [The Witcher 3: Wild Hunt by CD Projekt Red](#), which, according to its Steam page, was [localized into 17 different languages and fully dubbed into 9 of them](#), including Polish, Russian, and Japanese.

This comprehensive localization scope helped players around the world immerse themselves in the game, [contributing to over 60 million copies sold internationally as of 2025](#). As you can see, localization was key in turning it into a global phenomenon.

Other examples include Fortnite and League of Legends, which also owe much of their widespread popularity to their multilingual localization strategies, allowing them to dominate global markets.

In short, if you want your game to be acclaimed across the world and see your return on investment increase in the process, then you need to go all in for localization.

Now, as you probably have already noticed, the world is a rich tapestry and there are plenty of markets in which your game can be the next big hit. Through careful and meticulous research, you'll be able to decide whether you should aim for Germany, China, France, Japan, Italy, Brazil, the Hispanic American territory, you name it.

Still, conducting a thorough localization analysis can be time and effort consuming, so I'll spare you part of it and make your research on the Latin America region a little bit easier.

Let's go over a perk or two of bringing the fun to the Spanish-speaking countries.

Why LATAM

According to good-ol' Wikipedia, [Latin America includes 19 Spanish-speaking countries, and over 427 million Spanish-speaking people live here](#). Can you imagine how many of them play video games? If we take into account [this study by the Observatorio Nebrija del Español](#), which claims that in Latin America alone the video game industry generates USD 8,4 billion in revenue (that is 5 % of the global market), I'd say an awful lot!



Moreover, this same study also points out that video games that are partially available in Spanish sell an average of 434 more units compared to those that don't include the language at all. But when a game is fully available in Spanish, average sales increase by 1236 units... That's nearly three times as much!

These are just estimated numbers, but as you can picture, the Spanish-speaking gaming community is a significant market, growing and steadily gaining ground over the English-speaking one.

Considering that the Spanish-speaking players do care whether a game is localized into their language, I dare say "English-only games" is kind of an old mantra that just doesn't hold up anymore.

And who will help you turn your English-only game into a big success across the Spanish-speaking gaming community? Not AI, hopefully!

Brace yourself, because it's self-praising time.

Why me

Video game localization is your pathway to a wider audience. However, without the proper tools, resources and knowledge, that pathway can turn into a bumpy road...

But don't fret! This is when I come in to assure you that, rather than a difficult journey, you'll enjoy a smooth, pleasant ride.

I'm the key that opens that door, the missing piece that solves that puzzle, the secret weapon that defeats that boss. I'm the linguistic wizard who broadens your game's horizons, the otherworldly wordsmith who grants you access to a brand-new market, the literary craftsman who will see that your time and effort yield even more profit. An all-in-one linguistic solution to help your game grow and thrive.

OK, enough of big words. Let's get down to brass tacks.



I stepped into the videogame localization world in 2014 with little to no experience in the field. I have to admit I was quite a noob, but I worked hard. By diligently researching and documenting relevant game localization material, I learned the craft and the business, and became the seasoned professional that I am today, localizing gaming content from AAA titles and indie games alike.

As chief translator of Station to Station, I've been translating, reviewing, proofreading and adapting video-game-related content, namely in-game text, scripts, UIs, web content, subtitles, user manuals and marketing material for over a decade now.

Some titles worth mentioning are Anger Foot (FPS game) Kentucky Route Zero (point-and-click adventure), If Found... (visual novel), Neva (puzzle-platform game), Wanderstop (cozy game), Skin Deep (FPS action game) and Dragon Ball FighterZ (fighting game). These are just a few, but if you'd like to check [the full portfolio](#), you can do so by visiting [STS' website](#).

This, and much more, is what you'll get when you hire me.

I'm a diligent, creative translator with years of industry knowledge and experience, carrying more tools and resources than some bat's utility belt. I run as fast as that blue hedgehog to meet tight deadlines and make timely deliveries while keeping a receptive, communicative approach. I'm not just a professional linguist: I'm also a gamer who's been playing video games since the early 90s.

As your trusted language partner, I'll fight tirelessly to get a flawless victory and deliver top-notch quality work.

Game over! Continue?

If you read up to here, thank you! You took some time off of your schedule to go through a bulky wall of text, so I really appreciate it!

By now, you probably know why you should localize your game, why you should consider the Latin American Spanish market, and why you should definitely hire me.

Now it's up to you.

Do you want your game to become a major breakthrough in Spanish? If you're ready to grasp the opportunity to reach a brand-new market and gain more revenue, then it's high time you level up your language stats. Let's conquer the Latin American territory and complete the localization mission with the highest score!

Feel free to reach out to me and let's talk about it.

Thank you for playing!

