

GAME MARKETING IN RUSSIA DIGEST

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DIGEST HIGHLIGHTS

In this issue of [RMAA Games](#) digest business development manager at one of the leading Russian game localization companies Logrus IT Valentina Chernova explains how to choose a localizer, and which nuances should be considered when localizing a game for a Russian market.

In addition, in this issue you will find updated lists of popular web resources, streamers, and social media groups for gamers.

Enjoy your reading!



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RUSSIAN VIDEO GAME INDUSTRY INSIGHTS

It can be hard for game developers to determine which languages a game should be translated into, how to choose a localizer, and which nuances should be taken into account when localizing a game for a new market, including the Russian market. We recently got answers to these and many other questions from Valentina Chernova, business development manager of game localization at Logrus IT.

— Does every game need to be localized?

— Among other things, localization has an impact on how a game will be sold and how its number of players will increase. If the developers can afford it, they always try to localize their game into at least a few languages, and then, depending on the game's success and sales, they can add a few more languages later on.

Developers always have an initial idea of where and in what country their product will have the greatest success. In order to attract more players, localization into the languages of certain other countries is often included in the budget.

— Are there any subtle factors developers should keep in mind when localizing a game into Russian?

— Length. Russian sentences are usually longer than English ones. This matters both for voiceover (especially when time limits are involved) and interface elements (especially in mobile games where screen real estate is limited). Whenever possible, I suggest making it possible to change the size of interface elements (making buttons etc. larger to accommodate more text, resizing fonts, scrolling).



Valentina Chernova

Business Development
Manager of Game Localization
at [Logrus IT](#)

RUSSIAN VIDEO GAME INDUSTRY INSIGHTS

— How does Logrus IT Games handle localization quality assurance?

— We usually provide quality assurance in three stages:

a) technical LQA by AssurIT (our in-house solution) — this tool is able to detect internationalization errors (double spaces, incorrect quotation marks, invalid date formats, etc.). This phase makes our localization testers' jobs much easier;

b) text-based LQA performed by an expert linguistic in accordance with our internally-developed metrics;

c) in-build LQA performed by a linguist/tester using a bug tracker.

Our requirements for testers are the same for all languages. For example, we have a localization testing department in our Moscow office staffed by experienced testers with linguistics backgrounds who are screened in several steps, including a Russian fluency test, a standardized exam, and various localization testing assignments. Our thoughtful, comprehensive approach to recruitment affects the quality of our localization testing.

As a rule, in order to achieve the best possible results, we recommend going through all three stages, since the text will be processed both technically and physically (in-build). However, sometimes the first two stages are enough. It all depends on how good the translation is.

[Read the full interview](#)



Valentina Chernova

Business Development
Manager of Game Localization
at [Logrus IT](#)

GAMING MARKETING IN RUSSIA

Read

The greater half of the Russian audience (54.5%) prefers multiplayer games, while others choose single-player ones. Favorite game genres include shooters (59.6%), RPG (56.4%), and actions (53.8%).

Read

Google experts found a substantial difference of American gamers from Russian ones in their motivation to resort to mobile games. In the USA, this is a desire to have fun, while in Russia - a necessity to kill time.

Read

In March 2021 the engagement of gaming YouTube channels increased by 40%, as compared to December 2020. More than 31 million likes and comments were left under videos of Russian-speaking let's players.

Read

We gathered all stages of creation and implementation of a marketing strategy to promote a video game in Russia step by step.

TOP 20 RUSSIAN GAMING WEBSITES

#	Resource	Visitors
1	PlayGround.ru	4 400 170 ↑
2	VGTimes.ru	4 042 729 ↑
3	Dota2.ru	2 293 785 ↑
4	GamesIsArt.ru	1 628 323 ↑
5	Coop-Land.ru	1 487 826 ↑
6	Igromagnit.net	1 469 062 ↓
7	GameMAG	1 437 744 ↓
8	LandofGames.ru	1 434 461 ↑
9	Minecraft-Inside.ru	1 406 938 ↑
10	StopGame.ru	1 353 694 ↓

#	Resource	Visitors
11	WotPack.ru	1 325 118 ↑
12	Ru-Minecraft.ru	1 271 910 ↑
13	Razlozhi.ru	1 226 178 ↓
14	Gamer-Info.com	1 189 295 ↑
15	Forums.PlayGround.ru	1 096 736 ↑
16	MMO13.ru	991 581 ↓
17	GoHa.ru	961 205 ↓
18	PluggedIn.ru	920 940 ↓
19	FreeTP	771 315
20	Allmorp.pg.ru	742 630

TOP 20 RUSSIAN YOUTUBE STREAMERS

#	Channel	Subscribers	Views
1	Marmok	16.3 M	2.8 B ↑
2	EdisonPts	11.7 M	4.3 B ↑
3	Kuplinov ► Play	11.4 M	4.6 B ↑
4	FROST	9.2 M	3.4 B ↑
5	Aid [VyacheslavOO]	8.9 M	3.7 B
6	Compot	8.9 M	3.9 B ↑
7	TheBrainDit	8.4 M	3 B
8	EugenBro (Rus)	8.4 M	4 B ↑
9	MrLololoshka	8 M	2.6 B ↑
10	Coffi Channel	7.9 M	3.4 B ↑

#	Channel	Subscribers	Views
11	windy31	7 M	2.3 B ↑
12	HomeAnimations	7 M	3.5 B ↑
13	ShadowPriestok	6.3 M	2.2 B ↑
14	Scorty	6.2 M	2 B ↑
15	Funny Family Games tv	5.8 M	6 B ↑
16	Yarik Kent	5.8 M	2.3 B
17	EugenBro	5.7 M	1.9 B ↑
18	Holdik	5.6 M	1 B ↑
19	AuRuM TV	5.2 M	858 M ↑
20	DakPlay	5 M	2.8 B ↑

TOP 20 TWITCH STREAMERS

#	Channel	Subscribers	Views
1	Evelone192	1.5 M	81.6 M
2	bratishkinOFF	1.5 M	89.9 M
3	StarLadder5	1.1 M	212 M
4	Stray228	985.7 K	106.6 M
5	JesusAVGN	926.1 K	58.1 M
6	cheatbanned	918.1 K	53.8 M
7	Dota2RuHub	867 K	302.6 M
8	Dendi	855.5 K	65.7 M
9	AhriNyan	852.6 K	28 M
10	hardgamechannel	804.6 K	27.5 M

#	Channel	Subscribers	Views
11	Sharishaxd	746.5 K	42.2 M
12	AdmiralBulldog	744.7 K	115.1 M
13	SilverName	703.9 K	138.2 M
14	GENSYXA	683.5 K	26.5 M
15	tenderlybae	674.1 K	8 M
16	DreadzTV	668.5 K	189.5 M
17	olyashaa	660.4 K	42.2 M
18	ALOHADANCETV	653.3 K	86.9 M
19	ceh9	652.8 K	41.3 M
20	dota2mc ru	647.3 K	171.3 M

TOP 20 VK GROUPS FOR GAMERS

#	Resource	Subscribers
1	VK Games	4 130 643 ↓
2	Pirate Treasures Game	4 068 823 ↓
3	IGM	4 042 238 ↑
4	World of Tanks	3 288 210 ↓
5	Shadow Fight	3 098 008 ↓
6	Warface	2 187 933 ↑
7	Contra City	2 034 920 ↓
8	Indie Cat and the Clew of Doom	1 779 758 ↓
9	Planet of Gems	1 675 762 ↓
10	Zombie farm	1 665 969 ↓

#	Resource	Subscribers
11	3D FPS Online	1 568 295 ↓
12	IgroFun	1 553 661 ↓
13	In a trench	1 207 702 ↓
14	VK Dota 2	1 172 421 ↓
15	Agario Hunger Games	1 082 277 ↓
16	Wormix	1 069 570 ↓
17	Game "Candy Valley"	1 048 683 ↓
18	World of Tanks Blitz	1 032 981 ↑
19	Klondike	980 942 ↑
20	Dota 2	980 760 ↑

TOP 20 TELEGRAM CHANNELS (GAMES)

#	Channel	Subscribers	ERR, %
1	@gold_ip	260.7 K	17.5%
2	@android_5play	184.4 K	16.0%
3	@meels_kel	172.9 K	24.6%
4	@mobi_mes	167.4 K	27.3%
5	@dnclserv	155 K	39.0%
6	@TrueMafiaNews	152.4 K	66.1%
7	@av_games	146.1 K	18.2%
8	@JetAPK	136.7 K	18.3%
9	@playstation_telegram	129.1 K	34.9%
10	@ezapk	127.3 K	17.2%

#	Channel	Subscribers	ERR, %
11	@zeroxteam	125.5 K	16.0%
12	@steam_rus	118.6 K	22.3%
13	@Gameeapk	114 K	19.9%
14	@PowerHackk	109 K	14.8%
15	@standoff2goldz	101.8 K	16.5%
16	@igromanit	93.6 K	23.4%
17	@code_apk	87.5 K	31.1%
18	@adultgamer	83.9 K	29.4%
19	@hplegion	79.7 K	29.5%
20	@ShadowManCrystal	78.5 K	19.9%



RMAA Games

Marketing for Game Developers

If you would like to get in touch to discuss a project that you would like help with, or just to say hello, please get in

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About us:

