



Keywords  
Studios  
Imagine More

Discover our global end-to-end  
platform, supercharged by  
technology



**Imagine more potential**  
unlocked at every stage of  
the game development cycle.



# Discover the power of partnership with Keywords.

**Imagine more with Keywords**, the #1 technical and creative solutions provider to the video games industry. Trusted by 24 of the top 25 games companies worldwide, we deliver sector-leading 360° services, covering ideation, technical development, QA/localization, marketing, community engagement and player support.

**Together is our superpower.** With over 70 studios located across 26 countries and five continents, and a team of 12,000+ professionals representing industry-leading expertise at every stage of game development, Keywords is your go-to collaborator.

**Our 24-hour follow-the-sun workflows** and unified global network of studios enable us to deliver your project on budget and on schedule. Whilst the games and entertainment industries are complex and fast-moving, working with Keywords allows you to stay lean, agile and focused on creating the most immersive playing experiences in the world.



SUERKA

VOLTA

L'ESPERANCE  
L'ESPERANCE

AMERICAN CIRCUS

Everything Keywords does is powered by imagination, ambition, and the desire to achieve client success through bespoke collaboration on every project. With expertise and experience across each product lifecycle stage, and our tightly integrated yet truly global network, we deliver unparalleled quality, unbeatable efficiency, and reduced costs throughout the product value chain – all with maximum flexibility.

As your end-to-end partner, no matter where you are in the world, we can help you find efficiencies today, navigate the evolving landscape of tomorrow, and turn your potential into enduring success. Let's work together to unlock the power of your IP and shape the future of how the world plays, learns and connects.

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# #1

technical and creative solutions provider to the video games industry

# 70+

studios across 26 countries

# 12,000+

employees speaking 50+ languages

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As your global end-to-end partner, no matter where you are in the world, we can help you find efficiencies for your games of today, and tomorrow.





We're proud to be a trusted partner for the world's best.

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# Global scale and diversification across markets.

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950+

clients globally

24

of the top 25 gaming companies worldwide are our clients

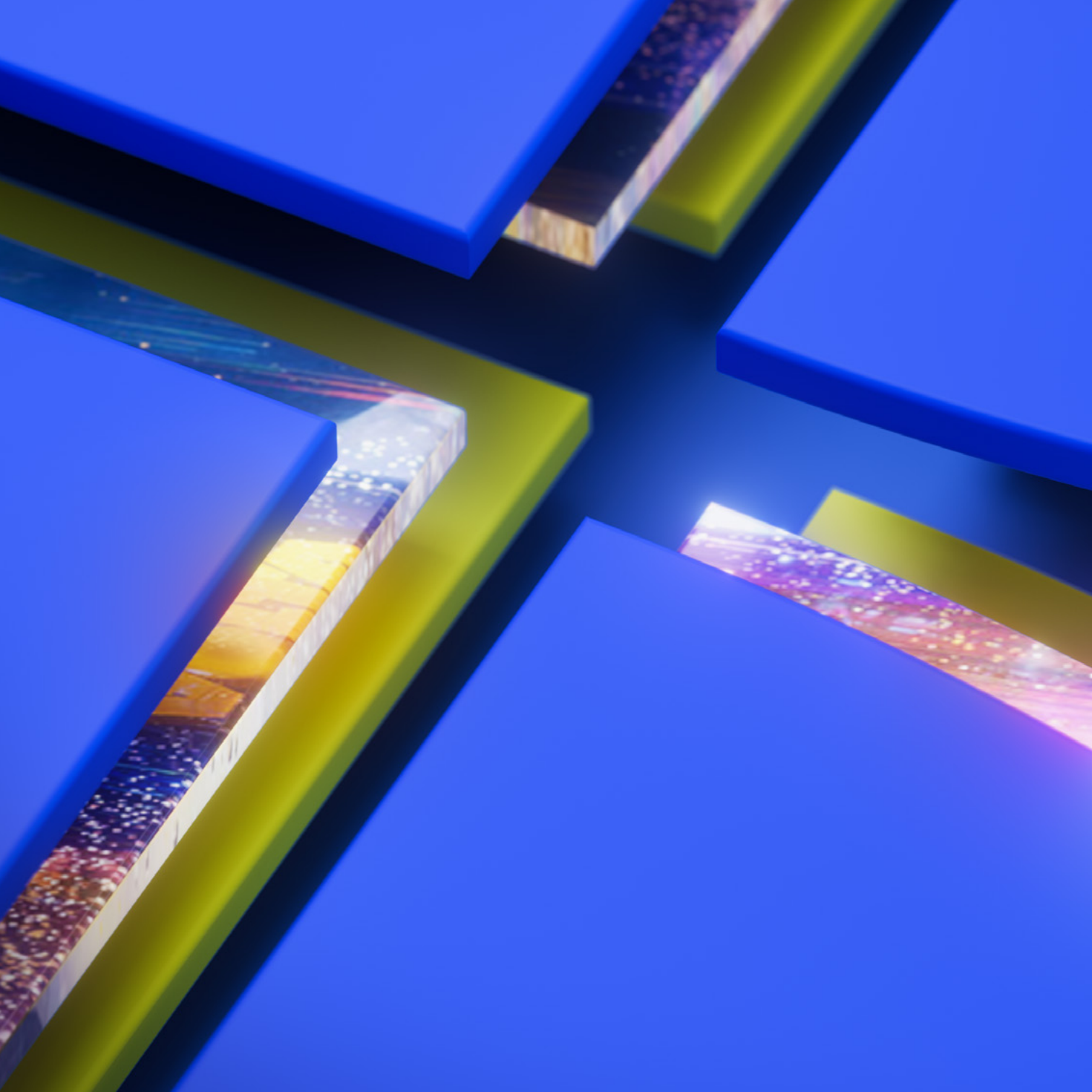
10

of the world's top 10 mobile games developers trust our services

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3

service lines covering the entire video gaming value chain



'Imagine an end-to-end platform, supercharged by AI & Technology'

# AI & Technology

Keywords is equipped with an industry-leading suite of proprietary software, amplified by our trusted technology partnerships, creating tailor-made solutions for audiences all around the world. With this powerful combination, you can now imagine more for your game and deliver exceptional experiences to your players.



# At **Keywords Studios**, we take pride in our three world-class AI products.

We firmly believe that AI is a creative collaborator and performance enhancer, with the potential to revolutionise the future of our industry. Our global experts consistently explore and evaluate emerging AI applications to enhance workflows for both our clients and our team. Supported by a dedicated group of over 150 skilled AI engineers, who specialise in integrating Large Language Model (LLMs) use cases, we harness the power of AI to shape the future.

While embracing AI's potential, we prioritise safety and responsibility over speed. We recognise the importance of proceeding at a pace that aligns with our customers' needs, maintaining strict guardrails to ensure transparency, security, and the protection of intellectual property and confidential information.

With a team of over 4,000 dedicated video gaming engineers and technical experts, Keywords Studios boasts a diverse talent pool with a proven track record of unlocking and harnessing new technologies. We actively support the entertainment industry's pursuit of excellence, aiming to create the most engaging content. The rapidly evolving AI landscape marks the beginning of a long-term transformation, and we are fully prepared to assist our clients throughout this journey.



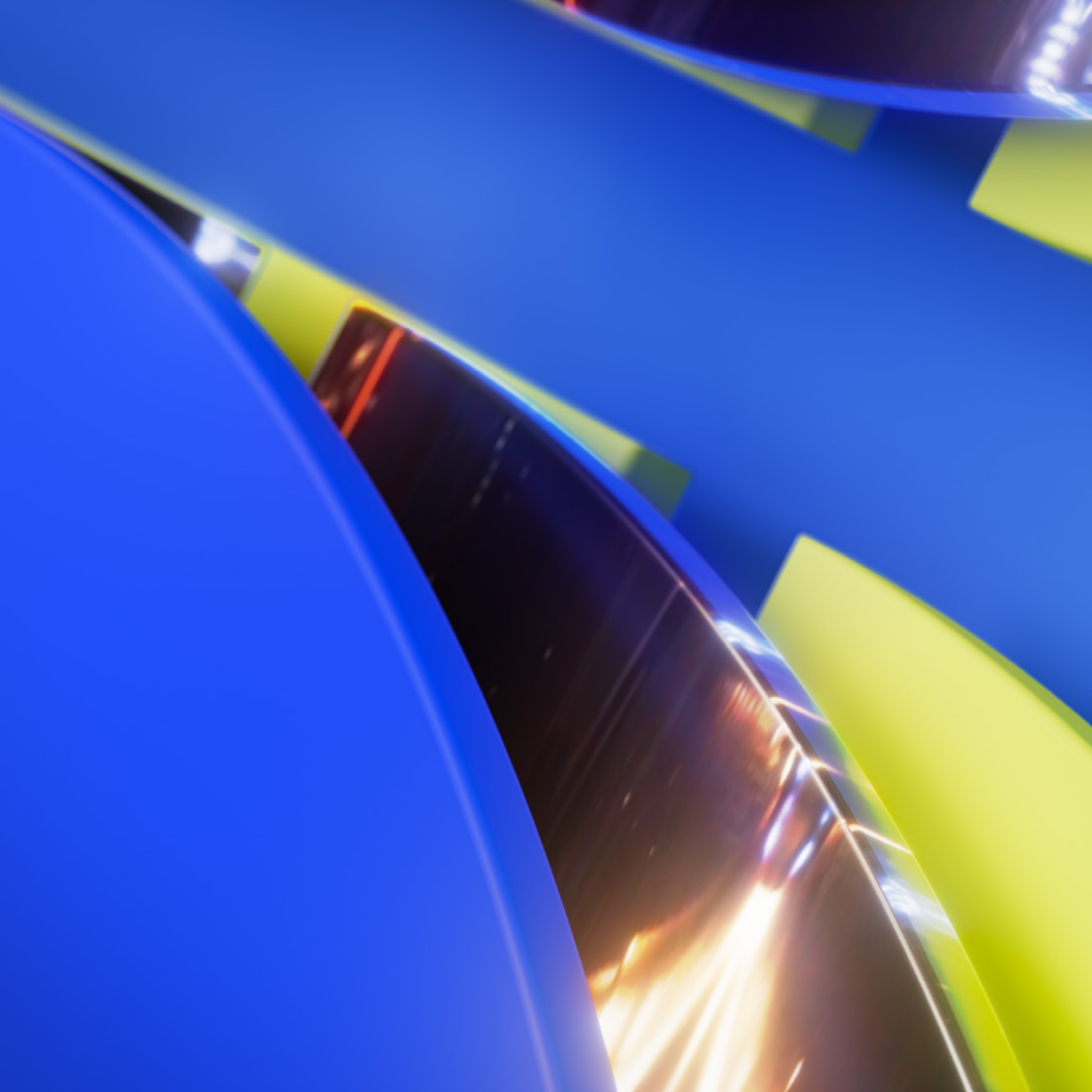
Our Localization platform, KantanAI, enables clients to localize text content with fast turnaround times, for example translating 30 million words across 35 languages at a throughput of 3k projects per week for an industry leader, and will open games to players in new languages.



Mighty Build and Test, our Game Development and Testing platform, works with teams to start testing from the check-in and is able to get close to 100% testing coverage. We verify builds, test gameplay and localize projects at scale with innovative AI tools allowing developers to focus on what they do best – making great games.



Our AI-driven Player Support platform Helpshift provides an efficient, personalised and modern support journey. Players get back to playing faster – on any device and in any language – with upwards of 90% automation, LanguageAI, and smart intent classification tailored to the games industry.







Create  
Globalize  
Engage



Borderlands 3 - TrailerFarm



Hogwarts Legacy - Studio Gobo

[Build a Game](#)

# Create

[Game Development](#) | [Art Services](#) | [Audio Development](#)

Keywords Create is a global platform that empowers, accelerates and elevates the global games industry. We provide the industry's best publishers and developers with sector-leading, client-focused 360° services from initial concept to player experience, art, technical development and audio.



# First in class art meets bespoke tech tools and powerful audio, **tailored** exclusively to your vision.

**Whatever the scale of the project and whatever its stage of development, with our global network of specialists worldwide Keywords has the expertise, experience and capacity to elevate your product – just as we’ve been doing over decades for the world’s biggest publishers and developers on their flagship games.**

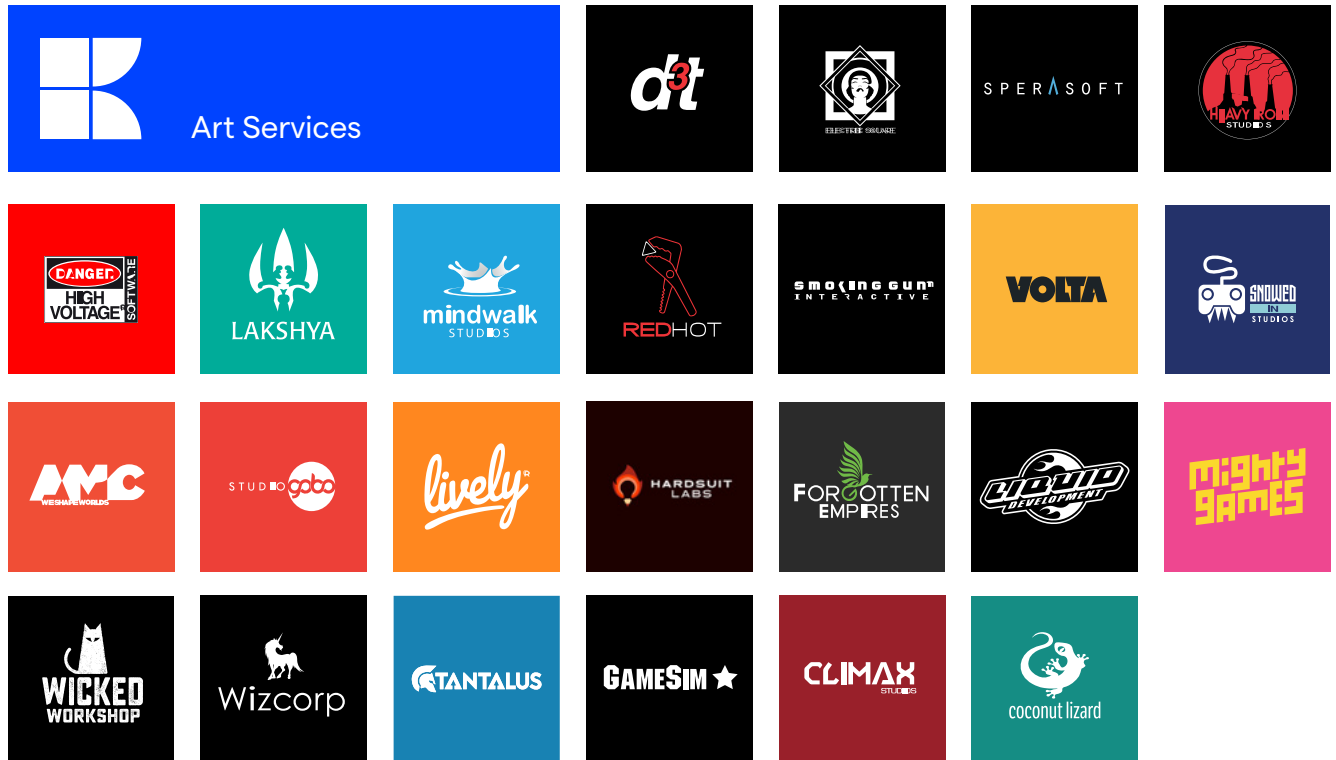
Need a game built from scratch? We’ve got you covered right through the development lifecycle. Looking for a partner to deliver extra art, level-building or VFX capacity? Nobody does it better than Keywords. Struggling to deliver the world-beating audio your project deserves? We can provide expert teams and state-of-the-art facilities across the globe.

Keywords Create is a group of 25+ studios that brings unbeatable experience, expertise and passion to every stage of game production. Our specialised recruiters have built the world’s largest AAA team, and continue to prioritise talent acquisition and retention in line with your strategic needs, aided by our close connections with innovative educational institutions around the world.

From creative collaboration at the ideation phase to cross-disciplinary technical engagement throughout the build, we supply the tailored, comprehensive and scalable solutions you need to get your game made and your story told.

Create

# Studios



True Global Optimisation

# Globalize

QA Testing Services | Localization

Imagine more international impact:  
our Globalize service line delivers state-  
of-the-art multilingual audio and flawless  
localized QA and functionality.





# True global **optimisation** means your IP delivers it's most immersive experience.

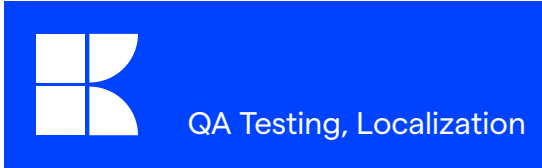
**Translation services to deliver gameplay that feels like a fully native experience for all players globally; multilingual project management in 30+ languages; adaptation, scriptwriting, proofreading and editing; Localization Quality Assurance, Functionality Quality Assurance and stress-load testing; best-in-class automation, AI and machine-learning technology; global management services dedicated to supporting your teams: with our international network of fully-owned, state-of-the-art studios and industry-leading talent, Keywords provides all of this and more at global scale and to unbeatable standards.**

Our worldwide footprint across 24 countries enables us to provide comprehensive localization and testing processes that ensure an authentic, bug-free, seamless and bespoke experience for every player everywhere. We fully optimise your IP for all regions to ensure immersiveness and functionality that's world class everywhere it goes.



Globalize

# Studios



Maximise Your Reach

# Engage

Strategy & Insight | Creative Production | Social Media & PR |  
Player Engagement

Imagine more power to reach global audiences. As creative technologists, communications experts and masters of delivering fan-first campaigns and support, Keywords Engage is made up of best-in-class talent to meet your targets and forge deep, ongoing relationships with your audience.



Fall Guys - TrailerFarm



**Impactful** ideas that  
forge lasting player  
relationships.

**There is no element of global audience engagement that Keywords Engage cannot deliver to sector-leading standards. Our research and insights services are second to none, we know marketing strategy across all global regions better than anyone, and we develop and execute groundbreaking creative campaigns from ideation to branding to trailers and music licensing.**

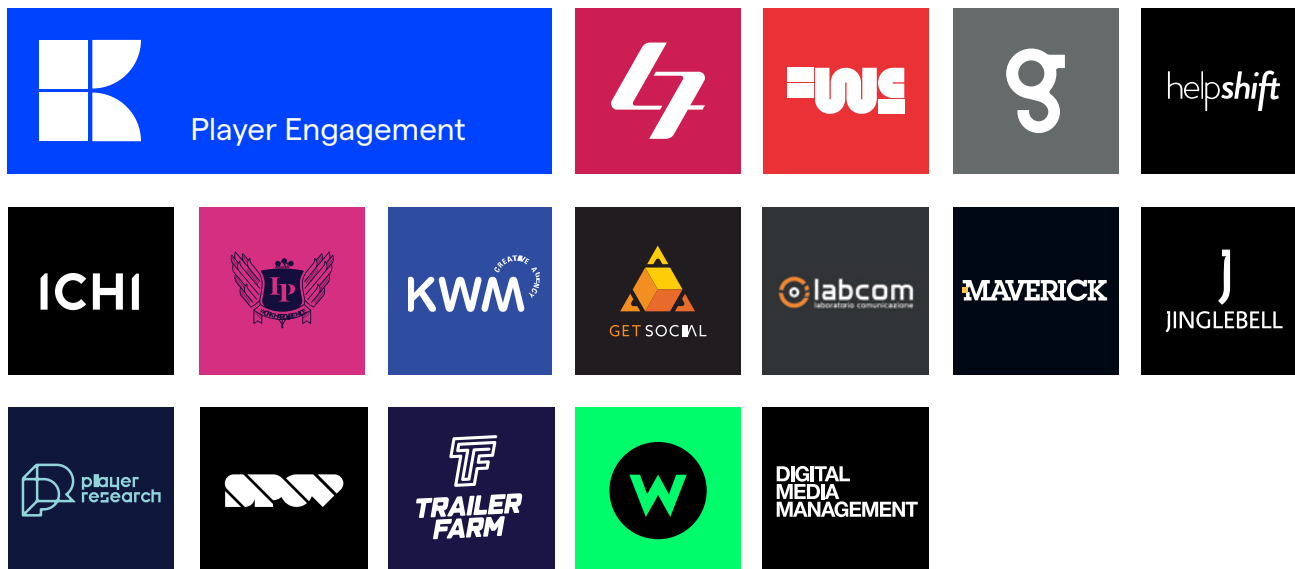
We know how to identify the communities that will love your game and have the knowledge and presence to engage and manage them, including a full 24-hour global player support provision. We deliver coordinated global & local campaigns with the right messaging tailored for the audience.

Our technologists and communication experts have decades of experience delivering results with holistic, fan-first campaigns. We achieve success by aligning to our clients' long-term business objectives and fostering strategic partnerships. Our skilled teams become the client's trusted partners, providing hyper-local and targeted communications at global scale; through our end-to-end integrated network we align the right resources to ensure all targets are met and all key deliverables achieved.

Our network of marketing agencies are experts in the video game and entertainment space, and collectively have delivered thousands of hard-hitting campaigns. We can handle all accessibility requirements and mobilise community management, moderation and customer agent teams worldwide at speed.

Engage

# Studios



Keywords

# Media & Entertainment

[Post Sound Services](#) | [Content Globalization](#) | [Accessibility](#)

Imagine more reach, impact, capacity and local expertise to drive global success for your content.





Discover the **difference** that seamlessly integrated, broadcast quality audio, origination, and localization can make to your content.

**Our mission is to supply all the language services necessary to prepare your content for global release. Whether you are launching one title or a full library of content, and whether you're doing it in one or multiple languages, we offer scalable end-to-end services, delivering text and audio assets that bring your content to life and enable seamless worldwide distribution.**

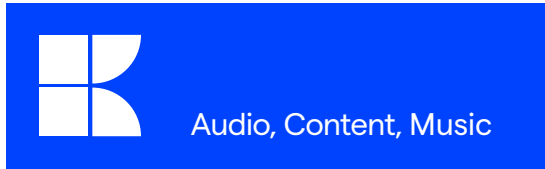
Our 12 state-of-the-art studios are located in key territories across Europe and the Americas and offer direct access to expert teams specialising in Audio Production, Audio Post Services, Music, Dubbing, Voice-Over, Accessibility Services, Subtitling, Metadata Translation, and Marketing Transcreation. Founded on decades of experience at the top of the industry, world-class technology, and the passion and imagination of our trailblazing teams, the tailored solutions we provide are truly best-in-class.

A trusted partner in the industry, Keywords Studios can provide a range of services to help prepare your media and entertainment project for audiences worldwide.



Media & Entertainment

# Studios



Labs at Keywords Studios

# Innovation

For your game today, for the  
undreamed-of games of tomorrow:  
imagine more for the future with  
Innovation at Keywords.





# Connecting ideas, technology and people to navigate change on the front foot.

**We deliver an ever-evolving portfolio of research programmes with the single aim of generating data-driven innovation, laser-guiding our global expertise and creativity towards specific client needs – present and future.**


The services and technology Keywords now provides to the games industry are state-of-the-art. But state-of-the-art never stands still, and that's where Innovation at Keywords comes in. We are a cross-group R&D collective dedicated to imagining what's ahead for games and entertainment and to funnelling the combined global experience, expertise and imagination of our 70+ studios into an engine-room of creative problem-solving.

Some projects are studio specific, others centralised initiatives. Tying them all together? Our unmatched synthesis of scale and agility as a global group of local studios coming together to build the future of games and entertainment.





**Together is our superpower**  
and it can be yours, too.

The background is a deep blue with several overlapping, curved, paper-like shapes that create a sense of depth and movement. A bright, white, conical light beam originates from the bottom right and points upwards towards the center of the text.

We enjoy the trust of nearly all the world's top developers and publishers, and would love to add you to that list of clients and collaborators. So wherever you are, whatever your need throughout the entire product lifecycle, whatever the timeline of your project: reach out to us today to discuss how together we can imagine more for the present and future of games and entertainment.



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