

# Indonesian Game Localization

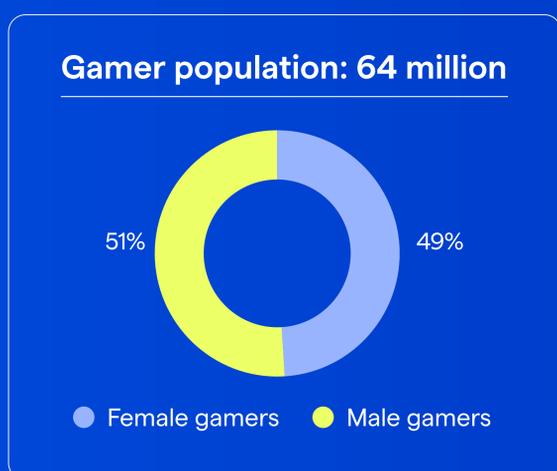
A mobile-first country with 100+ million potential players to engage



## Country Profile

- Indonesia, officially the Republic of Indonesia, is a country in Southeast Asia and Oceania between the Indian and Pacific oceans. Consisting of over **17,000 islands**, it is the world's largest island country and the 14th-largest country by area. With over **279 million people**, Indonesia is the world's fourth-most populous country and the most populous Muslim-majority country.
- The current population of Indonesia is **278,862,273** as of Thursday, February 1, 2024 based on Worldmeter elaboration of the latest United Nations data.
- Indonesia population is equivalent to **3.45%** of the total world population.
- Indonesia ranks **number 4** in the list of countries (and dependencies) by population.

## Local Gamer Profile



**\$1,117 million**

Projected revenue to reach in 2023

**7.64%**

Estimate annual growth rate each year (CAGR 2023-2028), potentially hitting market volume of **US\$1,614.00m** by 2028.

**45.8%**

Indonesia accounts for nearly half of all gamers in the region, representing a major portion of the Southeast Asian gaming market.

**\$343.8 Million**

Online Games Lead as Most Favourite Game Genre in 2023. This genre represents the largest market volume within the gaming industry.

## Keywords Studios Intel

From 2020 to 2023, we've seen the translation volume grown by 1.5 times. English is still the main source language but we've also seen the demand for Japanese and Simplified Chinese source growing.

**3M** words translated into ID in 2023.

**5.6M** words translated into ID in 2022.

**2.58M** words translated into ID in 2021.

**2.08M** words translated into ID in 2020.

## Gamer profile



Indonesian players reported these common habits when engaging with video game content in the past 6 months:

- 1) Played single player mode - 70%
- 2) Watched gaming streams - 65%
- 3) Played online with friends - 55%



Indonesia holds a significant share of the Southeast Asian gaming market, accounting for 45.8% of all gamers in the region (2024). The most common game medium in terms of reach and play is the mobile phone.



The Indonesian eSport team also won the title of general champion in the International eSport Federation (IESF) 14th World eSport Championship (WEC) 2022 held in Nusa Dua, Bali.



96% of Indonesians are familiar with the term "esports", an esports viewer spends a monthly average of 131,374 IDR on esports-related items, mainly on attending events, merchandise and accessing content.

## Localization Do's and Dont's

### Language

**Main language in Indonesia:** Bahasa Indonesia, also known as Bahasa. Indonesian is spoken by over 94% of the population.

**CTA:** Localizing your game content into Bahasa Indonesian will be the way to get into the market.

### Religion

**Main Religion:** Islamic (87%)

The localization content shall follow the specific guidelines and best practices that are in line with the Islamic beliefs.

**CTA:** If you need support, you can reach out and our team can guide you through the localization nuances.