WEKNOWGAME AND OUR GOAL

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About Us

www.weknowgame.com

1, Professional Chinese Localization

2, Chinese SNS Marketing (Not full range publishing)

3, Game Content Consulting (No censoring)

4, More in future

Why We Are Here

1, Even big famous studios make low-level mistakes on Chinese localization.

2, Those "professional translation companies workers" are not gamers .

3, For certain historical reasons, some Chinese translators tend to change the original game content and take pride in doing so. (We will never do it)

4, Publishers are not friends of indie studios, they will give up on C tier or D tier studios in a blink. But we, get paid once, do our job once. Cost less, more flexible.

5, Chinese market is huge and challenging, the ideology of nationalism among Chinese community grows fast than ever, it's better and safe to let someone who really understand China to be developer's representative and communicate with Chinese gamers.

Why We Cost Less

1, We are a small company and plan to remain so for at least three years.

2, Our technical team members are all in China.

3, AI + Human brains=The most efficient workflow (AI is our tool, not our mind)

4, We have thousands of young Chinese gamers in our network as our secret strength.

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What Are Low-Level Translation Mistakes

1, Bad line up. Chinese sentences sometimes are longer than English sentences, sometimes, there will be a single Chinese word got squeezed onto the second line.

What Are Low-Level Translation Mistakes
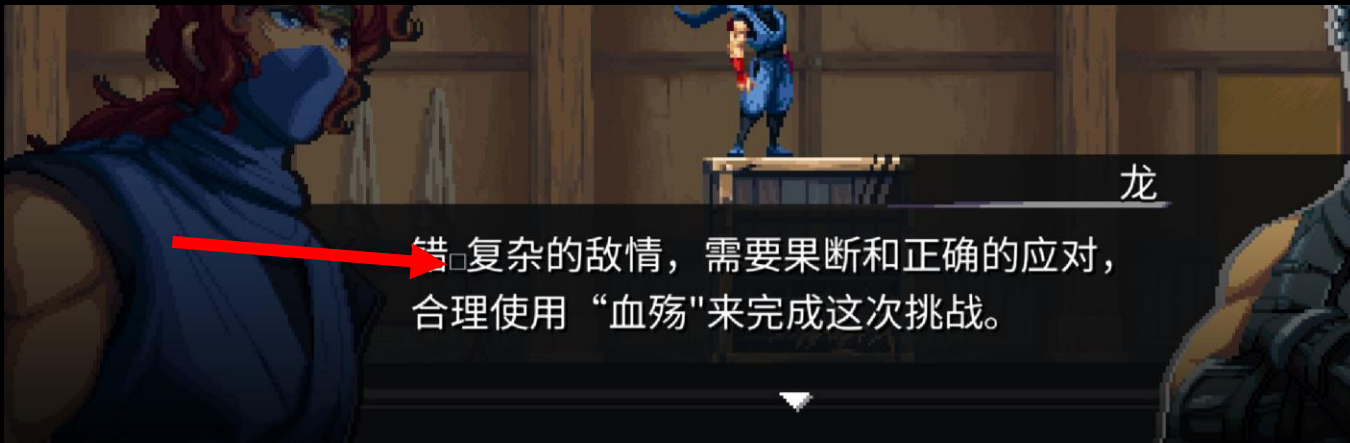
2, □□□ appear among Chinese words. (Due to missing font in the system)

What Are Low-Level Translation Mistakes

3, Continuity issue. Two different translations are applied to the same term. For example, in Monster Hunter World Iceborne, a skill name called KO術(Slugger), has been translated into 【击晕术】 and 【KO术】 at 2 different spaces.

We can easily solve this problem by creating term databases for every game and franchise, using AI to double-check and ensure continuity.

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Some Chinese Translations Are Bad

1, The tricky thing is that when you let your game enter the Chinese market formally, it will be fully censored, even your game's title. For example, Dead Cell is now called 重生细胞（Reviving Cell）in China. Everything that contains even a little bit meaning of *Death, Danger, Sexual, Sharpness, Alcohol, Stealing*....will be changed into child-friendly, harmeless words. If you are going to sell games on Steam or similar platforms only, you don't need to worry about all of these.

2, Translators at big companies are often not gamers and don't love games, which is why they cannot translate the culture within your games. For example, in Super Robot War OG franchise, a character named Zorg had his punchline delivered in ancient Japanese. Before the official Chinese translation, the community translated it into ancient Chinese to match the game's cultural context. However, the official translation company used plain, straightforward modern Chinese, losing its uniqueness.

Publisher won't vanish, but they will become weaker over time

1, The reason some big publishers still exist is because they have networks in press industry. They have resources from major online UGC platforms around the world, and some big publishers even have resources to control online discourse. Through working with big marketing companies, they create fake hypes sometimes.
Those services are not cheap, they cost tons of money. Their nature makes them farther from indie studios but closer to 2A studios posing as indie studios.

2, More and more developers decide to do self-publishing like Moons(Ori). Those UGC platforms will eventually hire more people to establish business relationships with developers directly. So, publishers will be more like angel-funding to game studios, It's not a fortunate situation for solo developers or D-tier small teams, nor for publishers themselves.

3, That's why we want to help more developers became self-publish-able studios, we get paid once for our professional service, and we left more freedom to developers, we speak more truth for gamers.

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WeKnowGame's Goal

Our goal is simple, We want to make decent money by helping indie game developers and building a genuinely gamer-focused community.

We understand now we have no chance to win over those big game review company and those big game influencers, We are not against them; we don't decide which games are good or bad. We simply let gamers express their honest opinions.

WeKnowGame was created by a bunch of gamers,

This name speaks to our nature.

Let's make games for gamers.

WEKNOWGAME
THANK YOU

You can also find us on X, Bluesky, Steam etc.