



Localizing your game's presence on Steam

Nice to meet you.

Erik Peterson, Valve
Steam Business Team

The goal of this talk

We will walk through how languages and localization are supported on Steam, and how using our features help you appeal to a global audience.

What we'll cover

- 1 How Steam supports languages**

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- 3 How to do localization market research on Steam**

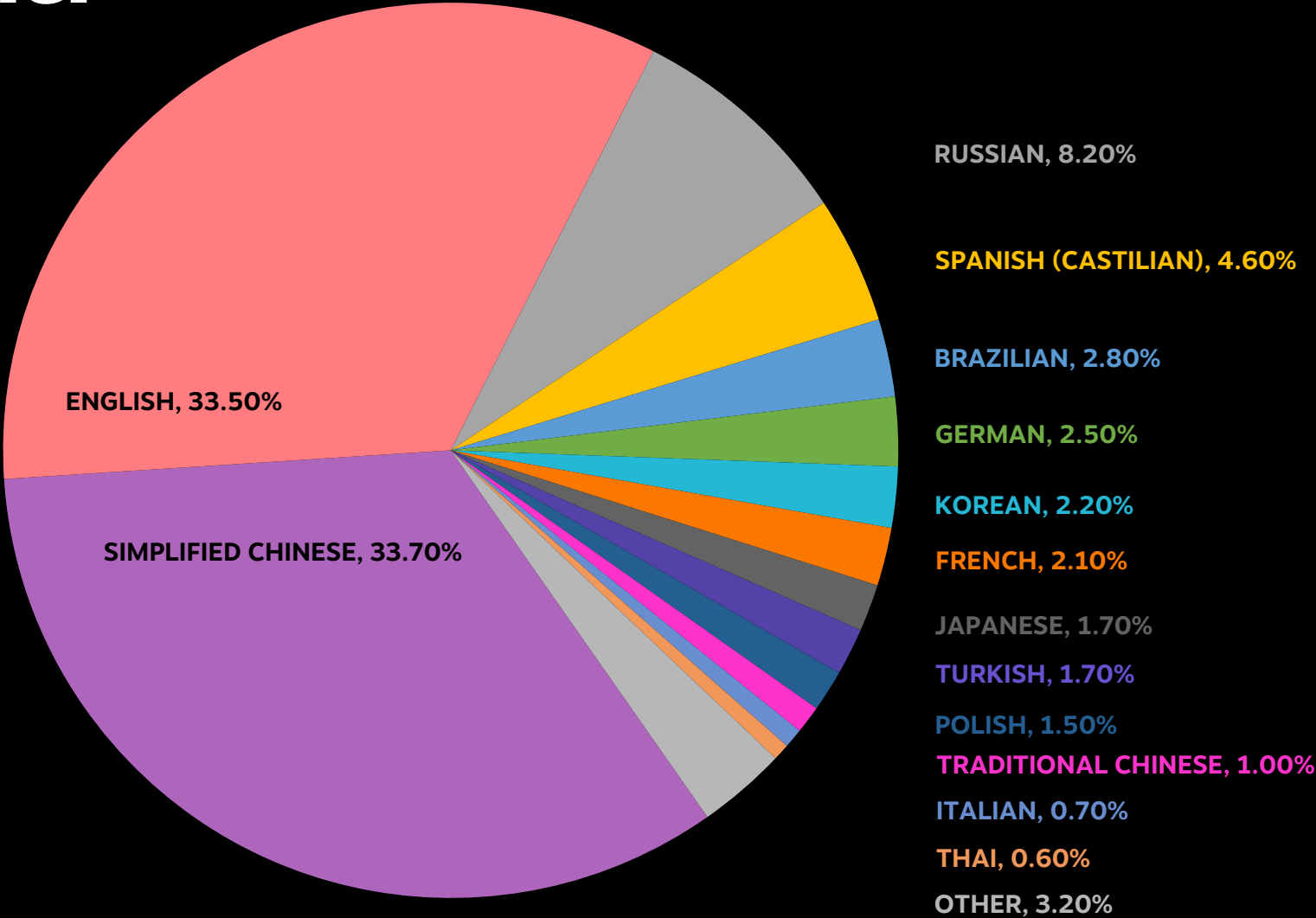
What we'll cover

- 1 How Steam supports languages**
- 2 How localization improves player experience**
- 3 How to do localization market research on Steam**
- 4 How Steam's localization features help you connect with customers globally**

Over **66% of Steam users**
have languages other
than English set as
their primary
Language

Steam supports
29 languages

USER LANGUAGE
BREAKDOWN **2024**



How Steam
supports languages

1 Steam language support

Steam officially supports **29 languages** (with more to come).

As a developer, you can also support any other language supported by Windows.

See our documentation for more details.

Full Platform Supported Languages

These are the languages fully supported on Steam.

English Name	Native Name	API language code	Web API language code
Arabic *	العربية	arabic	ar
Bulgarian	български език	bulgarian	bg
Chinese (Simplified)	简体中文	schinese	zh-CN
Chinese (Traditional)	繁體中文	tchinese	zh-TW
Czech	čeština	czech	cs
Danish	Dansk	danish	da
Dutch	Nederlands	dutch	nl
English	English	english	en
Finnish	Suomi	finnish	fi
French	Français	french	fr
German	Deutsch	german	de
Greek	Ελληνικά	greek	el
Hungarian	Magyar	hungarian	hu
Indonesian	Bahasa Indonesia	indonesian	id
Italian	Italiano	italian	it
Japanese	日本語	japanese	ja
Korean	한국어	koreana	ko
Norwegian	Norsk	norwegian	no
Polish	Polski	polish	pl
Portuguese	Português	portuguese	pt
Portuguese-Brazil	Português-Brasil	brazilian	pt-BR
Romanian	Română	romanian	ro
Russian	Русский	russian	ru
Spanish-Spain	Español-España	spanish	es
Spanish-Latin America	Español-Latinoamérica	latam	es-419

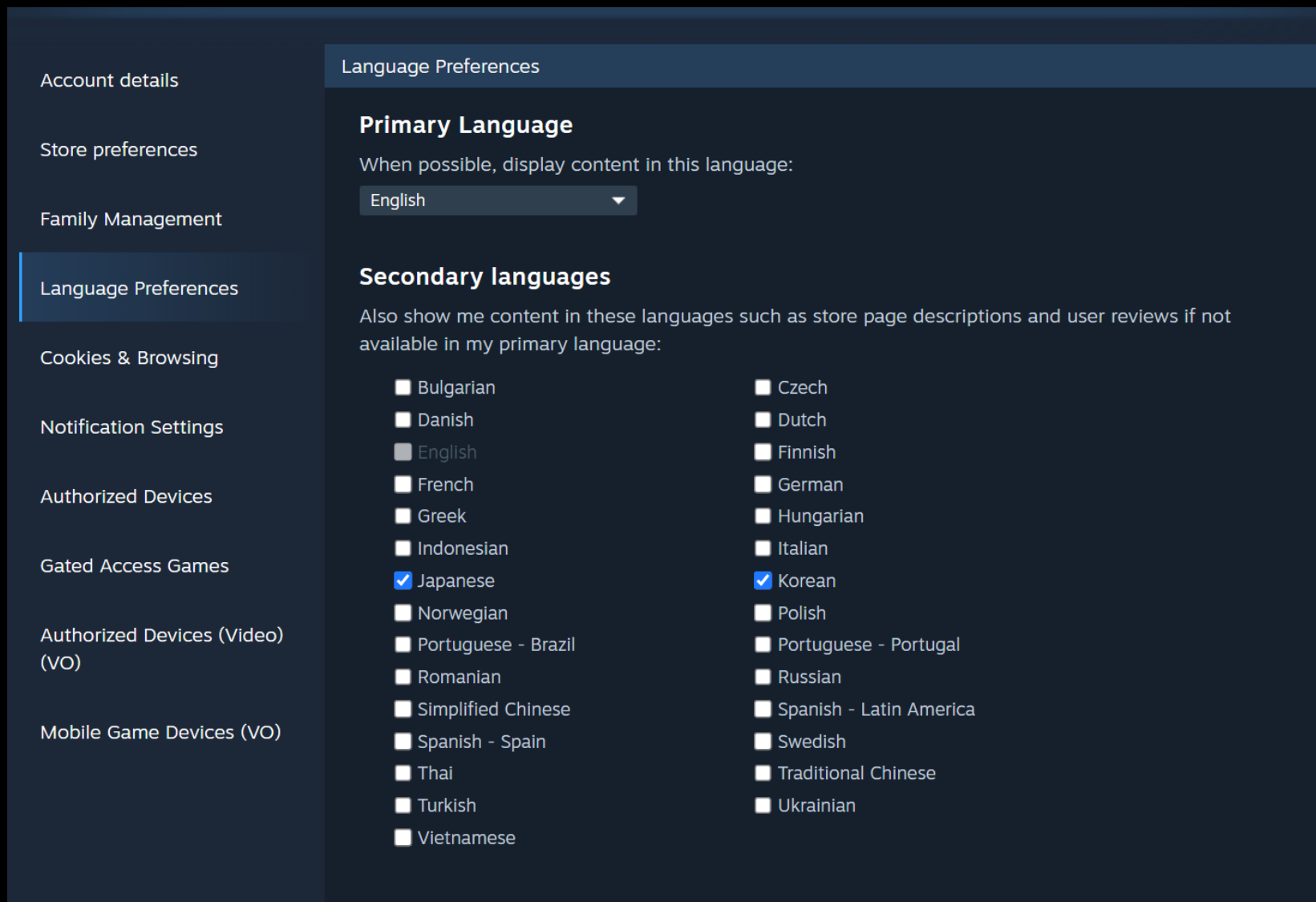
1 Steam language support

Developers can indicate which languages their game supports on the game's store page, where it's clearly visible to customers.

Languages	Interface	Full Audio	Subtitles
English	✓	✓	✓
French	✓		✓
German	✓		✓
Spanish - Spain	✓		✓
Japanese	✓		✓
Korean	✓		✓
Portuguese - Brazil	✓		✓
Russian	✓		✓
Simplified Chinese	✓		✓
Polish	✓		✓
Thai	✓		✓
Ukrainian	✓		✓

1 Steam language support

Steam users can select their primary language and secondary languages.



Almost 40 million Steam users had at least one other language selected in 2024.

10 MOST-COMMON COMBINATIONS

Simplified Chinese	+	English
Simplified Chinese	+	Russian
Simplified Chinese	+	German
Simplified Chinese	+	Traditional Chinese
Russian	+	English
Korean	+	English
English	+	German
Russian	+	German
German	+	English
Simplified Chinese	+	German & Russian

**How localization
improves player experience**

Steam Goals

**Build long-term
relationships with
players**

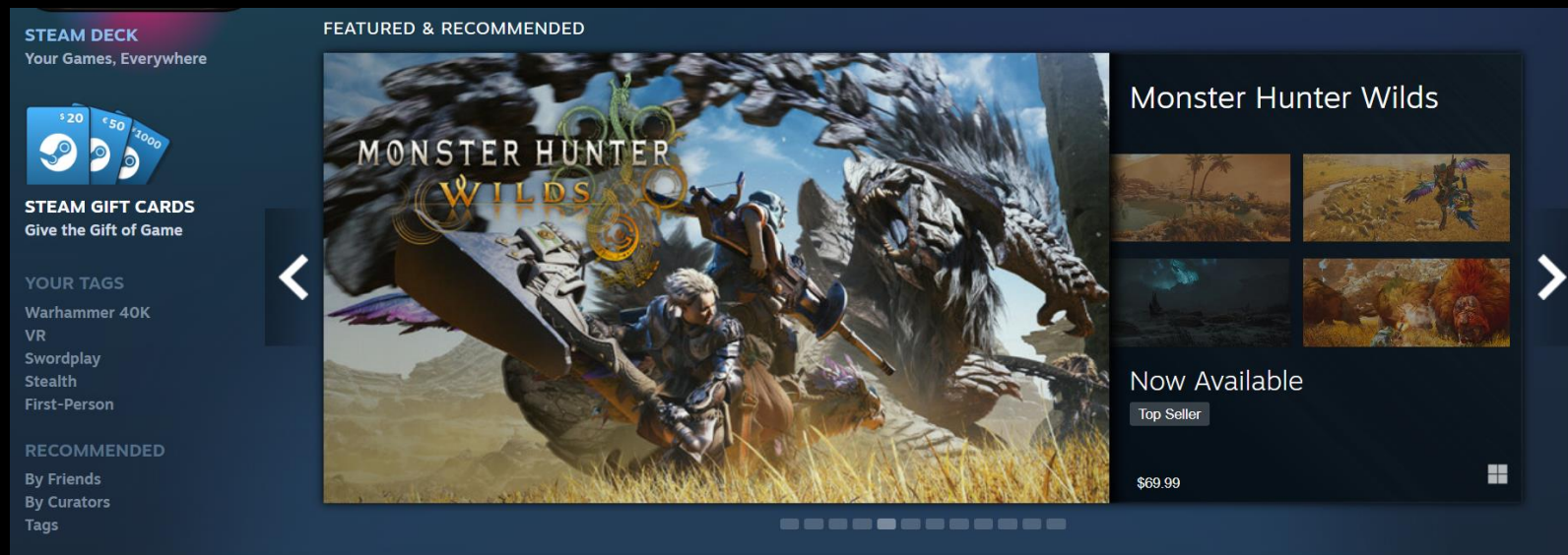
**Help players find
games they love**

**Help developers find
players who will love
their game**

**It's hard for customers
to have a good time
with games they
don't understand.**

2 Player experience

Steam is more likely to recommend your game if it supports a customer's primary or secondary languages.



My front page of Steam

2 Player experience

STEAM DECK
Your Games, Everywhere



STEAM GIFT CARDS
Give the Gift of Game

YOUR TAGS

Warhammer 40K
VR
Combats à l'épée
Infiltration
1^{re} personne

RECOMMENDED

By Friends
By Curators
Tags

BROWSE CATEGORIES

Top Sellers
New Releases
Upcoming
Specials
VR Titles
Controller-Friendly
Great on Deck

HARDWARE

Steam Deck
Steam Deck Dock
VR Hardware

BROWSE BY GENRE

Free To Play
Early Access
Action
Adventure
Casual
Indie
Massively Multiplayer
Racing
RPG
Simulation
Sports
Strategy

Your Store New & Noteworthy Categories Points Shop News Labs

search

Wishlist (9)

FEATURED & RECOMMENDED



Marvel Rivalsulator



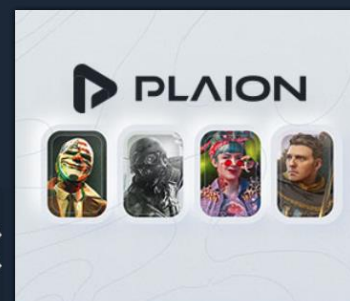
Now Available because you played
Top Seller

Free To Play



SPECIAL OFFERS

BROWSE MORE



PUBLISHER SALE

Offer ends Mar 10 @ 10:00am.

Up to -90%



FREE WEEKEND

Play for free until Mar 10 @ 10:00am.

-50% \$59.99 \$29.99



Today's deal!

-45% \$6.99 \$3.84



UPDATE 1.0

Void Descent

Today's deal!

-34% \$14.99 \$9.89

The front page of Steam in Japanese

2 Player experience

The screenshot displays the Japanese Steam front page with a dark blue background. At the top, a navigation bar includes links for 'ストア' (Store), '最新&注目' (Latest & Featured), 'カテゴリー' (Categories), 'ポイントショップ' (Point Shop), 'ニュース' (News), and 'ラボ' (Lab). A search bar is located on the right. Below the navigation bar, the main content area is divided into several sections. On the left, there's a sidebar with a 'STEAM DECK' section featuring a game card for 'Warhammer 40K' and a 'STEAMギフトカード' (Steam Gift Card) section. The main content area starts with a large banner for 'Warhammer 40,000: Space Marine 2' featuring a Space Marine character. Below this, there's a section for 'ビジュアルノベル フェス' (Visual Novel Festival) with anime-style characters. Further down, there's a 'スペシャル' (Special) section with three game cards: 'PLAION', 'COMPANY OF HEROES 3', and 'ROGUE GENESIA'. Each card shows a discount percentage and price. The right sidebar contains a 'Warhammer 40,000: Space Marine 2' section with a '配信中' (Streaming) button and a '売上位' (Top Selling) button. The bottom of the page features a row of small game cards and a 'さらに閲覧' (View More) button.

ストア 最新&注目 カテゴリー ポイントショップ ニュース ラボ

STEAM DECK
あなたのゲームに、どこからでもアクセス

STEAMギフトカード
ゲームをギフトとして贈る

自分のタグ
Warhammer 40K
VR
Combats à l'épée
Infiltration
1^{re} personne

おすすめ
フレンド推薦
キュレーター推薦
タグ

カテゴリーを閲覧
売上位
新作
近日登場
スペシャル
VRタイトル
コントローラフレンドリー
Deckで快適に動作

ハードウェア
Steam Deck
Steam Deck ドック
VRハードウェア

ジャンルでチェック
無料プレイ
早期アクセス
MMO
RPG
アクション
アドベンチャー
インディー
カジュアル
シミュレーション
ストラテジー
スポーツ
レース

注目&おすすめ

Warhammer 40,000: Space Marine 2

データヴォルトアップデート登場

配信中
売上位

ビジュアルノベル フェス
割引や体験版など盛りだくさん
3月10日午前10時(PT)まで開催中

スペシャル

PLAION

COMPANY OF HEROES 3

ROGUE GENESIA

3年間の努力! 正式版登場

最大 -90% \$29.99

-50% \$29.99

-45% \$3.84

-34% \$9.89


2 Player experience

Customers can always view and buy games that don't support their language.

We're transparent with users when a game doesn't support their language.

下一站江湖II

Community Hub



《创新工坊》现已推出，当前已更新8个免费玩法资料片)《下一站江湖II》是白玉京工作室研发的第二款3D单机武侠游戏，是一款包含了沙盒式的剧情主角养成、无缝大地图任意采集建造模拟经营、骑砍Like式门派霸图玩法的开放世界游戏，无内购、可离网游玩!

RECENT REVIEWS: **Very Positive** (290)
ALL REVIEWS: **Mostly Positive** (7,271)
RELEASE DATE: Apr 17, 2024
DEVELOPER: 白玉京工作室
PUBLISHER: 白玉京工作室

Popular user-defined tags for this product:
Singleplayer Open World RPG City Builder +

Add to your wishlist Follow Ignore View Your Queue

English language not supported
This product does not have support for your local language. Please review the supported language list below before purchasing
If you wish to see games in other languages, you can adjust your language preferences.

Is this game relevant to you?
Unavailable in your preferred languages

Single-player
Steam Workshop
Family Sharing
Full Controller Support
Xbox Controllers

Languages:
Interface Full Audio Subtitles
English Not supported
Simplified Chinese ✓ ✓ ✓

STEAM DECK COMPATIBILITY
Unknown Learn more

TEEN
T
ESRB

Buy 下一站江湖II \$24.99 Add to Cart

Buy 《下一站江湖II》游戏本体+纯外观DLC合集 BUNDLE (?)
Buy this bundle to save 10% off all 4 items!
Bundle info -10% Your Price: \$36.86 Add to Cart

Buy 《江湖II》游戏本体+DLC《江湖如梦》超值捆绑包 BUNDLE (?)
Buy this bundle to save 10% off all 2 items!
Bundle info -10% Your Price: \$27.88 Add to Cart

Users set their language preferences.

When Steam is matching players with games, it's looking at this.*

Languages:

	Interface	Full Audio	Subtitles
English	✓	✓	✓
Simplified Chinese	✓		✓
French	✓	✓	✓
Italian	✓	✓	✓
German	✓	✓	✓

[See all 14 supported languages](#)

***Interface at minimum**

2 Player experience

Store Presence



Edit Store Page

Edit the description, add screenshots, trailers, art assets, etc.



View Store Page ↗

View this application as it currently exists on the Steam store. ([View in Beta mode ↗](#))



Content Survey

Fill out a survey describing your product. This is required before release.



Create Commercial Package

Create a package for distributing your application to commercial users.

Supported Languages*

Please select all applicable languages that your product supports, and the degree to which they are supported.

- **Interface** - All in game text (ie. Menus, UI, etc.) is displayed in that language.
- **Full Audio** - Indicates that all spoken dialog is translated and available in that language. Essentially voice talent doing dialog in the language.
- **Subtitles** - Indicates that subtitles are displayed on screen for all spoken dialog in that language.

All languages - If your game has no text and can be played in any language, click here to select all options below

[Set all languages](#)

Made a mistake? [Clear all boxes](#)

English

☒ Subtitles ☒ Full Audio ☒ Interface

French

☒ Subtitles ☐ Full Audio ☒ Interface

Italian

☐ Subtitles ☐ Full Audio ☒ Interface

German

☒ Subtitles ☐ Full Audio ☒ Interface

Spanish - Spain

☐ Subtitles ☐ Full Audio ☒ Interface

Arabic

☐ Subtitles ☐ Full Audio ☐ Interface

Bulgarian

☐ Subtitles ☐ Full Audio ☐ Interface

Czech

☐ Subtitles ☐ Full Audio ☐ Interface

Danish

☐ Subtitles ☐ Full Audio ☐ Interface

Dutch

☐ Subtitles ☐ Full Audio ☐ Interface

Finnish

☐ Subtitles ☐ Full Audio ☐ Interface

Greek

☐ Subtitles ☐ Full Audio ☐ Interface

Hungarian

☐ Subtitles ☐ Full Audio ☐ Interface

Indonesian

☐ Subtitles ☐ Full Audio ☐ Interface

Japanese

☐ Subtitles ☐ Full Audio ☐ Interface

Korean

☐ Subtitles ☐ Full Audio ☐ Interface

Norwegian

☐ Subtitles ☐ Full Audio ☐ Interface

Polish

☐ Subtitles ☐ Full Audio ☐ Interface

Portuguese - Brazil

☐ Subtitles ☐ Full Audio ☐ Interface

Portuguese - Portugal

☐ Subtitles ☐ Full Audio ☐ Interface

Romanian

☐ Subtitles ☐ Full Audio ☐ Interface

Russian

☒ Subtitles ☐ Full Audio ☒ Interface

Simplified Chinese

☒ Subtitles ☐ Full Audio ☒ Interface

Spanish - Latin America

☐ Subtitles ☐ Full Audio ☐ Interface

Swedish

☐ Subtitles ☐ Full Audio ☐ Interface

Thai

☐ Subtitles ☐ Full Audio ☐ Interface

Traditional Chinese

☐ Subtitles ☐ Full Audio ☐ Interface

Turkish

☐ Subtitles ☐ Full Audio ☐ Interface

Ukrainian

☐ Subtitles ☐ Full Audio ☐ Interface

Vietnamese

☐ Subtitles ☐ Full Audio ☐ Interface

Supported Languages

When you add a new language, make sure you indicate it in Steamworks.

Store Walkthrough

**How Steam's localization
features help you connect
with customers globally.**

Localize your Store Page into the languages your game supports.


It's hard to get wishlists from people who can't read your store page.

Try localizing your store page into languages you're thinking about adding to your game.

Localized Store Page Descriptions



3 Global connection



Display Name: (only shown if category is selected below)

Dota 2 Reborn - Custom Games Are Here (Russian)

Category:

Select a category...

☒ Visible on Store ☐ Show before screenshots on Store Page

Base (?): Dota 2 Reborn - Custom Gar

Language: Russian

Country restrictions: Not In: CN

Save Replace

Localized Trailers

Localized trailers are automatically shown to users based on their language settings.

Great for trailers with marketing text, subtitles, or voice over.

Localized Trailers

NEW

This feature now supports localized subtitles.

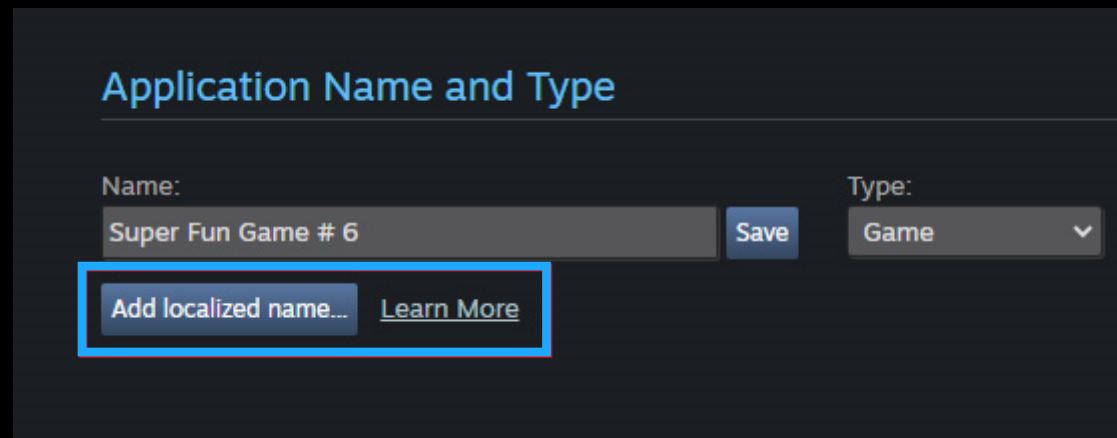
Upload localized subtitle files instead of having to bake subtitles into trailers.

Do you have a localized game or DLC name?

If so, add it in Steamworks.

The localized name will be presented to players based on language settings, matching store and library.

Localized Game Names



Atelier Yumia: The Alchemist of Memories & the Envisioned Land

[Community Hub](#)

"Atelier Yumia" is a story about "memory". Explore the field to gather materials and synthesis items. The items you create can be key to advancing the story and can also be used in battles and exploration. Additionally, you can create your own base with "Building" in the field.

ALL REVIEWS: No user reviews

RELEASE DATE: Mar 20, 2025

DEVELOPER: KOEI TECMO GAMES CO., LTD.

PUBLISHER: KOEI TECMO GAMES CO., LTD.

Popular user-defined tags for this product:

[Exploration](#) [Hack and Slash](#) [Collectathon](#) [JRPG](#) [+](#)

[Add to your wishlist](#)[Follow](#)[Ignore](#)[View Your Queue](#)

Atelier Yumia : L'Alchimiste des Souvenirs et la Terre Rêvée

Hub de la communauté



Atelier Yumia raconte l'histoire de Yumia et ses compagnons alors qu'ils font face à leurs souvenirs et tracent la voie en laquelle ils croient. Explorez un monde vaste, construisez-y vos bases et récoltez des ingrédients pour synthétiser des objets.

TOUTES LES ÉVAL : aucune évaluation

DATE DE PARUTION : 20 mars 2025

DÉVELOPPEMENT : KOEI TECMO GAMES CO., LTD.

ÉDITION : KOEI TECMO GAMES CO., LTD.

Tags populaires des utilisateurs et utilisatrices pour ce produit :

Exploration Hack 'n' Slash Collectathon Action +



Ajouter à la liste de souhaits

Suivre

Ignorer



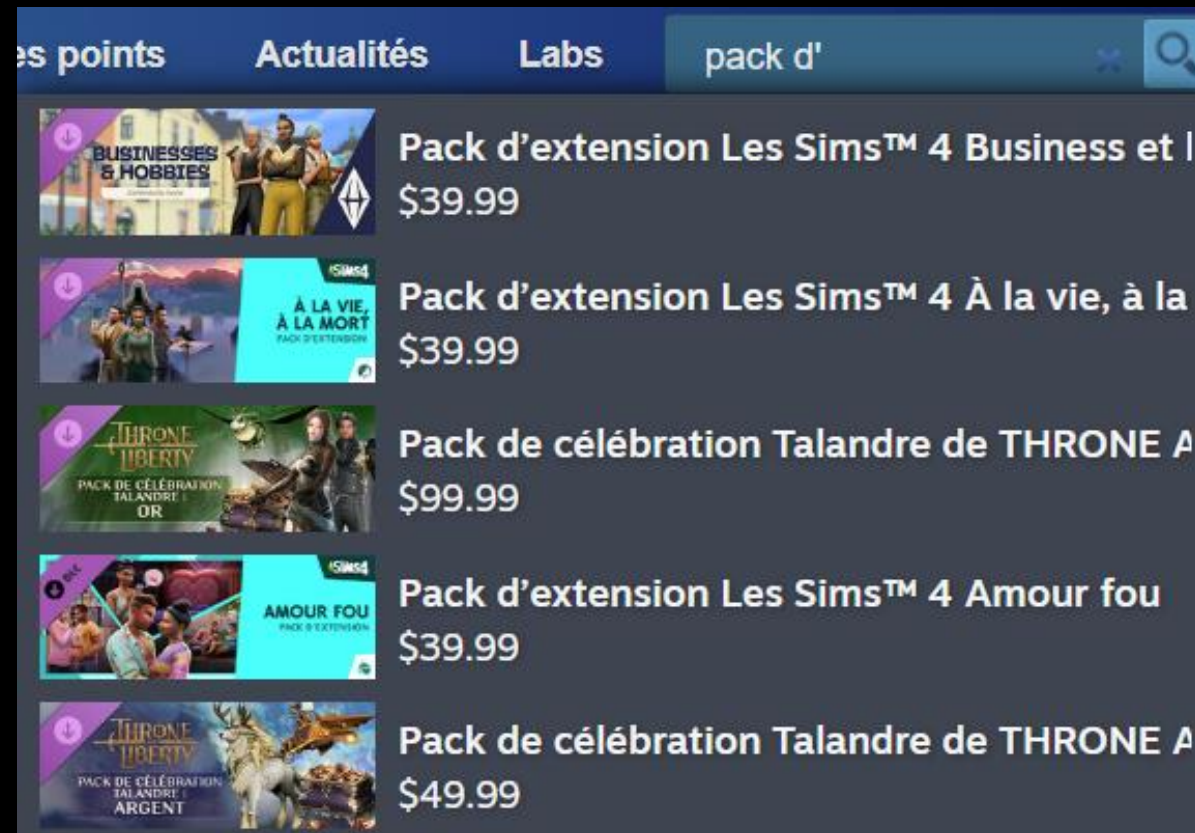
Voir votre liste ➞

Localizing your game name, subtitle, or DLC name is optional.

The localized name will be used for search suggestions for customers in that language.

Localized names get indexed on and off Steam, helping to improve Google search relevancy.

Localized Game Names



If your game has a localized name, you should also localize your store assets.

If you are using an artwork override to promote an in-game update, upload localized assets.

Localized Store Assets



データヴォルトアップデート登場

スペースマリーンのスーパーヒューマンのスキルと残酷さを持ち、超強力なアビリティと破壊的な武器を駆使して、冷酷なティラニッドの大群を抹消しましょう。ソロまたはマルチプレイヤーモードが可能な壮大なサードパーソンアクションゲームで〈帝国〉を守りましょう。

最近のレビュー: やや好評 (2,803)
すべてのレビュー: 非常に好評 (111,572)

リリース日: 2024年9月9日

開発元: Saber Interactive
パブリッシャー: Focus Entertainment

ユーザーが定義したこの製品への人気タグ:

ウォーハンマー40K アクション マルチプレイヤー +

あなたのキューを表示 ⇌

What is an artwork override?

A Steam feature for uploading assets to market something specific in your game.

Set to automatically expire after a defined time.

The only way to include text about major game updates or time-sensitive events on your assets.



精选和推荐



漫威争锋



现已推出

热销商品

免费开玩

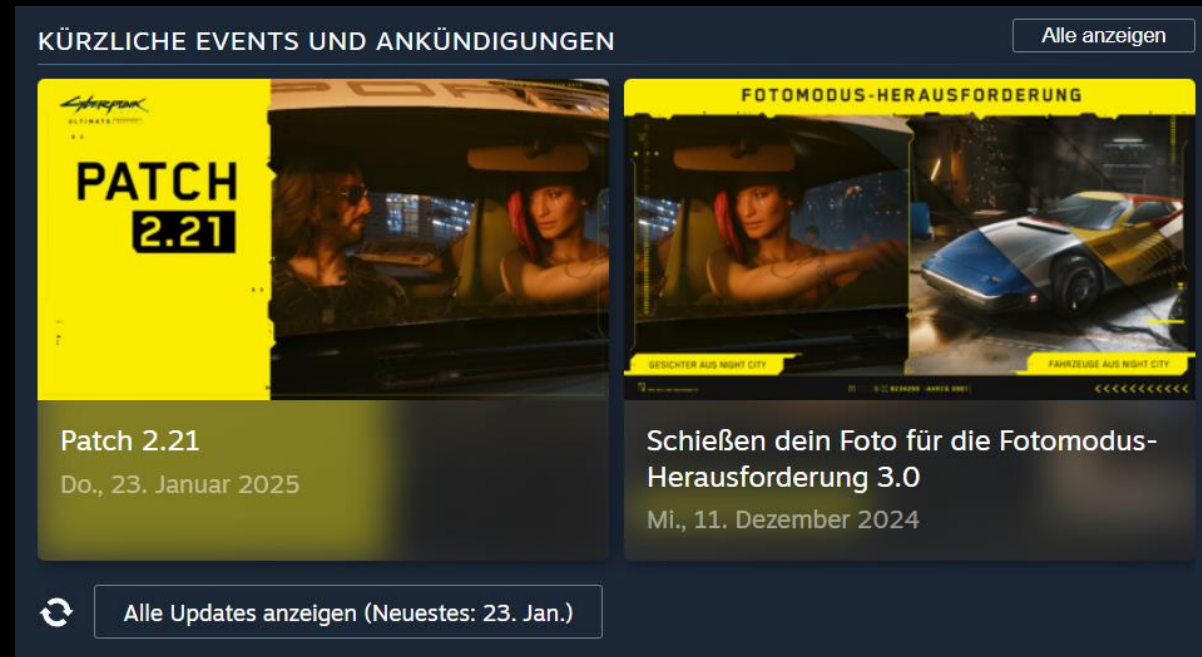


3 Global connection

All of your players want to know what's happening with your game.

Think about localizing your Steam Events in the languages your game supports.

Localized Steam Events



3 Global connection



REGULÄRES UPDATE VERÖFFENTLICHT Do., 23. Januar

Patch 2.21

Dieses Update fügt Unterstützung für DLSS 4 auf PC hinzu und enthält verschiedene Fehlerbehebungen, vor allem für SmartFrames auf Xbox und den Fotomodus auf allen Plattformen. Details findet ihr hier in der vollständigen Liste der Änderungen.

Fotomodus

- Nibbles und Adam Smasher können jetzt auch gespawnt werden, während sich V in der Luft oder im Wasser befindet.
- Ein Fehler bei der Option „Gesichtsausdruck“ für Adam Smasher wurde behoben.
- Ein Fehler wurde behoben, bei dem die leuchtende Brust-Cyberware von Adam Smasher fehlte.
- Ein Fehler wurde behoben, bei dem Johnny bei beiden Optionen (Standard und alternativ) mit seinem alternativen Aussehen spawnte, solange das alternative Aussehen aktiviert war.
- Charaktere, die gespawnt werden, während V sich in der Luft oder im Wasser befindet, stecken jetzt nicht mehr am Boden fest.
- Charaktere werden jetzt wie vorgesehen in den Voreinstellungen gespeichert.
- Gespawnte Charaktere bleiben jetzt sichtbar, nachdem ein Hintergrund hinzugefügt wurde.
- Vs Drehung und Position werden jetzt wie vorgesehen in den Voreinstellungen gespeichert.
- Ein Fehler wurde behoben, bei dem Vs Position sich bei manchen Werten auf dem „Hoch/Runter“-Regler nicht veränderte.
- NPCs, die unsichtbar werden, wenn die Option „NPCs in der Umgebung“ deaktiviert wird, sorgen nicht mehr für Kollision.
- Ein Fehler wurde behoben, bei dem beim Laden einer Voreinstellung zusätzliche Lichtquellen auch nach ihrer Deaktivierung angezeigt wurden oder am falschen Ort spawnten.
- Ein Fehler wurde behoben, bei dem die Kamera an Wänden stecken blieb, wenn „Volle Kollision“ auf AN gestellt wurde.
- Ein Fehler wurde behoben, bei dem die Kameraeinstellungen erst angewendet wurden, nachdem eine Voreinstellung zweimal geladen wurde.
- Die Kameraposition verändert sich jetzt nicht mehr, wenn man den Hintergrund aktiviert.
- Das Drehen der Kamera funktioniert jetzt auch dann richtig, wenn ein Hintergrund aktiviert ist.
- Ein Fehler wurde behoben, bei dem die Eingaben für „Kamera bewegen“ und „Kamera drehen“ auch dann angezeigt wurden, wenn die Kamera nicht bewegt werden kann (z. B. in der Ego-Perspektive).
- Ein Fehler wurde behoben, bei dem die Kamera nicht bewegt werden konnte, nachdem ein Charakter gespawnt und gleichzeitig die Option „Charakter anpassen“ ausgewählt wurde.
- Wenn „Chromatische Aberration“ in den Grafikeinstellungen deaktiviert wird, hat dies nun keinen Einfluss mehr auf die Option, sie anzupassen.
- Ein Fehler wurde behoben, bei dem manche Items in Szenen verschwanden, nachdem „NPCs in der Umgebung“ auf AUS gestellt wurde.
- Ein Fehler wurde behoben, bei dem das Aktivieren von Rhinox Cloth NPCDD-Fahrzeuge wieder in Bewegung setzte.

Select a language from the drop-down to see and edit text fields for that specific language. Or use the export/import option to set multiple languages at once.

English [last updated: Sep 11, 2024 @ 11:12 AM]



Export...

Import...

We make it quick and easy to upload all your localized Steam Event text via CSV and XML.

How to do localization market research on Steam

4 Market Research

Check your Wishlist data to learn where interest in your game is coming from.

Check sales data to see if customers are purchasing your game in countries where you don't support their language.

Countries			Most recent 31 days	Daily average during period	Change vs. Prior
Korea, Republic of	30.5%	Wishlists	427	14	
	32.5%	Units	478	15	+298%
United States	17.9%	Wishlists	250	8	+76%
	17.6%	Units	259	8	-68%
China	15.4%	Wishlists	215	7	
	22.8%	Units	335	11	-30%
France	4.5%	Wishlists	63	2	
	2.4%	Units	35	1	-50%
Russian Federation	2.8%	Wishlists	39	1	+77%
	1.1%	Units	16	1	-75%
United Kingdom	2.6%	Wishlists	37	1	+516%
	2.4%	Units	35	1	-67%
Japan	2.6%	Wishlists	36	1	-39%
	1.9%	Units	28	1	-86%
Brazil	2.4%	Wishlists	34	1	+88%
	0.4%	Units	6	0	-87%
Canada	2.4%	Wishlists	34	1	+1033%
	1.4%	Units	21	1	-78%
Taiwan	1.7%	Wishlists	24	1	+84%
	2.0%	Units	29	1	-69%
Australia	1.1%	Wishlists	16	1	+33%
	0.9%	Units	13	0	-79%
Spain	1.0%	Wishlists	14	0	+40%
	0.5%	Units	7	0	-64%
Hong Kong	1.0%	Wishlists	14	0	-30%
	0.9%	Units	13	0	-60%
Poland	0.9%	Wishlists	13	0	
	1.4%	Units	21	1	-49%

Steam is transparent about the languages a game supports.

Check the store pages of the games similar to yours to see which languages they are supporting.

Languages:	Interface	Full Audio	Subtitles
English	✓	✓	✓
French	✓		✓
German	✓		✓
Spanish - Spain	✓		✓
Russian	✓		✓
Simplified Chinese	✓		✓
Korean	✓		✓
Polish	✓		✓

Takeaways

- 1 Steam is a diverse platform with users all over the world.**
- 2 Players care about language and localization impacts their experience.**
- 3 Use Steam features to localize your presence and appeal to a global audience.**
- 4 Leverage Steamworks to help you figure out which languages to prioritize.**

**Think about all the
customer touch points
for your game on Steam.**

**Localizing your game's presence
can help your game feel more
welcoming to new players.**



Thank you.



**Steam documentation
on localization features**



**Resources and links
from all the talks**