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TRAVELLING
MILLIONAIRE

Travelling Millionaire Conquering Turkey and MENA Mobile Game Market



Travelling Millionaire

Popular mobile board game Travelling Millionaire offers the opportunity to play the game in Turkish and Arabic! The mobile game got featured on Google Play / Apple Store in less than 24 hours. The mobile game kept its #1 ranking in the Free Games Category consecutively for 3 weeks due to its localization strategy.

Netmarble, one of the biggest mobile gaming companies in the world, broke grounds with its collaboration with Protranslate to fully localize the mobile game Travelling Millionaire into Turkish and Arabic.

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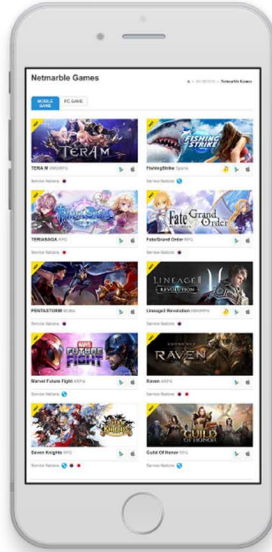
“Travelling Millionaire, a game played all over the world, including Far East countries, such as China, Korea, Taiwan, Thailand and Japan, has been downloaded more than 8 million times in the MENA region. Our localization project was carried out by dedicated mobile game localization experts of Protranslate. The team localized the characters, maps, cards and the other images of the mobile game into Turkish and Arabic. Protranslate’s digital marketing experts also contributed to our project by effective app store optimization tactics. That helped our mobile game rank higher instantly. The contribution of Protranslate’s Arabic and Turkish localization experts, who have a good command of the game world dynamics, had a big role on the success of the game within our region.”

Barış ÖZİSTEK
CEO, Netmarble EMEA

Travelling Millionaire is the best indicator for a successful localization in the mobile gaming industry.

The MENA localization team of Protranslate, localized the mobile game in accordance with the Arabic culture, values and sense of humor. Protranslate localization team also worked with the Netmarble EMEA team to create new characters that appeal to each culture, to increase the retention rate of the game.





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Protranslate offers world class service with an innovative approach and they have a constantly growing and dynamic team. We would like to thank the Protranslate team for the localization of Travelling Millionaire and our other mobile games, such as Lineage 2 Revolution, Marvel Future Fight, Seven Knights, and Star Wars: Force Arena!”

Barış ÖZİSTEK
CEO, Netmarble EMEA

Protranslate also localized the texts on images with its DTP (Desktop Publishing) team. This was provided within the scope of full localization service. Besides, the keywords and ASO compliant texts helped maximize the organic traffics in different app stores and increase the Travelling Millionaire’s discoverability and appearance in most searched games in the AppStore.

About Protranslate

Protranslate, which provides translation and localization services through its online platform into more than 70 languages worldwide, mainly the countries speaking Turkish, English, Arabic, Spanish and French. It is the largest online language services provider in Turkey and the MENA Region.

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