



# Going all-in

**ST-9, American Translators Association  
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Christos Floros**



# Lingua Greca Translations



Information Technology, Medical, Telecommunications  
Gambling

[WWW.LINGUAGRECA.COM/BLOG](http://WWW.LINGUAGRECA.COM/BLOG)







# WHAT IS GAMBLING TRANSLATION?

TRANSLATION OF GAMBLING PRODUCTS & SERVICES FOR A WIDER, GLOBAL AUDIENCE





00														
0	2	3	6	9	12	15	18	21	24	27	30	33	36	2 to 1
	5													2 to 1
	8													2 to 1
	11													2 to 1
0														
1	4	1												2 to 1
	7													2 to 1
	10													2 to 1
	13													2 to 1
16														
19	22	16												2 to 1
	25													2 to 1
	28													2 to 1
	31													2 to 1
34														
1st 12		2nd 12						3rd 12						
1st 18	EVEN					ODD		2nd 18						

# EXAMPLE 1

ROULETTE





## EXAMPLE 2

BLACKJACK





# LET'S MAKE A DISTINCTION

BETWEEN OFFLINE AND ONLINE GAMBLING PRODUCTS & SERVICES





## OFFLINE GAMBLING TRANSLATION

MORE DIFFICULT TO BREAK INTO



The logo for Ladbrokes, featuring the word "Ladbrokes" in a white, italicized, serif font on a red rectangular background with rounded corners.

*Ladbrokes*

The logo for William Hill, featuring the word "William" in a yellow script font and "HILL" in a white, bold, sans-serif font, underlined, on a blue rectangular background with rounded corners.

*William* **HILL**

The logo for betfair, featuring a black icon of an upward and downward arrow and the word "betfair" in a black, lowercase, sans-serif font on a yellow rectangular background with rounded corners.

 **betfair**

The logo for 888.com, featuring the text "888.com" in a white, bold, sans-serif font with a small red die icon above the second "8", and the tagline "—Enjoy the game—" in a white, cursive font below it, on a green rectangular background with rounded corners.

**888.com**  
—Enjoy the game—

# online gambling translation

Much easier to break into



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BLACKJACK

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FANTASTIC 4

# ONLINE GAMBLING TRANSLATION

GLOBAL AUDIENCE - TRANSLATIONS ARE NEEDED





**FOR 4 PEOPLE TO PLAY**

**4 LOCALIZED VERSIONS ARE REQUIRED**



**ONLINE GAMBLING TRANSLATION**

**GLOBAL AUDIENCE - TRANSLATIONS ARE NEEDED**

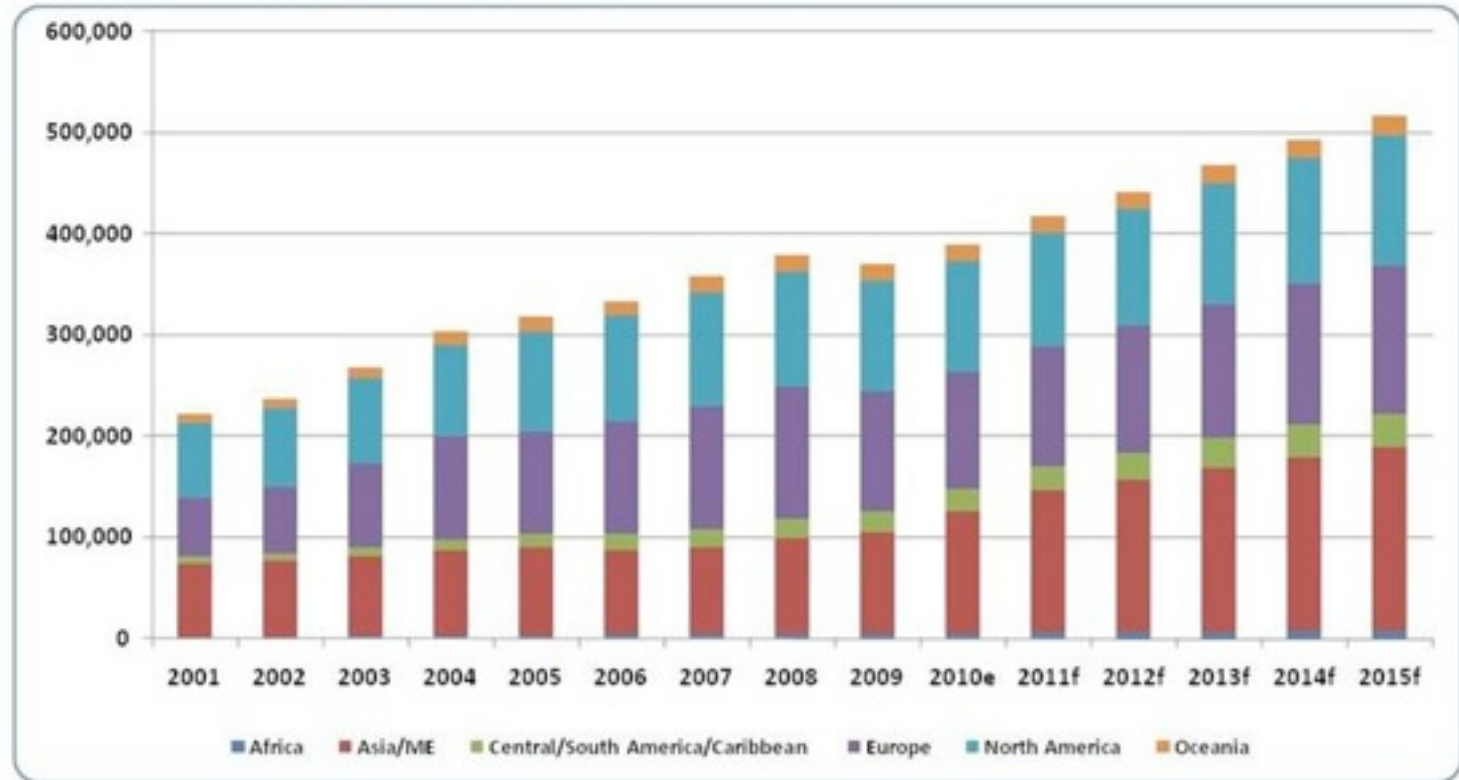


# You should go *all-in*...

- \* The market is expanding

## Global Gambling Forecasts

Global Gambling GGY (US\$m) 2001 – 2015f



Source: GBGC Analysis



# You should go *all-in*...

- ✱ It's fun & exciting





# You should go *all-in*...

- ✱ It's lucrative



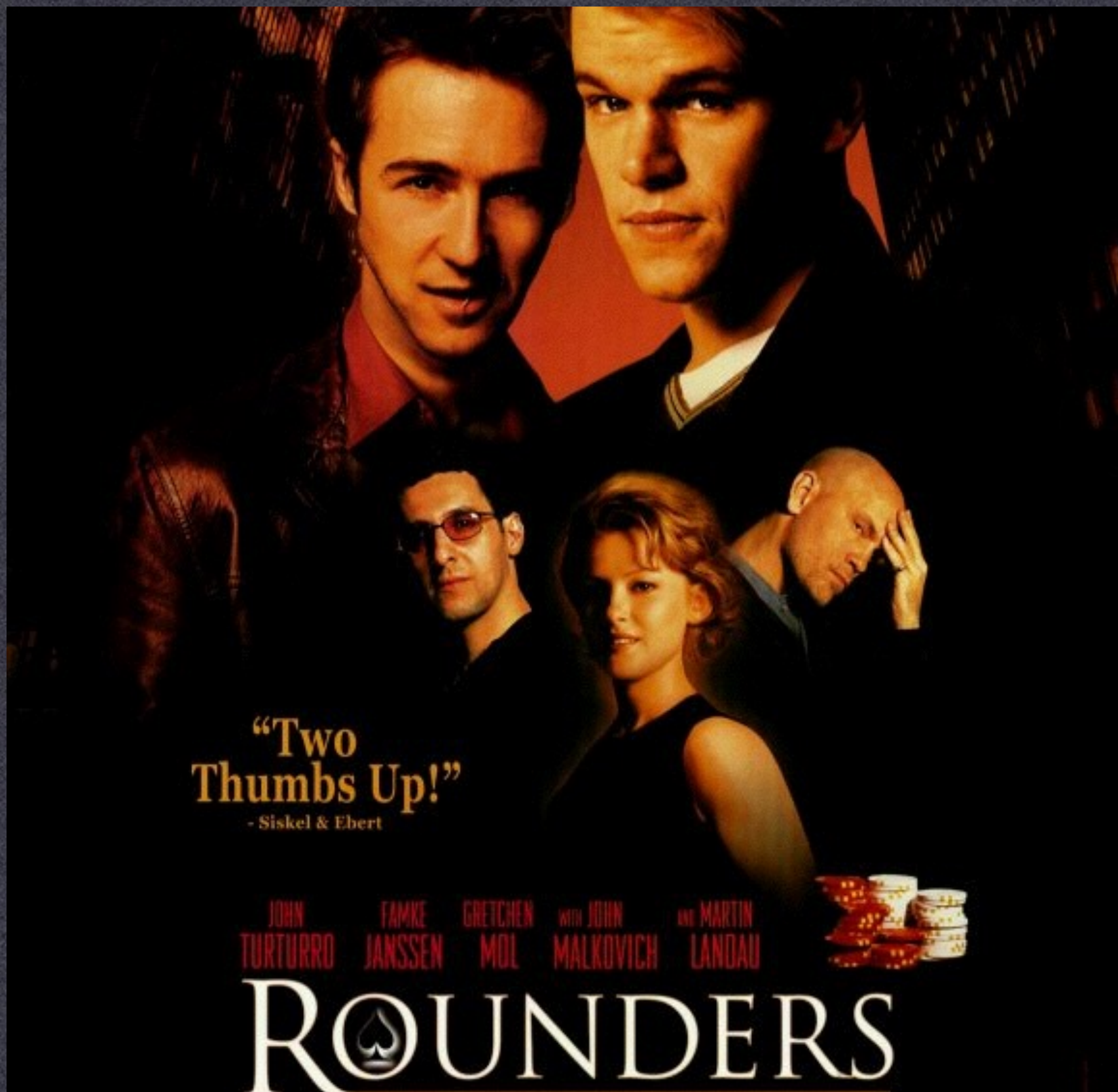


# You should go *all-in*...

- \* It's expanding
- \* It's fun & exciting
- \* It's lucrative



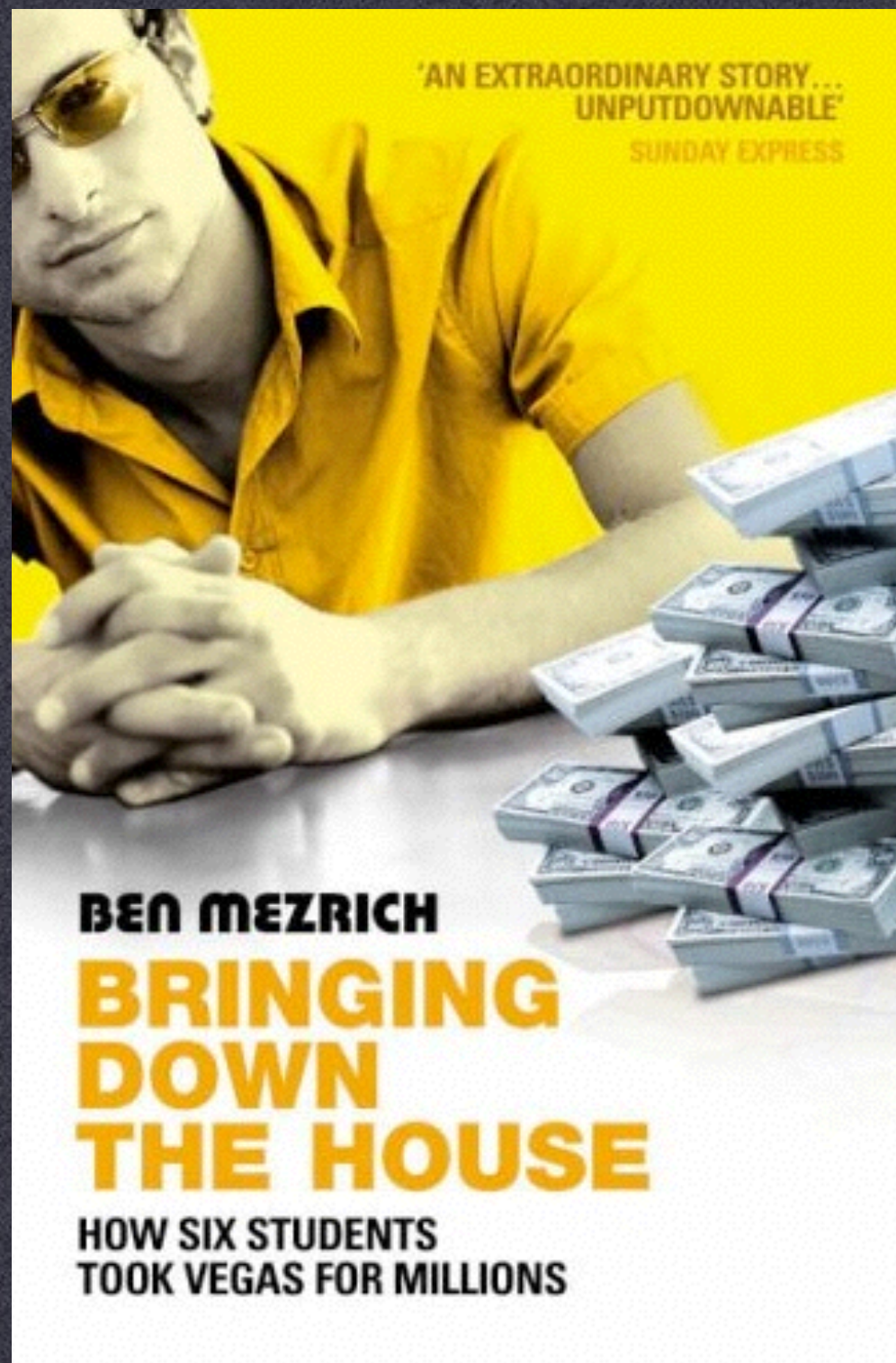




HOW TO DO IT

WATCH GAMBLING MOVIES





# HOW TO DO IT

## READ GAMBLING BOOKS





GO TO MONEY PLAY

MY FAVOURITES

MY ACCOUNT

? | 18+ | 23:13



LIVE CASINO



ROULETTE &  
BLACKJACK



SLOT MACHINES



JACKPOT GAMES



CARD & TABLE  
GAMES



VIDEO POKER &  
ARCADE GAMES

TOP GAMES | MY RECENTLY PLAYED



€14,036.10



NEW



NEW



NEW GAMES



Tell me more



PROMOTIONS >

BIG WINNERS

Garrett H.  
\$21,577

TALK  
TO US >

VIP

CASHIER

€

1,004.00

BALANCE

# HOW TO DO IT

PLAY THE GAMES



# TEXAS HOLD 'EM



**BOOKS**

**TV SHOWS**

**BLOGS**

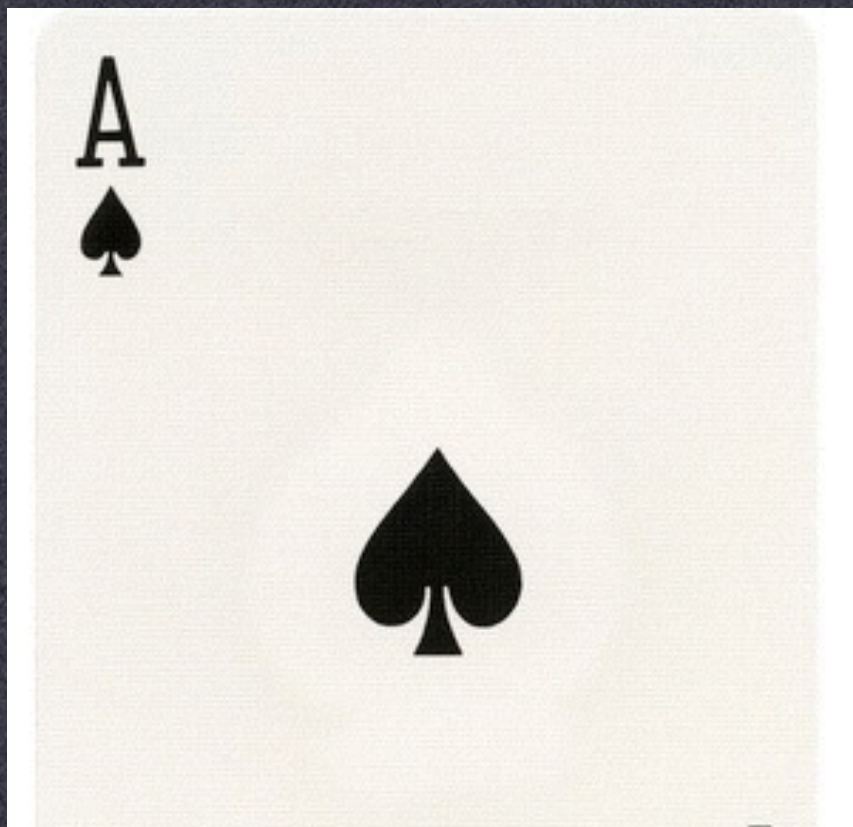
**MAGAZINES**

**ONLINE LESSONS**

**HOW TO DO IT**

RESEARCH EVEN FURTHER





**CORRECT USE OF TERMINOLOGY**

WILL DIFFERENTIATE YOU FROM THE COMPETITION





## HOW TO DO IT

ATTRACT CLIENTS BASED ON KNOWLEDGE OF THE GAMES AND THE MARKET



**PLACE A BET**



**ΠΟΝΤΑΡΩ**



**ΣΤΟΙΧΗΜΑΤΙΖΩ**

**CORRECT USE OF TERMINOLOGY**

**WILL DIFFERENTIATE YOU FROM THE COMPETITION**





**LOCALIZE CAREFULLY**

YOUR TARGET IS TO MAKE THE PRODUCT ATTRACTIVE TO YOUR COUNTRY





**NEVER BLUFF ABOUT YOUR EXPERTISE**

**SOMEONE WILL CALL YOUR BLUFF AND YOU'LL LOSE...**



**THE CLIENT**

**A FELLOW TRANSLATOR**

**THE GAMBLER**



**NEVER BLUFF ABOUT YOUR EXPERTISE**

**SOMEONE WILL CALL YOUR BLUFF AND YOU'LL LOSE...**



# Gambling translation is...

- \* Funnier than you think
- \* Easier than you think
- \* More rewarding than you think







**QUESTIONS PLEASE**



**THANK YOU FOR ATTENDING**

**SEE YOU IN CHICAGO!**  
**#ATA55**

## **CREDITS**

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