# Publishing Guide

## Europe, South Africa, Australia & New Zealand

v1.4.1 | April 2015

# Content

# Welcome

## Shop. Download. Play.

Nintendo eShop makes it easy for consumers to discover, download and play games on Nintendo 3DS™ and Wii U™.

With this guide we would like to give you an overview of publishing your game on Nintendo eShop in Europe, South Africa, Australia and New Zealand.

If you would like to release your game on Nintendo eShop in the U.S. and Canada, please get in contact with Nintendo of America Inc. *(ThirdPartyPublisher@noa.nintendo.com).*

To release your game on Nintendo eShop in Japan, you will need to either have a local office in Japan which can provide customer support or release it through a local publisher authorized by Nintendo Co., Ltd.

If you would like to release your game on Nintendo eShop in South Korea, Hong Kong and/or Taiwan, please get in touch with us for further contact information.

# Supported Consoles

Nintendo eShop is available on Wii U and the Nintendo 3DS family of consoles (incl. Nintendo 2DS).





Content is specific to each console. (Content for Nintendo 3DS can be viewed on eShop for Wii U.)

# Countries & Currencies

Nintendo eShop is available in 24 countries and supports payment in 12 local currencies:

| | | | |
|---|---|---|---|
| Australia | AUD | New Zealand | NZD |
| Austria | EUR | Norway | NOK |
| Belgium | EUR | Poland | PLN |
| Czech Republic | CZK | Portugal | EUR |
| Germany | EUR | Russia | RUB |
| Denmark | DDK | South Africa | ZAR |
| Finland | EUR | Spain | EUR |
| France | EUR | Sweden | SEK |
| Greece | EUR | Switzerland | CHF |
| Ireland | EUR | United Kingdom | GBP |
| Italy | EUR | | |
| Luxembourg | EUR | | |
| Netherlands | EUR | | |

Shop content is country specific. Accessibility depends on the country of the user.

Users can pay with credit card or prepaid Nintendo eShop Cards.

# Business Terms

- ## No concept approval.
  If you want to release free content, please share your plans with Nintendo.

- ## You publish your game under the agency model:

  ### You set the price, release date and time.
  Pricing is flexible, you can change it anytime up or down.
  Temporary price changes ("SALE") are possible anytime.

  ### You get 70% of the net revenues (excl. VAT) …
  … or a lower percentage in case the Minimum Commission is applicable.

- ## No sales threshold.

# Requirements

## E-Manual

Your game must have an e-manual (electronic manual). An e-manual with English and French language is mandatory for a pan-European release. We recommend that your e-manual is localised into the same languages as your game.

## Localisation

Your game's in-game text can be English-only. For a pan-European release, we recommend you localise your game into English, French, Italian, German and Spanish (EFIGS) languages.

Your Nintendo eShop product description has to be in both English and French language for a pan-European release. We recommend you localise it into the console's system languages (EFIGS plus Dutch, Portuguese and Russian).

## Age Ratings

Your game must have age ratings for the territories in which you want to release.

You will need an age rating for Germany (USK), for Russia, for the rest of Europe (PEGI) and for Australia and New Zealand. You are responsible for obtaining the age ratings for your game.*

We provide a white paper on age ratings, which can be downloaded from *WarioWorld.com* and *wiiu-developers.nintendo.com.*

For further information on age ratings, please contact *Richard.Moulton@nintendo.co.uk.*

* The Russian age rating is self declared; your PEGI rating can be used as a reference. The Australian rating can be used for New Zealand if it is below MA15+.

# Lotcheck & Asset Approval

## Lotcheck *("Certification")*

Your game needs to be tested for platform compatibility and guideline compliance before it can be released. This testing is performed by our Lotcheck team. Platform compatibility ensures that your game will run without a problem on a retail console in a consumer environment, and guideline compliance ensures that basic standards are met when it is running on our platforms.

If your game fails testing, you will need to submit a revised version until final approval.

The latest Lotcheck guidelines can be downloaded from *WarioWorld.com* and *wiiu-developers.nintendo.com.*

**Contact:** *lotcheck@nintendo.de*

## Asset Approval

Assets include basic information about your game (name, release date and time, age ratings, price, description, …) as well as visual assets (game icon, screenshots, videos, banners, etc.) which represent your game on Nintendo eShop, Miiverse and other promotional channels.

We will contact you to submit your game's assets to us once it has entered Lotcheck. All assets need to be approved before your game can be released.

You can download our asset package from *https://fileshare.nintendo-europe.com*.

**Contact:** *digital_publisher@nintendo.de*

# Release & Promotion

## Release

You can release your game on Nintendo eShop any day of the week and at any time.

The storefront is updated every Thursday at 15:00 CET/CEST. We recommend you release your game at the same time the update occurs to be part of potential promotion opportunities, which may give additional visibility to your game at launch.

## Promotion

Nintendo decides at its own discretion which, when and how games are promoted on Nintendo eShop and other promotional channels operated by Nintendo.

You are free to approach Nintendo about promotional support opportunities.

Every Monday, NOE PR sends out an email to European media, which highlights new game releases and price promotions happening that week. If you do not want to be included in this email, let us know.

**Contact:** *digital_publisher@nintendo.de*

# Download Codes

You will receive 250* download codes ("voucher codes") to promote your game.

Download codes are sent to you after your game page has gone live.

If you would like to use them for promoting your game prior to release, for example for distributing them to media to get reviews written in advance, please make sure that you set your release date so you have enough time for your pre-release activities. A good idea is to plan with three weeks between game code/assets approval and release.

We will also provide you a QR Code for your Nintendo 3DS title. The code will lead to the product page of your game on Nintendo eShop and can be used in your promotional material.

**Contact:** *digital_publisher@nintendo.de*

* Includes 50 download codes for Australia and New Zealand

# Nintendo eShop

# Process Overview

As a registered Nintendo developer or publisher, please follow the below steps
to release your game on Nintendo eShop for Nintendo 3DS or Wii U:

| | | |
|---|---|---|
| **1** | Sign Legal Agreement | The legal agreement and sales agent form are sent to you. The sales agent form contains your payment details. **Contact:** *agreements_publisher@nintendo.de* *Skip this step if you already signed the legal agreement with NOE before.* |
| **2** | Request Game Code | A game code is a Nintendo product specific ID for your game. It takes **up to 10 working days** to assign and register in our database. **Contact for game code request:** *agreements_publisher@nintendo.de* |
| **3** | Obtain Age Ratings | Obtain the age ratings for your game. Please note that it can take several weeks to receive all ratings. Be sure to download and read our white paper on age ratings. **Age rating white paper:** *WarioWorld.com or wiiu-developers.nintendo.com* |
| **4** | Submit Game & Assets | Submit your game and its assets to us for approval. Lotcheck usually takes **up to 20 working days.** Asset approval takes **up to 10 working days.** **Contact for Lotcheck:** *lotcheck@nintendo.de* **Contact for asset approval:** *digital_publisher@nintendo.de* |
| | Registration On Servers Game Page Goes Live | Once both game and assets have been approved by Nintendo, they are registered on the eShop servers. Registration takes **up to 10 working days**. Your game page will be come available on eShop once the registration has been completed. |
| | Game Available For Purchase Miiverse Community Goes Live | Once your release date and time have been reached, your game will become available for purchase. Your game's Miiverse community will go live as well. |

# Download Tracking

You can track your download figures on NPortal at
*https://portal.nintendo.com/nportal*

You will receive your NPortal access information after signing the legal agreement.

**Contact:** *agreements_publisher@nintendo.de*

# Payments & Reports

## Quarterly Payments & Reports

Payments are done in Euro and issued within 30 days from the end of a quarter.

## Revenue Report

You will receive a detailed revenue report in PDF and Excel format by email.

> **Please note:** VAT of individual countries are deducted from revenues before payment. VAT rate varies by country.

**Contact:** *agreements_publisher@nintendo.de*

# PR & Marketing Material Approval

Please submit all your promotional materials which use Nintendo trademarks to us for approval.

**Examples:** Press releases, game trailers, Nintendo logos on your website …

Our latest official marketing guidelines and related assets (images, logos, line arts, trailer templates, …) can be downloaded from *https://fileshare.nintendo-europe.com.*

Use the login *"DownloadMarketing"* and password *"marketingpub1"* to access the server.

**Contact:** *digital_publisher@nintendo.de*

# Dual Distribution

If you are a Retail Publisher, you can release the retail version of your Nintendo 3DS or Wii U game as a download version on Nintendo eShop.

To do this, register your game for dual distribution in the game code request form.

✓ One single Lotcheck submission covers both retail and download version.

✓ Release dates of both versions can be set independently.

✓ You will receive 850 Download Codes (includes 100 codes for Australia and New Zealand) free of charge to promote your game.

**Please note:** Dual Distribution requires both Retail and Digital Publisher status.

# Contact

**Legal Agreement**
*agreements_publisher@nintendo.de*

**Game Code Request**
*agreements_publisher@nintendo.de*

**Age Ratings**
*Richard.Moulton@nintendo.co.uk*

**Lotcheck Date & Release Date Update**
*planning_publisher@nintendo.de*

**Lotcheck (Certification)**
*lotcheck@nintendo.de*

**Asset Approval**
*digital_publisher@nintendo.de*

**Download Codes**
*digital_publisher@nintendo.de*

**Download Tracking**
*https://portal.nintendo.com/nportal
(digital_publisher@nintendo.de)*

**Payments & Reports**
*agreements_publisher@nintendo.de*

**PR & Marketing Material Approval**
*digital_publisher@nintendo.de*

## Main Contact
*digital_publisher@nintendo.de*

# Version History

v1.3    24.02.14    Various text and layout revisions for better understanding.
**Requirements:** Added location of age rating white paper and some more information on Russian and New Zealand ratings.
**Game & Assets Approval:** Added location of guidelines.
**Download Codes:** Updated information on process.
**PR & Marketing Assets Approval:** Added location of guidelines.

v1.4    03.07.14    Text revisions for better understanding.
**Lotcheck & Asset Approval:** Changed "Game Approval" to "Lotcheck (Certification)" and "eShop Assets Aproval " to "Asset Approval"; updated information on asset approval.
**Process Overview:** Added age ratings step; further split up registration and release information; updated information about notifying Nintendo on release and certification dates.
**Download Codes:** Updated information on process.
**Contact:** Updated email address for game code requests.

v1.4.1    01.04.15    **Process Overview & Contact:** Updated contact for game code requests.
Various text and layout revisions for better understanding.

# Nintendo of Europe GmbH

European Publisher Business

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