## Contents

## Acknowledgments vii

Introduction: The Floating World Travels West 1

- 1 Playing with Cosmopolitanism: Japanese Videogames and North American Players 19
- 2 Unintended Travel: ROM Hackers and Fan Translations of Japanese Videogames 41
- 3 Playing Japan's Games 65
- 4 Much Ado about JRPGs: Square Enix and Corporate Creation of Videogames 97
- 5 Localization: Making the Strange Familiar 121
- 6 The Japanese Console Game Industry: Capcom and Level-5 149
- 7 A Game's Building Blocks: Western Developers and Japanese Games 179
- 8 Conclusions 209

Notes 221

Index 253