



Some Facts on the Language Services Market

Source : Common Sense Advisory

- It would take 83 languages to reach 80 percent of all the people in the world, and over 7,000 languages to reach everyone. -- *Evolution and Revolution in Translation Management*
- Websites offered in only one language can address at most 30 percent of the total online population. -- *Website Globalization: The Availability Quotient*
- Translating into 50 languages provides access to almost 96 percent of the world's online residents." -- *On the Web, Some Countries Matter More than Others*
- 72.4% of consumers say they would be more likely to buy a product with information in their own language. -- *Can't Read, Won't Buy: Why Language Matters on Global Websites*
- English appears an average of 2.7 times per base URL, with Spanish being the only other mega-language found more than once. -- *Unleashing the Global Customer Experience*
- 10 mega-languages account for 76 percent of the people on the web: English, Japanese, German, Spanish, French, Italian, Korean, Swedish, Chinese Simplified, and Norwegian. -- *On the Web, Some Countries Matter More than Others*
- 56.2 percent of consumers say that the ability to obtain information in their own language is more important than price. -- *Can't Read, Won't Buy: Why Language Matters on Global Websites*
- 72.1 percent of the consumers spend most or all of their time on sites in their own language. -- *Can't Read, Won't Buy: Why Language Matters on Global Websites*
- English, French, Italian, German, Spanish and Japanese add up to 88 percent of the addressable online market. -- *On the Web, Some Countries Matter More than Others*
- More than 99 percent of what people write, say, or generate never leaves the language in which it was created. -- *Beyond Global Websites*

- Websites tailored linguistically and transactionally to the residents of one country can address, at most, 20 percent of the total world online population. -- *Website Globalization: The Availability Quotient*

- The language services market is predicted to reach US\$25 billion by 2013. -- *Ranking of Top 30 Language Services Companies*

- Nearly 90 percent of companies outsource some or all of their translation and localization work -- *Localization Vendor Management*