



# The Language Services Market: 2015

*Annual Review of the Translation,  
Localization, and Interpreting  
Services and Technology Industry*

By Donald A. DePalma, Hélène Pielmeier,  
Stephen Henderson, and Robert G. Stewart

June 2015

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# Topic

Imagine buying a new car and not being able to decipher the owner's manual because it's in a language you don't read. Or remember the frustration of trying to register at a website form that doesn't recognize your country's postal code format. Think about the impact of making important healthcare decisions if you don't understand what the doctor says. It's only when translation, localization, or interpreting aren't there that consumers recognize their true value.

But for businesses, governmental bodies, or non-profits, adapting their products and services for their domestic and international customers is essential to their success. This report describes the industry that provides the language-related services and technology that support these adaptations.

For the 11<sup>th</sup> consecutive year, CSA Research conducted its annual study of the market for outsourced language services and technology. This year, we surveyed 860 providers from our updated database of 18,097 firms. This report analyzes the market data from the 2014 calendar year and new developments since our last annual report (see "[The Language Services Market: 2014](#)," Jun14).

- [Market](#) – an overview of the size of the language services and technology market, distribution of services, and forecasts.
- [Demand and Supply](#) – a description of language as an outsourced service, market participants, and the opportunities and challenges they face.
- [Rankings](#) – a discussion and listing of the leading suppliers in the global and regional markets for language services and technology.
- [Services and Technology](#) – an overview of the services and technologies in this sector, and revenue distribution for each category.
- [Benchmarks](#) – a discussion of revenue, client, project management, and sales operations metrics for language service providers.
- [Methodology](#) – a description of the process that CSA Research follows in producing this report.
- [Appendix](#) – tables showing revenue in local currency for companies that appeared in our 2014 and 2015 reports.

## About Common Sense Advisory

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Common Sense Advisory, Inc. is an independent research firm committed to objective research and analysis of the business practices, services, and technology for translation, localization, and interpreting. With its research for both [Global Leaders](#) and [Industry Providers](#), Common Sense Advisory endeavors to improve the quality and practice of international business, and the efficiency of the online and offline operations that support it. To find out more about our research and how to become a member:

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## Future Research

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Common Sense Advisory seeks interviewees from the community of people involved in building business applications for international use. If you would like to be interviewed or have clients who would like to share their experiences, please e-mail us at [info@commonsenseadvisory.com](mailto:info@commonsenseadvisory.com). We anonymize participants and hold all information in the strictest confidence.

## Applied Research and Advisory Services

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This report and other Common Sense Advisory research into the best practices of business globalization serve as the foundation for our Applied Research and Advisory Services including International Customer Experience Assessments, Vendor Selection, Localization Business Process Audits, Globalization Excellence and Optimization Assessments, and Globalization Roadmaps. E-mail us at [info@commonsenseadvisory.com](mailto:info@commonsenseadvisory.com) for more information.

