



The Language Services Market: 2018

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

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Topic

Earlier this year, e-mail inboxes swelled with privacy policy updates as companies around the world did their best to comply with the European Union's General Data Protection Regulation. Designed to protect the digital privacy of its residents, the GDPR even forced businesses outside the E.U. to make their websites and mobile apps conform. Companies sent a "here are your rights" message in the language they use to communicate with their constituencies.

This legislation underscores a fundamental reality of the seemingly borderless world: Online and on your phone, you are part of a much bigger global community unified by commerce and communications. Nonetheless, each of the world's nearly 200 countries embodies one or more unique combinations of its nearly 7,000 languages, diverse legal systems, and local customs and taboos. Helping organizations comply with laws such as GDPR and meet the needs and expectations of international communication, commerce, diplomacy, aid, and other activities have fueled the language sector to US\$46.52 billion in revenue.

Meanwhile, the language sector feels an existential angst caused by artificial intelligence, broadening consolidation, and changing client requirements. While "content is king," we find that most companies have yet to come to terms with the burgeoning content volumes, shortening delivery times, and demand for more languages. In this report, we review our forecasts for global content service providers (global CSPs) able to address these needs.

Against this global backdrop, CSA Research conducted its 14th study of the market for outsourced language services and technology ("[The Language Services Market: Research Methodology 2018](#)"). Based on a comprehensive survey of industry providers and rigorous methodology, this report analyzes the market from January 2017 through June 2018 in several chapters:

- [Market](#) – an view of the landscape. See "[Who's Who in Language Services and Technology: 2018 Rankings](#)" and [data in a spreadsheet](#) for our annual ranking of providers across the globe and in eight geographic regions.
- [Demand](#) – the impact of intrinsic business forces and drivers for growth.
- [Services](#) and [Technology](#) – analysis and revenue for each category.
- [Futures](#) – our analysis of how the market sector is evolving.

About Common Sense Advisory

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

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. We anonymize participants and hold all information in the strictest confidence.

Applied Research and Advisory Services

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 for more information.

