



FAQs about the Global Market Survey

CSA Research conducts an annual survey of the language services and technology market. We publish the results of this survey and the rankings of the largest language service providers (LSPs) and language technology vendors globally and regionally in the form of a research report and briefs.

CSA Research welcomes questions about its market size estimates and rankings. Individuals seeking further details may [contact us](#) at any time for more information.

What Information You Need to Complete the Survey

Because the questions are not simple “Yes or No” and we do ask for specific data, we suggest that you prepare your information before taking the survey. Here is a “Survey Checklist” that lists the data you will need to answer questions in the survey:

- Contact information
- Number of employees
- Employee count by role
- Office locations
- Revenue for the past three years
- Revenue breakdown by service type (that is, translation, interpreting, technology)
- Revenue breakdown by industries and verticals
- Volume of translation by word count
- Sources of revenue by country



If you decide that you would like to be considered for ranking, you will have to provide exact revenue figures. Otherwise, you will be asked to select from a range of revenues and provide percentages of overall revenue rather than exact numbers.

What We Do with the Data We Collect in the Survey

We write reports and briefs, articles for the media, make presentations, and discuss the findings with mainstream media, enterprises, government agencies, NGOs, and other organizations with an interest in language services and technologies. The report and briefs that we write include:

- Current market size estimates for the language services industry along with a detailed description of the methodology used to obtain the estimates
- Projected growth rates for the industry for the next three years, including region-specific breakdowns
- Rankings of the 100 largest global market leaders
- Regional lists of the largest translation and interpreting companies in Africa, Asia, Eastern Europe, Latin America, North America, Northern Europe, Oceania, Southern Europe, and Western Europe
- Ranking of the fastest-growing LSPs
- Composition of the number of providers in each size range worldwide
- Financial benchmarks for LSPs, including average revenue per employee, average revenue per salesperson, average revenue per project manager, broken out by both size range and geography
- Year-to-year comparison of statistically significant changes in the market over the past three years
- Reporting on the fastest-growing services in the industry, such as transcreation, website globalization, and on-site interpreting
- Breakdown of the market revealing market size estimates for software localization, translation technology, video interpreting, multimedia localization, and other services

About the Companies That Appear in Our Rankings

- **How can my company appear on your rankings?**
Taking the survey is the only way your company can qualify to appear in our rankings. Even if yours is a public company that publishes revenue figures, we will not include it in our ranking if you don't participate, because ours is a voluntary survey.
- **Can I promote the fact that my company is featured in a ranking?**
Yes, please [contact us](#) for details.

- **Can you give me a list of the top LSPs in my country?**
CSA Research does produce specific rankings for various countries by request. Please [contact Sales](#) for further details.
- **Why are some companies listed one year and not the next?**
A company may decide not to participate at any time. A firm may be acquired by another, there may be a change in reporting structure, or its revenue may not qualify for a given year's ranking.
- **How do I get to hear about the survey?**
Every year, when we launch the survey, we send out e-mail invites to the companies in our database. We also publicize the survey through our newsletter, blog, and our social media pages on LinkedIn, Twitter, and Facebook. You can also submit your information on our landing page.

About Our Ranking Methodology

- **Do you audit the information presented in the rankings?**
We do not audit the financial information submitted by the companies, but we do require them to confirm in writing that the information they provide is accurate and correct.
- **What is your validation process?**
We contact the companies to alert them that they may qualify for the ranking. We provide them with the exact information we intend to publish in the ranking. We ask them to review each piece of information for accuracy before publication.
- **Do companies ever fail to qualify at the validation stage?**
We occasionally disqualify companies at the validation stage. The most common reason for disqualification is the failure to reply to our requests for clarifying information or validating data.
- **Why is there a discrepancy between the revenue I saw for a company in another source and the revenue listed in the CSA Research ranking?**
Methodologies and revenue reporting processes may differ from one organization to another. More information about CSA Research's methodology, algorithm, and data is available to our clients.
- **What if you receive more than one entry from the same company?**
We contact the parties involved to clarify the information and request further details. We accept only one entry per company.

About Subsidiaries, Business Units, and Collective Entities

- **How do you handle subsidiaries of other companies?**

If the parent company of a subsidiary derives 50% or more of its total revenue from language services activities, we consider the parent company to be an LSP, and we direct the parent company to include all language services revenue of its subsidiaries within its total reported language services revenue for inclusion in both global and regional rankings. If the parent company earns less than 50% of its total revenue from language services, then the subsidiaries are allowed to appear in regional rankings – but the parent company will not appear. This policy ensures that a language service provider or a subsidiary of a large non-LSP company is allowed to appear in our rankings, but it also protects against over-representation of LSPs with numerous in-country, technology, or specialty service subsidiaries.

- **How do you handle business units or divisions?**

If the parent company has only one division or business unit that provides language services, the business unit or division may apply individually to be included in a global or regional ranking. If the parent company has two or more divisions or business units that provide language services and wishes to participate in the ranking, the parent company must consolidate the revenue for all such divisions or units in order to appear in a global or regional ranking.

- **What about collective entities, such as consortia, cooperatives, and associations of LSPs?**

If a collective entity is made up of companies that derive 50% or more of their total revenue from language services activities, the individual companies will be directed to participate individually, so that each member company may reflect its share of revenue. If the companies that make up the collective entity do not derive 50% or more of their total revenue from language services activities, they may elect to either allow each owner/shareholder to participate separately or the collective entity to participate alone. If the collective entity participates, member companies are disqualified from participation.

- **What about joint ventures?**

Companies that form joint ventures must disclose the joint venture status at the time of participation. If a company is the result of a joint venture, either the collective entity or the individual entities may participate, but not both. In the event that both an individual entity and a collective entity attempt to participate, we contact all parties involved in order for the companies to determine how the revenue should be reflected without duplication.

About the Global Market Size Estimates

- **How do you calculate the market size?**
To size the language services market, we use a proprietary algorithm that includes 24 separate calculation areas and draws from three datasets.
- **Are your estimates based on real data?**
Our market size estimates are the result of applying our algorithm to actual data reported to us by a representative survey sample of LSPs throughout the world.
- **Which services are included in your estimates?**
We include all outsourced services and technology that relate to the transfer of information from one language into another.

Language services include:

- Desktop publishing
- Game localization
- Internationalization services / International testing/QA
- Mobile app localization
- Multimedia localization
- Onsite interpreting
- Project management (when billed as a separate service)
- Software localization
- Subtitling / Voiceover / Dubbing / Narration
- Telephone interpreting
- Transcreation
- Translation
- Video interpreting
- Website globalization

Language technology includes:

- Authoring assistance
- Content management integration (e.g., middleware, connectors)
- Interpreting management/technology (e.g., scheduling, conferencing, video interpreting)
- Localization engineering tools
- Machine translation (MT)
- Speech processing (e.g., recognition, subtitling, dubbing)
- Terminology management (termbase)

- Translation environment (package of multiple CAT tools)
 - Translation management system (TMS)
 - Translation memory (TM)
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- **Which services are not included in your estimates?**
Monolingual services, such as language learning and language proficiency testing.

 - **How do you calculate the rate of growth?**
We take the average of the year-to-year change between reported revenue from the previous year and current year and the expected revenue change between current year and next year, as reported to us by the LSPs that responded to our survey.

 - **Can you tell me the market size for a specific service or a given region or country?**
CSA Research can produce region-, country-, and service-specific market data reports. Please [contact Sales](#) for further details.

 - **Do your estimates include non-profit work?**
Many LSPs receive a significant percentage of work from the non-profit sector, and this is captured in the revenues they report to us.

 - **What about volunteer translation?**
Our estimates measure a market in which language services are purchased and sold. They do not include volunteer and pro bono translation efforts. However, we do write about best practices for crowdsourcing and other platforms through which volunteer translators convert information across languages.

What's New This Year?

Based on the feedback from survey respondents and our own observations of the industry, we introduced some changes to simplify the survey and capture new data about emerging trends.

When you take the survey this year, you will notice two changes:

- We added a question about Mergers and Acquisitions. This is an important aspect of the industry and we want to be sure this is represented correctly.

- We revised our categorization of industries and services to make it simpler and to accurately reflect the different industries that LSPs cater to in their daily life.