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GUIDE

10 Localization Trends on the Rise in 2019



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The Transforming Localization Landscape

With the global business landscape and consumer behavior changing at an increasingly rapid pace across the world, leading companies are doing all they can to keep up. From global expansion strategies to localization tactics, more and more businesses are investing in translation and localization to better reach and engage their audiences.

As another year passes and the world becomes even more connected, companies are connecting. In 2018, we saw **gaming companies like Sega and Nintendo** invest in **game localization** to engage their worldwide communities and reach gamers from Japan and beyond. In the travel realm, we saw brands like Marriott and Delta **learn the importance of proper localization** and companies like Expedia and Hotels.com **invest in travel localization** to become more relevant on a global scale.

As you gear up for the new year and beyond, use this guide to stay on top of all the localization trends that are on the rise in 2019 and find out how your business can start leveraging them. Read on to see what you should be keeping an eye on as you continue to build your international strategy to reach global audiences.



1. AI & Machine Learning

AI and machine learning will continue to enhance translation and localization.

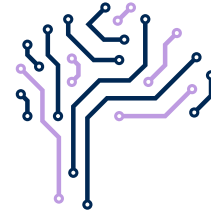
THE TREND

As with other technology-driven fields, [artificial intelligence has made its way into the localization world as well](#). It has done so by enabling more accurate, real-time translations. Over the past year, AI-driven translation innovations have started to emerge, augmenting current machine learning localization methods with a more human touch to help global businesses continue to optimize for speed and accuracy.

In 2019, translation and localization technologies will continue to fine tune their craft and enhance precision through AI and related tech. While all machine translations — including those driven by artificial intelligence — are still not as accurate as human translation, we've come a long way from the world of manual translations, and the future is bright as we continue to watch human and machine translations work together to provide efficient and effective localization for companies at scale.

THE NEXT STEP

If you haven't already, do your research and play around with different tech-driven localization options. From AI to machine learning to translation agencies, each business is different and requires a different approach. Start exploring early so you can find the one that is the best fit for your business, and make sure your infrastructure has a foundation that can integrate with it.



2. Hyper-Localized Content

Companies will create even more personalized, localized content for global audiences.

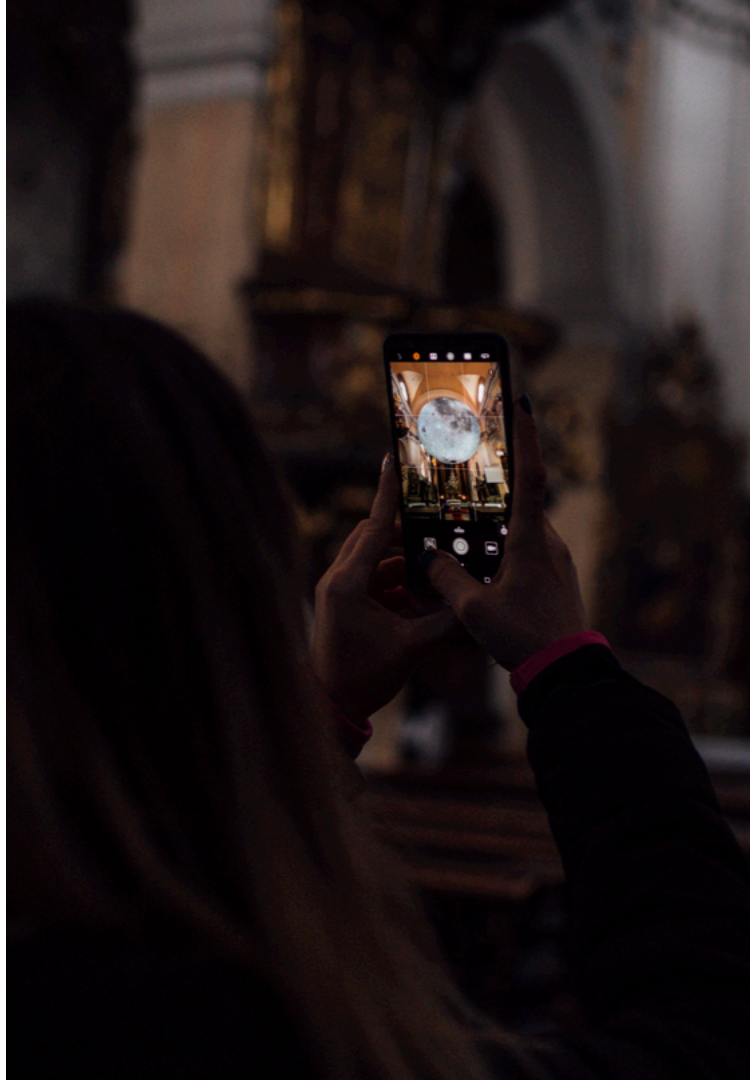
THE TREND

A few years ago, “localization” was still an esoteric word known only to the specific world of translation professionals, and businesses were still educating themselves on the fundamentals of building a global company and presence. Today, localization has become a well-known and vital aspect of business growth, as companies around the world increasingly recognize the need for proper adaptation of their content for local markets across the globe.

In the coming year, an increasing number of companies will go beyond just the [basic fundamentals of localization](#) and further refine their content for global audiences through [automation](#), fine tuning of [infrastructure intricacies](#), and [proper maintenance](#). As a result, their audiences across the globe will see not only translated content, but also content that is more localized and personalized.

THE NEXT STEP

Keep up with your competition by getting up to speed on the localization fundamentals — from budget to methods and tools — to building a strong foundation for scaling your content and presence. Regardless of your experience and skill level, there is a guide and resource to help elevate your knowledge to the next level (and this [database](#) is a great place to start).



3. Mobile Localization

Mobile localization will become the natural extension after web app localization.

THE TREND

It's no news that mobile continues to be on the rise, [driving commerce and sales](#) for businesses across all industries over the years. For businesses, this means not only staying on top of the mobile trend, but also [making sure that they are both mobile and global](#). As of 2019, the amount of mobile commerce translations has now overtaken ecommerce translations.

By extension, the global demand and revenue that businesses are set to capture with proper localization is set to increase exponentially. The global mobile population is estimated to be 3.7 billion and growing, and is projected to increase sevenfold by 2021). These mobile consumers will be found mostly in China, as well as a couple other developing and growing markets outside of the US. Companies that have properly invested in mobile localization efforts are already rising above the rest.

THE NEXT STEP

In order to reach your users, you must be on mobile or you may not even make it onto their radar. The first step is to get educated on the key mobile stats to understand the importance of mobile app localization for your businesses. The next step is to get it done ([this Localization 101 guide will help](#)).



4. Multilingual Video

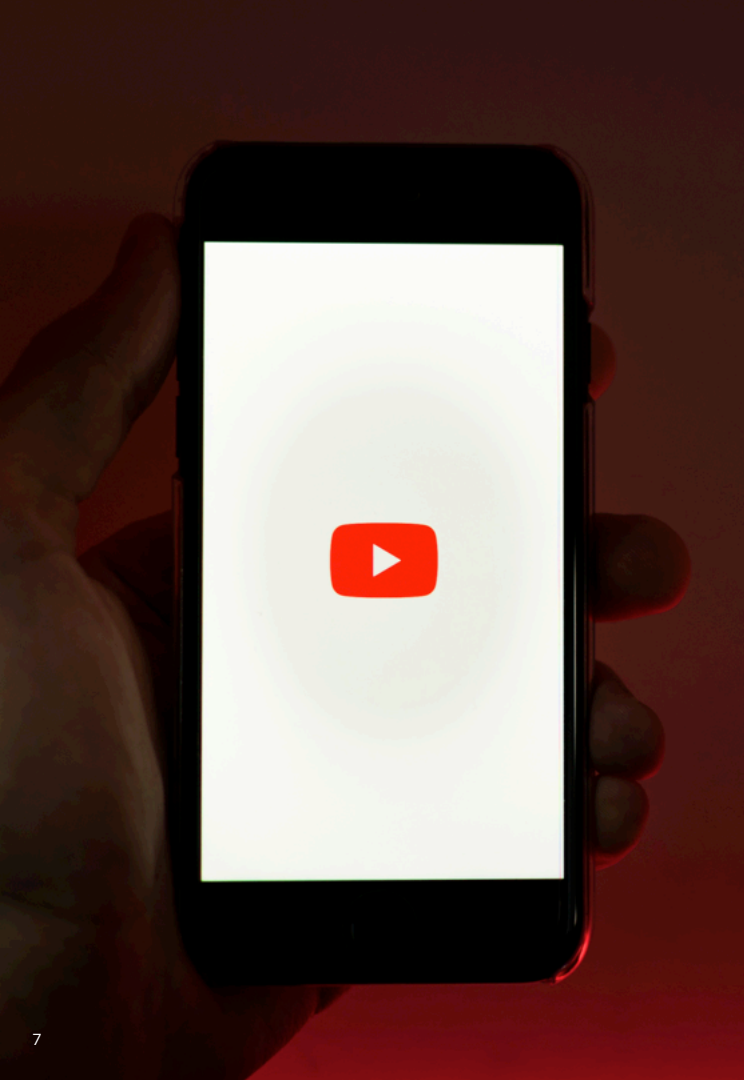
Multilingual video and digital content will remain in high demand.

THE TREND

Video content has arrived and it is here to stay. Whether on social media or company websites, video content is leading the way in engagement and conversions for companies across all markets. In fact, it is predicted that [online video will make up over 80% of all internet traffic](#) by next year. Couple this with the general trend of increasing global reach, and prepare to see an increase in video content translation and localization in the coming year.

THE NEXT STEP

Take a look at your current content— from website messaging to blog posts to videos — and assess the ones that are top-performing. Then, invest in a tool that will help you easily localize all your top-performing video content for global audiences.



5. Voice Translation

Voice translation will make its entrance this year.

THE TREND

To this day, translation and localization have been text-based activities. At the end of 2018 we saw tech giants like [Microsoft](#), [Google](#), and [Apple](#) roll out their voice translation technologies. While accuracy is still being refined, the introduction of the voice translation realm holds great implications for the future of translation. Imagine a world where we shift away from typing and text to oral and speech - the time is now, as we are watching the shift happen in real time.

Next year, even more accurate translations will arrive, all with the convenience of voice (versus text). It will be an interesting trend to observe, especially its impact on translation quality and the localization industry.

THE NEXT STEP

Research and test voice translation tools to see which one can best complement your current translation efforts. Stay up to date on updates in the voice translation technology field by keeping tabs on any news and updates that you can start to integrate into your current localization efforts.



6. Game Localization

Gaming companies will leverage localization to grow their global gamer base.

THE TREND

Last year brought about the continued growth and connection between global games and global gamers. From new market launches to new game localization practices from top global gaming companies, [a lot has happened in the game localization world](#). Leading companies like Nintendo and PlayStation localized their most popular games and adapted local versions of games trending abroad.

The bottom line is that with the proliferation of mobile devices and the spread of gaming systems across the world, video game localization is more important than ever if gaming companies want to succeed. As games continue to optimize their localization processes, they will continue to nurture and garner their global user base through optimized game UI and the launch of their most popular games into new markets.

THE NEXT STEP

For gaming companies looking to stay globally relevant, start by identifying which markets you should be localizing for. Get a strong understanding of where your global gamers live and then invest in those markets. Regardless of which stage you are at in your game localization process, explore [A Quick Guide to Localizing Games for Global Market](#) to adapt your game for users worldwide.

7. Localization for Asian markets

Investment in localization to reach Asian markets will skyrocket.

THE TREND

Due to an [exponentially increasing outbound tourism traffic from Asian markets](#), we've seen leading companies make large investments in localization to specifically reach audiences in Asian markets like Japan, China, and Korea — in this year alone. This trend will impact industries across the board, from travel to gaming to technology, and companies are now investing exponentially more into support for Asian languages to engage their international markets.

Next year, expect to see more news of companies building and refining their Asian presence to capture the growing number of global Asian consumers.

THE NEXT STEP

Understand your current user base to see if any of them are coming from Asian markets, and if that number has grown over time. Invest in localization technology that supports the specific languages of the respective Asian countries you are looking to expand into.



8. Crowdsourced Translations

Businesses will get creative with their translation method and quality, especially through crowdsourcing.

THE TREND

The ability to connect with your early users in a country is key if you want to win the market. And using crowdsourced translations is a great way to engage your users while creating valuable content. Over time, effective and efficient crowdsourcing has proven that it can help produce quality translated content that engages multilingual users from around the world.

While community translation programs can be difficult to start without the right foundation, they are incredibly gratifying. Over the past couple of years, more and more large global companies like Waze and Trello have started recognizing and leveraging the power of their global communities — not just for brand growth, but also specifically for localization and the translation of digital content.

THE NEXT STEP

If you have a strong community and are looking to localize, explore how you can connect the two. Take the jump and try crowdsourcing for your company. For some specific pointers, [check out how Trello did it](#) — and launched into over 20 new languages with over 500 translators crowdsourced from its user community.





9. Travel Localization

Travel companies will invest more in localization to reach new traveler markets, especially Asia.

THE TREND

Peak travel seasons may fluctuate from region to region, but traveler numbers are solidly on the rise. And to accommodate for this, travel companies are working hard to reach their global audiences and help them prepare for upcoming trips. This past year, we saw [leading travel companies launch new campaigns](#) to reach the strongly trending Asian tourist population.

A notable example is Booking.com, who has started gaining a substantial share of the domestic Chinese market through business strategy and localization. This is part of [a wave of meaningful localization](#) by global brands recognizing this method as the key to get a deeper reach into local Asian markets. Expect to see this continue to trend up as more companies in the travel industry unlock the power of localization to more effectively engage and add value for their travelers across all markets.

THE NEXT STEP

Meet your travelers wherever they are coming from and wherever they are going. Start by understanding where your strongest international potential (and future revenue) lies — by analyzing [international site traffic](#), studying global competitor activity, and [staying on top of global travel trends](#). Then, make the jump and [invest in the proper translation and localization](#) that will help you reach and engage your global traveler audiences.

10. Localization Tech Market Consolidation

Services and technologies in the translation and localization market will continue to integrate and consolidate.

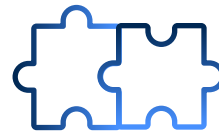
THE TREND

Looking back, the common practice for localization started out with manual translations and spreadsheets. Then, we evolved to machine translation and hybrid approaches marrying technology and human translation for more efficient and accurate translations. Today, we watch as localization technology enters the next stage of its innovation lifecycle — bringing to market technology like voice translation, artificial intelligence, and features that increasingly refine accuracy and enable new language translations.

The rapid innovation of more localization technology like what we've seen in this trends guide signals the development and maturity of the localization market. And by natural extension, we see more localization tools and translation companies begin to integrate and consolidate the most effective methods. This year, we'll watch as this cycle continues with the refinement of current technology, the merging and consolidation of established methods and tools, and the continued development of the market.

THE NEXT STEP

Stay agile and keep an open mind to be ready to test and implement new technologies that will help you continue to grow your global presence and engage customers in new markets.



Jumpstart Your Localization

The key takeaway? Technology, especially in the localization world, is helping break down geographical and global barriers. To begin breaking down global barriers for your business, unlock the power of localization and **try Transifex for free for 15 days.**

Sign up for your free trial today:
www.transifex.com/signup