

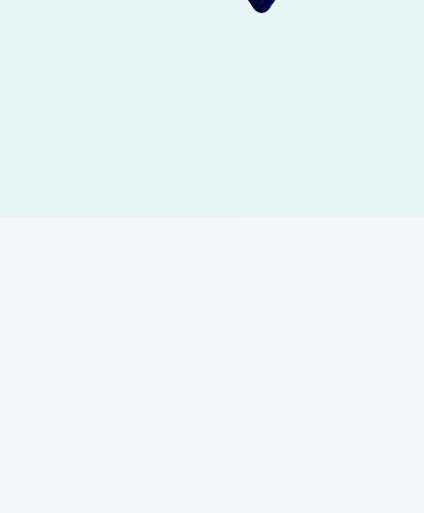
9 TRENDS – OLD AND NEW – SHAPING LOCALIZATION

Every industry is shaped both by long-evolving realities and the shock of new innovations. Looked at the right way, each is an opportunity for competitive advantage.

Which of these nine localization trends will be your opportunities?

1 CONTENT EXPLOSION

Demand is intensifying



By every measure, demand for localization continues to rise.

Language services industry growth (CAGR)¹



2 HYPER-LOCALIZATION

Relevance is everything



Increasingly, people expect localization to be specific not just to their country or language but to regional, local, even individual differences.

Cultural insight is critical²

88% think it is important for global brands to show their cultural insight

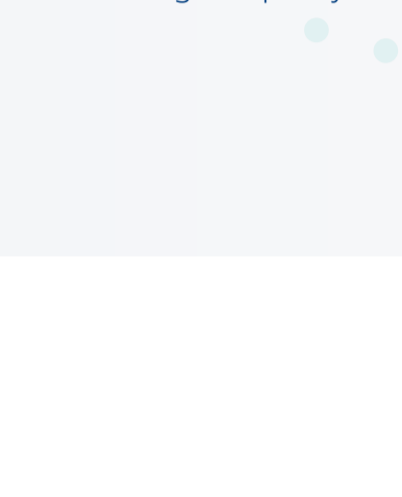
88%

Only 31% definitely agreed that brands are making this effort

31%

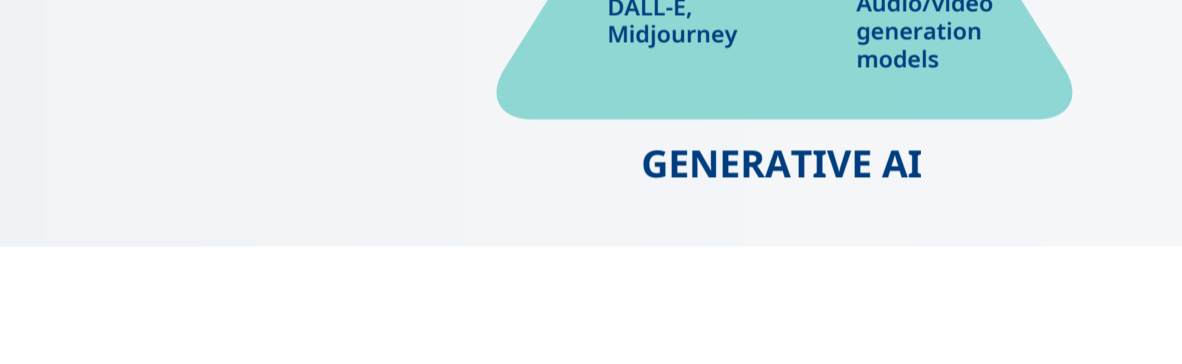
3 PRESSURE TO DELIVER

Cost and speed are critical



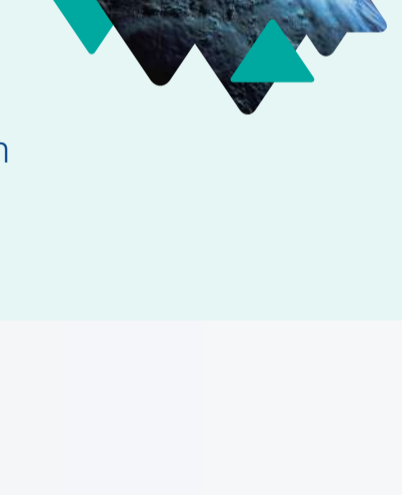
With a high level of quality taken for granted, translation professionals who can deliver it faster and at lower cost stand to gain.

Where are translation professionals facing the most pressure?³



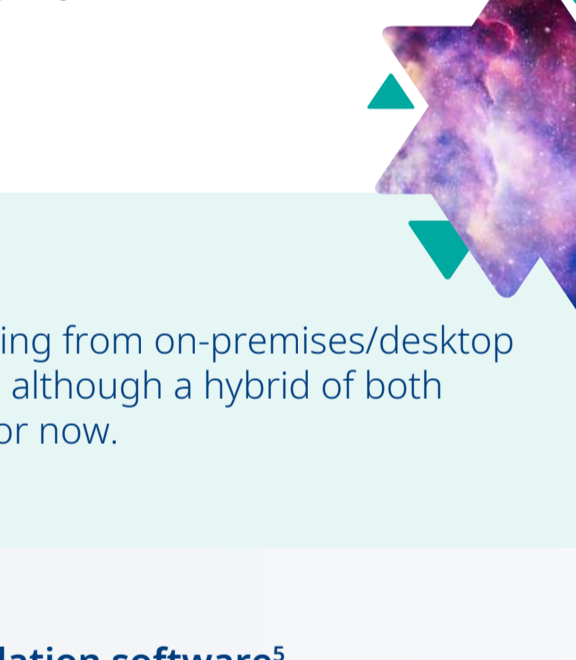
4 GENERATIVE AI / LARGE LANGUAGE MODELS

AI could transform localization



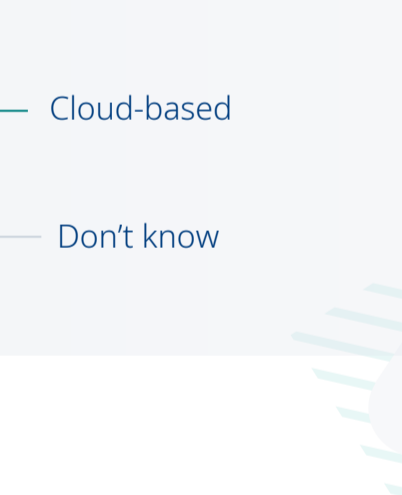
Generative AI models, specifically LLMs, can add fluency to translation (generative translation) and assist localization professionals (smart help), but understanding their strengths and weaknesses is vital for effective use.

GenAI is making its mark on content production



5 ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE

Representation matters



Organizations increasingly want ESG values such as diversity, equity and inclusion (DEI) reflected in every language they use to communicate.

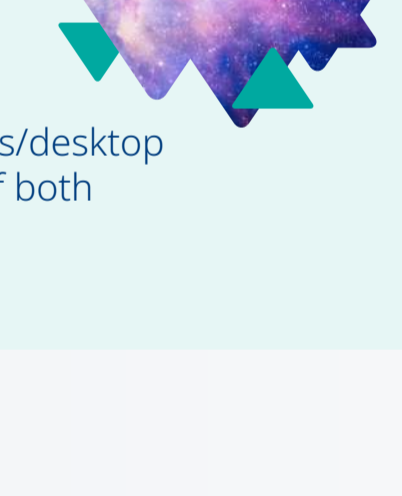
DEI is a priority for marketers⁴

82% said it was important to their 2023 marketing strategies

82%

6 CLOUD-FIRST WORKING

Greater flexibility pays



The industry continues moving from on-premises/desktop towards cloud-first working, although a hybrid of both remains the most popular for now.

Preferred option for translation software⁵



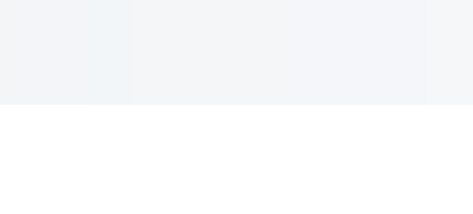
7 CROWDSOURCING

A curated community can do more



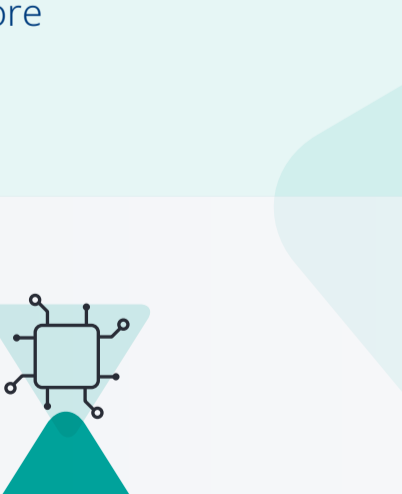
It's possible to get more relevant and representative by drawing on a wider community of translators, even volunteers.

BUT: the right crowdsourcing practices and training are critical to maintain quality, on-time delivery and security



8 LANGUAGE OPERATIONS

Localization gets more strategic



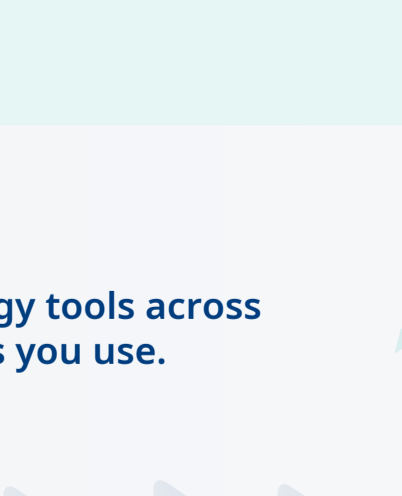
LangOps uses AI-powered translation and workflow technologies to democratize localization, breaking down organizational silos to make it more scalable and cross-functional – more a strategic imperative than an ad-hoc activity.

LangOps enables organizations to use people, processes and technology more effectively for multilingual communication



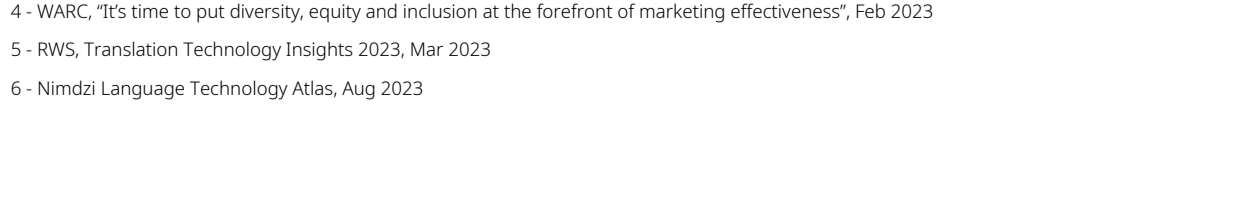
9 ECOSYSTEM

Localization gets more integrated



You can eliminate friction in localization processes through greater integration between, and automation across, the available tools.

Nimdzi lists close to 1,000 language technology tools across 10 categories.⁶ It's critical to connect the ones you use.



1 - The 2023 Nimdzi 100 (section: The market), Mar 2023
2 - RWS Unlocked 2023 Report, Feb 2023
3 - RWS, Translation Technology Insights 2023, Mar 2023
4 - WARC, "It's time to put diversity, equity and inclusion at the forefront of marketing effectiveness", Feb 2023
5 - RWS, Translation Technology Insights 2023, Mar 2023
6 - Nimdzi Language Technology Atlas, Aug 2023

For advice on how to respond to these trends, please get in touch: trados.com/contact-us