



We deliver languages. Worldwide

# KEY TRANSLATION INDUSTRY TRENDS

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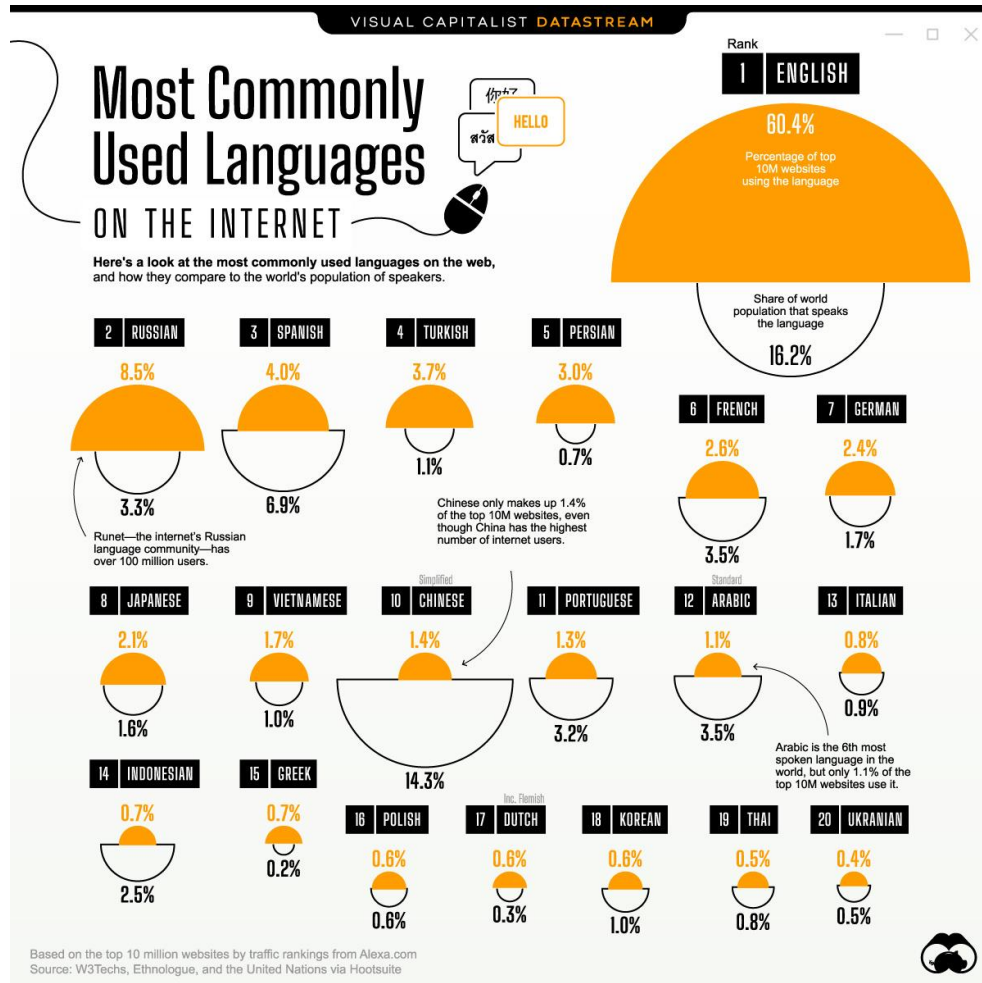
# Evolution of Translation Industry Landscape



	1980 TRANSLATION	1990 LOCALIZATION	2000 GLOBALIZATION	2010 INTEGRATION	2020 CONVERGENCE	2030 SINGULARITY
INDUSTRY FOCUS	 Documents	 Software	 Simship	 Integration in enterprise systems	 Embedded in every app, on every screen	 Ubiquitous
TYPE OF CONTENT	 Paper	 Digital	 Static Web	 Dynamic Web	 Personalized	 Unlimited
LANGUAGES	 1 > 10	 1 > 25	 1 > 40	 6 <> 60	 60 <> 60	 150 <> 150
TECHNOLOGY	None	TM and terminology software	Workflow (GMS)	MT and Advanced Leveraging	Real-time customized MT	FAUT
DATA	Glossaries	Project TMs	Centralized TMs	Limited shared data	Web crawled	Plug and Play
COMMUNICATIONS	 B2B G2C B2C	 C2B	 C2C	 Social	 Internet of Things	 M2M

Source: A report from the TAUS Industry Summit, Amsterdam, March 22-24, 2017

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Multilingual website is the must for all businesses.



**Growing demand for language services.**

**Major structural and technological changes in a short timeframe.**

**Increased use of Machine Translation (MT) and Post-Editing. MT is like a Translation Memory: a huge efficiency tool for all LSP's.**

**More Brands will be reaching global audiences through online/digital marketing channels, Top 5 languages in Skrivanek Baltic in 2020 were - English, Estonian, Russian, German and Lithuanian.**

**Technology will help us to lower the language barriers.**

**Machine learning (ML) will be more and more applied to translation, especially when it comes to MT and speech-to-speech (S2S) translation: it will open a new scenario for translation business intelligence with a considerable impact on quality assessment.**



**What we expect from young professionals?**

**A general knowledge of NMT technology and a basic understanding of common errors that an MT system makes.**

**A general knowledge of computer-aided translation (CAT) tools. Free CAT tools available online: <https://www.matecat.com/>; <https://www.smartcat.com/>; <https://www.cafetran.com/>; <https://omegat.org/>.**

**Excellent Native Language skills. In Latvia, Poland we observe low quality of translations into native language.**

**Excellent Second foreign Language skills.**