Local is Global: Effective Multilingual Web Strategies

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Agenda

- Languages and the web today
- Global brand versus local relevance on the web
- Providing culturally relevant content and advertising
- Improving the efficiency of translating web content
90% of HP’s customers buy based on content, not on touching the product*

69% of HP’s revenues are generated from outside of the US*

Only 15% of purchasers are very comfortable buying online in non-native language**

* Gilbane Globalization blog – Mary LaPlante, 2008
**(c) Common Sense Advisory 2008, Proof Localization Matters - Organizations with more than 250 employees.
Asia has the highest number of internet users in the world.
Top Asian and European Internet Users

Internet in Asia - 2009
Top 10 Countries

- China: 38.4 million
- Japan: 9.6 million
- India: 8.1 million
- Korea, South: 3.7 million
- Indonesia: 3.0 million
- Philippines: 2.4 million
- Vietnam: 2.2 million
- Pakistan: 1.8 million
- Malaysia: 1.7 million
- Thailand: 1.6 million

Internet Top 10 Countries in Europe
June 2010

- Germany: 65.1 million
- Russia: 59.7 million
- United Kingdom: 51.4 million
- France: 44.6 million
- Turkey: 35.0 million
- Italy: 30.0 million
- Spain: 29.1 million
- Poland: 22.5 million
- Ukraine: 15.3 million
- Netherlands: 14.9 million

Source: internetworldstats.com/stats3.htm
Estimated Internet users in Asia 764,435,900 for 2009
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Basis: 475,069,448 estimated Internet Users in Europe on June 30, 2010
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Asia has the highest usage, yet the penetration is low.

World Internet Penetration Rates by Geographic Regions - 2010

- North America: 77.4%
- Oceania / Australia: 61.3%
- Europe: 58.4%
- Latin America / Caribbean: 34.5%
- Middle East: 29.8%
- Asia: 21.5%
- Africa: 10.9%
- World, Avg.: 28.7%

Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,845,609,960 and 1,966,514,816 estimated internet users on June 30, 2010.
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Online Globally is Growing

10% of retail sales in China are now done online

Online, relevant information in the right language is key to global success today
How do you represent your brand consistently in different countries while allowing for local marketing input?

**Answer:** Component-based model

How can you make sure that content on there is relevant to a specific culture?

**Answer:** Targeting and personalisation, local knowledge

How can you have an efficient way of making sure all the content gets localized on time and on message?

**Answer:** Integrated web content and translation management
Component-based Model
Component Based

Parent Website
- Content
- Layout
- Apps
- Segment

BuildingBlocks
- Single update, multiple pages
- Secured authoring
- Zero redundancy
- Dynamic linking
Synchronization of Content

**BluePrinting**
- Content lifecycle optimization
- Relationship over time
- Impact analysis
- Parallel inherited workflows

**Parent Website**
- Content
- Layout
- Apps
- Segment

**French Website**
- Content
- Layout
- Apps
- Segment

**German Website**
- Content
- Layout
- Apps
- Segment

**Spanish Website**
- Content
- Layout
- Apps
- Segment

**SegmentApps:**
- French Website
- German Website
- Spanish Website
Central Control, Local Flexibility
Multi-Channel Delivery

One source, multiple channels
Cost efficient
Channel consistency
Cross-Channel integration
Targeting and Profiling
Relevant to the Culture
About 3D TVs

All developments in the market suggest that 3D is "the next big thing". Looking at the development of 3D imagery fits very well into the existing trends. Hollywood produces more and more 3D movies, the famous film producer Dreamworks has indicated only doing 3D movies from 2009. After black and white, colour and HD TV, the next years are about 3D TV.

Quote of the Day

"One of the biggest stories in consumer technology this year is the emergence of 3DTV. In the ramp up at retail, most consumer insights have centered on the purchase potential, including the factors that drive purchases and when consumers expect to buy."

— Electridion CEO Peter Jobs
Geo-Positioning
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Experience the Cricket World Cup in 3D!
Be in the center of the action.
Enter the heart of the action.

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3D TV FAQs
For brands like Unilever, products have different images in different countries.

- In most countries, Lux is an everyday brand
- In India it is a superior brand and so the content needs to reflect that
- Wording can also be ‘localised’ for that brand – tone of voice changed
Ensure you work with an agency/local people that understand local nuances and can give feedback into what works.

Different layers of culture

1. What you see – buildings, language, food
2. Norms and values
3. Core assumptions

Cultures vary based on their attitudes to

- People – eg individual v community; neutral v emotional
- Time – what you do now v in the past
- Environment – you alone or part of a bigger environment
Integrated Web Content Management and Translation Management
Integrated Translation Process

Automation of translation processes

- Define a translation job and send for translation from within the Web Content Management System
- Translations are handled in Translation Management System, translation memory and machine translation are applied
- The right people review and process
- Translated content is returned to the Web Content Management System

Translation for all online communication

- Social (can be run through machine translation as well as crowdsourced)
- Corporate – decide which types of content deserve which types of translation:
  - *Machine translation, machine translation plus post-editing*
  - *Crowdsourcing*
  - *Human only*
Translation Management and Web Content Management Combined
Mandarin Oriental

Solution components:
✓ Web Content Management
✓ Integrated with Translation Management
✓ Language Services

✓ Web and mobile sites
✓ Increased mobile traffic
✓ Bookings exceeding expectations
✓ ROI in only two months
Solution components:
✓ Language Services
✓ Web Content Management
✓ Integrated with Translation Management and Machine Translation
✓ Quality control at the source

✓ Centralized infrastructure and standardized processes
✓ Access provided to authors, translators, marketing and reviewers
✓ Higher quality and consistency achieved
✓ Scalable for future
✓ Savings Year 1: $5M
Global Information Management
Create content in reusable components that can be modified per country

Use geo-positioning to make content culturally relevant

Integrate language technology into your Web Content Management System

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