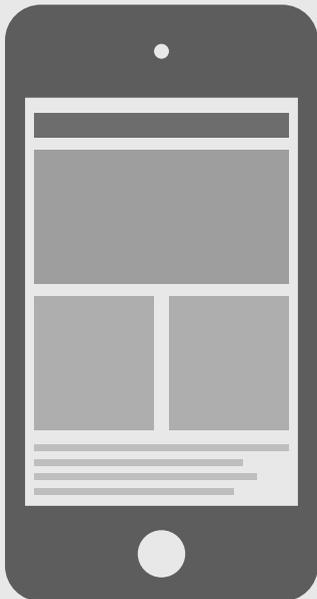


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# MOBILE APP TRANSLATION: INDUSTRY REPORT & GUIDE

# INTRODUCTION



introduction

# SUMMARY OF FINDINGS



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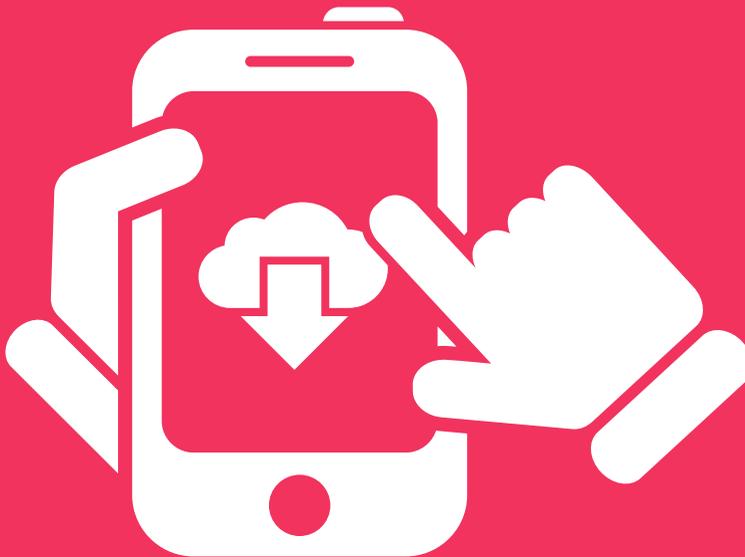
resources

# INTRODUCTION

By 2017, it's projected that there will be more than 250 million mobile applications downloaded worldwide. They will be accessed by 1.2 billion global users, half of whom will come from Asia.<sup>1</sup>

## IS YOUR APP DEVELOPMENT PROCESS READY FOR THEM?

We wanted to know more about how mobile app developers are planning on serving the global market. We asked attendees of the **Microsoft Build 2015** (April-May) event to complete our brief survey on mobile application and localization.



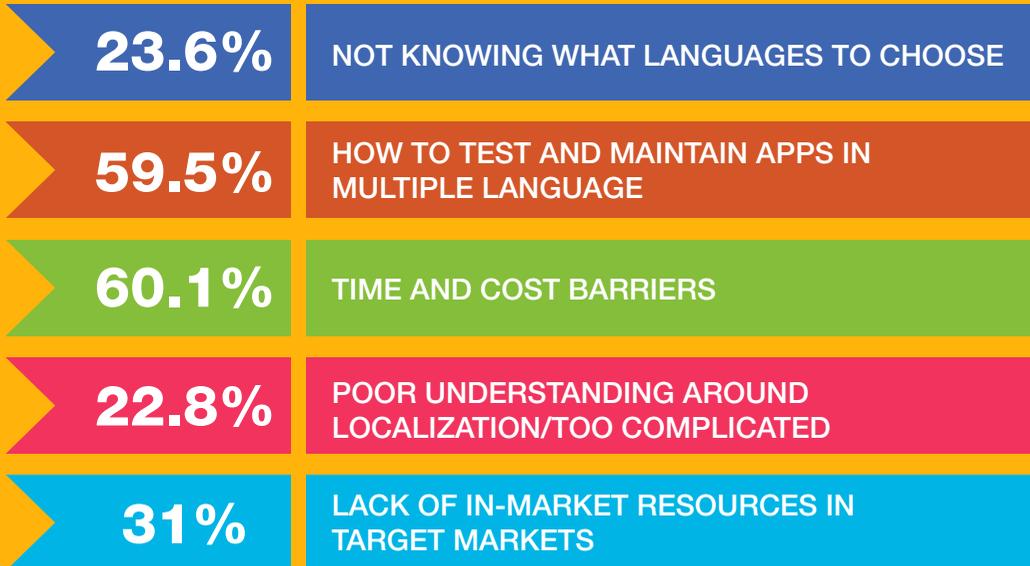
<sup>1</sup>Portio Research, March 2013

## SUMMARY OF FINDINGS

Our 274 survey participants are positive about the idea of localization, with over 80% intending to localize in the future, but apprehensive on exactly how to do it.

For many app developers, the localization process is daunting, and survey participants expressed concerns around finding the time to localize, understanding best practices, and techniques for managing apps in languages they themselves don't understand.

### THEIR SURVEY RESPONSES REFLECT COMMON CONCERNS:



Please read on for the complete 2015 Mobile Application & Localization Report.

## APPS ARE GOING GLOBAL

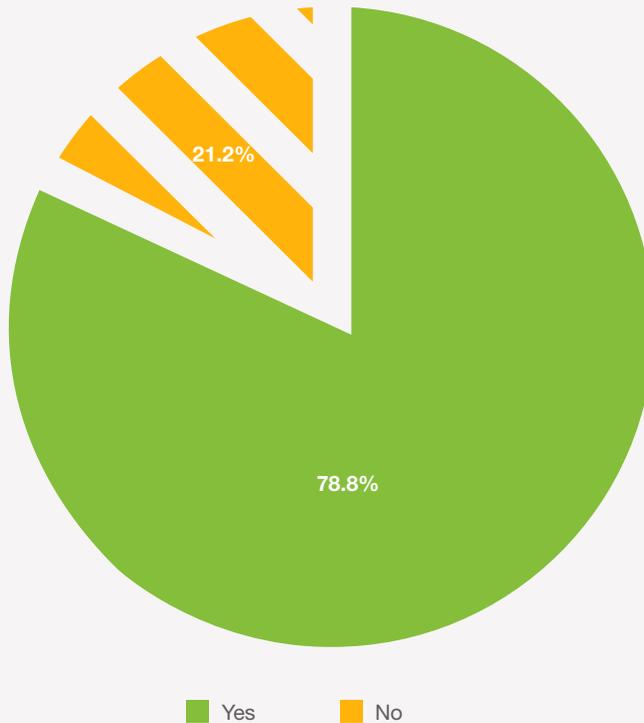
A strong majority (78.8%) of survey participants are choosing to globalize their apps, far outpacing the 21.2% who are not.

### Why localize?

More reach, more buzz, more downloads. Developers who localize experience a 148% increase in downloads per country.



*Do you have plans to localize your app?*

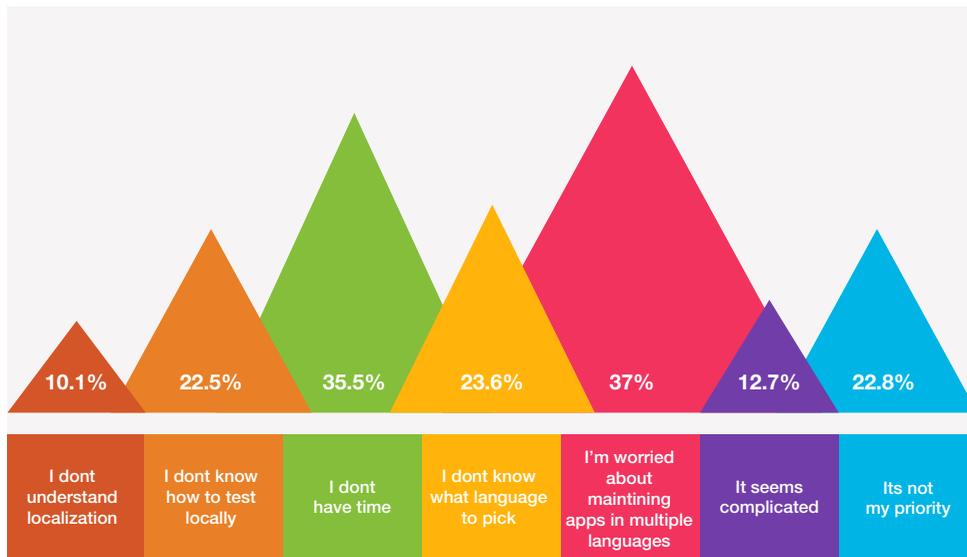


## LIONBRIDGE INSIGHT

You can start small; expand from American English to International English, for example. This adds the UK, Indian, and Australian markets, and expands your user base from 12% of global users to 28%. This will also give you a foothold in the APAC market, which represents 52% of mobile subscribers.

Learn more about the basics of app localization with the **Guide to Prepping for App Localization** from Lionbridge.

## UNCERTAINTY AS TO HOW, WHAT, AND WHEN TO LOCALIZE



While developers noted a broad range of concerns around taking their apps global, the top concern of maintaining apps in multiple languages was cited by 37%.

“I don’t have time” was the next most-cited concern, with 35.5%.

Beyond time and lifecycle concerns, participants were worried about selecting the right languages (23.6%), testing multilingual apps (22.5%), and making it a priority (22.8%).

Additionally, 20% of participants identified localization as complicated (12.7%) or expressed a lack of understanding around localization (10.1%).

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Developers are keenly interested in globalizing their apps, but have legitimate concerns about the impact on the development process and the challenge of maintaining quality and performance in unknown languages and markets.



### LIONBRIDGE INSIGHT

Researching which markets are right for you will help the app development and localization process go as smoothly as possible. There isn't a one-size-fits-all solution for each app, however. You must find what is right for your target local end user.

Learn more about choosing languages and target markets. Get **Seizing the Opportunity in International Markets** white paper from Lionbridge.

## TIME IS THE KEY LIMITING FACTOR

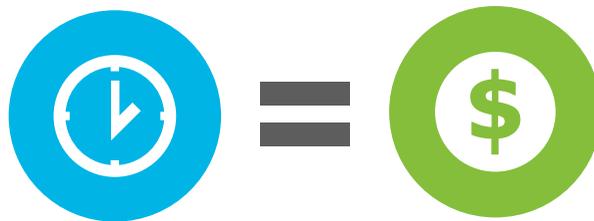
When asked what challenges could be removed to incent them to localize their app, finding the time to localize and having local resources were the top choices.

Almost half (46.6%) agreed with the statement, “I don’t know any local people to help in new market”. A lack of in-market partners was cited by 30%, who agreed with the statement: I don’t know any local people to help in new markets.

Participants also cited costs (13.5%) and inexperience (8.9%) as additional limiting factors.

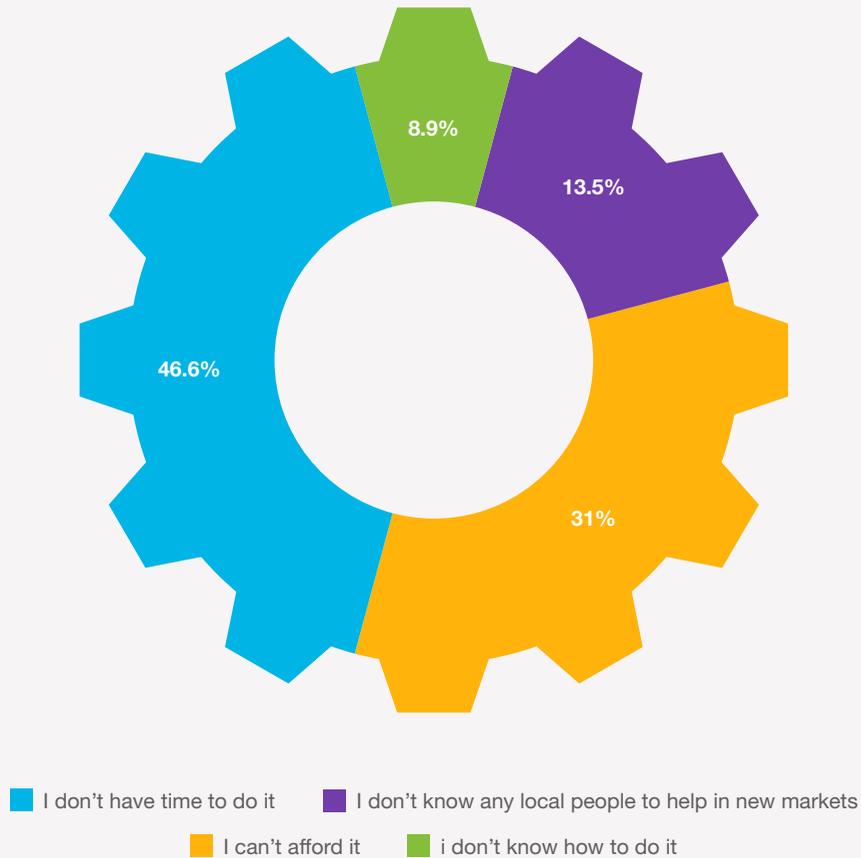
Many developers could benefit from guidance and best practices on how to efficiently plan, test, and maintain localized apps across multiple markets.

Using a skilled localization partner will mitigate time, resource, quality, and lifecycle challenges, while providing a guided entry into new markets.



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*Which one challenge could be removed that would incent you to localize your app?*



## LIONBRIDGE INSIGHT

Localizing is faster and more affordable than you might think. Check out our self-service online portal for **Office** and **Windows** apps for instant quotes, access to editors, in-market language experts, and best practices.

## ALMOST HALF WILL LOCALIZE THIS YEAR

When asked about their timeframes for app localization, the group's intentions ranged from immediate to open-ended or unsure:

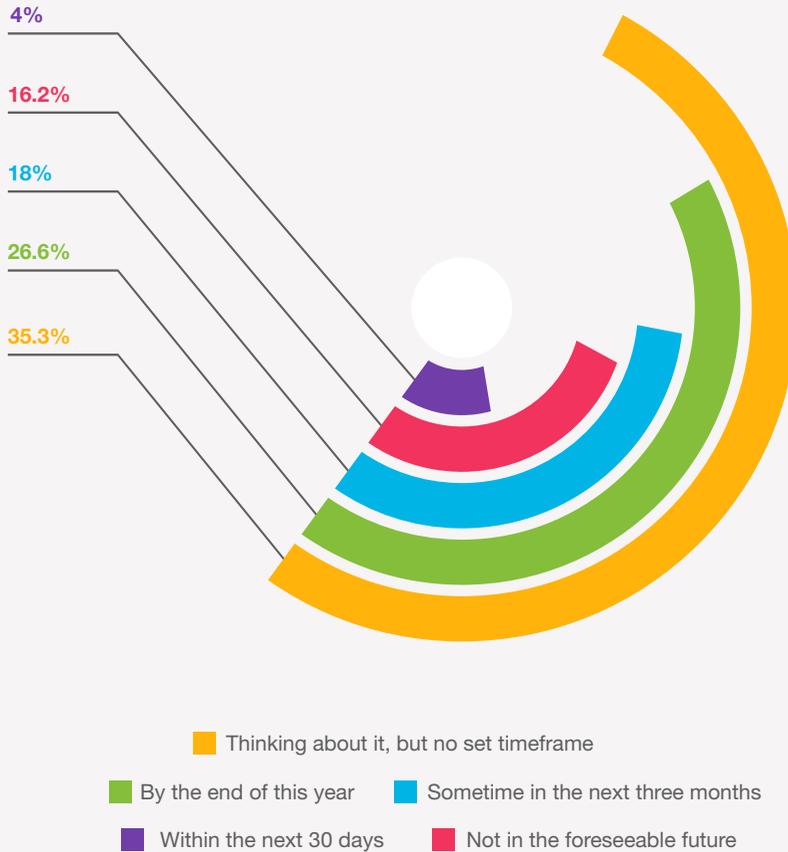
- 4% will localize within the next 30 days
- 18.2% will localize in the next three months
- 26.6% are planning on localizing by the end of the year
- 35.3% are thinking about it with no set timeframe
- 16% don't have plans to localize in the foreseeable future

Developers are localizing at different rates and on different schedules, but localization is on the radar for most of them.



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*What time frame would you consider for localizing your app?*



## LIONBRIDGE INSIGHT

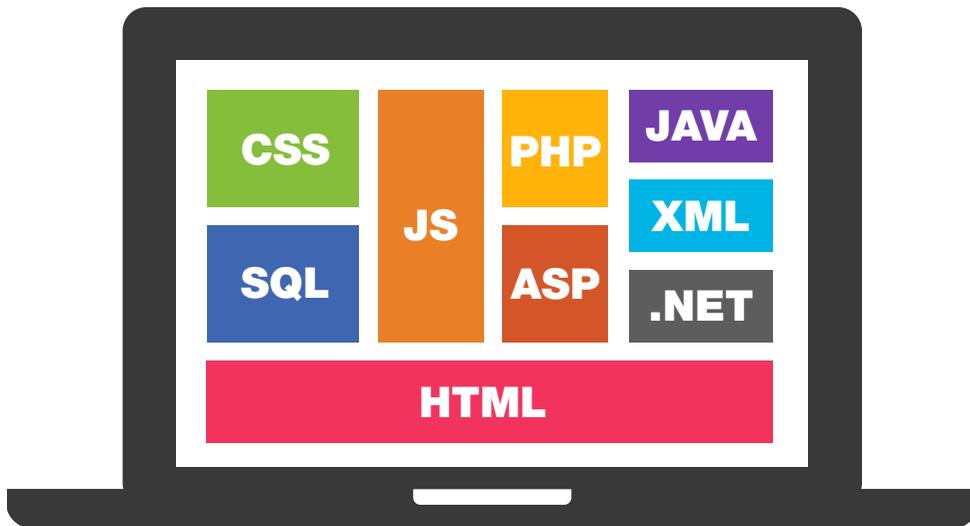
Localizing text in an app results in an increase in downloads by 148%. Not only will localizing help your app, but it will also put you ahead of any competitors who aren't putting localization in their app development process.

## MOBILE APPS LEAD THE PACK

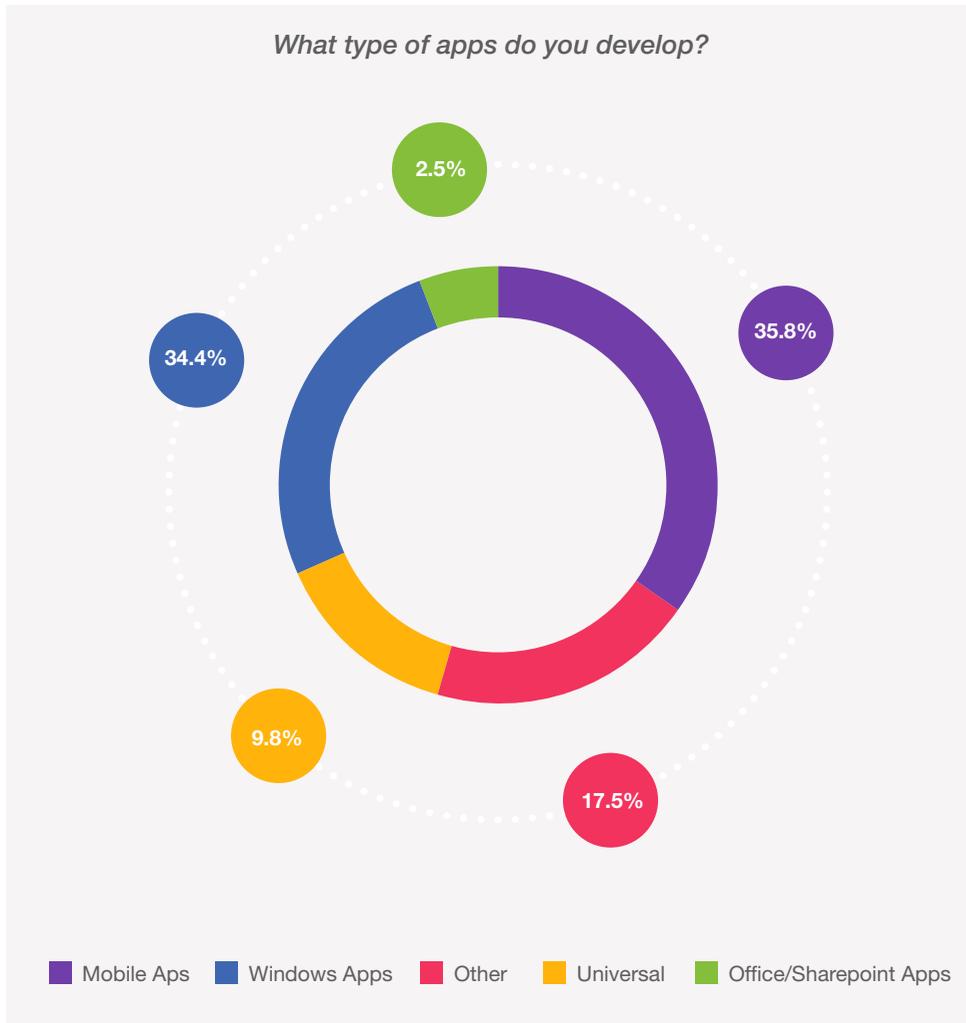
For the 274 developers who completed our survey during the Windows Build conference, mobile apps (35.8%) and Windows apps (34.4%) were the most popular app types.

The remaining 30% were split between other (17.5), universal (9.8%), and Office/Sharepoint apps (2.5%).

With smartphone adoption rates growing every year and so much of global internet access being mobile-based, it's no surprise that is where many developers focus. The good news for these developers is the Windows Phone OS is very localization-friendly; it's available in 54 non-English languages, making it a great foundation for localized apps. And, Windows 10 has a single codebase that enables you to publish apps to multiple platforms without a lot of extra work.



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## LIONBRIDGE INSIGHT

Recall that adding international English gets you 28% of the global Windows phone market; adding simplified Chinese takes you to 38%. Three more languages will give you access to half of the global Windows phone market.

# ADDITIONAL RESOURCES

## MORE LANGUAGES MEAN MORE DOWNLOADS.

Lionbridge has compiled a variety of resources that share global trend data and localization best practices. When you're ready to localize, log in to our self-service portal and see how easy and affordable it is to take your apps global.

### WHITEPAPERS



#### *Seizing the Opportunity in International Markets*

In this practical guide we take a market-by-market approach and show you total share of Windows phone app downloads, the factors that make each market worth entering, and what languages to localize into. Invaluable data for developers and investors alike.



#### *Go Further with Your Office Apps*

If you're making apps for the Office ecosystem or even considering it, this guide will help you develop your international strategy, determine the top markets for your apps, and get the most from your development investment.

### PREPARATION GUIDE



#### *A Guide to Prepping for App Localization*

Our shareable quick guide helps anyone understand what it means to be ready to localize and globalize.

### CASE STUDY



David Catuhe, Principal Program Manager for Windows, talks about his passion for collecting, app development, and how he partnered with Lionbridge to take his creations global.

### SELF-SERVICE LOCALIZATION PORTALS



#### *Lionbridge Professional Globalization Services for Windows Apps*

When you're ready to localize your Windows phone apps, visit our self-service portal and choose languages, get access to editors, review and improve previously translated content, and more.



#### *Lionbridge Professional Globalization Services for Office and SharePoint Apps*

Full, self-service portal that offers affordable, fast, high-quality services for the requirements, development, publishing, and sustaining phases of your project.

For more information on localizing mobile applications, visit <http://info.lionbridge.com/AppLoc.html>

## Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. Using our innovative cloud technology platforms and our global crowd of more than 100,000 professional cloud workers, we provide translation, online marketing, global content management and application testing solutions that ensure global brand consistency, local relevancy and technical usability across all touch points of the customer lifecycle. Based in Waltham, Mass., Lionbridge maintains solution centers in 28 countries. To learn more, visit <http://www.lionbridge.com>.