

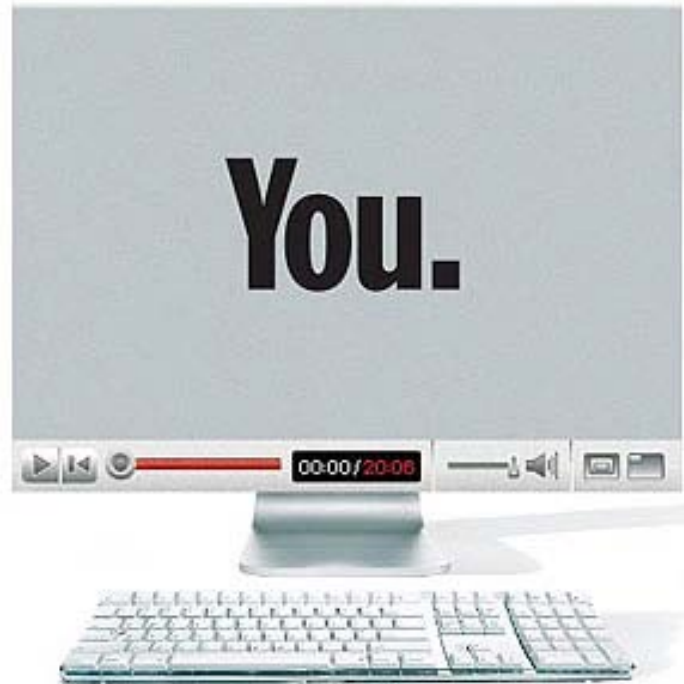


The Future is All About You

16th Annual LRC Internationalisation &
Localisation Conference

TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.



MARKET SIZE IN BILLIONS

The future has never been brighter for the localization industry

The changing content consumption and creation models create new opportunities and require new translation and localization models

The Individual is Empowered: Author, Consumer, Employee, Translator

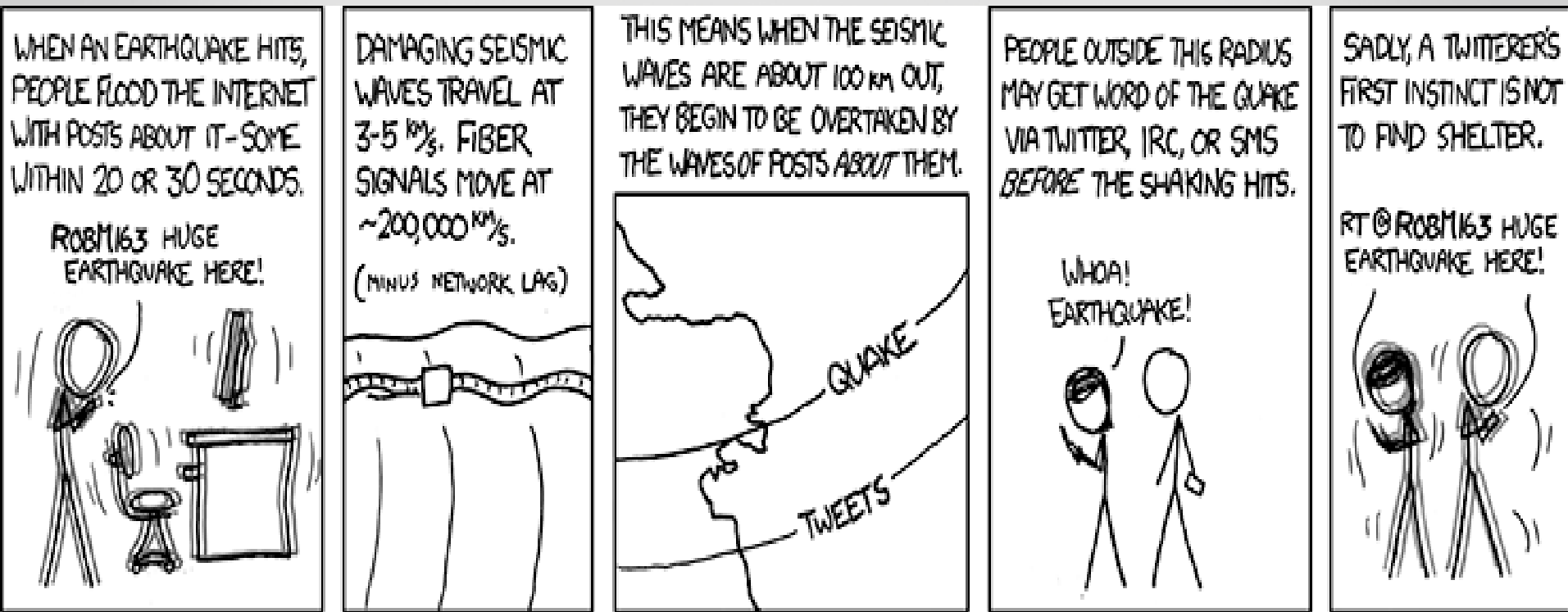


Homeland Security takes to Twitter

Earthquake in DC, 8/23, 1:51 edt. Immediate loss of cell service.
Social Networks posted

RT @DHSJournal: Quake: Tell friends/family you are OK via text, email and social media (@[twitter](#) & facebook.com). Avoid calls.
[less than a minute ago](#) via [Twitter for BlackBerry®](#)

Speed of Tweet



Distance from Washington DC to NY. 225 miles or 362km. 70 seconds for Earthquake to get to NY. 30 seconds to get out phone, type Twitter message and have immediate post re. earthquake.

Open Mic on Twitter

[#DCEarthquake](#) Breaking: Obama administration points out they “inherited” fault lines from previous administrations.

"There was just a 6.0 earthquake in DC. [Obama](#) wanted it to be 3.4, but the Republicans wanted 6.0, so he compromised."



Recovering from the Devastation





BLOGGING

NEVER BEFORE HAVE SO MANY PEOPLE WITH SO LITTLE TO SAY SAID SO MUCH TO SO FEW.



There's 2 billion internet users.

We have all become authors.

Volunteer authors have written more than [17 million articles](#) in dozens of languages to create the popular online encyclopedia, Wikipedia.

More than 100,000 volunteers have indexed more than [500 million genealogical records](#) in 11 languages at FamilySearch.org.

Reader to Leader Framework

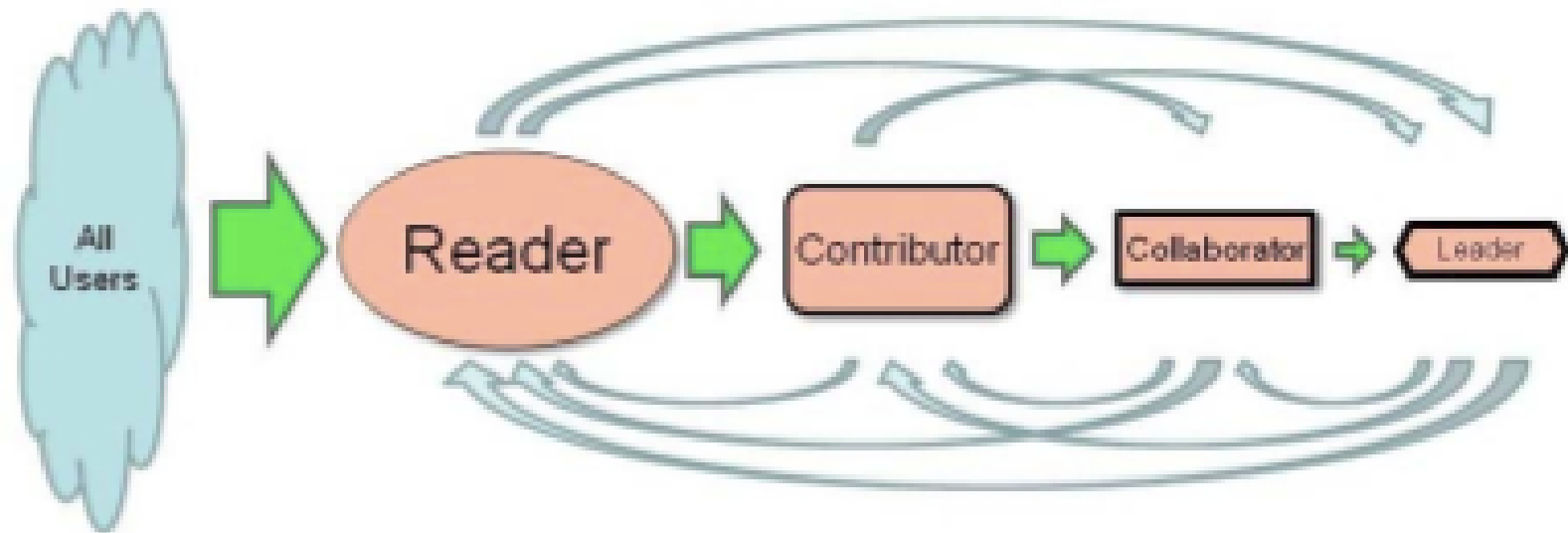
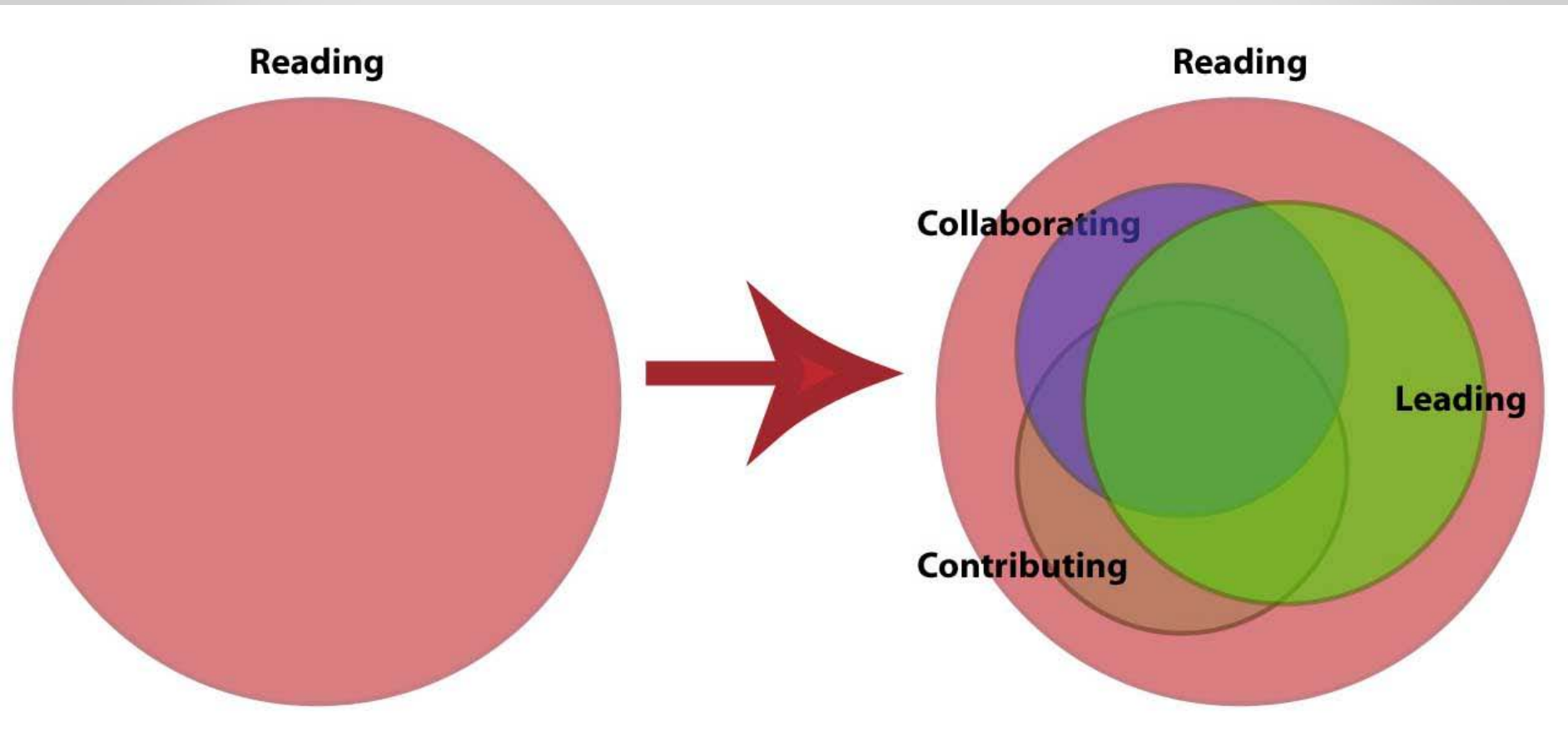


Figure 1: The Reader-to-Leader Framework: Motivating technology-mediated social participation. As users become aware of social media they become readers. Some will become contributors, then collaborators, and possibly leaders.

More Venn than Linear



SEX, SPYING & BETRAYAL: ROYAL LIFE IN MONACO

SEPTEMBER 26 • 2011 EDITION

Forbes

SOCIAL POWER

• AND THE COMING •

CORPORATE REVOLUTION

WHY EMPLOYEES AND CUSTOMERS
WILL BE CALLING THE SHOTS

BY DAVID KIRKPATRICK



Premier global financial services firm

They have an extremely active global community of users.

China is especially active and prolific

They have no idea what China is talking about.

Fast Company: Social Business

1. Social media will be dwarfed by social business
2. People do business with people, not companies
3. Your employees need to be digital citizens, too
4. You don't need to eat the whole social business elephant in one bite
5. A social business can be a good business.
6. Enough already with the useless email chains

63% of executives believe that social applications for business represent a fundamental shift in how work will get done and how companies will engage with customers

53% of executives believe they must adopt Social Business

62% of executives cite the potential to achieve “better customer loyalty and service levels” and

57% anticipate “increased revenue or sales”

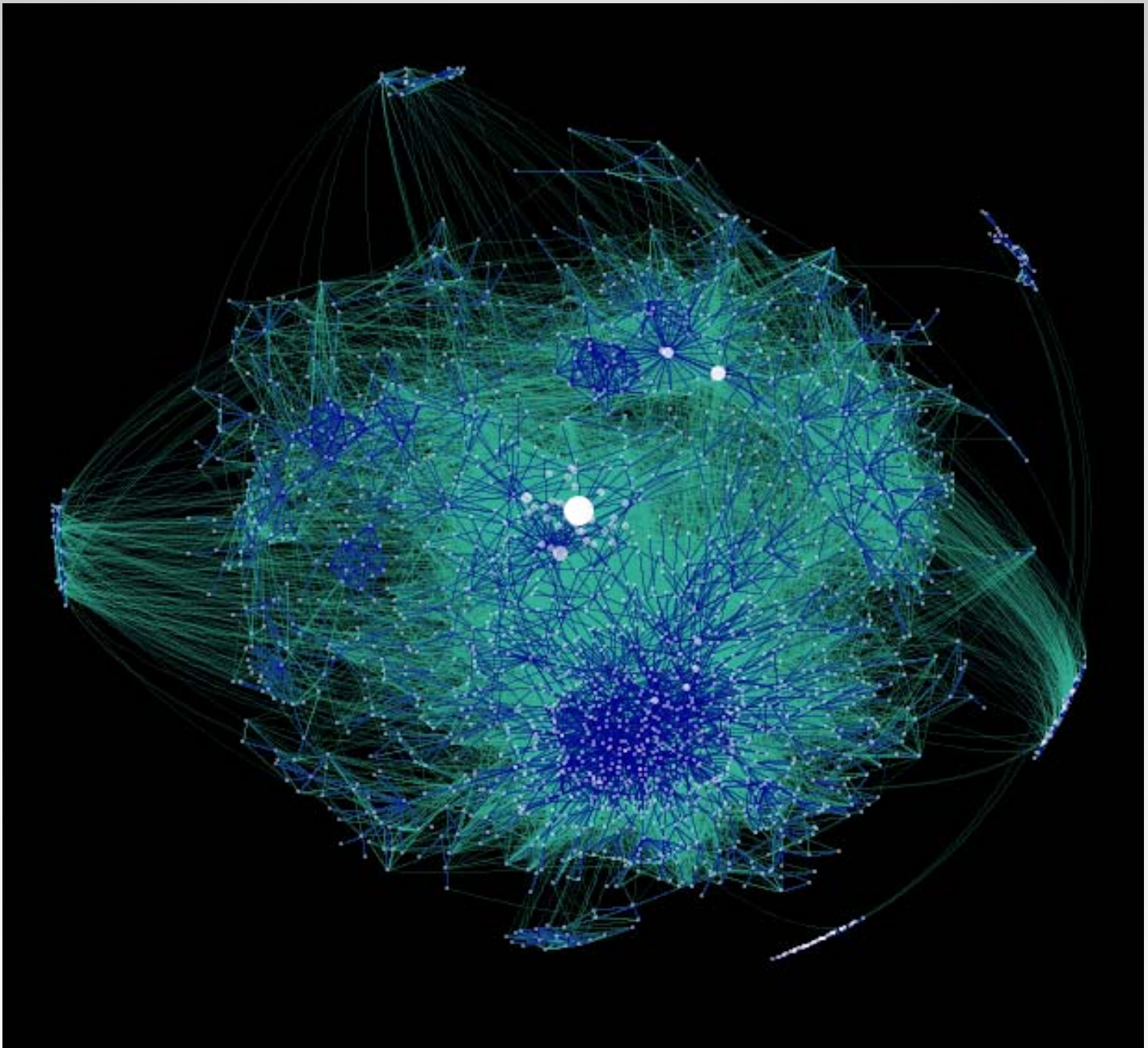
62% of all respondents think that businesses need to leverage social software inside and outside their organizations in order to remain competitive;

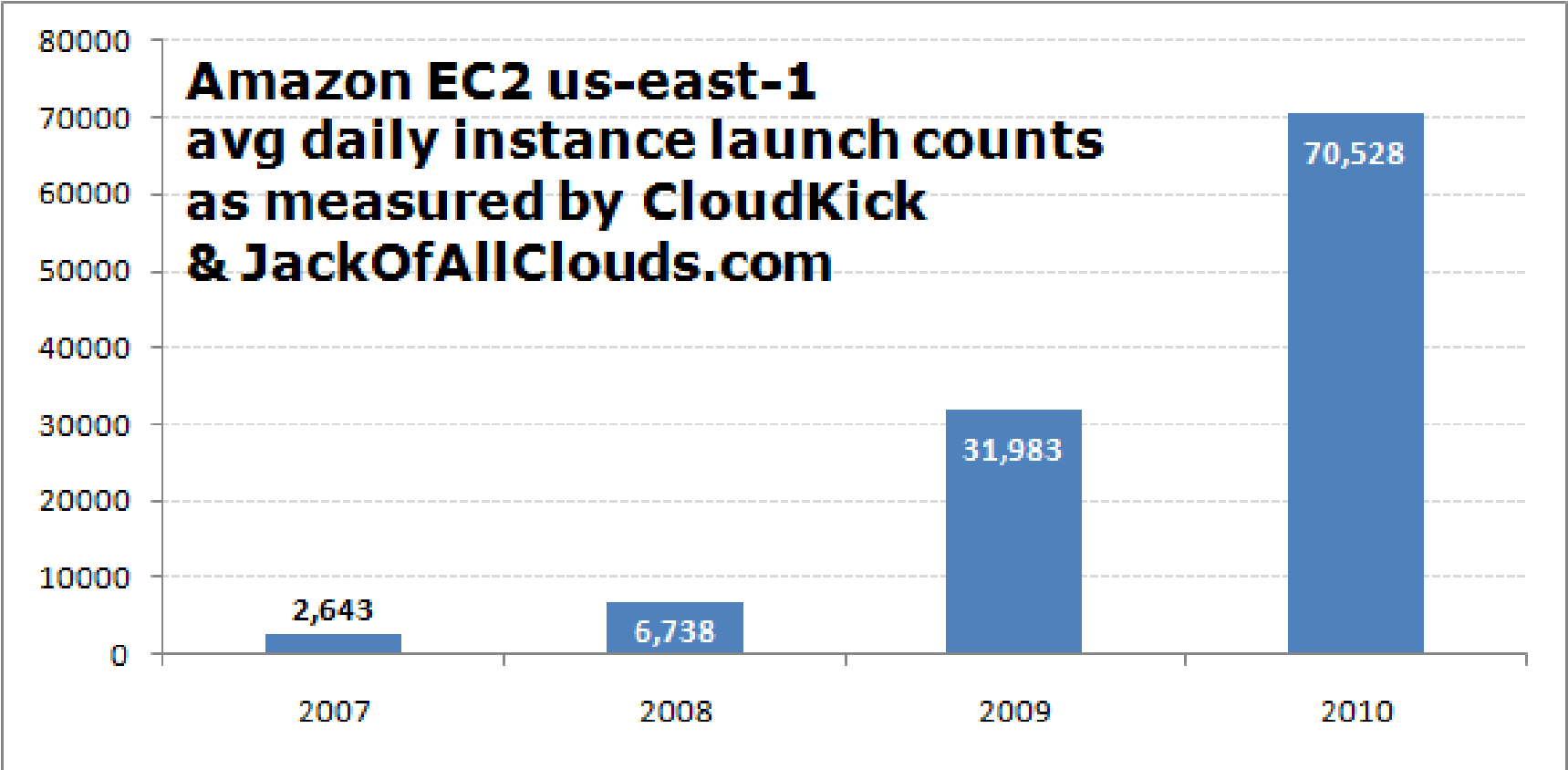
54% of millennials said that they are more likely to rely on and make purchase decisions from information shared via personal contacts in online communities versus 33 percent more likely to use information from “official” company sources

83% of executives leverage at least one social network for work use.

Big Data is Big Business

1. Entity Extraction
2. Sentiment Analysis
3. Web Analytics
4. Cloud Marketing
5. Social Business Content





Macro Trends

Index: Google

Search: Google

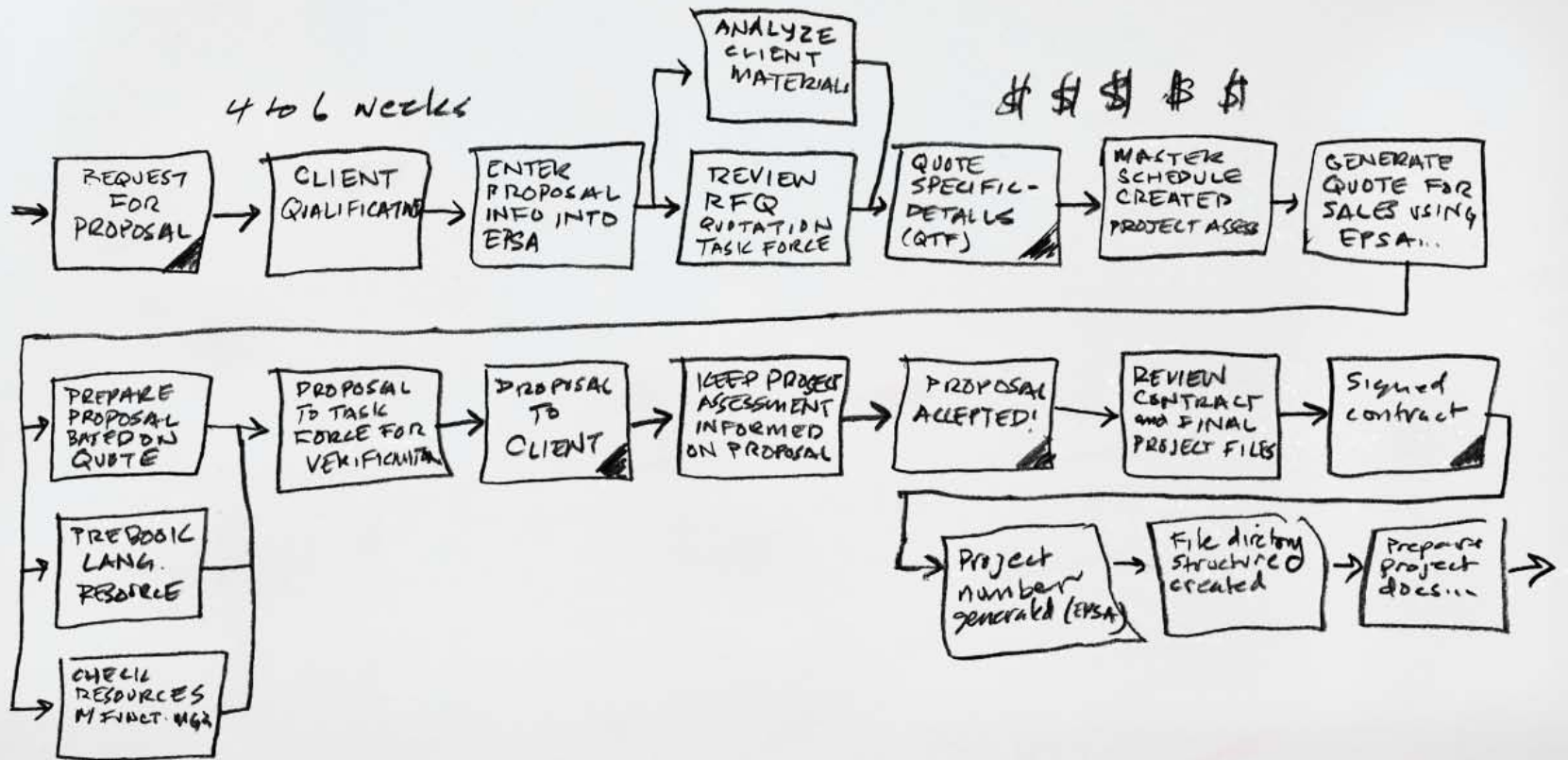
Create : YouTube, MySpace, Facebook,

Curation: Digg, Delicious, Twitter, Facebook

Intelligent *Multilingual* Push: *Coming*

Continuous

- **Continuous publishing means continuous translation.**
- **Rapid/immediate aging of most relevant materials.**
- **If knowledge is cumulative, then the latest information is the best information.**
- **Search algorithm increasingly weight recency to relevance.**



Translations are slow and expensive..

PROBLEM



INNOVATION

IF IT CAN MAKE YOUR JOB EASIER, IT CAN PROBABLY MAKE IT IRRELEVANT.

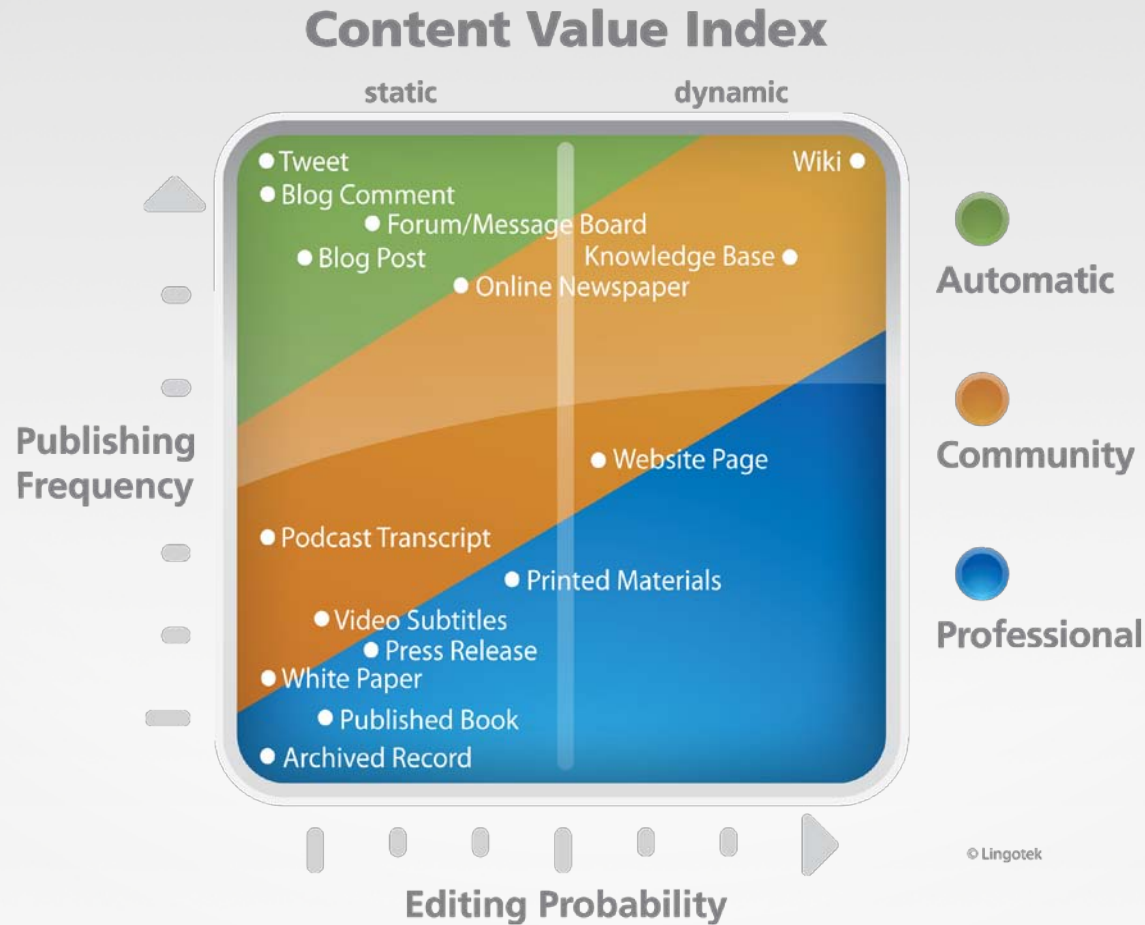


Content Value Index

» Three Levels of Trusted Translation



Content Value Index





QUALITY

THE RACE FOR QUALITY HAS NO FINISH LINE-
SO TECHNICALLY, IT'S MORE LIKE A DEATH MARCH.



Conclusion

We're all authors

The enterprise is going social

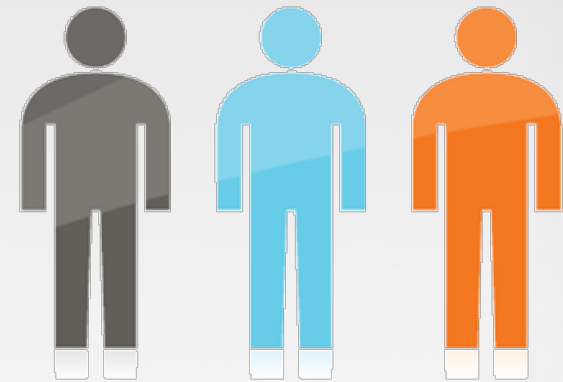
If this is all about content, isn't localization the gateway to the multilingual web?

Managing multi-lingual content authoring, translation, cross language information sharing is the future

Localization technology needs to be part of the Technology Stack



- » @RobVandenberg
- » @Lingotek



Q and A

