MARKETER'S GUIDE TO TRANSLATION SERVICES

- For Business & Professionals -

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10 Most Popular Languages For Marketing Translation

In combination with English

Global marketers may have occasion to work with different languages. The ten most often languages for translation requested from international marketers are (not in order of popularity):

1) Spanish
2) French
3) German
4) Russian
5) Italian
6) Portuguese
7) Chinese
8) Japanese
9) Korean
10) Arabic

There are roughly 6,500 spoken languages in the world today. However, about 2,000 of those languages have fewer than 1,000 speakers. The most spoken language in the world is Mandarin Chinese.

Source: Infoplease

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- Legal
- Technology
- Marketing
- Medical
- Manufacturing
- Elearning/Education
- Financial
- Video

A few industries and application sectors that traditionally require frequent translation services.

"The difference between the right word and the almost right word is really a large matter — it's the difference between lightning and a lightning bug."

MARK TWAIN

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Countries Where Spanish Is An Official Language
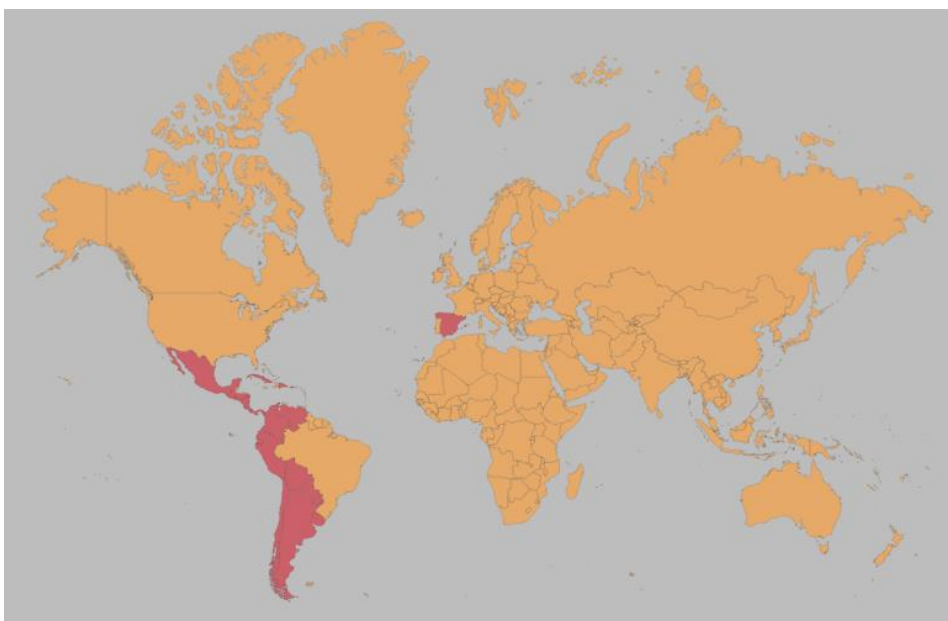
Spanish is the majority language in 21 sovereign states and several dependent territories, totaling around 442 million people.

- Mexico
- Spain
- Colombia
- Argentina
- Peru
- Venezuela
- Chile

- Ecuador
- Guatemala
- Cuba
- Bolivia
- Dominican Republic
- Honduras
- Paraguay

- El Salvador
- Nicaragua
- Costa Rica
- Puerto Rico
- Panama
- Uruguay
- Equatorial Guinea

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Spanish Language Target Audience

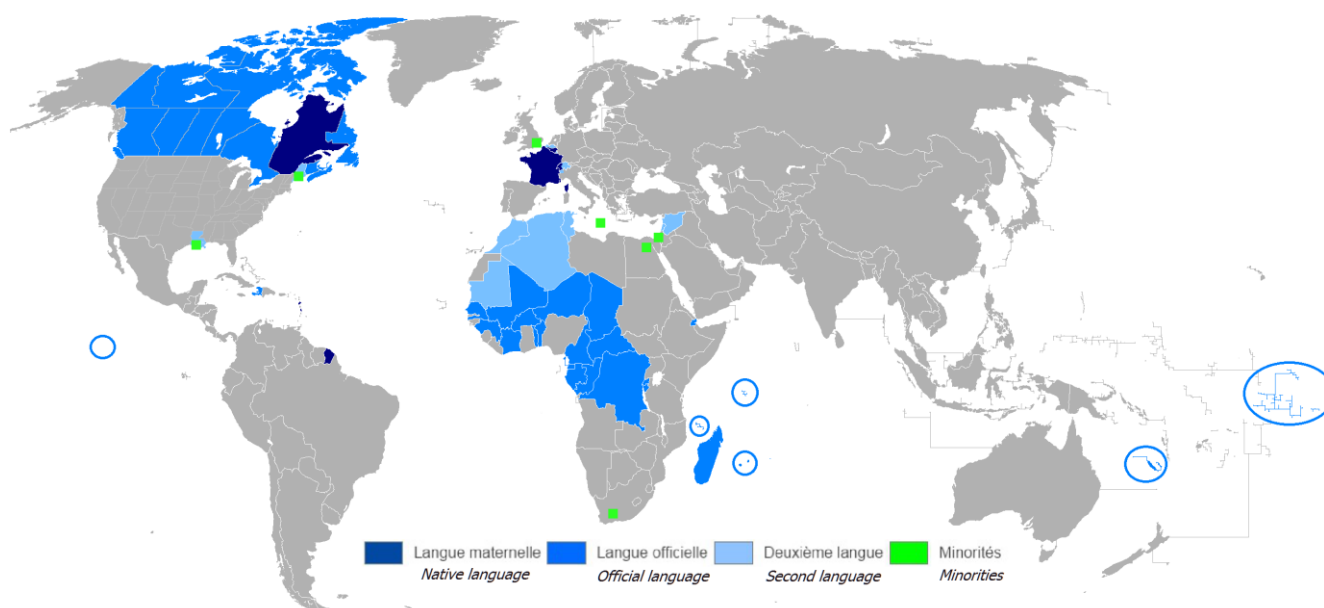*How to specify your Spanish speaking audience*

Sometimes the target audience for a Spanish translation project is implicitly clear from the content for translation. If not then translation companies may ask for clarification. For translation projects going into Spanish the target audience is often described in one of 3 main ways:

1) **US Hispanic audience:** Spanish speakers in the United States
2) **Latin American audience:** Spanish speakers primarily in Latin America
3) **Country specific audience:** This might be Spain, Mexico, or another specific country in Latin America, for example.

Translation clients should provide descriptive information about the target audience. This allows translation companies to assign projects to the most qualified translator. Providing too much information is probably better than not providing enough.

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French Language Target Audience

| Langue maternelle | Langue officielle | Deuxième langue | Minorités |
| Native language | Official language | Second language | Minorities |

Source: Wikipedia

- 76 million worldwide native speakers
- Estimated 274 million French speakers

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German Language Target Audience

Source: Wikipedia

(Co-)Official and majority language
Co-official, but not majority language
Statutory minority/cultural language
Non-statutory minority language
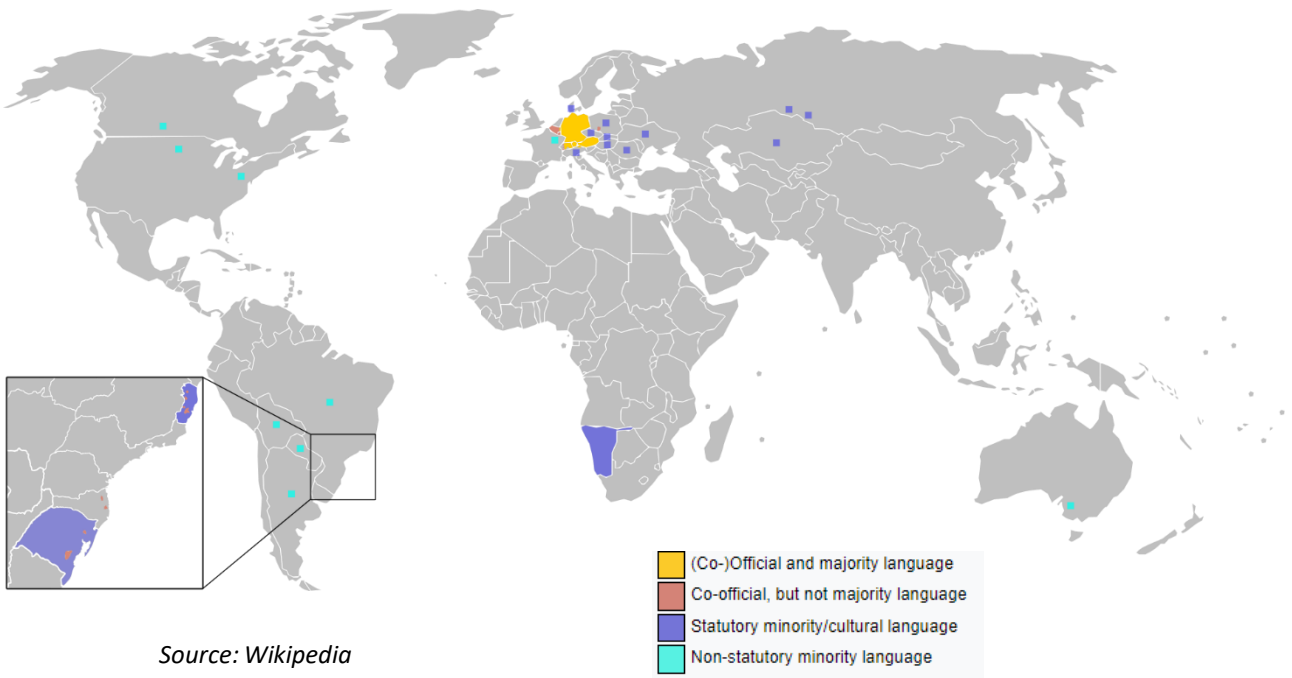
- 90-95 million worldwide native speakers
- Native to Germany, Austria and Switzerland

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Italian Language Target Audience

Source: Wikipedia

Main language
Former official language
Presence of Italian-speaking communities
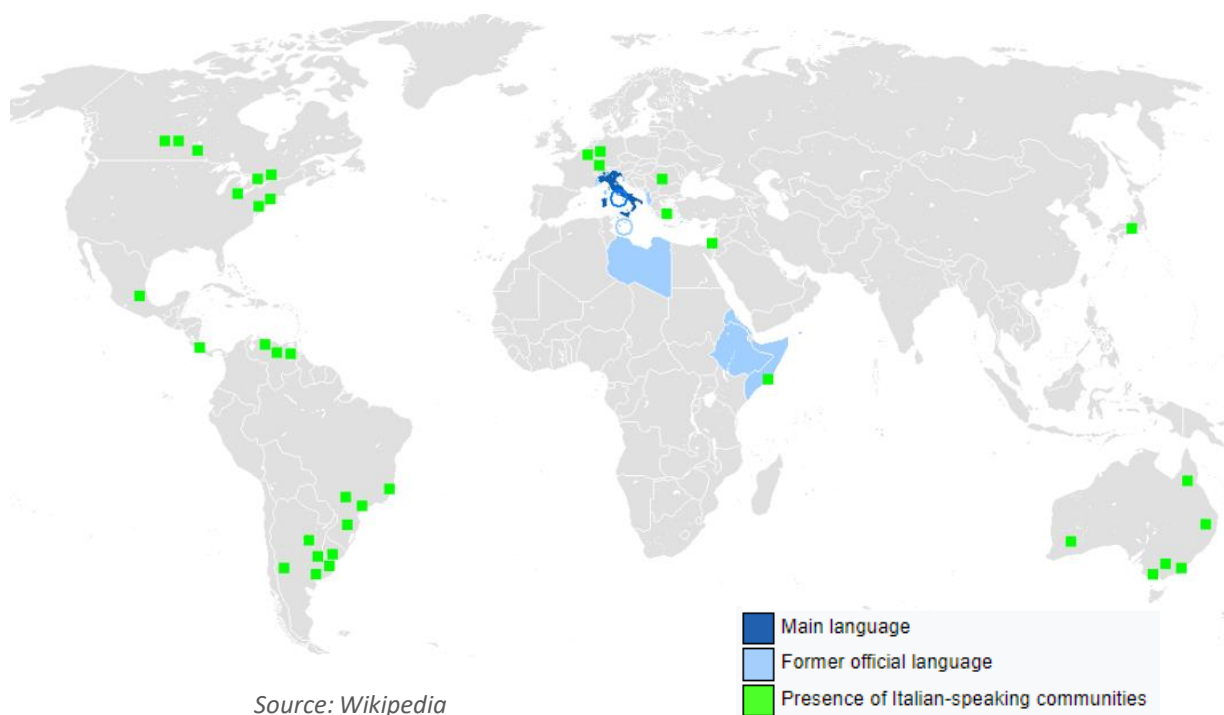
- 69 million native speakers in Europe
- 90 million total speakers

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Russian Language Target Audience

Russian is an official language
Russian is an official language of a disputed territory
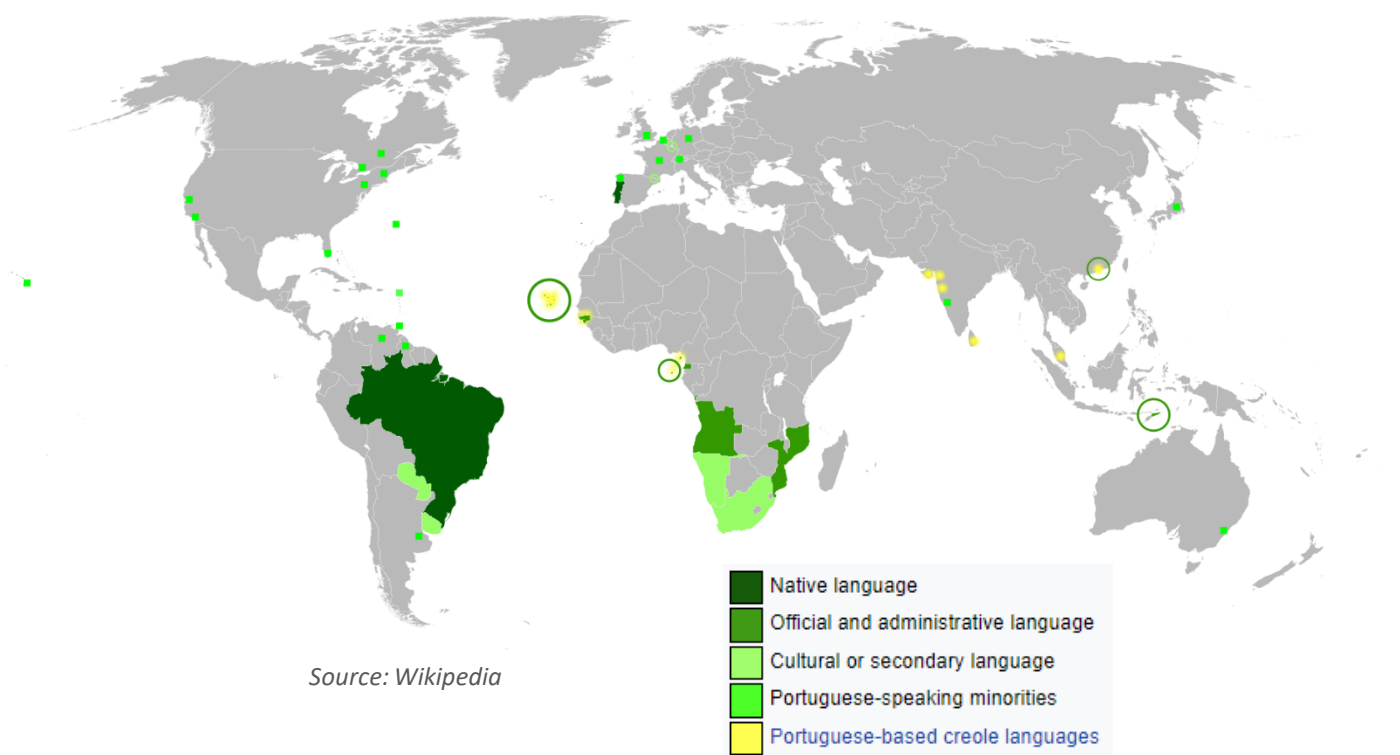Russian is spoken as the 1st or 2nd language by >30% of the population
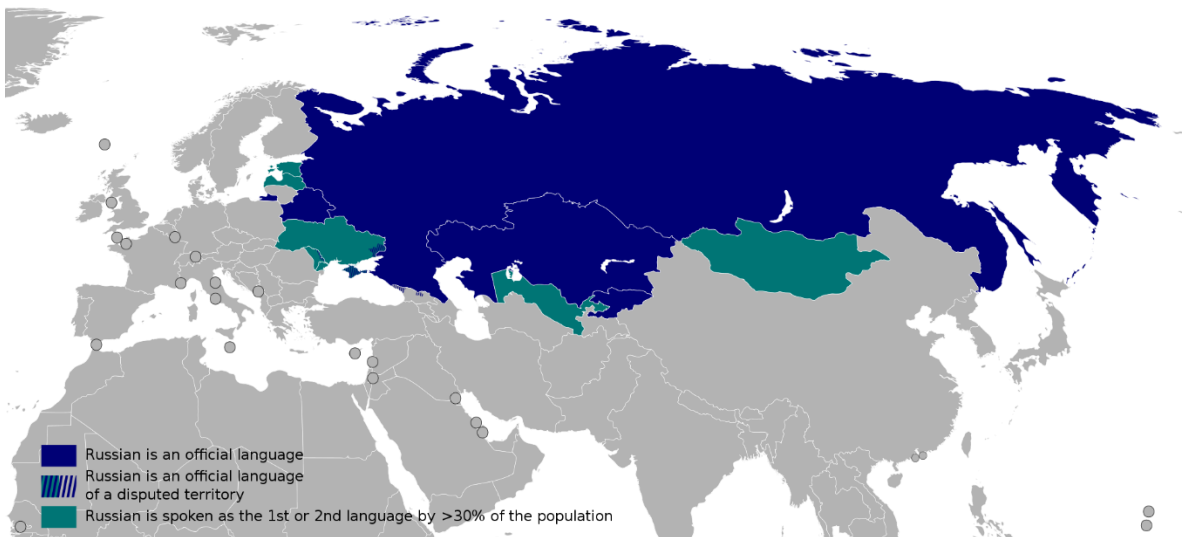
Source: Wikipedia

- 150 million native speakers
- Native speakers in Russian, Ukraine, Belarus, Kazakhstan, Estonia, Latvia and other neighboring countries

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Portuguese Language Target Audience

Source: Wikipedia

Native language
Official and administrative language
Cultural or secondary language
Portuguese-speaking minorities
Portuguese-based creole languages

- 223 million native speakers
- Official language in Brazil, Portugal, Angola, Cape Verde, East Timor, Equatorial Guinea, Guinea-Bissau, Mozambique, São Tomé and Príncipe

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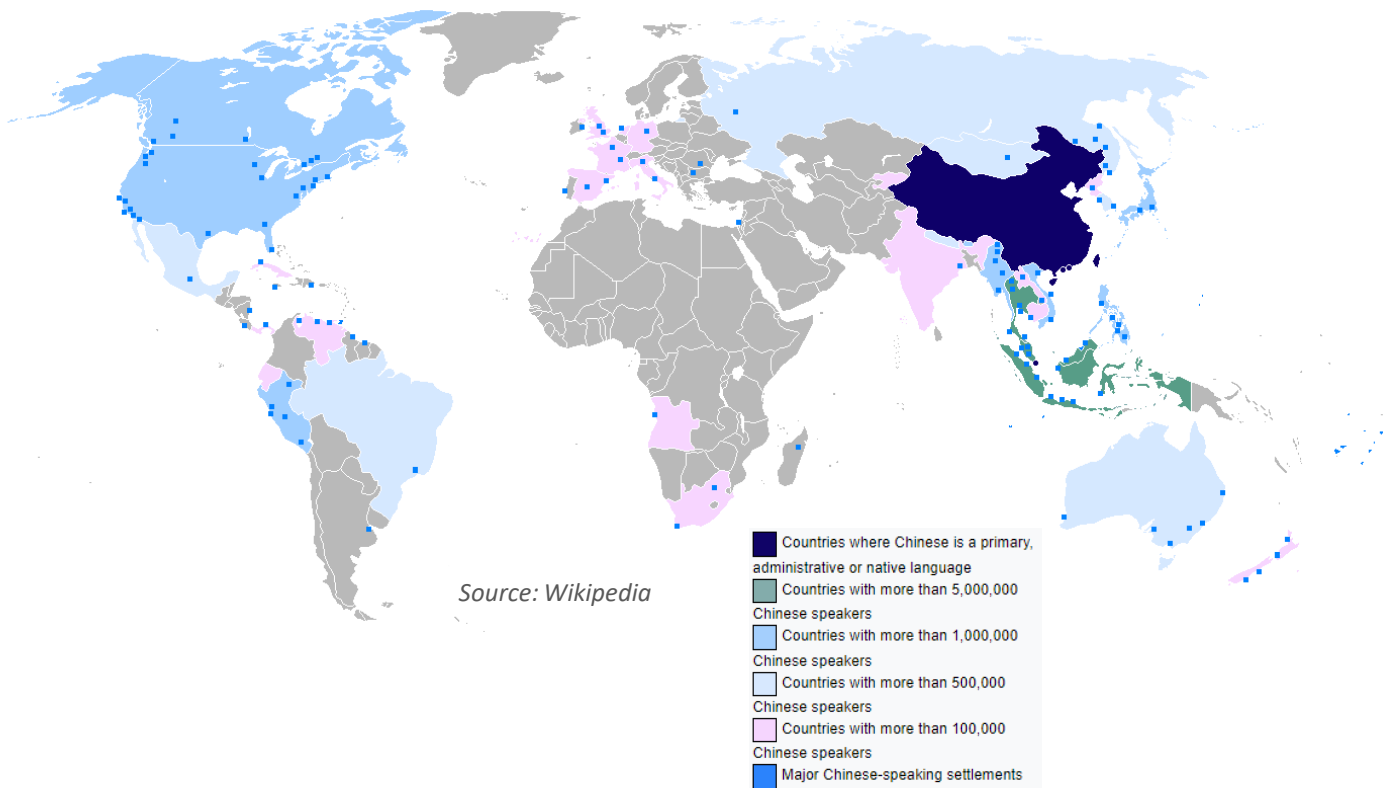
Arabic Language Target Audience


Arabic majority
Arabic minority
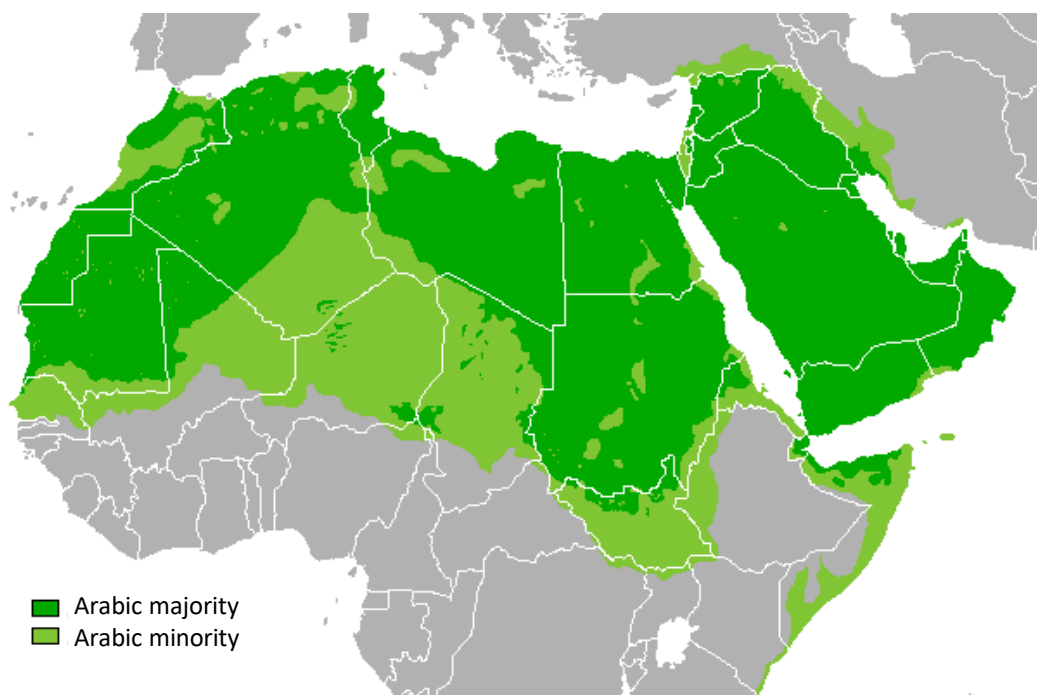
- 310 million (all varieties) Arabic speakers
- Spoken in countries of the Arab League, minorities in neighboring countries and some parts of Asia, Africa, Europe
- Note: Arabic text reads right to left

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Chinese Language Target Audience

Source: Wikipedia

Countries where Chinese is a primary, administrative or native language
Countries with more than 5,000,000 Chinese speakers
Countries with more than 1,000,000 Chinese speakers
Countries with more than 500,000 Chinese speakers
Countries with more than 100,000 Chinese speakers
Major Chinese-speaking settlements

- 1.2 billion native speakers
- Official language in China, Singapore, Taiwan, Hong Kong, Macau

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Japanese Language Target Audience
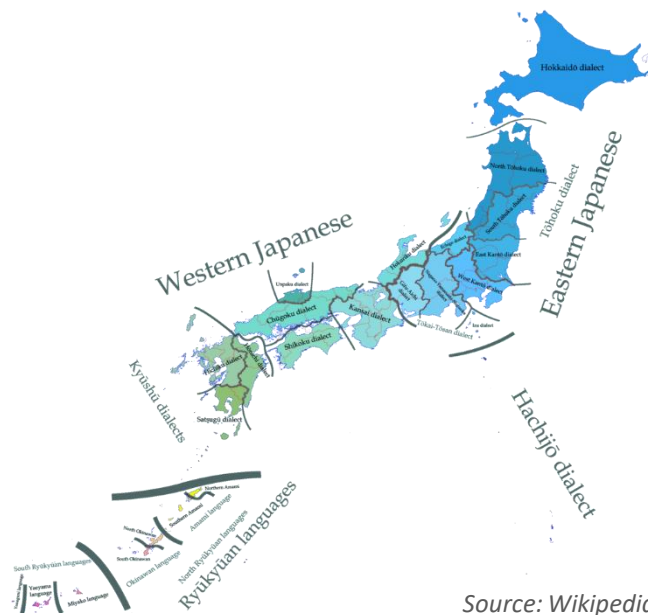
Source: Wikipedia

- Official language in Japan, Pala, Angaur
- 125 million native speakers

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Korean Language Target Audience

Countries with native Korean-speaking populations (established immigrant communities in green).

- 77 million native speakers
- Official language in South Korean, North Korea, People's Republic of China (some regions)

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Translation and Interpretation

Know the difference

Multiple times a day language services companies receive telephone calls or emails from prospective clients requesting a "translator" when in fact the service these inquirers are interested in are those of an "interpreter." Here's the difference.

- Translation involves <u>written language</u>. Linguists who perform translation services are translators.

- Interpretation involves <u>spoken language</u>. Interpreters perform interpretation services.

Translation and interpretation are related but separate and distinct skills typically performed by different language specialists. Not all translators perform interpretation, and vice versa.

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Native Speaking Translators

What's meant by this phrase?

Professional translators typically work in a language pair (e.g., English-French or English-Spanish, et. al.). The translators are bilingual in both languages of their language pair, although only one of the languages would be their first language, considered their native language.

Generally speaking translators should be native speaking in the target language (the language translating into).

Most professional translation companies assign only native speaking translators to their projects. It's still recommended to ask this question and confirm the practice.

How Translation Pricing Is Calculated

By word, by page, or what?

The most common pricing model among professional translators is a per word rate based on the source text word count. Sometimes when source word counts are difficult to determine (e.g., non-editable text) pricing is based on the resulting target word count known at project conclusion.

Other less common pricing methods
- Per page basis
- Hourly basis
- Fixed price project basis

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What File Types Do Translators Work With?

MS Word, Excel, Powerpoint, PDF & others

Professional translators can work with a wide variety of file formats that contain text for translation including:

- MS Word
- InDesign
- Excel
- Powerpoint
- JPEGs and other image formats
- PDFs
- Text files
- Other miscellaneous formats

In most cases translators will prefer to work with editable files so text can be easily changed to the target language, and usually retain much of the original formatting for design purposes or for visual indications of correlation between source and target language text.

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Document Design Formatting Services

InDesign & other design applications

Formatting services in InDesign and other popular document design applications are available for any projects requiring finished print ready materials in the target language.

Formatting services are separate from translation. Translation does not typically occur within a design application such as InDesign. Formatting services if requested are performed after the translation process is complete and verified.

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During Regular Business Hours

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