

TURNING BUSINESS INTO PLEASURE

Edward Vick

EVS Translations GmbH
Luisenstraße 3
63067 Offenbach

WE SPEAK YOUR LANGUAGE



IT AIN'T NECESSARILY SO

“Our English tongue is of small reach – it stretcheth no further than this island of ours, nay not there over all.”

Mulcaster 1582

IT AIN'T NECESSARILY SO

- Shakespeare's England – 5 million English speakers
- 1900 – 200 million English speakers
- Now – 2.3 billion English speakers

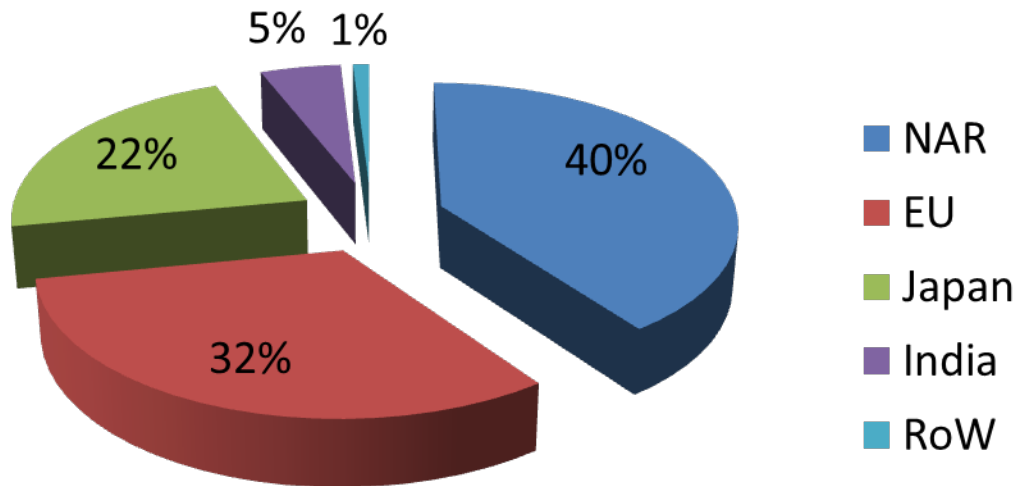
WHY

- Settlement in America, Canada, Caribbean, Pacific
- Industrial Revolution
- British Empire
- America influences the world



SCIENCE & TECHNOLOGY

R&D spending worldwide in 2008 (total USD 532 billion)



SCIENCE AND TECHNOLOGY

Science Citation Index

95% of documents are in English
(1980; 85%, 1990; 90%)

Most prestigious scientific journals are in English

UNIVERSITIES

Patent scorecard

- MBA
- Number of MA programs more than doubled in the last 3 years
- Most taught foreign language in the world

ENGLISH RULE - COMPUTING

- Internet
- Microsoft
- Google
- Apple
- IBM
- Amazon
- Facebook



ENTERTAINMENT

Eurovision Song Contest

1956 to 1960:
3/58 songs in English

2006 to 2011:
182/246 songs in English

1999 rule change:
Since then, 11/12 songs
in English



ENTERTAINMENT

Top films of all time

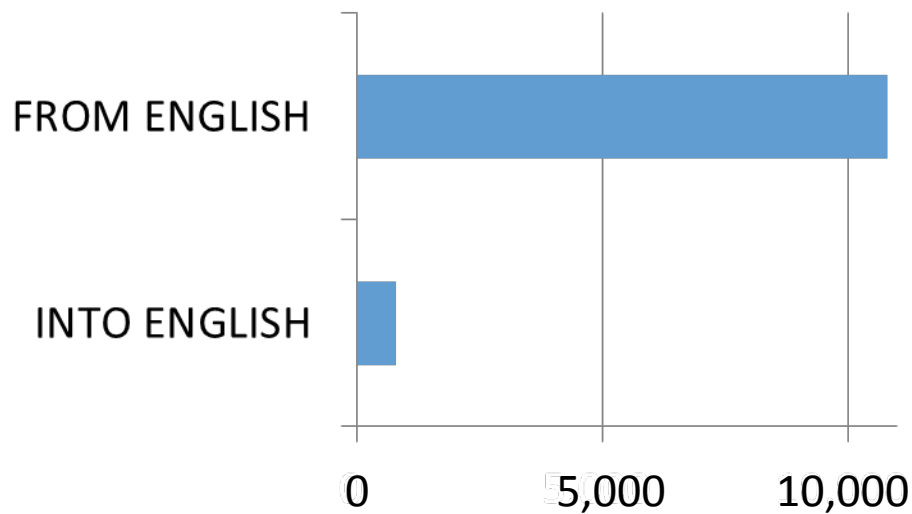
Top songs of all time



PUBLISHING

If you want to reach an audience, write in English.
Example Bulgaria (last 5 years)

- Books translated into English – 8
- Books translated from English – 10,800



Source: EVS Translations in-house research

EUROPEAN UNION

23 languages – 506 combinations

Court of Justice

Spanish, German, English, Italian, French

Pivot languages

German (5)

Spanish (3)

English (5)

Italian (3)



MARKET CAPITALISATION

Rank	Economy	Stock Exchange	Market Capitalization (USD Billions)	Trade Value (USD Billions)
1	 United States  Europe	NYSE Euronext	15,970	19,813
2	 United States  Europe	NASDAQ OMX	4,931	13,439
3	 Japan	Tokyo Stock Exchange	3,827	3,787
4	 United Kingdom	London Stock Exchange	3,613	2,741
5	 China	Shanghai Stock Exchange	2,717	4,496
6	 Hong Kong	Hong Kong Stock Exchange	2,711	1,496
7	 Canada	Toronto Stock Exchange	2,170	1,368
8	 India	Bombay Stock Exchange	1,631	258
9	 India	National Stock Exchange of India	1,596	801
10	 Brazil	BM&F Bovespa	1,545	868
11	 Australia	Australian Securities Exchange	1,454	1,062
12	 Germany	Deutsche Börse	1,429	1,628
13	 China	Shenzhen Stock Exchange	1,311	3,572
14	 Switzerland	SIX Swiss Exchange	1,229	788
15	 Spain	BME Spanish Exchanges	1,171	1,360
16	 South Korea	Korea Exchange	1,091	1,607
17	 Russia	MICEX	949	408
18	 South Africa	JSE Limited	925	340



BOND AND SHARE ISSUANCE

Top 25 World Bond Funds

Rank	Fund Name	Rank	Fund Name
1	PIMCO Total Return Instl	14	Dodge & Cox Stock
2	CREF Stock	15	American Funds Washington Mutual A
3	American Funds Growth Fund of Amer A	16	American Funds EuroPacific Gr A
4	Vanguard Total Stock Mkt Idx Inv	17	Vanguard Institutional Index Instl PI
5	Fidelity Contrafund	18	Franklin Income A
6	American Funds Capital Inc Bldr A	19	American Funds Fundamental Investors A
7	Vanguard Institutional Index Instl	20	American Funds New Perspective A
8	American Funds Capital World G/I A	21	Vanguard Total Intl Stock Index Inv
9	American Funds Inc Fund of Amer A	22	American Funds American Balanced A
10	Vanguard 500 Index Admiral	23	PIMCO Total Return Admin
11	Vanguard Total Stock Mkt Idx Adm	24	Vanguard 500 Index Investor
12	American Funds Invmt Co of Amer A	25	Fidelity Growth Company
13	Dodge & Cox International Stock		

FINANCE 5

Top 10 currency traders/ foreign exchange
(% of overall volume, May 2011)

Rank	Name	Market share
1	Deutsche Bank	15.64%
2	Barclays Capital	10.75%
3	UBS AG	10.59%
4	Citi	8.88%
5	JPMorgan	6.43%
6	HSBC	6.26%
7	Royal Bank of Scotland	6.20%
8	Credit Suisse	4.80%
9	Goldman Sachs	4.13%
10	Morgan Stanley	3.64%



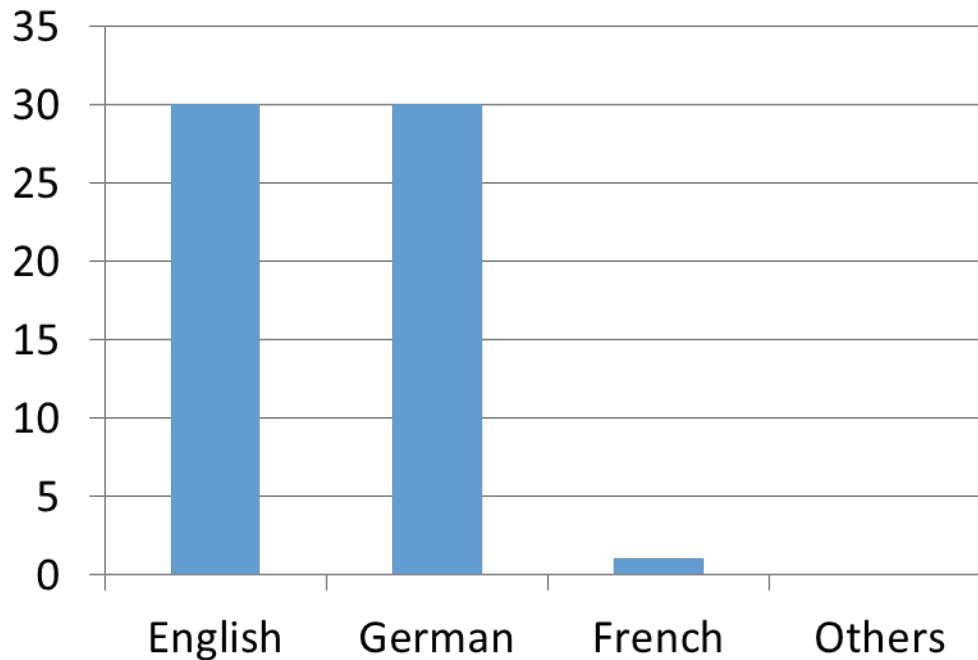
MOST TRADED CURRENCIES

Rank	Currency	ISO 4217 code (Symbol)	% daily share (April 2010)
1	United States dollar	USD (\$)	84.9%
2	Euro	EUR (€)	39.1%
3	Japanese yen	JPY (¥)	19.0%
4	Pound sterling	GBP (£)	12.9%
5	Australian dollar	AUD (\$)	7.6%
6	Swiss franc	CHF (Fr)	6.4%
7	Canadian dollar	CAD (\$)	5.3%
8	Hong Kong dollar	HKD (\$)	2.4%
9	Swedish krona	SEK (kr)	2.2%
10	New Zealand dollar	NZD (\$)	1.6%
11	South Korean won	KRW	1.5%
12	Singapore dollar	SGD (\$)	1.4%
13	Norwegian krone	NOK (kr)	1.3%
14	Mexican peso	MXN (\$)	1.3%
15	Indian rupee	INR	0.9%
	Other Currencies		12.2%
	Total		200%



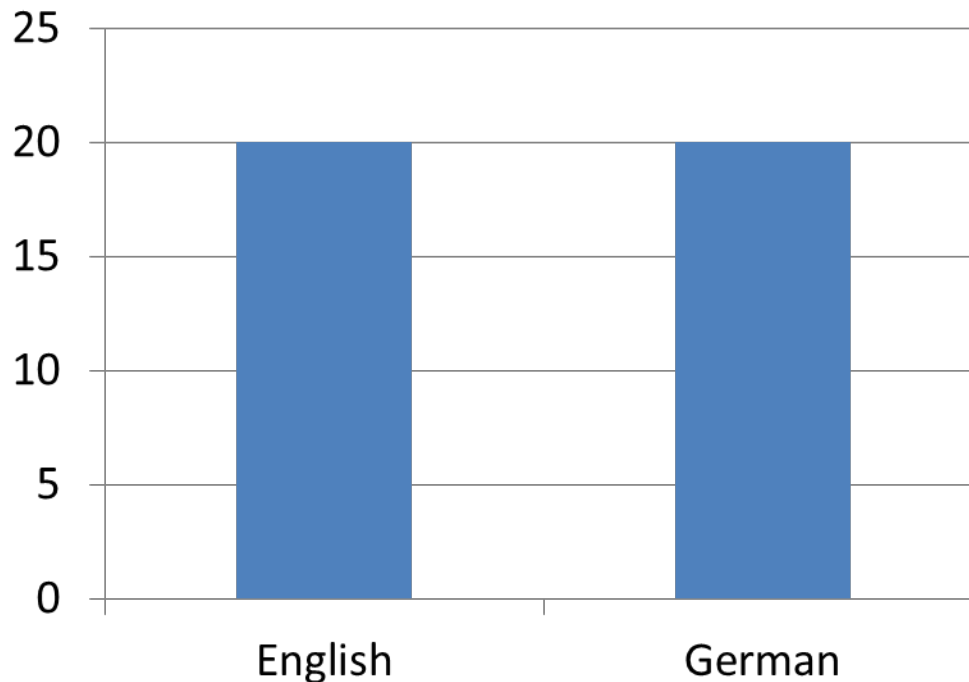
FINANCE 1

Annual reports DAX
30 English, 30 German, 1 French



FINANCE 2

Annual reports ATX
20 English, 20 German

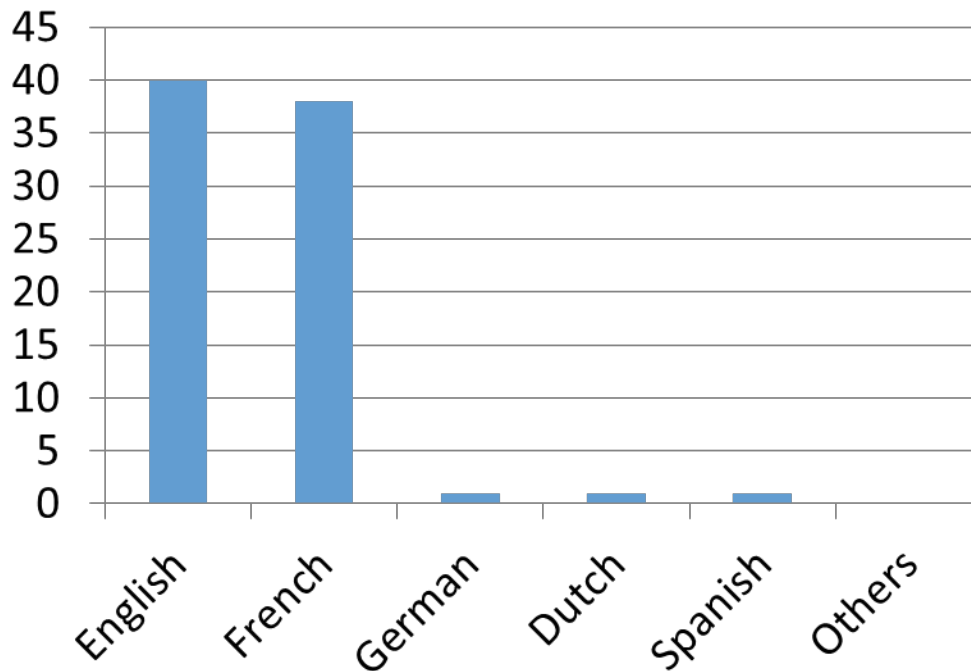


Source: EVS Translations in-house research

FINANCE 3

Annual reports CAC 40

40 English, French 38, German 1, Dutch 1, Spanish 1

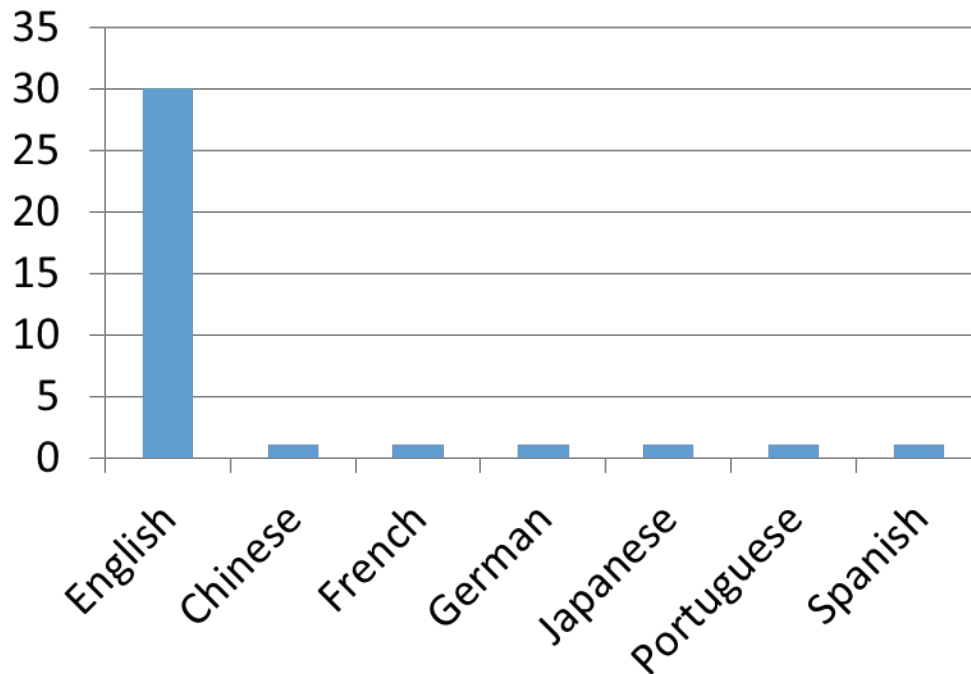


Source: EVS Translations in-house research

FINANCE 4

Annual reports Dow Jones

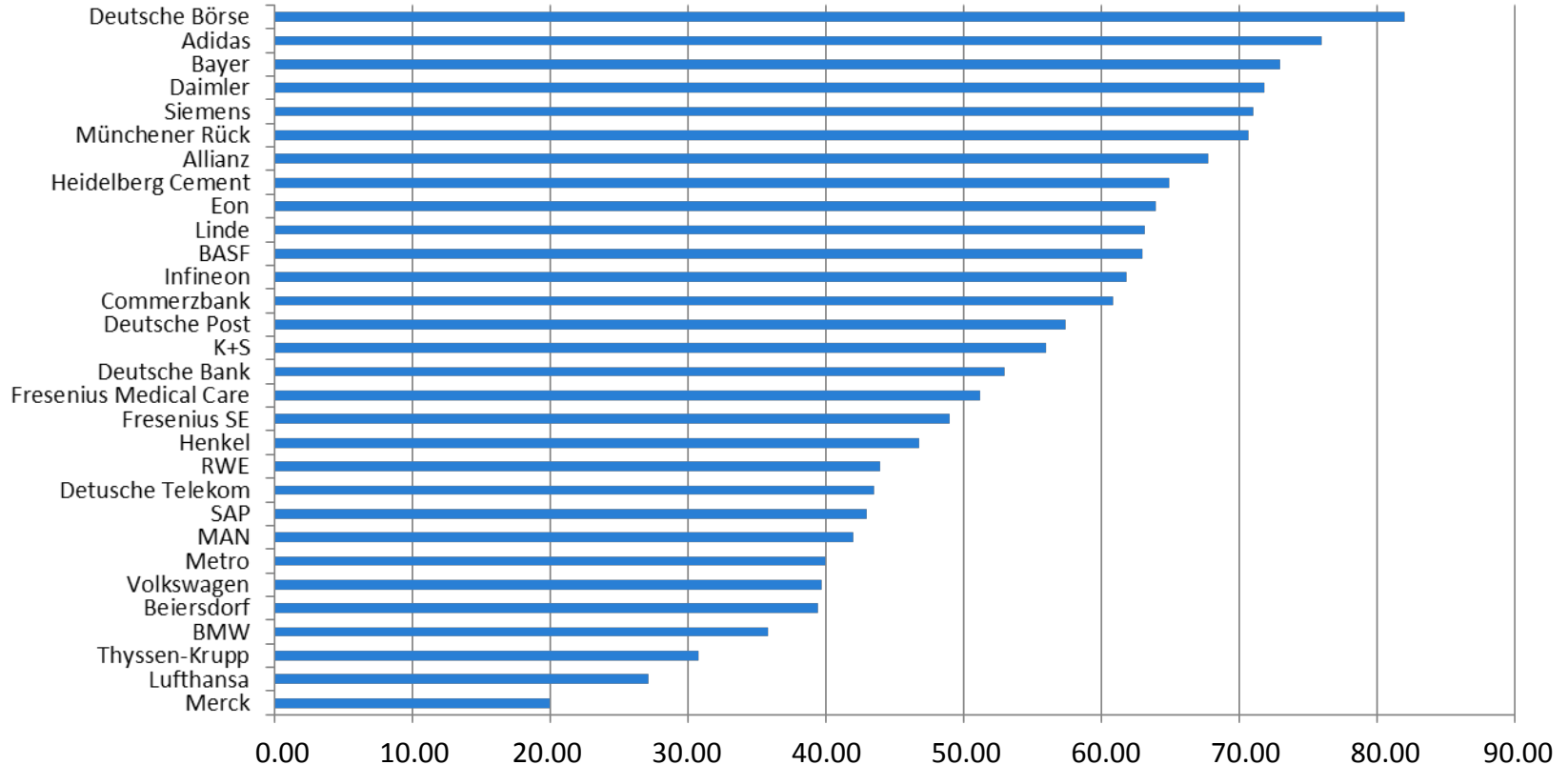
30 English, 1 Chinese, 1 German, 1 Japanese, 1 Portuguese, 1 Spanish




Source: EVS Translations in-house research

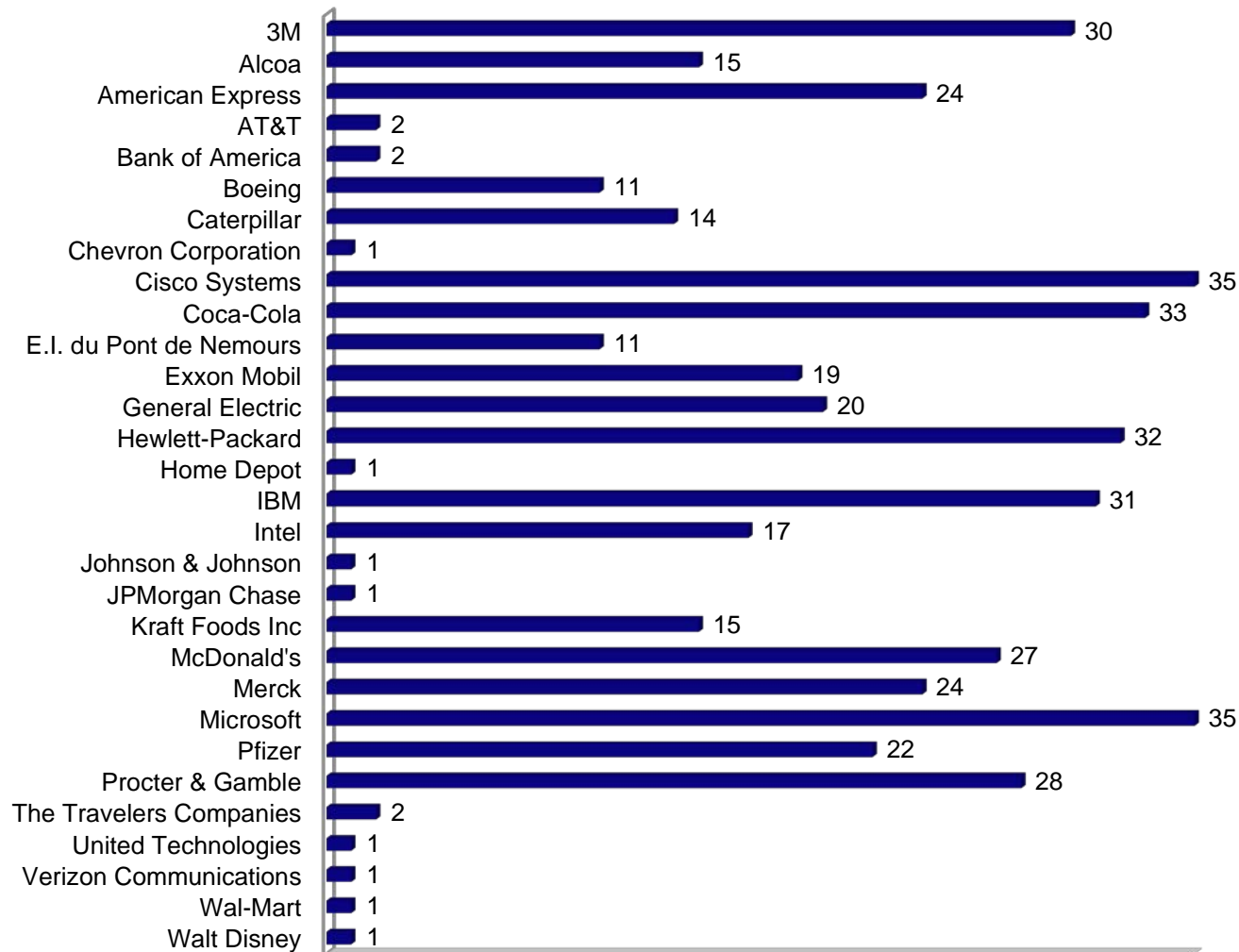
DAX COMPANIES

INTERNATIONAL OWNERSHIP IN %

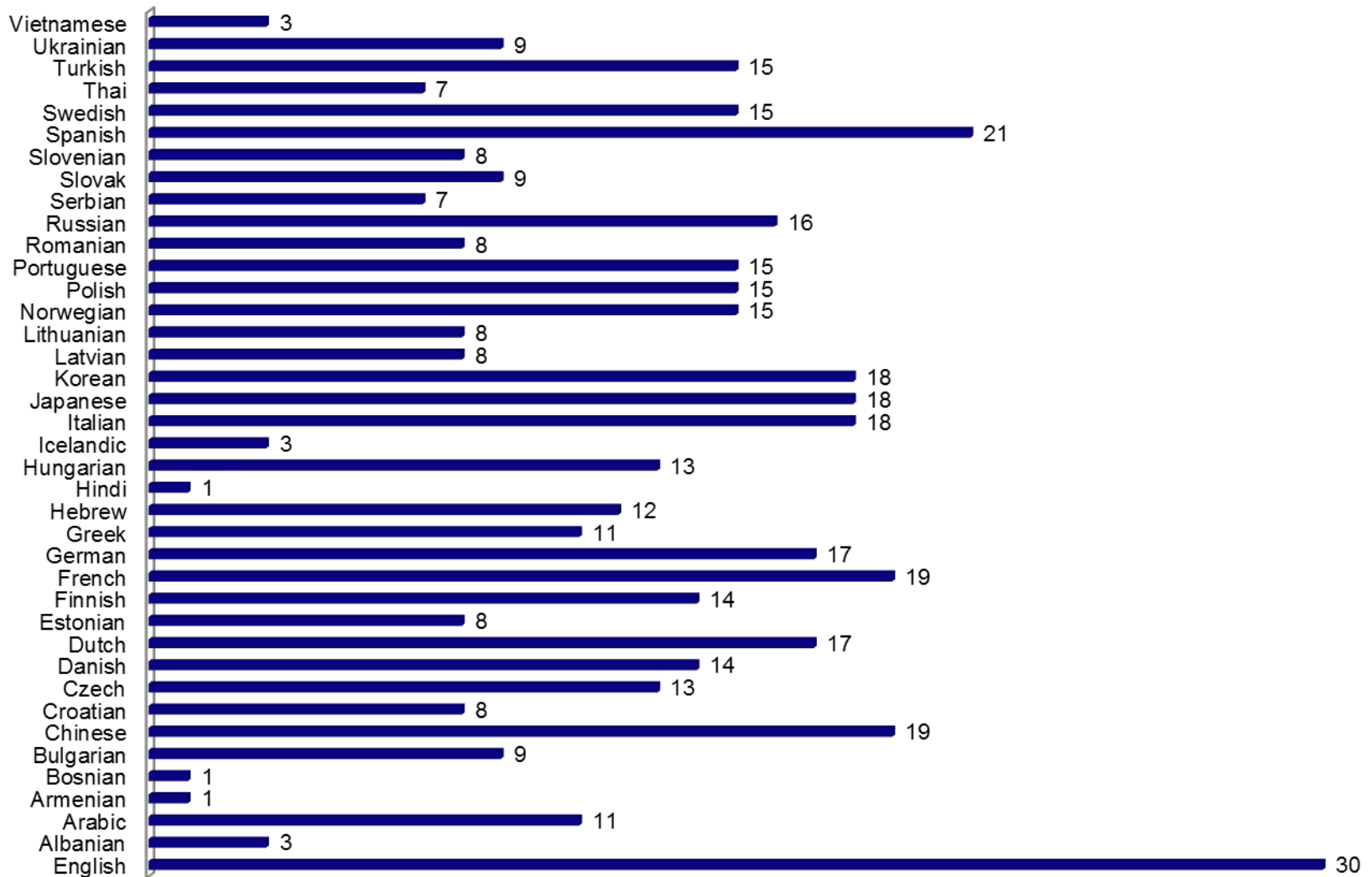


Source: FAZ, 11 May 2011

NUMBER OF LANGUAGES PER DOW JONES' COMPANY WEBSITE



TYPES OF LANGUAGES USED BY DOW JONES' COMPANIES



SIZE OF THE TRANSLATION MARKET

USD 26,500,000,000 world wide / year



USD 71,000,000 / day

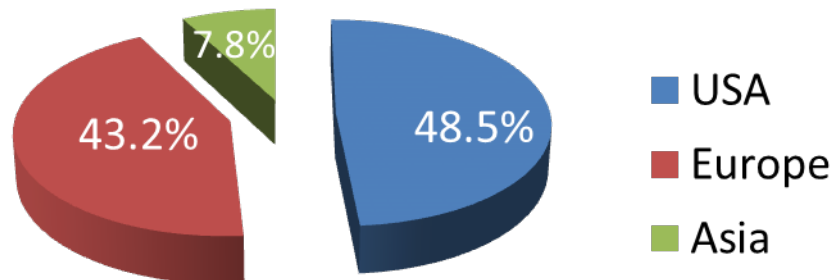


10.65 million words  1.42 million lines  500,000 pages

DISTRIBUTION OF THE TRANSLATION MARKET

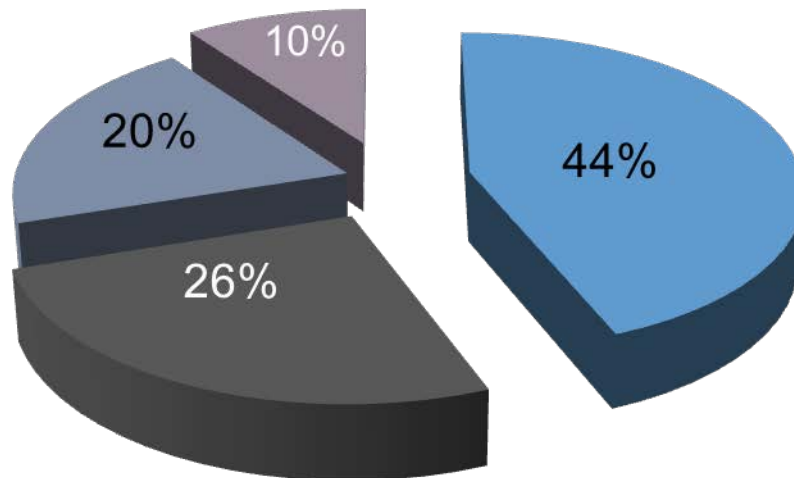
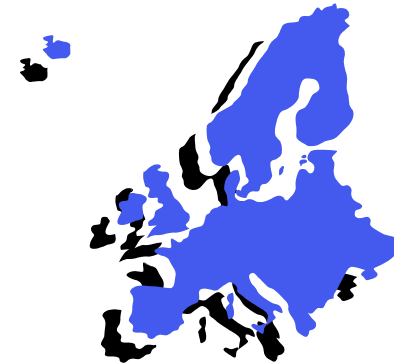
World wide

- 48.5% of all translations are sourced in USA
- 43.2% of all translations are sourced in Europe



LANGUAGE MARKET SHARE

Europe

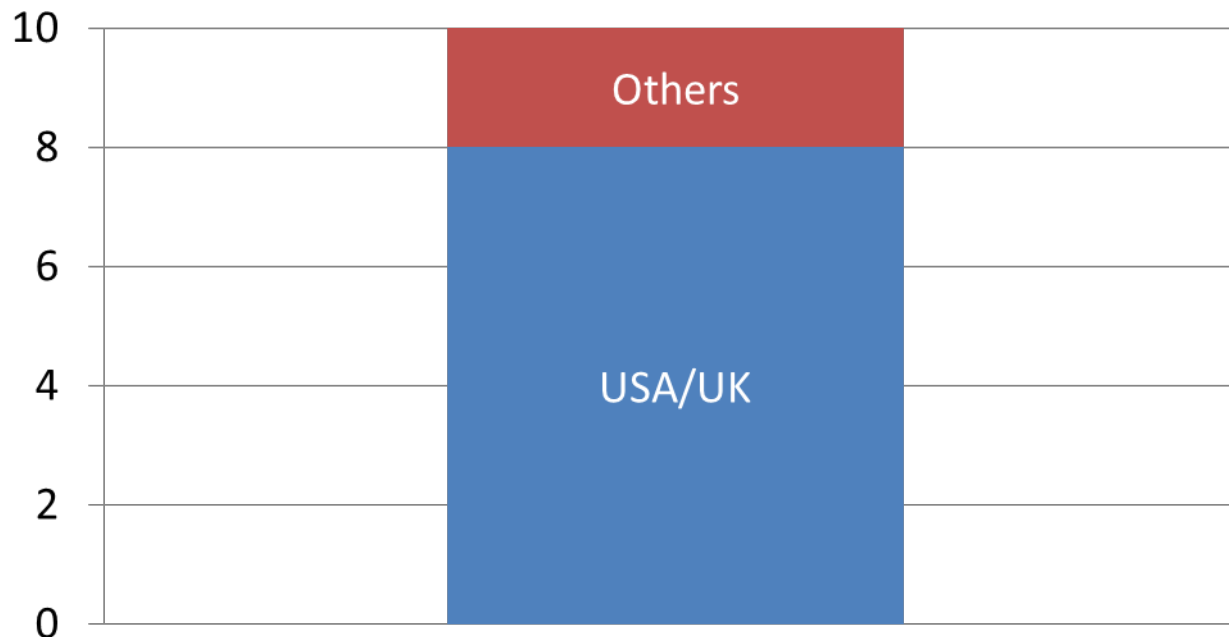


- Northern Europe
(USD 5.00 billion)
- Western Europe
(USD 2.92 billion)
- Southern Europe
(USD 2.26 billion)
- Eastern Europe
(USD 1.18 billion)

Source: Common Sense Advisory Inc. 2010

TRANSLATION COMPANIES

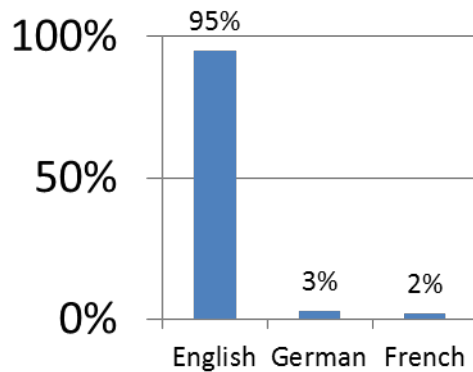
8 in the top 10 are based in the UK or US



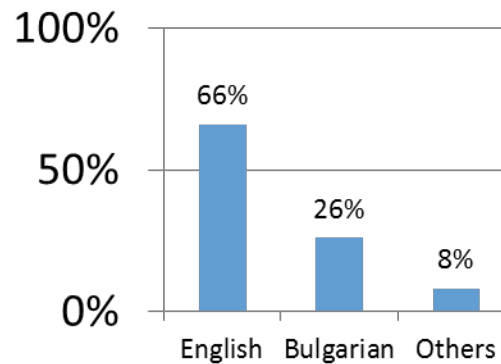
Source: Common Sense Advisory Inc. 2010

EVS SALES

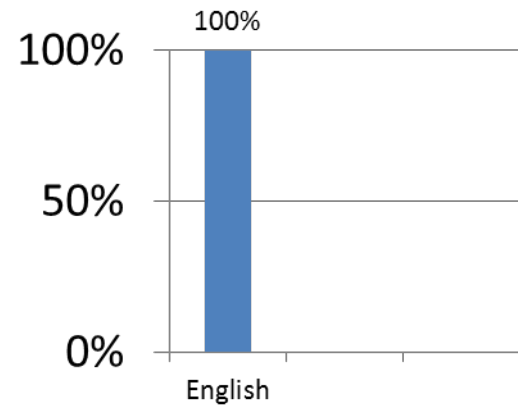
UK



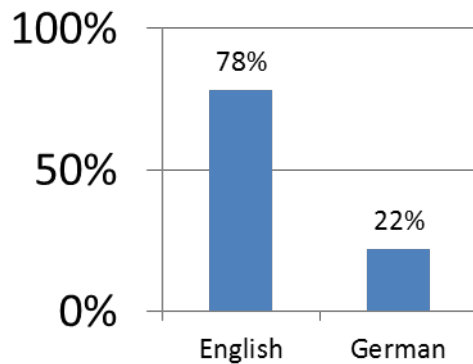
Bulgaria



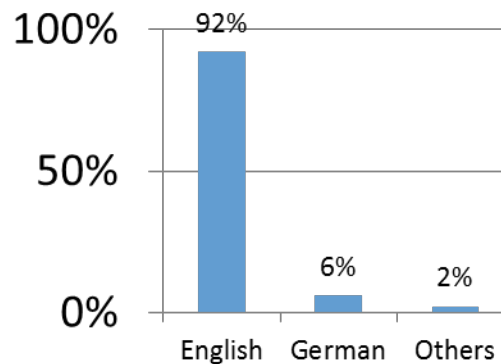
US



Germany

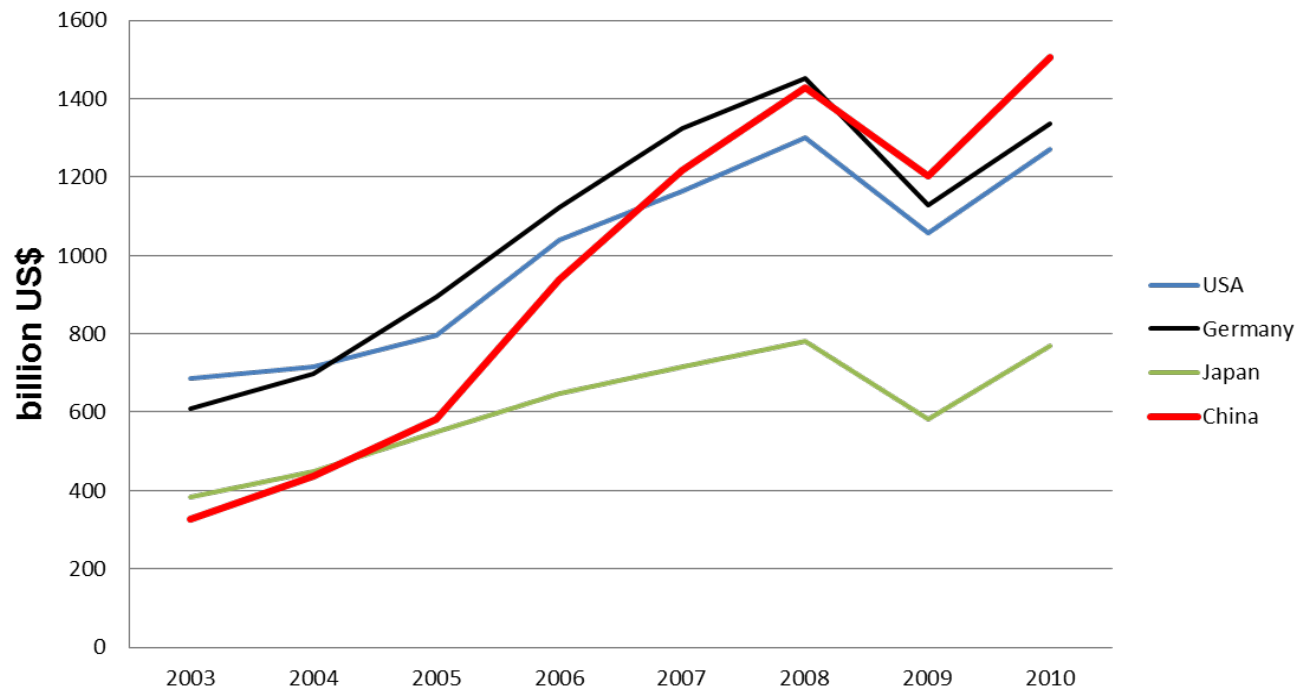


France



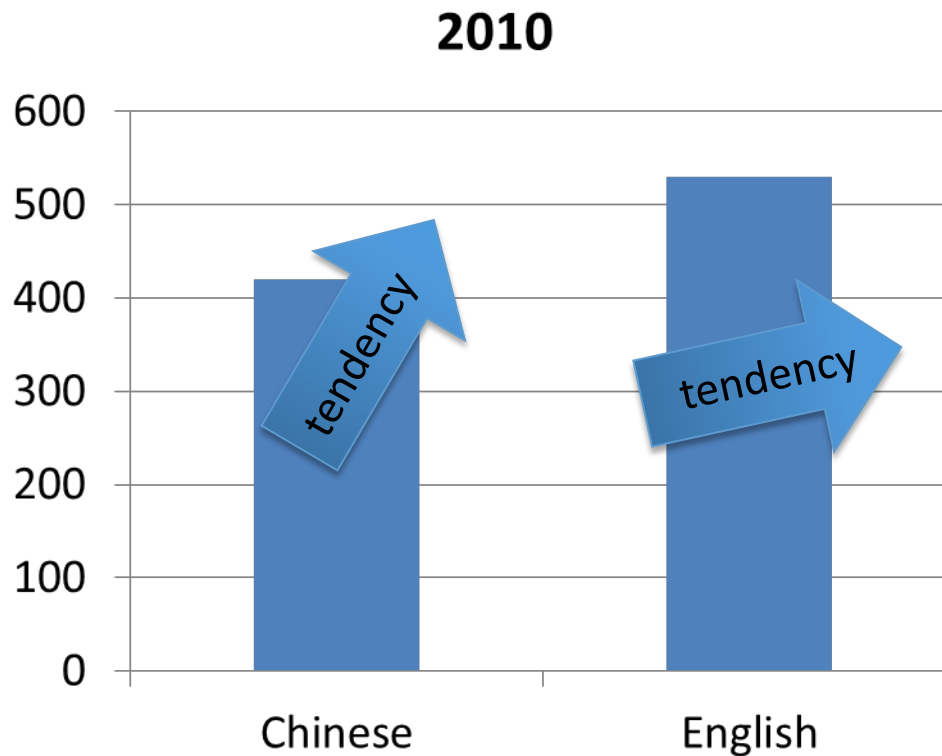
GROWTH OF CHINESE

The world's top exporters



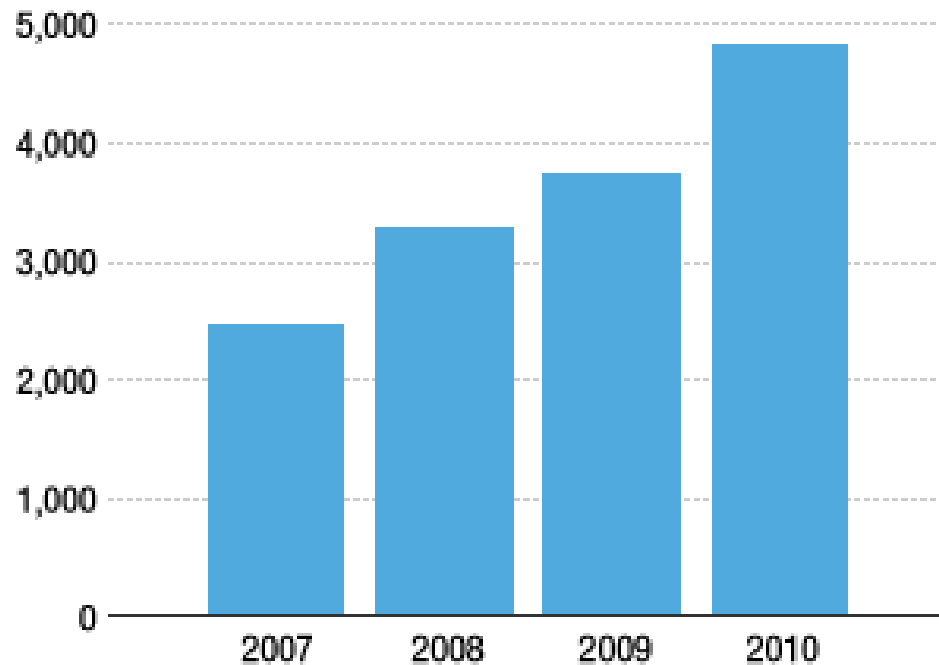
GROWTH OF CHINESE

Internet users (in million)



GROWTH OF CHINESE

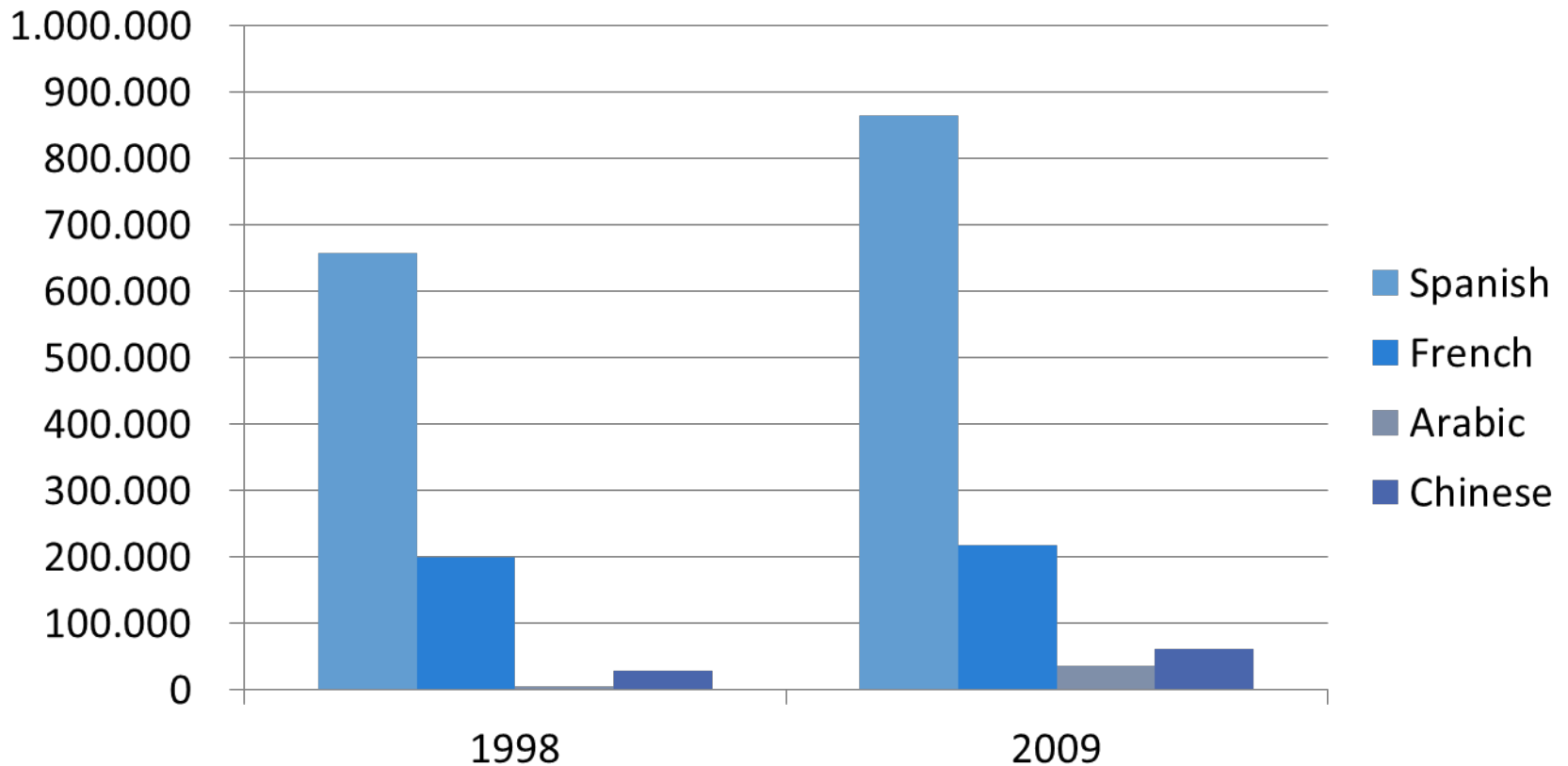
AP Chinese language exam test takers



Source: www.npr.org

GROWTH OF CHINESE

Enrollment at US universities and colleges



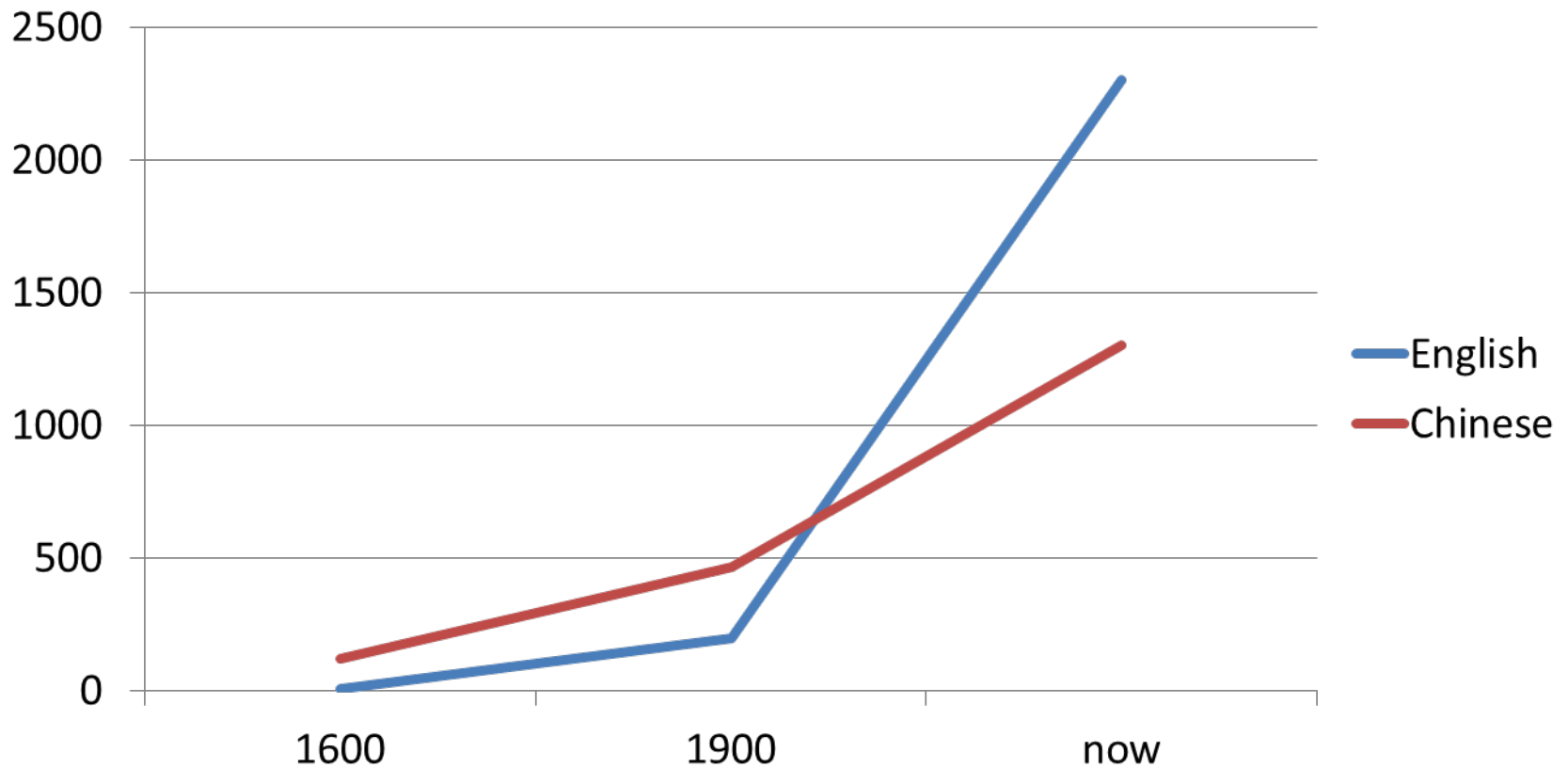
IT AIN'T NECESSARILY SO (CHINESE)

- 1600 – 120 million Chinese speakers
- 1900 – 467 million Chinese speakers
- Now – 1.3 billion Chinese speakers



IT AIN'T NECESSARILY SO (CHINESE)

Speakers (in million)



GOOGLE TRANSLATE



Over 1 million translation requests per day

Most requested languages online for translations

English to Spanish

Spanish to English

French to English

English to French

Italian to English

Chinese to English

VW TRANSLATIONS

120 orders for translations a day
5 orders for interpreting a day

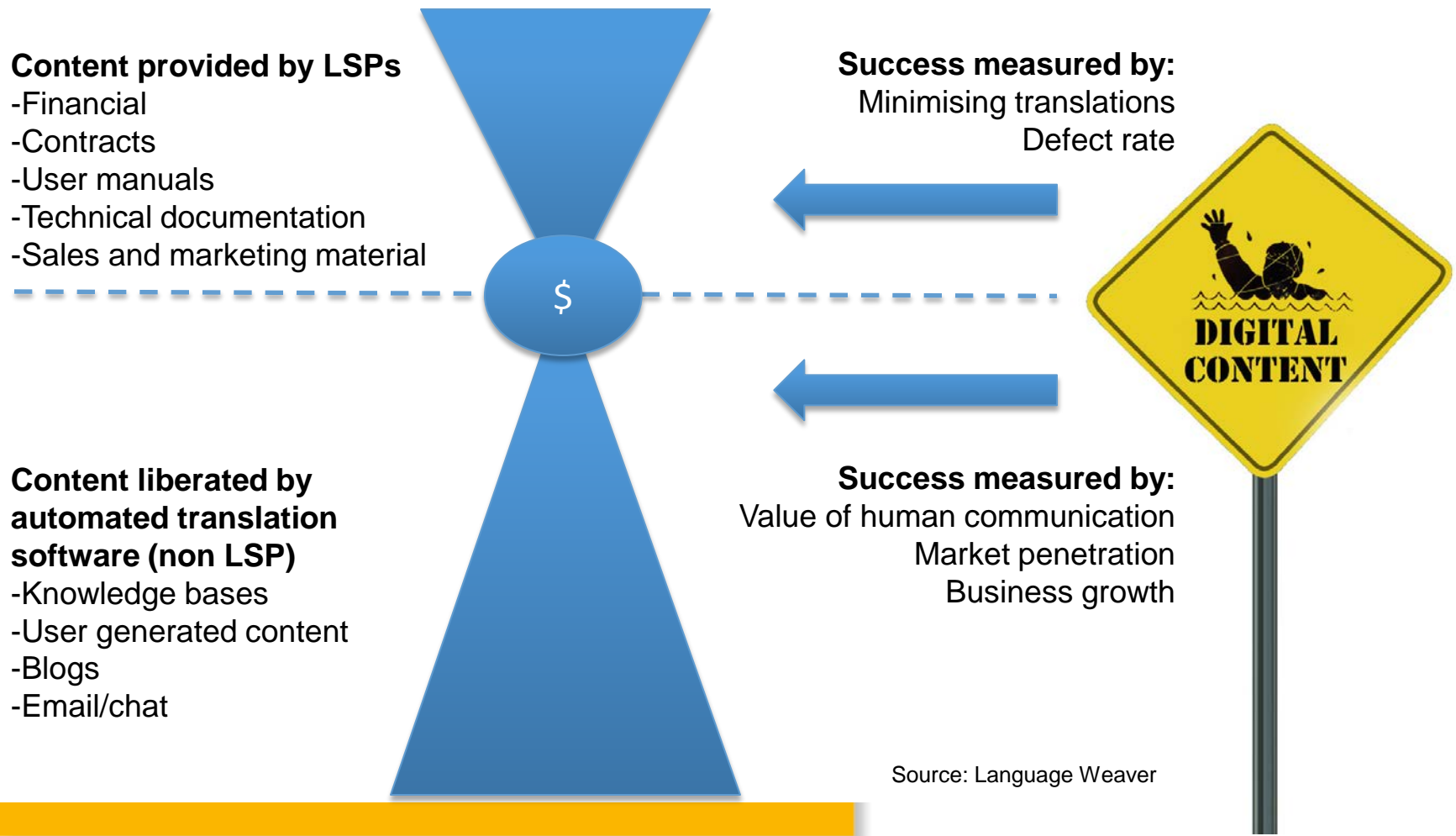
At the same time 7,000 machine translations per day
with the equivalent of 1,500 pages per day

Terminology database in 20 languages
with 15,000 German terms

Key languages German, English, French, Spanish, Russian



DROWNING IN DIGITAL CONTENT



THANK YOU!

