

Global*by*Design

Web Globalization Intelligence



January 2006

- > Top 10 Web Globalization Trends
- > Big Results from Small Budgets
- > How to Build a Global Team
- > The Internet Language Index
- > Web Globalization Profiles

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Taking the Web Worldwide

January 2006

Did you know...

Among all Internet users, the top three languages spoken are English, Chinese, and Spanish.

A Web globalization manager earns between \$80,000 and \$120,000.

About Us

Every month, *Global By Design* explores the art and science of Web and content globalization. We cover emerging trends, real-world Web sites, the latest technologies, and innovative vendors.

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Looking Ahead

The future promises growth, consolidation, and a long tail

In this issue we look ahead at 10 major trends that will transform our industry in the years ahead. Some of these trends are already in evidence, such as consolidation; other trends are evolving more slowly, such as the emergence of machine translation.

And then there is the “long tail.”

The long tail is a concept that I believe will have a broad impact on how executives come to view Web globalization in the years ahead. The long tail explains why Internet business models such as Amazon and eBay have thrived by selling millions of niche products that individually are not bestsellers but collectively add up to millions in revenues. This concept may be extended to the proliferation of country and language Web sites, each of which may not make a huge impact on a company’s total revenues but collectively do make a huge difference.

The long tail is why Google offers 116 different language interfaces and now generates more than half of its search queries from outside of the US. All of these “smaller” markets, taken as a whole, add up to big business.

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