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## Wikipedia Named Best Global Website of 2018

### **Web Globalization Report Card recognizes leading global websites including Google, NIVEA, Adobe, and IKEA.**

(Ashland, OR – February 7, 2018) – For the first time in the past 14 years of the *Web Globalization Report Card*, published by Byte Level Research, Wikipedia has emerged on top, unseating Google.

“With support for more than 290 languages Wikipedia is among the most multilingual websites ever created,” said report author John Yunker. “But it’s not just languages that make a website succeed globally. Websites need to load quickly, be content-focused, and be easy to navigate. Wikipedia excels across all of these areas.”

For 2018, Byte Level Research studied 150 websites across 16 industry categories – 80% of the Interbrand Best Global Brands. Websites were graded according to languages supported, global navigation, global and mobile website architecture, and localization.

Notable highlights include:

- The most multilingual website is **Jehovah’s Witnesses**, with support for more than 600 written languages.
- The *average* number of languages supported by the top 25 websites is 86 languages. The average number of languages supported by all 150 websites is just 31 languages.
- **BMW** emerged as the best global automotive website.
- **American Express** ranked first among financial services websites.
- **Nissan** made this top 25 list for the first time, having launched a new world-ready global design and improved global gateway.

### Best Global Websites 2018

1. Wikipedia
2. Google
3. NIVEA
4. Microsoft
5. Adobe
6. Facebook
7. Booking.com
8. Philips
9. Hotels.com
10. Nestlé
11. Cisco Systems
12. Intel
13. Jehovah’s Witnesses
14. IKEA
15. Church of Jesus Christ of Latter-day Saints
16. Pampers
17. Nikon
17. BMW
18. 3M
20. Coca-Cola
21. Nissan
22. Starbucks
23. Hitachi
24. American Express
25. Canon

2018 Web Globalization Report Card  
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4. Microsoft
5. Adobe
6. Facebook
7. Booking.com
8. Philips
9. Hotels.com
10. Nestlé
11. Cisco Systems
12. Intel
13. Jehovah's Witnesses
14. IKEA
15. The Church of Jesus Christ of Latter-day Saints
16. Pampers
17. Nikon
18. BMW
19. 3M
20. Coca-Cola
21. Nissan
22. Starbucks
23. Hitachi
24. American Express
25. Canon

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