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## Wikipedia Named Best Global Website of 2022

### For the 18th year, *Web Globalization Report Card* recognizes world's leading multilingual websites

(Ashland, OR – March 2, 2022) – Wikipedia was named the best global website, according to the 18th edition of the *Web Globalization Report Card*, followed by Google and Airbnb.

“At 325 languages, Wikipedia is a leader in communicating with the world,” said report author John Yunker. “The internet may connect devices but language connects people.”

For 2022, Byte Level Research studied the websites of the 150 leading global brands across 15 industries. Websites were scored according to languages supported, global navigation, global and mobile website design, and localization.

Notable highlights include:

- **Amazon** joins the top 25 list for the first time, nearly doubling the number of languages it supports.
- Multinationals such as **DHL, Philips, and Nikon** continued to demonstrate leadership in languages and global consistency, as well as increasing investments in localization.
- **Machine translation** is playing a growing role in the leading global websites. Websites that make active use of automated translation include **Airbnb, Microsoft** and **Netflix**.
- **The top 25 websites support an average of 59 languages**, nearly twice the average number of languages supported by all 150 websites. Most websites support fewer than 10 languages.

## Best Global Websites 2022

1. **Wikipedia**
2. **Google**
3. **Airbnb**
4. **Nestlé**
5. **Philips**
6. **Spotify**
7. **Adobe**
8. **IKEA**
9. **Netflix**
10. **Uber**
11. **Amazon**
12. **Microsoft**
13. **Booking.com**
14. **Deloitte**
15. **Apple**
16. **DHL**
17. **KPMG**
18. **Volvo Cars**
19. **NIVEA**
20. **Canon**
21. **Nikon**
22. **Tinder**
23. **Intel**
24. **Ford**
25. **3M**

2022 Web Globalization Report Card  
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## About the 2022 Web Globalization Report Card

Founded in 2000, Byte Level Research was the first company devoted to the art and science of web globalization. Byte Level Research benchmarks websites and mobile apps based on their global effectiveness – including languages, depth of local content, global consistency, and usability.

The *2022 Web Globalization Report Card* is the 18th edition of this report and published alongside the Web Globalization Best Practices & Emerging Trends report. At more than 500 pages, these reports include a wealth of analysis, website case studies and recommendations.

Companies do not pay to be included in the *Report Card*, and all research is conducted by John Yunker; no work is outsourced. Companies that have purchased the *Report Card* over the years include Adobe, Cisco, FedEx, Sony, and Panasonic.

Some companies have purchased the report for more than a decade, relying on it for both insights into emerging trends and a means of benchmarking their progress.

John Yunker, co-founder of Byte Level Research, is the author of the books *Beyond Borders: Web Globalization Strategies* and *Think Outside the Country: A Guide to Going Global and Succeeding in the Translation Economy* (also available in Japanese).

To learn more, please visit [www.bytelevel.com](http://www.bytelevel.com).

