



## Skrivánek Once Again Ranked Among the Top 50 Global Language Agencies

*Independent research and advisory organisation Common Sense Advisory has rated the company Skrivanek Group as one of the world's leading players in the field of translating.*



Skrivánek Group has another success to its name. For yet another year, it features in the rankings of the 100 largest language service providers in the world, which has been compiled by independent research and advisory organisation Common Sense Advisory (CSA) based on market research into language services for a number of years. In this year's annual report, [The Language Services Market: 2017](#), CSA has ranked Skrivánek Group among the largest worldwide language service providers, with the company once again confirming its place among the Top 50 largest language agencies in the world.

CSA's research also shows that interest in language services is still on the rise. CSA predicts that the value of language service provision will surpass US\$ 43.8 billion globally in 2017. The rate of worldwide growth in the translation branch has attained 6.97% year-on-year.

"There are a great number of diverse countries, people and languages in the world and many of them expect large economic growth. This ensures that demand for translation and language services will increase. As our research shows, customers around the world are more likely to buy products which communicate in their country's language. In addition, successful localisation reduces the costs of customer care and increases brand loyalty", explains Don DePalma, founder of CSA.

Businesses, both small and large, are attempting to make their products and services accessible in multiple language versions. Thanks to this long-term trend, CSA predicts that the market for language and translation services will grow and reach a value of US\$ 47.46 billion worldwide by 2021. The principle factors driving this growth are the development of the mobile internet, demand for online chat, texts, tweets and short news in a particular country's language, but also legislation of individual countries which requires documents in the language of a particular country.

According to DePalma, the key to success and development in the language service industry is the acceptance and use of new automatic translation technologies. A company which is already able to integrate automatic translations into its businesses processes will quickly be ahead of the game.

### Skrivánek Group

Skrivánek Group was founded in 1994 and currently ranks among leading global language service providers. Its network comprises 45 branch offices in 15 of the world's countries. Whether in Europe, Asia, or America, it guarantees superior quality translation and localisation services into more than 100 languages. The company's international team consists of 3000 linguists, 350 local proofreaders, i.e. native speakers, experienced project managers, software experts and DTP specialists who are ready to meet even the most demanding customer requirements.

The high quality of Skrivánek Group's services is guaranteed by international ISO 9001:2008 and EN ISO 17100:2015 certificates, and its most important customers include global institutions such as the UN, EU, European Investment Bank and World Bank.



## Common Sense Advisory

[Common Sense Advisory](http://www.commonsenseadvisory.com) ([www.commonsenseadvisory.com](http://www.commonsenseadvisory.com)) is an independent research and advisory organisation which specialises in global market research into translation, interpreting and localisation services.