

Multilingualism of European Websites and Technology Solutions Supporting It

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About European Multilingual Web Project (LOT1)

Objective:

Facilitate uptake by SMEs, NGOs, public administration, and academia of European machine translation services for websites.

Main tasks

- **Market study** on multilingualism of websites in Europe and solutions ensuring multilingualism of websites
- Creation, maintenance and support (including helpdesk) for a set of ready-to-use open-source automated **website translation solutions**

Contract duration: 12.12.2022 - 11.12.2024

Scope of the Market Study

Lead Partner: IDC



- **Unveiling Europe's Multilingual Web**
Analysing solutions that empower European websites to reach a global audience.
- **Focus on Solutions**
Exploring the types (machine translation plugins, etc.) and usage patterns of these solutions across Europe.
- **Automated Translation Deep Dive**
Examining features, benefits, and drawbacks of automated translation tools for websites.
- **Integration & Market Landscape**
Investigating solution integration with websites and the market strategies of providers in Europe.

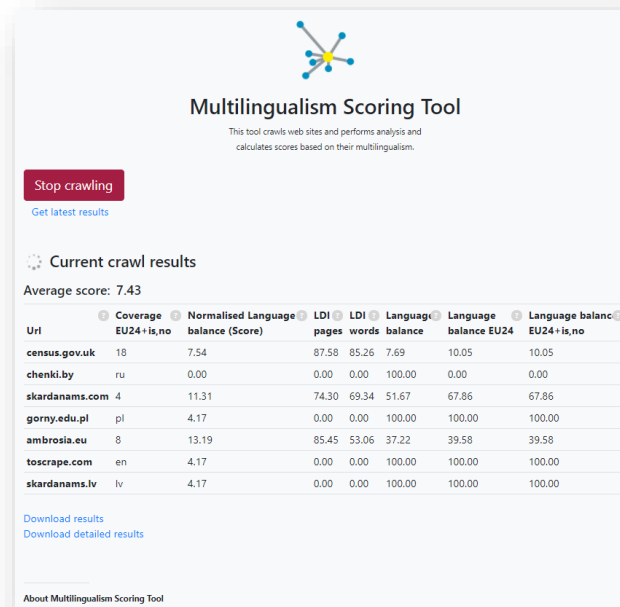
Geographical Scope of the Study



- IDC recent study shows that there are slightly more than **1 million Public sector websites** in Europe.
- There are about **9.3 million websites** managed by **Private sector** in Europe.
- List for Europe includes EU 27 plus United Kingdom, Albania, North Macedonia, Switzerland, and Serbia.
- Several balanced lists of European websites were compiled comprised of the randomized sample of most used websites per country:
 - 20% public sector
 - 25% large enterprises (over 250 employees) and local offices of large enterprises
 - 55% SMEs (up to 250 employees).

Web Multilinguality Assessment Tool

- Websites were analyzed using automated Web Multilinguality Assessment Tool¹
- The tool identifies languages presented on the website and calculates several multilinguality metrics



Multilingualism Scoring Tool

This tool crawls web sites and performs analysis and calculates scores based on their multilingualism.

Stop crawling
Get latest results

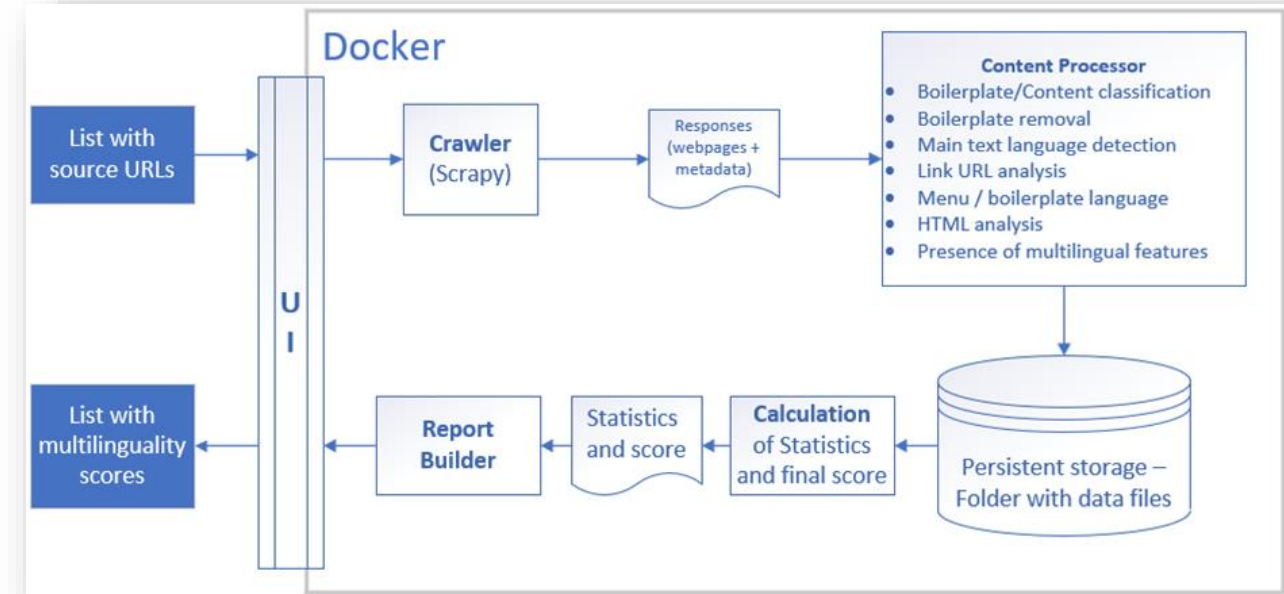
Current crawl results

Average score: 7.43

Uri	Coverage EU24+ is, no	Normalised Language balance (Score)	LDI pages	LDI words	Language balance	Language balance EU24	Language balance EU24+ is, no
census.gov.uk	18	7.54	87.58	85.26	7.69	10.05	10.05
chenki.by	ru	0.00	0.00	0.00	100.00	0.00	0.00
skardanams.com	4	11.31	74.30	69.34	51.67	67.86	67.86
gorny.edu.pl	pl	4.17	0.00	0.00	100.00	100.00	100.00
ambrosia.eu	8	13.19	85.45	53.06	37.22	39.58	39.58
toscraps.com	en	4.17	0.00	0.00	100.00	100.00	100.00
skardanams.lv	lv	4.17	0.00	0.00	100.00	100.00	100.00

Download results
Download detailed results

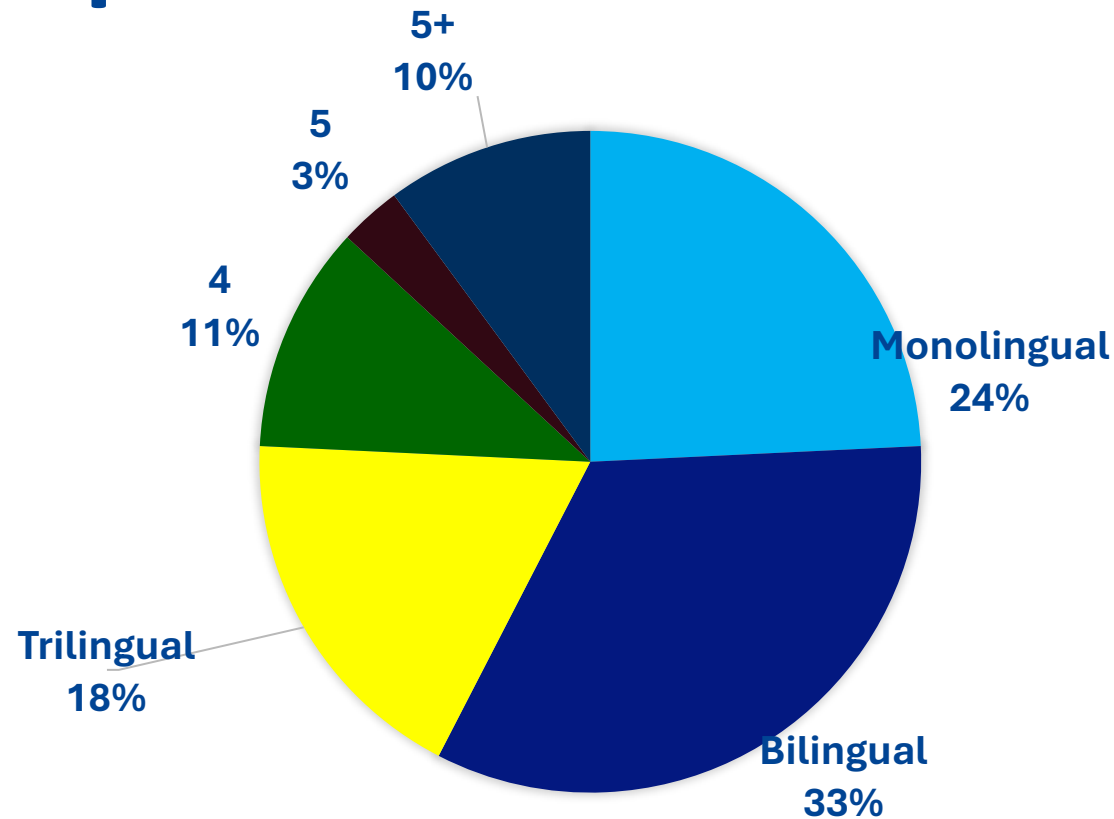
About Multilingualism Scoring Tool



¹ Viksna, R., Skadiņa, I., Skadiņš, R., Vasiljevs, A., & Rozis, R. (2022, June). Assessing Multilinguality of Publicly Accessible Websites. In *Proceedings of the Thirteenth Language Resources and Evaluation Conference*

Language Support Across European Public Sector Websites

European Union



Distribution of EU by number of supported languages

Crawling depth: 2 links

About **a quarter** of EU websites are **only in one language**

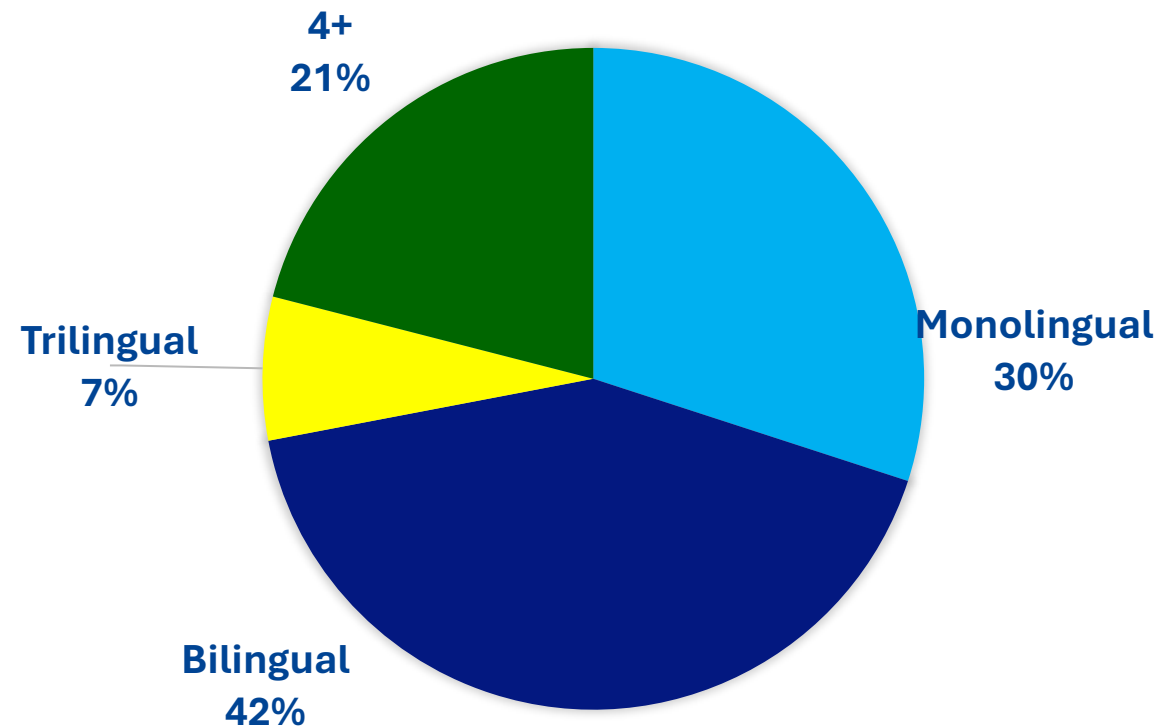
A third of websites are bilingual

About **one in five** websites is in 3 languages

Only **one in ten** websites is in 5 or more languages

Language Support Across European Public Sector Websites

Largest Economies



Germany, France, Italy and Austria and Netherlands.

Crawling depth: 2 links

30% of websites in the largest economies are **only in one language**

Two out of every five websites are bilingual

Only a bit more than **1 in 4** websites is in 3 or more languages

Language Support Across European **Public Sector** Websites Per Country

- Top European countries with multilingual public sector websites (3 or more languages):
 - Estonia (64%) - Estonian, Russian, English
 - Finland (46%) - English, Finnish, Swedish, Russian
 - Belgium (39%) - French, English, German, Dutch
- Almost all United Kingdom websites (96%) are monolingual

Country	Monolingual	Bilingual	Trilingual	Multilingual
Cyprus	17%	83%	0%	0%
Finland	21%	33%	25%	21%
Estonia	21%	14%	57%	7%
Czechia	24%	56%	9%	12%
Lithuania	25%	50%	0%	25%
Malta*	33%	67%	0%	0%
Bulgaria	36%	64%	0%	0%
Denmark	38%	46%	15%	0%
Belgium	39%	22%	22%	17%
Slovakia	40%	47%	0%	13%
Latvia	41%	53%	6%	0%
Poland	41%	41%	3%	16%
Spain	45%	19%	14%	21%
Hungary	47%	44%	6%	3%
Germany	48%	39%	6%	7%
Austria	50%	44%	0%	6%
Serbia	50%	38%	0%	13%
Switzerland*	50%	25%	0%	25%
Croatia	52%	32%	4%	12%
Netherlands	52%	30%	13%	4%
Greece	53%	31%	6%	9%
Portugal	54%	32%	0%	14%
Italy	56%	37%	5%	2%
North Macedonia*	57%	29%	14%	0%
Romania	58%	21%	11%	11%
Sweden	60%	40%	0%	0%
Albania	62%	23%	8%	8%
Ireland*	67%	33%	0%	0%
Slovenia*	67%	33%	0%	33%
France	68%	23%	4%	5%
Luxembourg*	75%	0%	25%	0%
United Kingdom	96%	1.40%	0%	2.90%

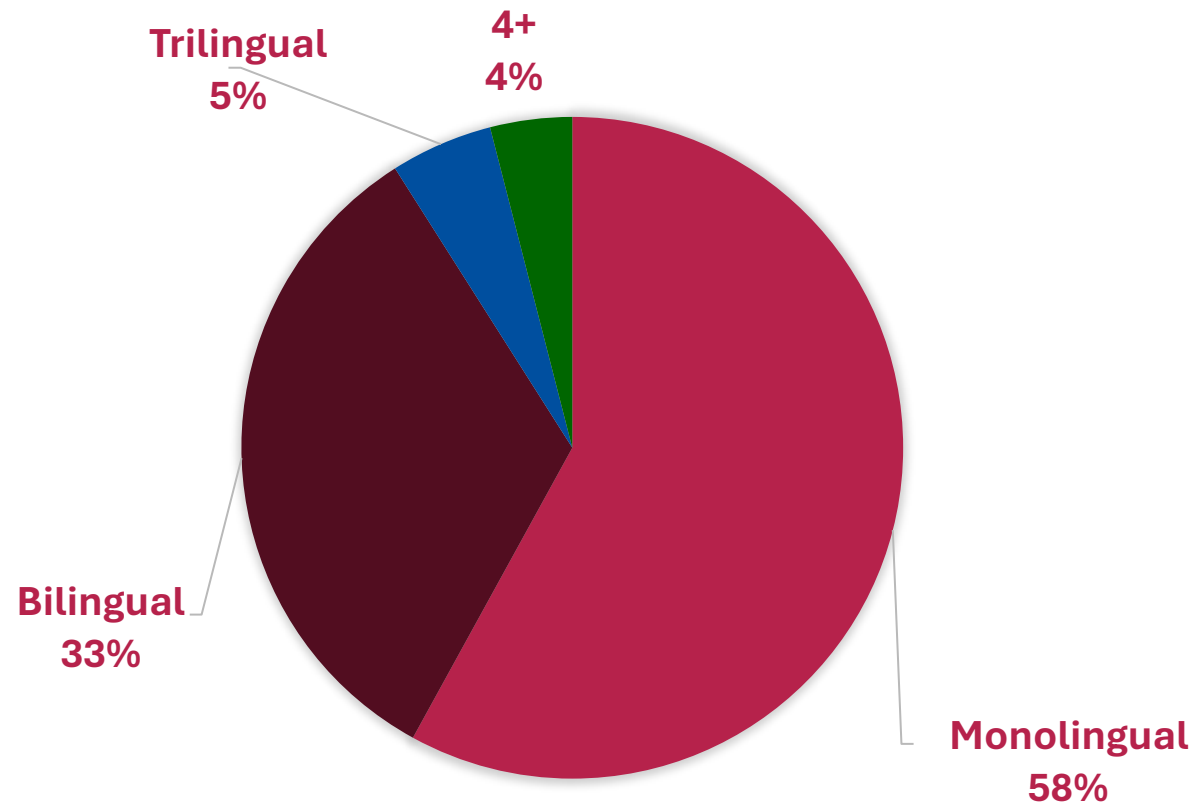
Distribution of the **public sector** multilingual websites in Europe per **popularity**

Healthcare, Government and Education domains were selected for deeper analysis as they have the highest traffic (number of visits) in the public sector.

Popularity	Central government	Regional government	Local government	Education	Healthcare	Transnational	Total public sector
Very high traffic	24.2%	6.6%	8.6%	32.4%	2.4%	50.0%	18.3%
High traffic	50.5%	24.6%	22.9%	33.3%	7.1%	50.0%	31.8%
Medium Traffic	16.2%	42.6%	44.3%	21.6%	73.8%	0.0%	33.4%
Low traffic	5.1%	16.4%	20.0%	9.8%	9.5%	0.0%	11.4%
Very low traffic	3.0%	1.6%	1.4%	1.0%	4.8%	0.0%	2.1%
Not ranked	1.0%	8.2%	2.9%	2.0%	2.4%	0.0%	2.9%

Language Support Across European Public Sector Websites

Healthcare



Distribution of EU 27 Healthcare websites by number of supported languages

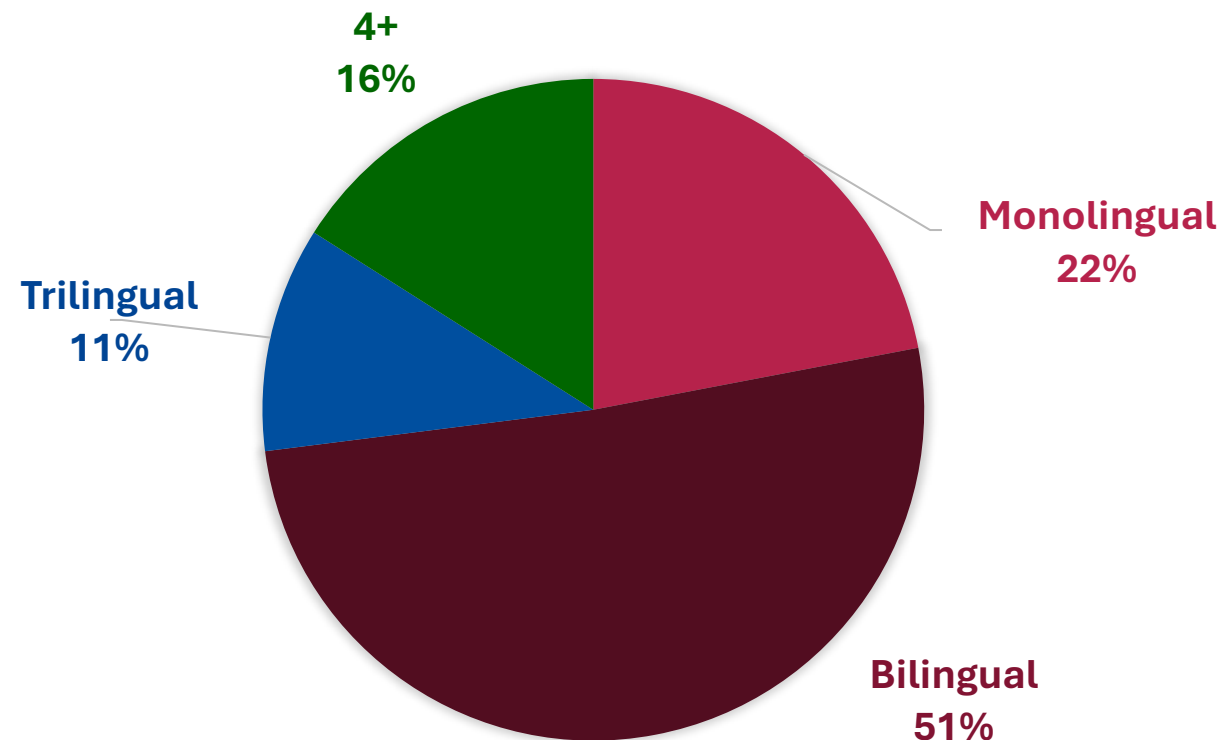
About 60% of European Healthcare websites are only in one language

One third is bilingual

Only less than 1 in 10 websites are in 3 or more languages

Language Support Across European Public Sector Websites

Central Governments



Distribution of EU 27 Central Government websites by number of supported languages

Central Government websites are more multilingual than average

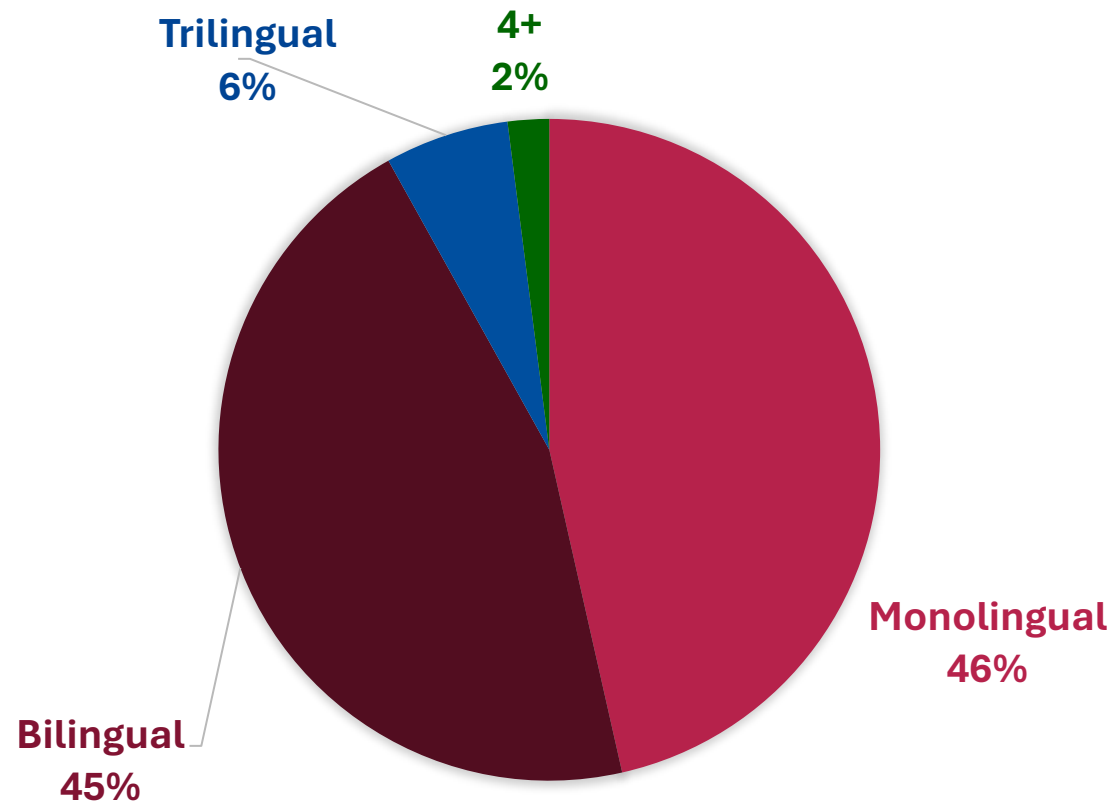
Half of Central Government websites in EU countries are bilingual

About one in six websites have content in 4 or more languages

Still about one in five Central Government websites are only in one language

Language Support Across European Public Sector Websites

Education



Distribution of EU 27 Education websites by number of supported languages

Only about half of European Education websites are in more than one language

Less than 1 in 10 websites have content in 3 or more languages

Share of monolingual, bilingual, trilingual, and multilingual websites in the **private and public sector**

Sector	Monolingual	Bilingual	Trilingual	4+ languages
Private	47.36%	31.96%	5.73%	14.95%
Public	45%	36%	8%	10%

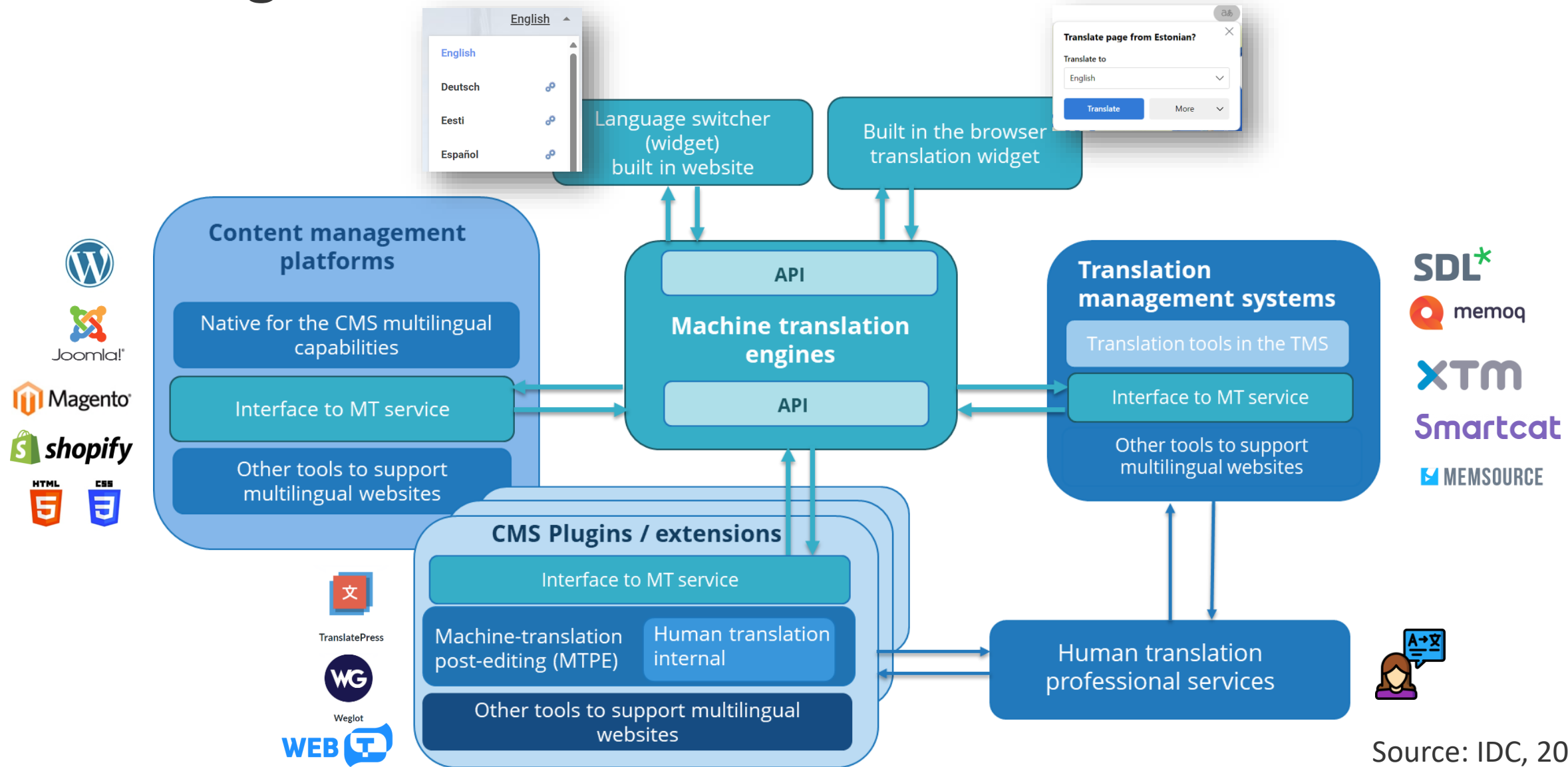
Language Support Across European **Private Sector** Websites Per Country

- Top European countries with multilingual private sector websites (3 or more languages):
 - Estonia* (55%) - Estonian, English, French, Spanish, Swedish, Finnish, Russian, Italian, Dutch, Czech, Portuguese
 - Greece (48%) – Greek, English, German, Russian, Italian
 - Germany (39%) – German, English, French, Dutch, Spanish, Italian, Portuguese, Czech, Swedish
- 79% of United Kingdom websites are in English only

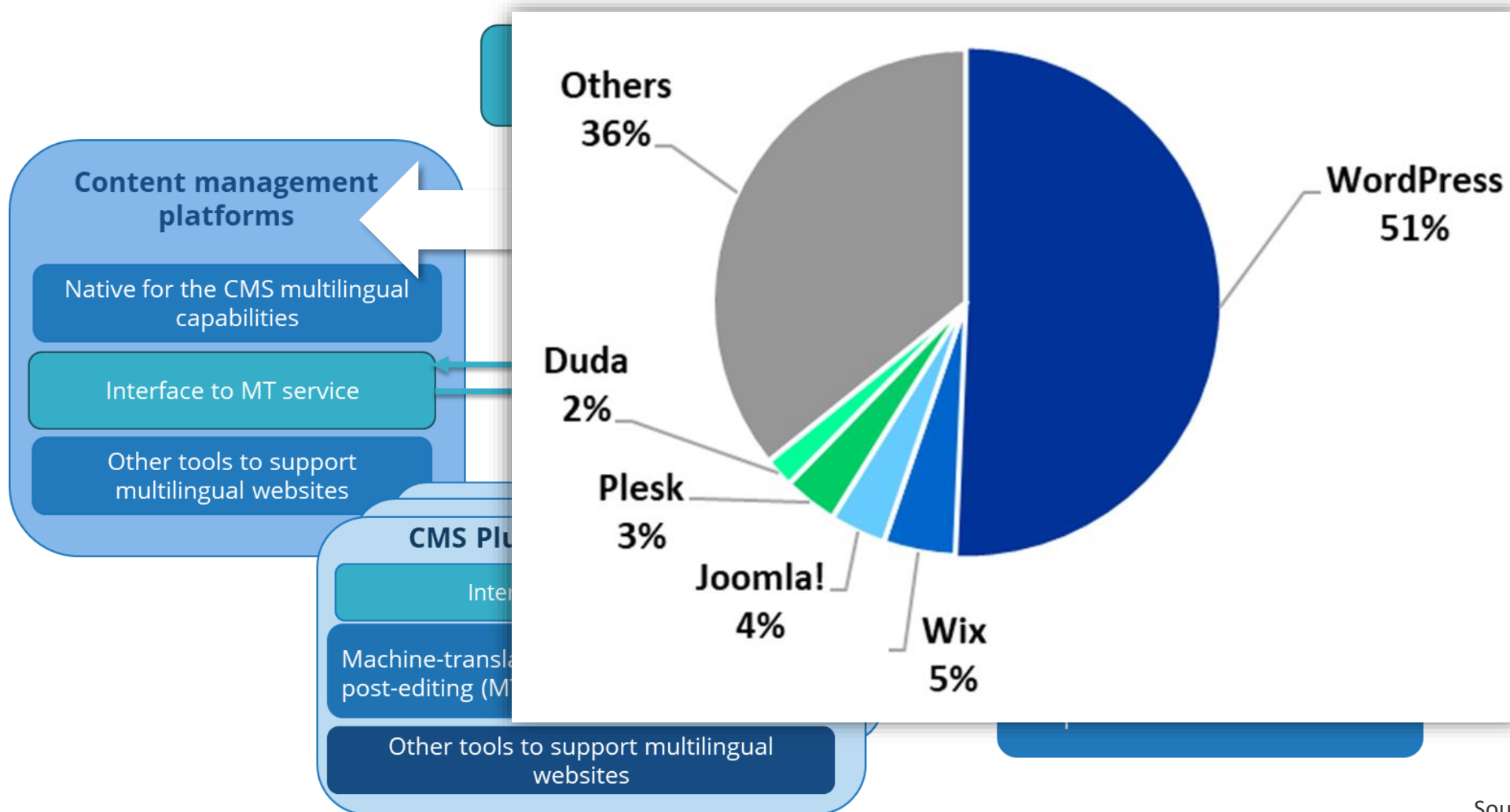
*Sample size for countries marked with * may be insufficient for reliable estimation*

Country	Monolingual	Bilingual	Trilingual	Multilingual
*Albania	60%	10%	10%	20%
Austria	28%	45%	7%	21%
Belgium	43%	43%	10%	5%
*Bulgaria	69%	23%	8%	0%
*Croatia	50%	38%	13%	0%
*Cyprus	55%	36%	9%	0%
Czechia	65%	20%	10%	5%
Denmark	42%	25%	0%	33%
*Estonia	22%	22%	22%	33%
France	31%	48%	6%	15%
Germany	23%	38%	4%	35%
Greece	27%	24%	42%	6%
Hungary	33%	56%	11%	0%
Ireland	89%	11%	0%	0%
Italy	39%	36%	8%	18%
Latvia	55%	36%	9%	0%
Lithuania	33%	50%	17%	0%
Luxembourg	50%	50%	0%	0%
Malta	100%	0%	0%	0%
Netherlands	28%	37%	13%	22%
North Macedonia	50%	30%	0%	20%
Poland	60%	31%	4%	4%
Portugal	42%	50%	8%	0%
Romania	67%	29%	4%	0%
Serbia	50%	25%	17%	8%
Slovakia	73%	18%	9%	0%
Slovenia	45%	36%	9%	9%
Spain	48%	27%	10%	15%
Sweden	58%	17%	8%	17%
Switzerland	64%	18%	18%	9%
United Kingdom	79%	9%	3%	9%

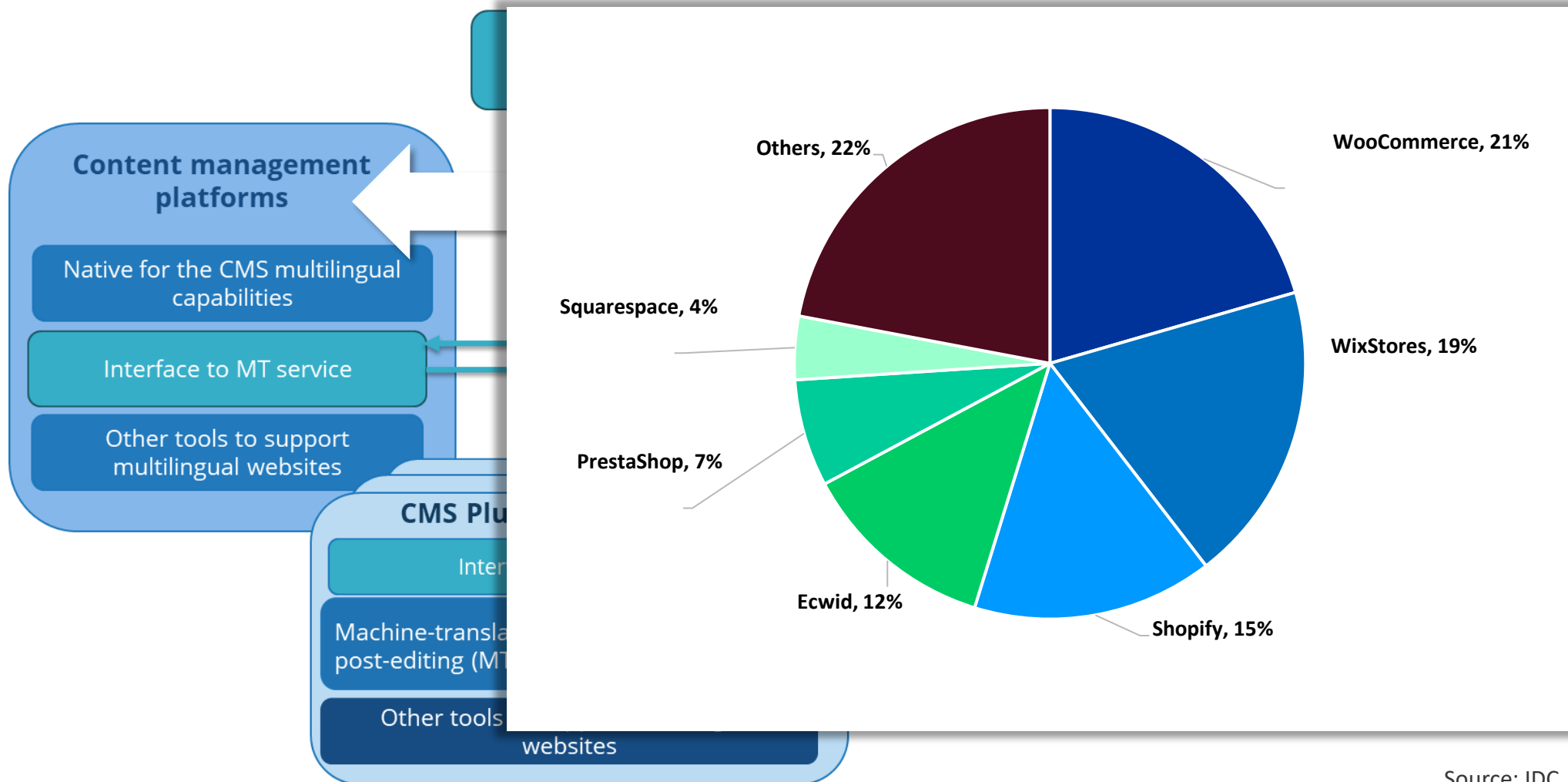
Ecosystem of solutions enabling multilingual websites



TOP CMS / website builders in EU27



TOP eCommerce platforms in EU27



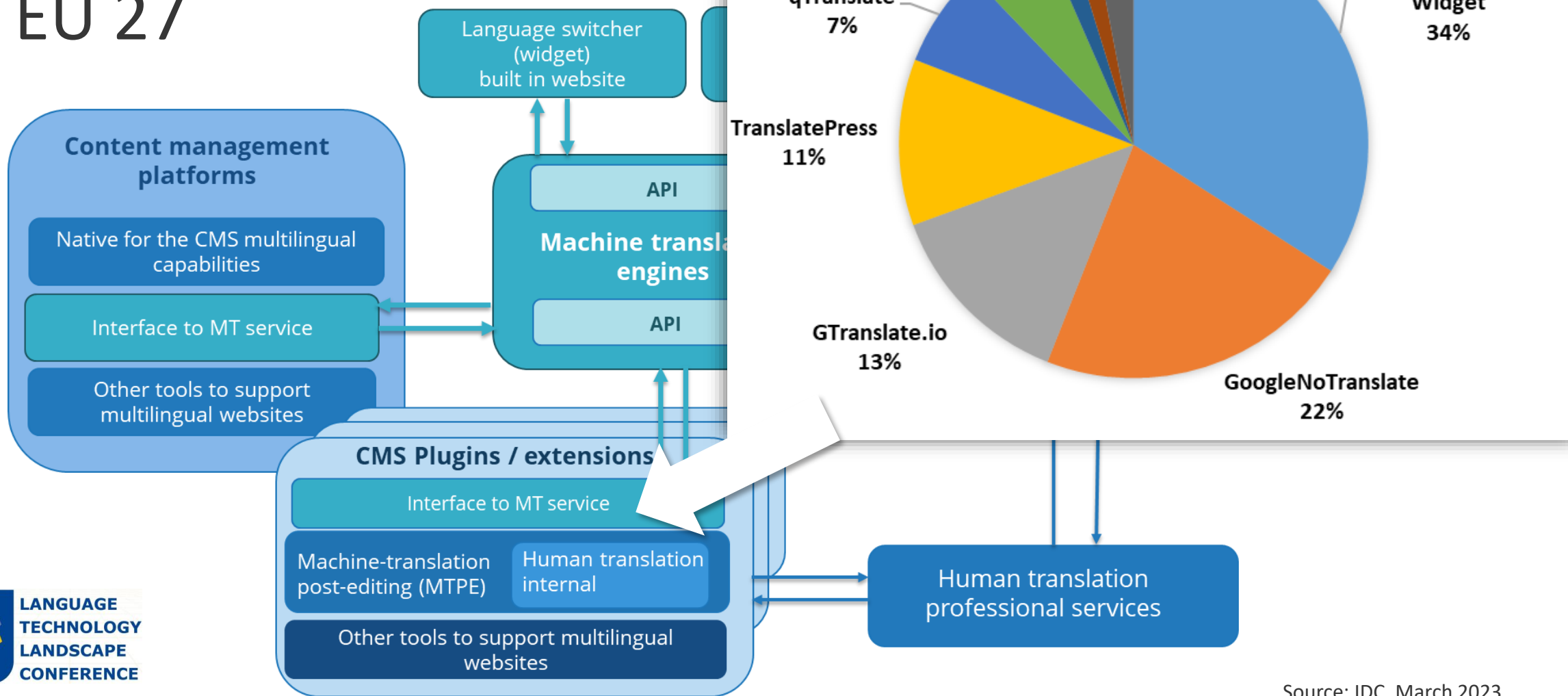
Usage of Content Management Platforms (CMS) across the **private sector**

WordPress	28.8%
Adobe Experience Manager/ Magento	13.9%
Drupal	6.5%
Salesforce Commerce Cloud	6.5%
Sitecore	3.4%
Contentful	3.6%
Elementor	3.2%
HubSpot	2.5%
Zendesk	2.3%
WooCommerce	1.9%
Shopify	1.7%
None of the mentioned above	12.6%
No answer	26.7%

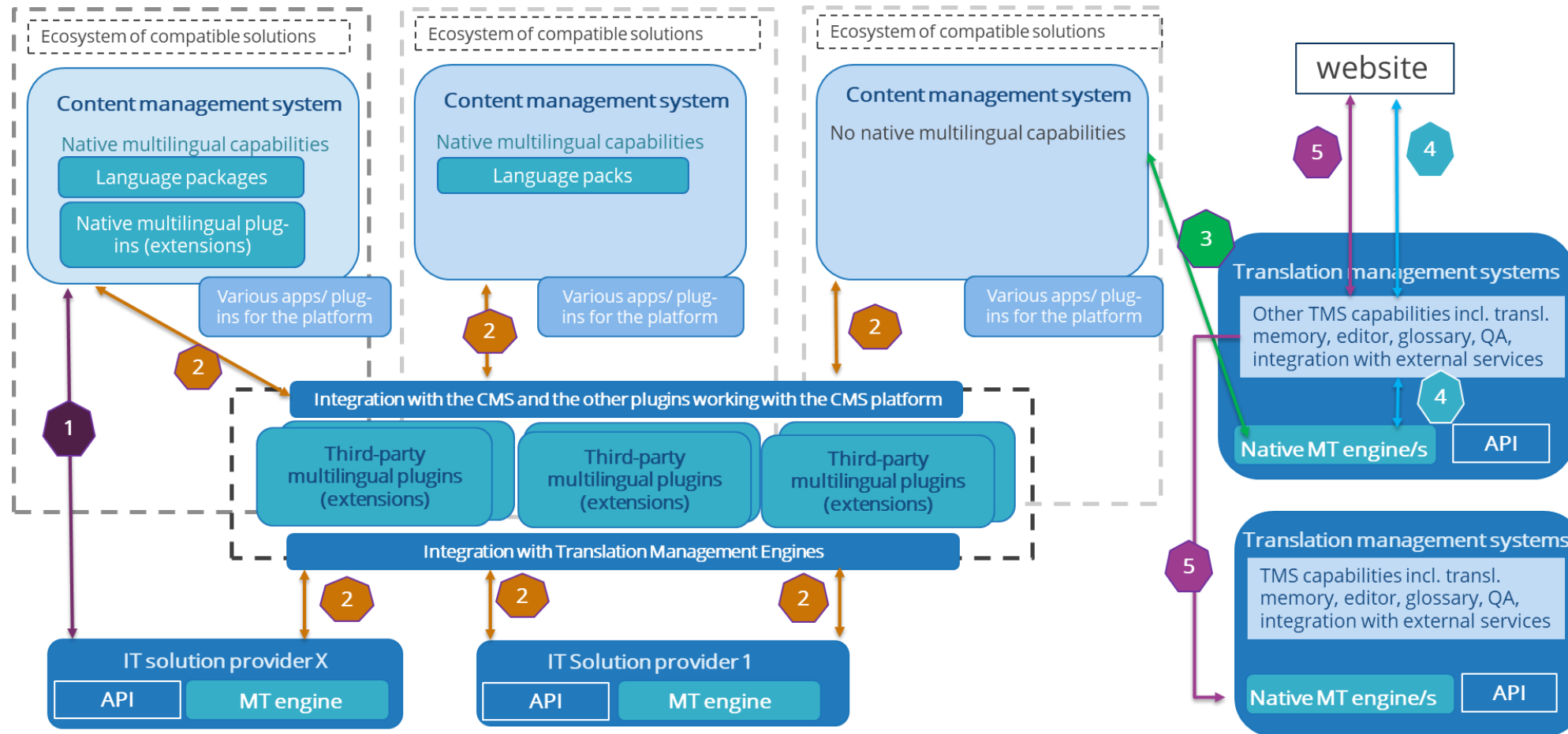
Usage of Content Management Platforms (CMS) across the public sector per subsectors

CMS	Central gov.	Regional gov.	Local gov.	Education	Healthcare	Transnational	Total
Drupal	17.2%	9.7%	18.1%	19.6%	22.7%	50.0%	17.6%
WordPress	9.1%	24.2%	13.9%	20.6%	36.4%	0.0%	18.6%
Joomla	2.0%	3.2%	2.8%	7.8%	4.5%	0.0%	4.2%
Typo 3	2.0%	1.6%	5.6%	14.7%	0.0%	0.0%	5.8%
Sharepoint	5.1%	1.6%	4.2%	2.0%	4.5%	0.0%	3.4%
Liferay	3.0%	3.2%	2.8%	2.0%	2.3%	50.0%	2.9%
Moodle	0.0%	0.0%	0.0%	11.8%	2.3%	0.0%	3.4%
WooCommerce	1.0%	0.0%	0.0%	1.0%	4.5%	0.0%	1.0%
Other	21.2%	14.5%	23.6%	21.6%	11.4%	50.0%	19.7%
No answer	43.4%	46.8%	33.3%	21.6%	22.7%	0.0%	33.6%

TOP Translation Solutions in EU 27



Solution use of MT services to enable multilingualism of websites



What users value the most about the Multilingual Plugins



- Easy to install and to use incl. easy of making changes to multilingual content
- Complete translation of the website content
- Automatic indexing of the language-specific URLs
- Transparent pricing policies
- Translation workflow control featuring role-based access to content
- Timely reaction and competence of the support

Study of User Preferences



- The most common reasons for businesses to translate their websites:
 - to **reach new markets** (78%),
 - to improve **customer service** (45%)
 - to **comply with regulations** (30%).
- The main challenges of automated website translation:
 - **accuracy** (54%)
 - **cost** (36%)
 - **ease of use** (32%)

Thank You!

and visit Web-T site:

<https://website-translation.language-tools.ec.europa.eu>

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