

## Translating global content to grow an international market

Here is an interesting example of how translating global content can help an organization increase market penetration.

YouTube is expanding the languages it offers viewers in India by adding 11 local languages, including Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Punjabi, Tamil and Telegu. The country's official languages are Hindi and English, which are predominantly spoken in the country's larger urban markets.

The move targets potential users in undeveloped markets outside of the urban centers. For example, according to this article, there are 60 million people who speak Bengali. Currently only 13.9% of India's enormous population watches online video regularly, so there is plenty of opportunity to grow the market by tapping these non-urban users who speak local languages.

The initiative was tested with a series of health-related videos to help bring important health information to everyone in the country. The use of regional and local languages is expected to build trust, awareness, and adoption of the recommendations, ultimately increasing the health of the population.

In addition to translated content, YouTube is also offering a customized app for India that makes viewing easier for users with limited internet access. Viewers can preview content before downloading or choose lower resolution to reduce file size.

While YouTube's situation is unique, the idea of increasing penetration into an established geographic market by providing content in secondary languages is worth considering. XYZ ACG can help you evaluate your language options and develop a plan to expand your business by adding new languages.

See more at: <https://www.emarketer.com/Article/YouTube-Adds-11-Local-Languages-Video-India/1014849?ecid=NL1001#sthash.O4YngxC1.dpuf> collapse [Link no longer works]