

# PRESS RELEASE

## The Status of the Content Localisation Industry: Dynamic, Challenging & Poised for Continued Growth

Spending on content localisation services for the EMEA market in the television, movie and video sector exceeded US\$2.3Bn in 2018, according to a recent report conducted on behalf of MESA Europe's Content Localisation Council. This report followed a comprehensive programme of research among leading content owners and broadcasters, as well as the localisation service providers. This latest round of research is an update on the previous analysis, which was undertaken in early 2017.

Continued annual growth of 5-8% is anticipated until 2021. The growth will continue to be fuelled by expansion in OTT/VOD services, including a number of new high-profile Direct-to-Consumer services starting in the coming months. Meanwhile, demand for localisation for linear TV is more stable, and the requirement for localisation of back catalogue content is slowing down.

The FIGS markets remain dominant, accounting for 65% of overall EMEA spend, this dominance is expected to continue. Other markets which are seeing increased growth include Russia, Poland and Turkey, among others. Another factor which is encouraging growth is the increase in the demand for local language content which is being dubbed or subtitled into English and other languages.

Dubbing accounts for the lion's share of the EMEA dollar spend at 70%, the FIGS markets are particularly strong for dubbed content and a sizeable infrastructure of national dubbing studios exists in these countries.

It is localisation of TV episodic and one-off programmes which continue to represent a large proportion of overall spend in EMEA.

The anticipated continued growth in demand for localisation services will however add to the already tight capacity situation for both language and acting resources needed to fulfil this demand, with a general need for more investment in this.

Alongside this, a number of advancements in machine translation technology have been made since the previous phase of research, which has led to greater enthusiasm on the potential for the technology. There are many more active machine translation tests going on compared to last time, however the general view is that the technology will assist rather than replace human resource.

*"There are clearly both exciting and challenging times ahead for the localisation business in EMEA" says David Millar, Director of Communications at MESA Europe. "With the requirement for localisation services continuing to expand, investment in both human resource and technology solutions is increasingly critical to sustain the growth expected."*

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MESA Europe established the Content Localisation Council almost 3 years ago, with the group now meeting regularly in London. The aims and priorities of that group include the following:

- Shared learnings to create best practice
- Common reference source for national guidelines
- The use of technology
- Internal and external education
- Security and audits
- Expand the talent pool

Organisations participating in the Content Localisation Council are below.

## *From Broadcast & Content Community...*



## *From MESA Europe AB Member Companies...*



For further information on the Content Localisation Council or MESA Europe, please contact Caroline Baines ([caroline@mesaeurope.org](mailto:caroline@mesaeurope.org)), Jim Bottoms ([jim@mesaeurope.org](mailto:jim@mesaeurope.org)) or David Millar ([david.mesaeurope.org](mailto:david.mesaeurope.org)) or call +44 (0)1525 864 376.

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