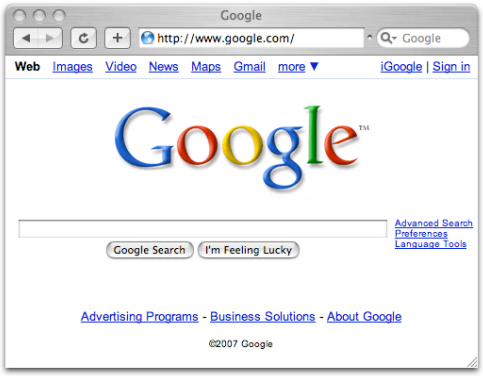
λöçåļîžåţîöñ @ Google

Dr. Thomas Arend
International Product Management
Google, Inc.

Google

Simple Equation. *Or is it?*

Google =



+

Google's Mission

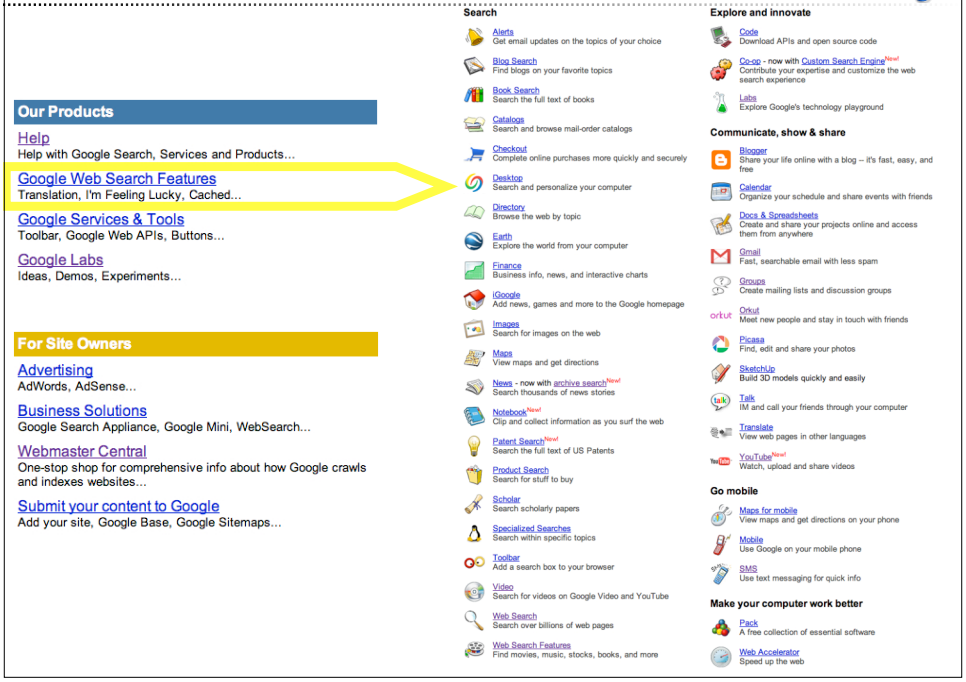
Google 的使命是整合全球信息，使人人皆可访问并从中受益。

Google의 목표는 전 세계 정보를 체계화하여 모두가 편리하게 이용할 수 있도록 하는 것입니다.

مهمة تتمثل في Google وتسهيل الدولية المعلومات تنظيم عالميًا منها والإفادة إليها الوصول.

המשימה של Google היא לארגן את כל המידע שבעולם ולהופכו זמין ושימושי לכל אחד.

Google Product Portfolio - *More Than Search* (1/4)



Google Product Portfolio - *More Than Search* (2/4)

Our Products

Help
Help with Google Search, Services and Products...

Google Web Search Features
Translation, I'm Feeling Lucky, Cached...

Google Services & Tools
Toolbar, Google Web APIs, Buttons...

Google Labs
Ideas, Demos, Experiments...

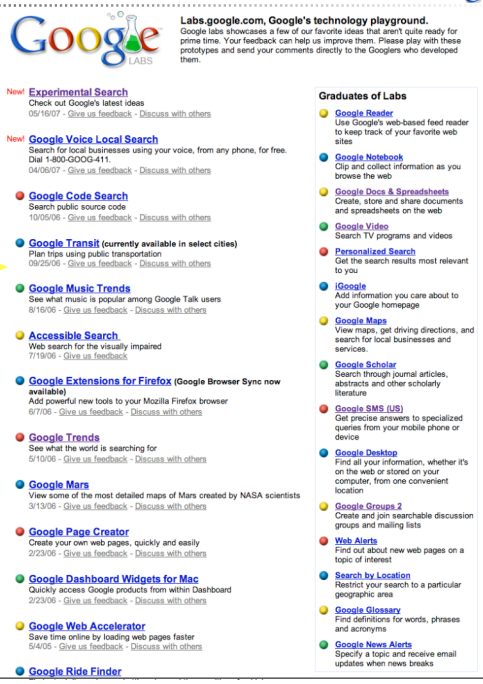
For Site Owners

Advertising
AdWords, AdSense...

Business Solutions
Google Search Appliance, Google Mini, WebSearch...

Webmaster Central
One-stop shop for comprehensive info about how Google crawls and indexes websites...

Submit your content to Google
Add your site, Google Base, Google Sitemaps...



Google Product Portfolio - *More Than Search* (3/4)

Our Products

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Help with Google Search, Services and Products...

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Google Services & Tools
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Ideas, Demos, Experiments...

For Site Owners

Advertising
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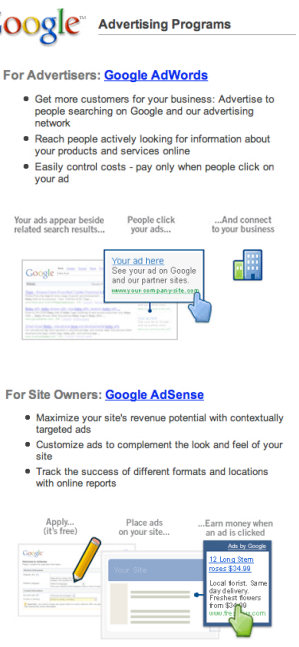
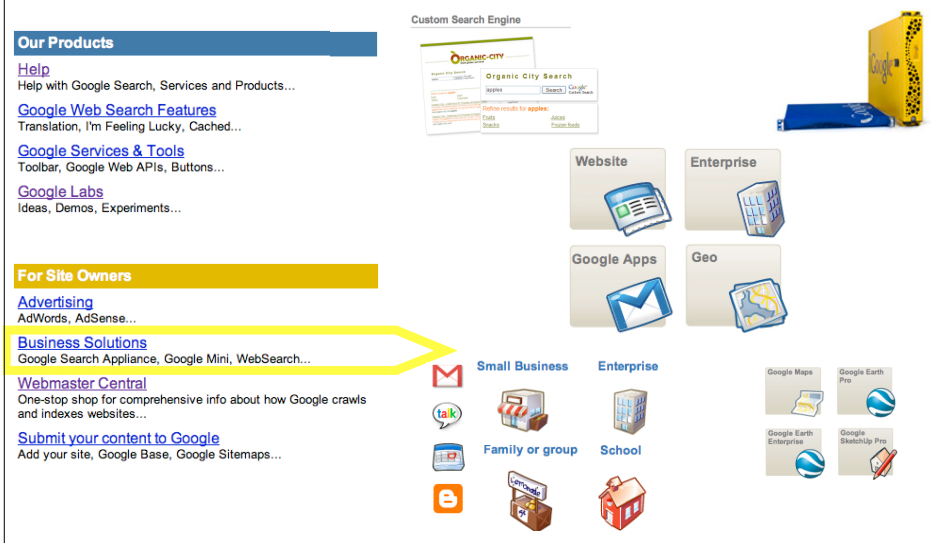
One-stop shop for comprehensive info about how Google crawls and indexes websites...

Submit your content to Google
Add your site, Google Base, Google Sitemaps...



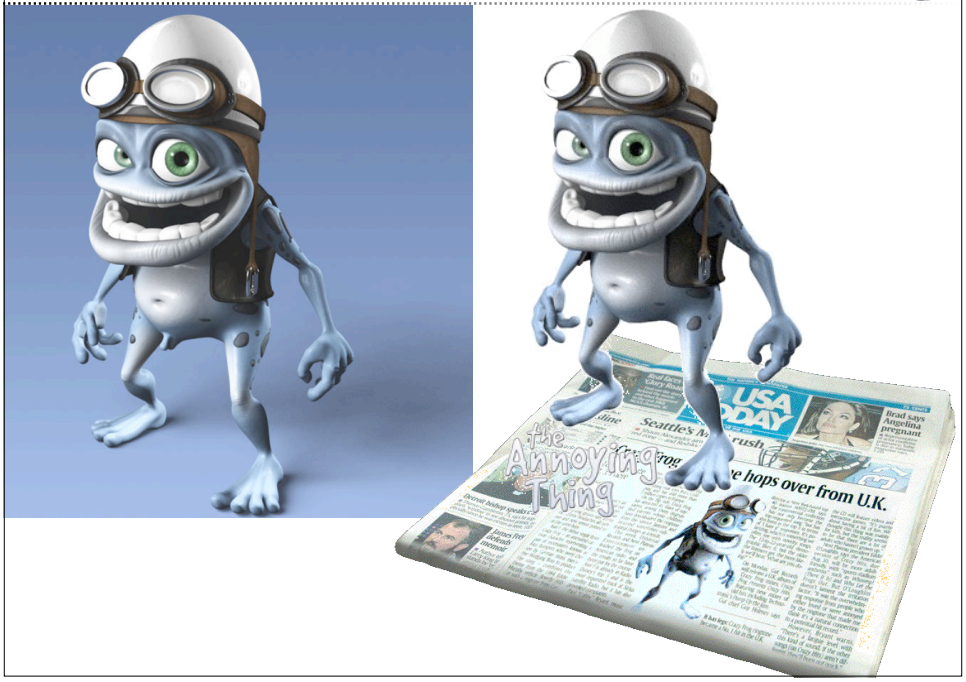
Google Product Portfolio - *More Than Search* (4/4)



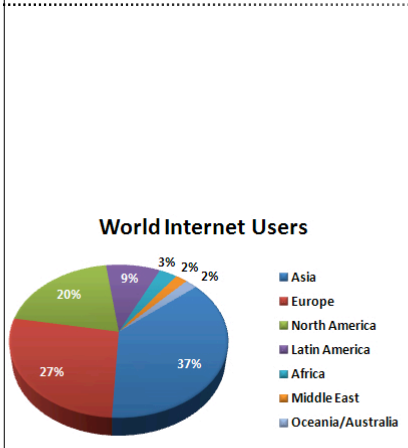
Google's Mission

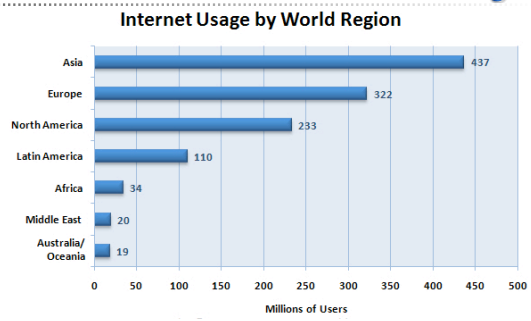
Google's mission is to organize the **world's** information and make it universally accessible and useful.

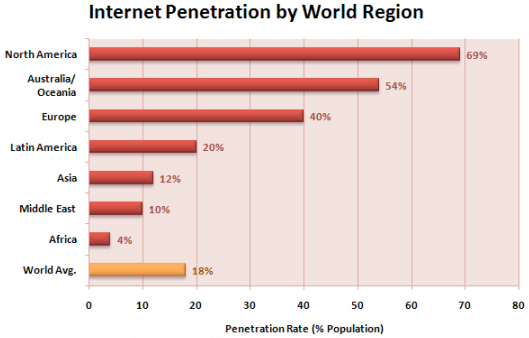
Localization - A *small* Difference?



World Internet Usage Statistics







Copyright © 2007, www.internetworldstats.com

Google Today

- Available in 117 languages
- 158 international domains
- Most used languages:
  English, Spanish, German, French, Japanese
- Google search now supports *localized* results in over 55 countries and 35 languages
- AdWords: 49 currencies, serving 233 countries
- AdSense: available in 31 locales

International sources comprised 48% of Google's revenue in Q2'2007.

Data as of Q3'2007

International Google Products - Showcase

GlobalbyDesign

Web Globalization
News and Resources

Google

April 25, 2007

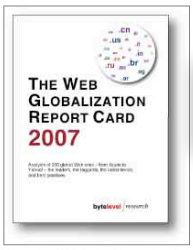
The Best Global Web Sites of 2007

In Web Globalization | 7 comments | permalink

Written by John Yunker

I'm pleased to announce the publication of the 2007 Web Globalization Report Card.

This report — now in its fourth edition — rates how successfully companies develop Web sites for international markets. we look at things such as number of languages offered, depth of localization, global consistency, and global navigation.



Google has become a regular in the number one spot. But it's not just because of its 100+ language search interface. It is the rapid localization of the many Google software applications that has kept this company on top.

Out of the 200 Web sites reviewed, here are the top 10 global Web sites this year:

1. Google
2. Wikipedia
3. Cisco Systems
4. Philips
5. HP
6. Caterpillar
7. Volvo Cars
8. Seagate
9. Microsoft
10. American Express

Comment from Ultan O'Broin on April 25th, 2007 :

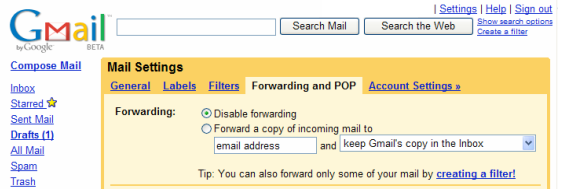
Cool report. Very revealing that Google is number 1, and Wikipedia number 2. Could the dominance of social translation over the corporate localization industry be a trend that will continue?

Source: http://www.globalbydesign.com/blog/2007/04/25/the-best-global-web-sites/

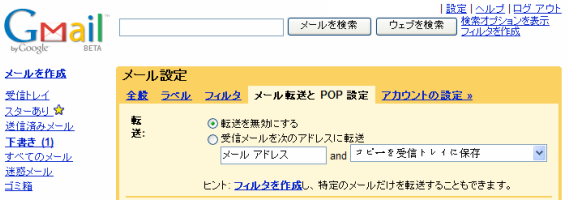
Localizing Web Apps is Easy. *Really?*

Google

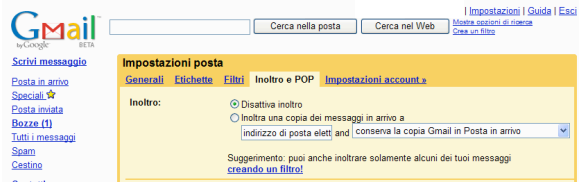
Looks good
in U.S. English



Surprises in Japanese



Looooooong expressions
in Italian



These are examples only. All issues shown were corrected prior to the final release of GMail in the respective languages ;o)

General I18N Challenges

Google

Date

Date Formatting: Examples of the date September 25, 2006

Region	Short	Medium	Long
US	9/25/06	Sep 25, 2006	September 25, 2006
Spain	25/09/06	25/09/2006	25 de septiembre de 2006
Japan	06/09/25	2006/09/25	2006年9月25日
Germany	25.09.06	25.09.2006	25. September 2006

Sort

Sorting order of words in different languages

US	French	Traditional Spanish	Finnish
ändere	ändere	ändere	
chaque	chaque		chaque
coté	côte	coté	coté
côte	coté	côte	côte
		chaque	
			ändere

Number format

Number Formatting: Examples of the number 8,435.25

Region	Number Format
US	8,435.25
Germany	8.435,25
France	8 435,25
Egypt	٨٬٤٣٥٫٢٥

Currency

Currency Formatting: Examples of negative 1,234.56 monetary units

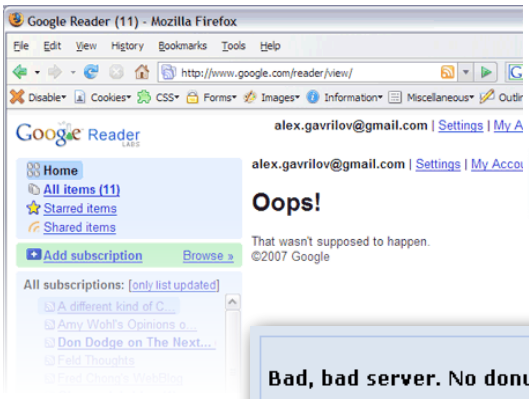
Region	Currency Format
US	($1,234.56)
France	-1 234,56 F
Netherlands	€ 1.234,56-
Egypt	١٢٣٤٫٥٦ ج.م.‏

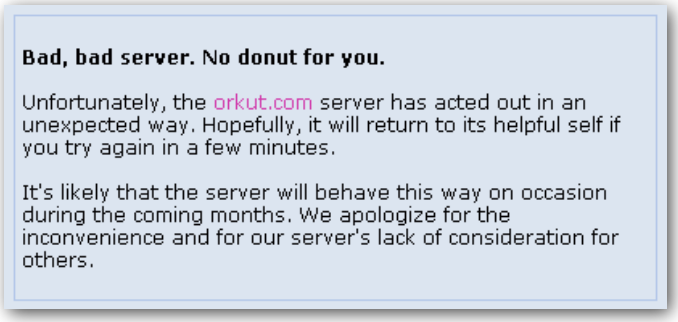
Cultural References

Google

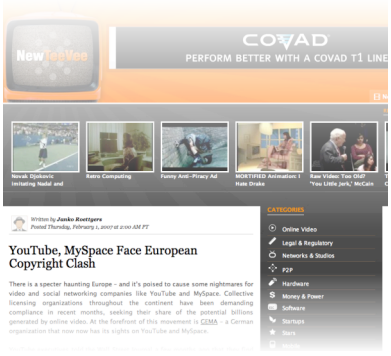
Ice cubes rating how "*cool*" you are doesn't translate well into other languages…
…e.g. other countries might use "sun flowers"…

How To Translate ***Googley*** Messages?

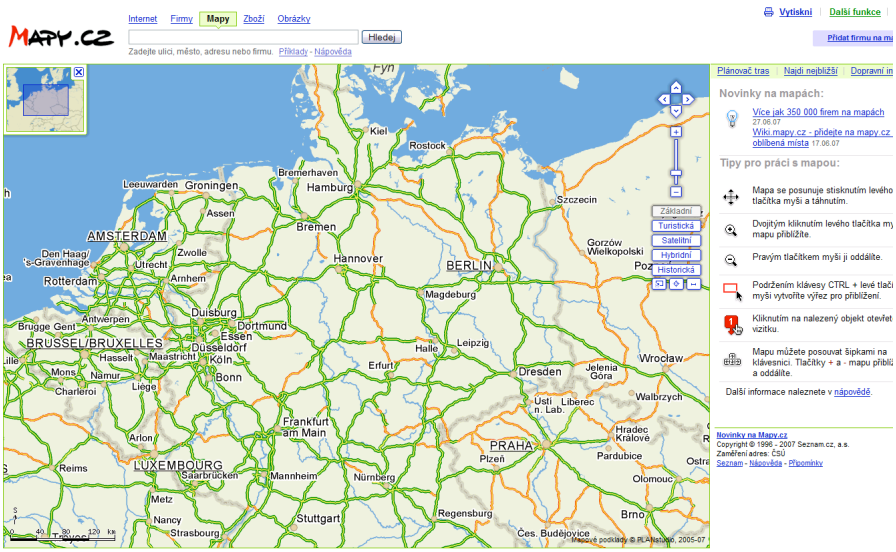




More Challenges in Localization - Legal



Late L10n Opens Windows of Opportunities…

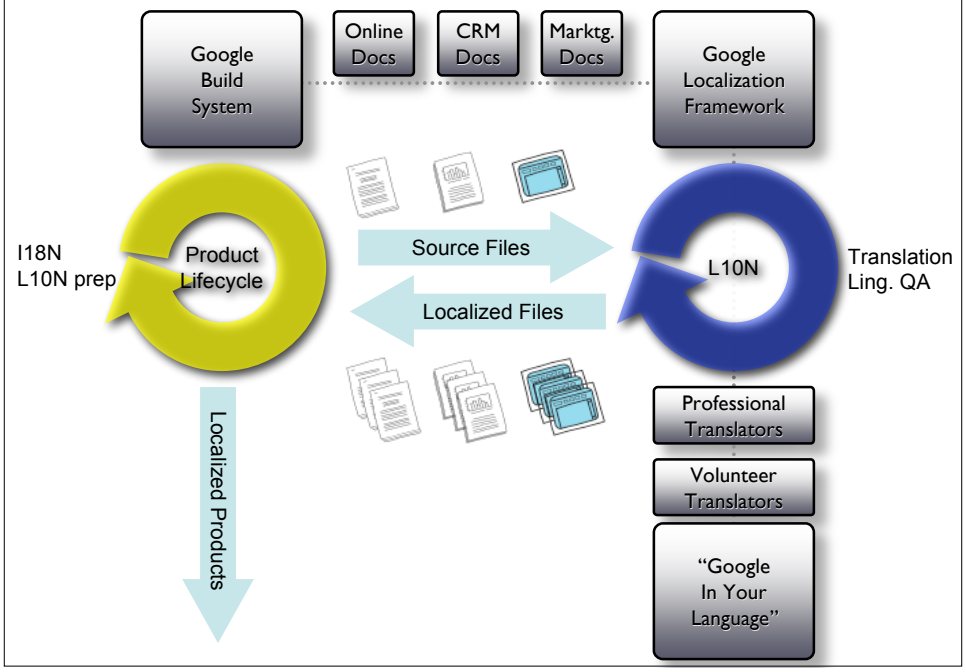


…for others.

The Google Formula for Effective Localization

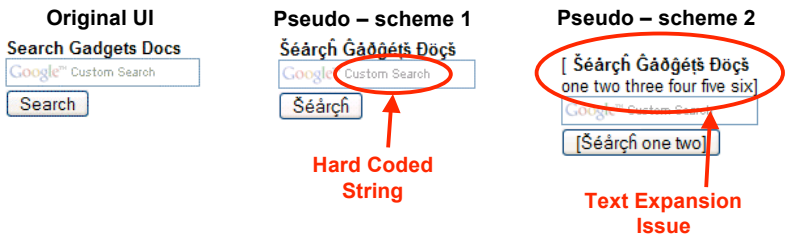
L10n = Translation
+ Factualization
+ Local Content
+ Local Features
+ Legal
+ *X*

The *Google* Way of L10N

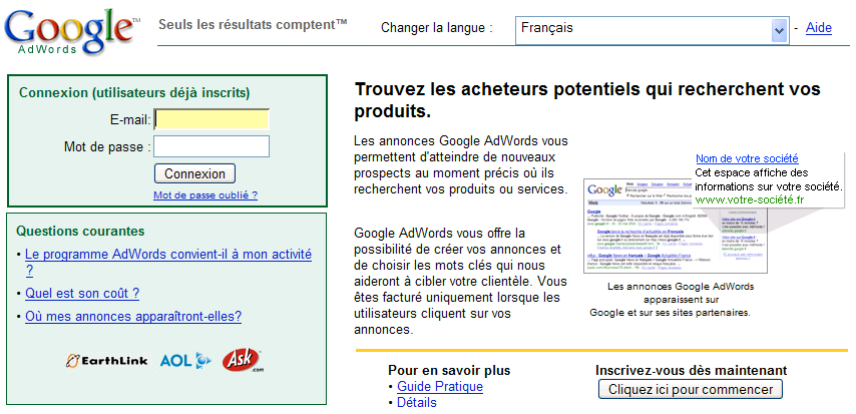


Google L10N: Pseudolocalization

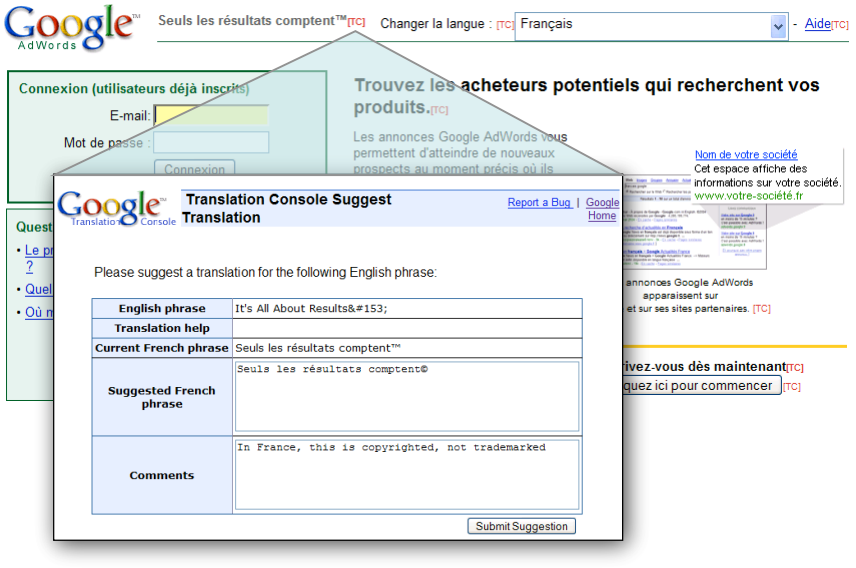
- A simple way to emulate the localization process
- Create "translations" by…
  - accenting all characters in a string (scheme 1)
    - "**Terms and Conditions**" → "**Ţérmš åñð Çöñðîţîöñš**"
  - accenting and expanding length of all strings (scheme 2)
    - "**Terms and Conditions**" → "**[Ţérmš åñð Çöñðîţîöñš one two three four five]**"
- An easy way to detect common localization issues



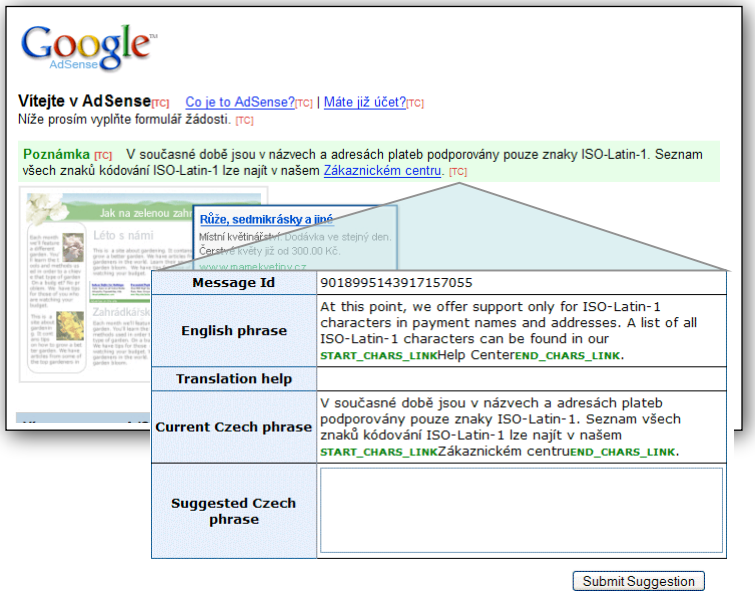
Linguistic QA at Google - Translated Page



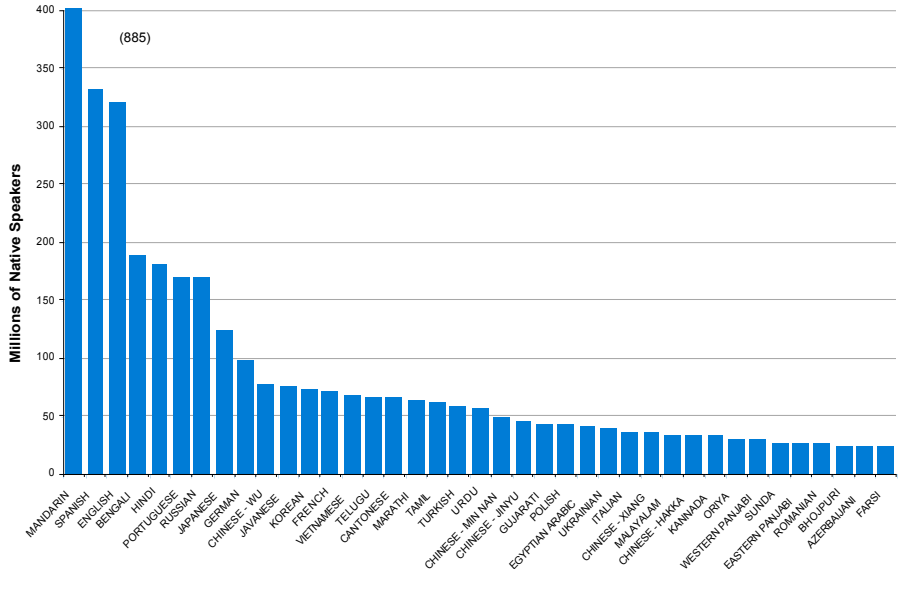
Linguistic QA at Google - Review in Context



Linguistic QA at Google - Review in Context



Addressing the Linguistic Long Tail



Source: Ethnologue, Languages of the World, 13th Ed.

Google Volunteer Translation - Language Selection

"Google In Your Language"

Set the Google homepage, messages, and buttons to display in your selected language via our Preferences page.
Google currently offers the following interface languages:

- Afrikaans
- Albanian
- Amharic
- Arabic
- Armenian
- Azerbaijani
- Basque
- Belarusian
- Bengali
- Bihari
- Bork, bork, bork!
- Bosnian
- Breton
- Bulgarian
- Cambodian
- Catalan
- Chinese (Simplified)
- Chinese (Traditional)
- Corsican
- Croatian
- Czech
- Danish
- Dutch
- Elmer Fudd
- English
- Esperanto
- Estonian
- Faroese
- Filipino
- Finnish
- French
- Frisian
- Galician
- Georgian
- German
- Greek
- Guarani
- Gujarati
- Hacker
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Interlingua
- Irish
- Italian
- Japanese
- Javanese
- Kannada
- Kazakh
- Klingon
- Korean
- Kurdish
- Kyrgyz
- Laothian
- Latin
- Latvian
- Lingala
- Lithuanian
- Macedonian
- Malay
- Malayalam
- Maltese
- Marathi
- Moldavian
- Mongolian
- Nepali
- Norwegian
- Norwegian (Nynorsk)
- Occitan
- Oriya
- Pashto
- Persian
- Pig Latin
- Polish
- Portuguese (Brazil)
- Portuguese (Portugal)
- Punjabi
- Quechua
- Romanian
- Romansh
- Russian
- Scots Gaelic
- Serbian
- Serbo-Croatian
- Sesotho
- Shona
- Sindhi
- Sinhalese
- Slovak
- Slovenian
- Somali
- Spanish
- Sundanese
- Swahili
- Swedish
- Tajik
- Tamil
- Tatar
- Telugu
- Thai
- Tigrinya
- Tonga
- Turkish
- Turkmen
- Twi
- Uighur
- Ukrainian
- Urdu
- Uzbek
- Vietnamese
- Welsh
- Xhosa
- Yiddish
- Yoruba
- Zulu

If you don't see your native language here, you can help Google create it by becoming a volunteer translator. Check out our Google in Your Language program.

GIYL - Step 1: Choose Language and Project

My Account Sign Out

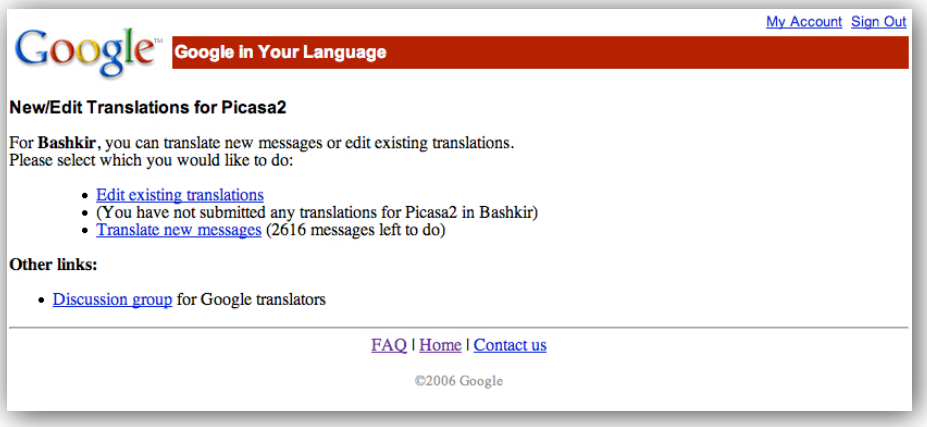
Google in Your Language

Select a Language and Product

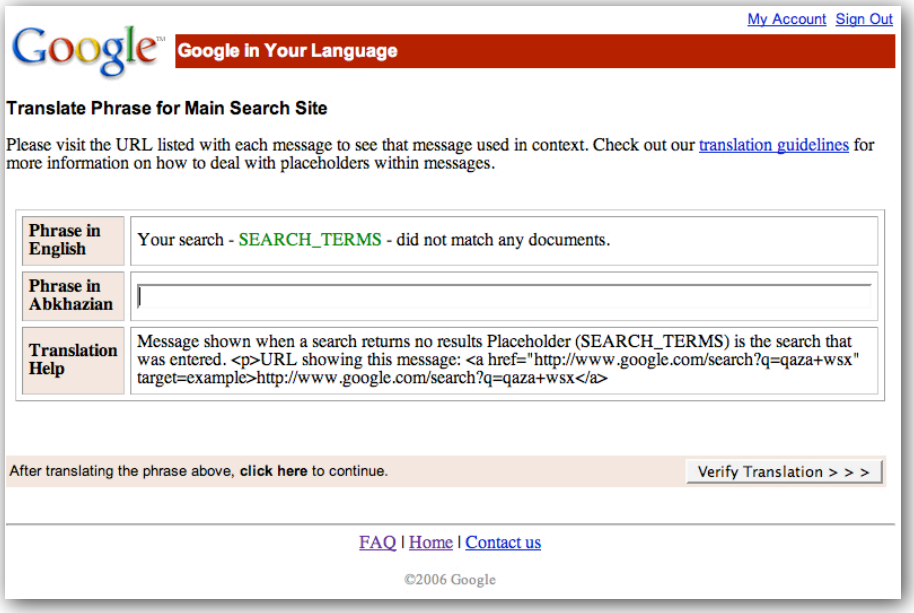
Please select a language and product you would like to translate:

Language	Product
Abkhazian	Google Main Search Site (0% complete) * AdWords API static documentation (0% complete) Gmail Email (9% complete) Gmail Static UI Content (0% complete) Gmail UI (0% complete) Groups Beta (0% complete) Main Site Help Pages (0% complete) Picasa2 (0% complete) Search History (Personalized Search) (0% complete) User Distributed Search (xlb) (0% complete) Wireless (2% complete) Wireless Transcoder (0% complete)
Afar	Google Main Search Site (1% complete) * AdWords API static documentation (0% complete) Gmail Email (5% complete) Gmail Static UI Content (0% complete) Gmail UI (0% complete) Groups Beta (0% complete) Main Site Help Pages (0% complete) Picasa2 (0% complete) Search History (Personalized Search) (0% complete) User Distributed Search (xlb) (0% complete) Wireless (1% complete)
Arabic	Main Site Help Pages (100% complete) Wireless (100% complete) Wireless Transcoder (100% complete)
Avaric	AdWords API static documentation (0% complete)
	Google Main Search Site (58% complete) *

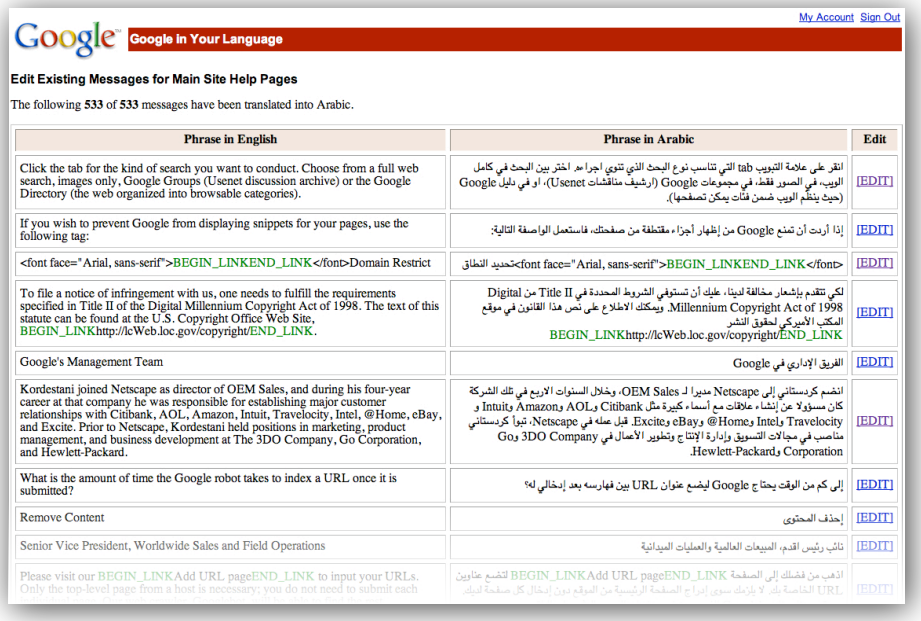
GIYL - Step 2: Translate or Review?



GIYL - Step 3a: Translate New Messages



GIYL - Step 3b: Review Existing Messages



My Account Sign Out

Google in Your Language

Edit Existing Messages for Main Site Help Pages

The following **533** of **533** messages have been translated into Arabic.

Phrase in English	Phrase in Arabic	Edit
Click the tab for the kind of search you want to conduct. Choose from a full web search, images only, Google Groups (Usenet discussion archive) or the Google Directory (the web organized into browsable categories).	انقر على علامة التبويب tab التي تناسب نوع البحث الذي تنوي اجراءه. اختر بين البحث في كامل الويب، في الصور فقط، في مجموعات Google (أرشيف مناقشات Usenet)، أو في دليل Google (حيث ينظّم الويب ضمن فئات يمكن تصفحها).	[EDIT]
If you wish to prevent Google from displaying snippets for your pages, use the following tag:	إذا أردت أن تمنع Google من إظهار أجزاء مقتطفة من صفحتك، فاستعمل الواصفة التالية:	[EDIT]
BEGIN_LINKEND_LINKDomain Restrict	تحديد النطاقBEGIN_LINKEND_LINK	[EDIT]
To file a notice of infringement with us, one needs to fulfill the requirements specified in Title II of the Digital Millennium Copyright Act of 1998. The text of this statute can be found at the U.S. Copyright Office Web Site, BEGIN_LINKhttp://lcWeb.loc.gov/copyright/END_LINK.	لكي تتقدم بإشعار مخالفة لدينا، عليك أن تستوفي الشروط المحددة في Title II من Digital Millennium Copyright Act of 1998. ويمكنك الاطلاع على نص هذا القانون في موقع المكتب الأميركي لحقوق النشر BEGIN_LINKhttp://lcWeb.loc.gov/copyright/END_LINK	[EDIT]
Google's Management Team	الفريق الإداري في Google	[EDIT]
Kordestani joined Netscape as director of OEM Sales, and during his four-year career at that company he was responsible for establishing major customer relationships with Citibank, AOL, Amazon, Intuit, Travelocity, Intel, @Home, eBay, and Excite. Prior to Netscape, Kordestani held positions in marketing, product management, and business development at The 3DO Company, Go Corporation, and Hewlett-Packard.	انضم كردستاني إلى Netscape مديرا لـ OEM Sales، وخلال السنوات الاربع في تلك الشركة كان مسؤولا عن إنشاء علاقات مع أسماء كبيرة مثل Citibank وAOL وAmazon وIntuit و Travelocity وIntel و@Home وeBay وExcite. قبل عمله في Netscape، تبوأ كردستاني مناصب في مجالات التسويق وإدارة الإنتاج وتطوير الأعمال في 3DO Company وGo Corporation وHewlett-Packard.	[EDIT]
What is the amount of time the Google robot takes to index a URL once it is submitted?	إلى كم من الوقت يحتاج Google ليضع عنوان URL بين فهارسه بعد إدخالي له؟	[EDIT]
Remove Content	إحذف المحتوى	[EDIT]
Senior Vice President, Worldwide Sales and Field Operations	نائب رئيس أقدم، المبيعات العالمية والعمليات الميدانية	[EDIT]
Please visit our BEGIN_LINKAdd URL pageEND_LINK to input your URLs. Only the top-level page from a host is necessary; you do not need to submit each	اذهب من فضلك إلى الصفحة BEGIN_LINKAdd URL pageEND_LINK لتضع عناوين URL الخاصة بك. لا يلزمك سوى إدراج الصفحة الرئيسية من الموقع دون إدخال كل صفحة لديك.	[EDIT]

GIYL - Step 4: Verify and Submit

After translating the phrase above, **click here** to continue. Verify Translation > > >

My Account Sign Out

Google in Your Language

Verify Translation

Check the phrase below for grammatical errors, typos, and spelling errors. If you don't see any problems, submit it. Otherwise, use the form below to adjust your translation.

Example of how your translation may appear on Google	Ihre Suche nach wadsada hdasldj hat keine Treffer gefunden.

If this looks right to you, **submit your translation**. Submit Translation > > >

“Google In Your Language” Dashboard

Google

Project: Main Search Site (1876 messages)

Languages			
1% Abkhazian [ab]	85% French [fr]	64% Lithuanian [lt]	47% Sindhi [sd]
1% Afar [aa]	0% French (Canadian) [fr-CA]	64% Macedonian [mk]	60% Sinhalese [si]
64% Afrikaans [af]	64% Frisian [fy]	40% Malagasy [mg]	2% Siswati [ss]
64% Albanian [sq]	64% Galician [gl]	64% Malay [ms]	65% Slovak [sk]
60% Amharic [am]	52% Georgian [ka]	64% Malayalam [ml]	64% Slovenian [sl]
64% Arabic [ar]	86% German [de]	63% Maltese [mt]	58% Somali [so]
64% Armenian [hy]	64% Greek [el]	27% Maori [mi]	85% Spanish [es]
49% Assamese [as]	5% Greenlandic [kl]	64% Marathi [mr]	56% Sundanese [su]
23% Aymara [ay]	38% Guarani [gn]	52% Moldavian [mo]	61% Swahili [sw]
58% Azerbaijani [az]	64% Gujarati [gu]	64% Mongolian [mn]	66% Swedish [sv]
1% Bashkir [ba]	64% Hacker [xx-hacker]	0% Nauru [na]	64% Tagalog [tl]
64% Basque [eu]	33% Hausa [ha]	58% Nepali [ne]	53% Tajik [tg]
64% Belarusian [be]	64% Hebrew [iw]	66% Norwegian (Bokmal) [no]	63% Tamil [ta]
64% Bengali [bn]	64% Hindi [hi]	64% Norwegian (Nynorsk) [nn]	63% Tatar [tt]
0% Bhutani [dz]	65% Hungarian [hu]	45% Occitan [oc]	64% Telugu [te]
63% Bihari [bh]	64% Icelandic [is]	53% Oriya [or]	64% Thai [th]
19% Bislama [bi]	64% Indonesian [id]	12% Oromo [om]	0% Tibetan [bo]
39% Borkborkbork [xx-bork]	63% Interlingua [ia]	49% Pashto, Pushto [ps]	35% Tigrinya [ti]
64% Bosnian [bs]	55% Interlingue [ie]	63% Persian [fa]	45% Tonga [to]
42% Breton [br]	2% Inuktitut [iu]	64% Pig Latin [xx-piglatin]	9% Tsonga [ts]
64% Bulgarian [bg]	0% Inupiak [ik]	65% Polish [pl]	65% Turkish [tr]
6% Burmese [my]	62% Irish [ga]	73% Portuguese (Brazil) [pt-BR]	37% Turkmen [tk]
63% Cambodian [km]	86% Italian [it]	66% Portuguese (Portugal) [pt-PT]	39% Twi [tw]
65% Catalan [ca]	84% Japanese [ja]	0% Pseudotranslation [en-US-pseudo]	42% Uighur [ug]
84% Chinese (Simplified) [zh-CN]	59% Javanese [jw]	64% Punjabi [pa]	64% Ukrainian [uk]
82% Chinese (Traditional) [zh-TW]	64% Kannada [kn]	45% Quechua [qu]	63% Urdu [ur]
59% Corsican [co]	24% Kashmiri [ks]	52% Rhaeto-Romance [rm]	56% Uzbek [uz]
64% Croatian [hr]	57% Kazakh [kk]	64% Romanian [ro]	64% Vietnamese [vi]
65% Czech [cs]	16% Kinyarwanda [rw]	73% Russian [ru]	21% Volapuk [vo]
65% Danish [da]	1% Kirundi [rn]	21% Samoan [sm]	64% Welsh [cy]
77% Dutch [nl]	56% Klingon [xx-klingon]	0% Sangho [sg]	5% Wolof [wo]
64% Elmer Fudd [xx-elmer]	82% Korean [ko]	42% Sanskrit [sa]	35% Xhosa [xh]
53% English (UK) [en-GB]	45% Kurdish [ku]	64% Scots Gaelic [gd]	58% Yiddish [yi]
63% Esperanto [eo]	36% Kyrgyz [ky]	64% Serbian [sr]	63% Yoruba [yo]
64% Estonian [et]	63% Laothian [lo]	63% Serbo-Croatian [sh]	1% Zhuang [za]
63% Faroese [fo]	58% Latin [la]	34% Sesotho [st]	45% Zulu [zu]
6% Fiji [fj]	64% Latvian [lv]	21% Setswana [tn]	
65% Finnish [fi]	45% Lingala [ln]	63% Shona [sn]	

Google’s Volunteer Translation: A Model for the Industry

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remember the milk BETA

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Remember The Milk Blog

The companion blog to Remember The Milk, the best way to manage your tasks.

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Remember The Milk In Your Language

Saturday, June 03, 2006 by Emily Boyd

We really enjoy hearing from people all around the world who use Remember The Milk to manage their daily lives. Many users have requested that we make the service available in their native language so that their friends and family can use it too.

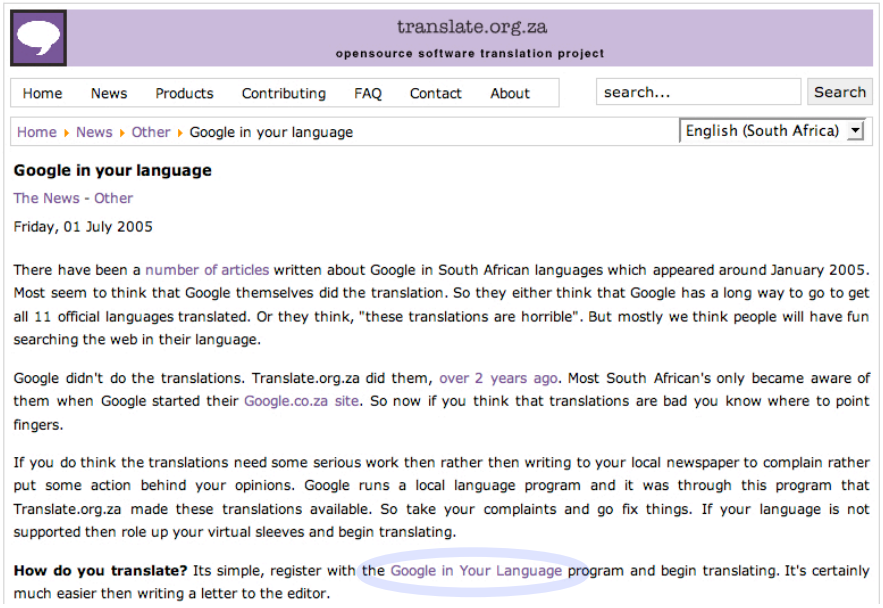
We'd love to make our service available in as many languages as possible – but to do this, we need your help. If you're fluent in a language other than English, you can volunteer to help translate Remember The Milk into your favourite language with our new online translation program.

Remember The Milk's translation program makes it easy for volunteers to collaboratively translate the service (inspired by the Google In Your Language program). Since we quietly launched the program a few days ago, over 60 volunteers have been working hard towards translating Remember The Milk into 24 languages. Thank you to these volunteers for doing such an amazing job!

We're excited about making Remember The Milk available in new languages as translations are completed. If you have some spare time and would like to help with translation (you can translate as little or as much as you'd like, or simply help by reviewing others' work), please feel free to sign up :)

Permanent Link

Google's Volunteer Translation: A Model for the Industry



translate.org.za

opensource software translation project

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Home ▸ News ▸ Other ▸ Google in your language | English (South Africa)

Google in your language

The News - Other

Friday, 01 July 2005

There have been a number of articles written about Google in South African languages which appeared around January 2005. Most seem to think that Google themselves did the translation. So they either think that Google has a long way to go to get all 11 official languages translated. Or they think, "these translations are horrible". But mostly we think people will have fun searching the web in their language.

Google didn't do the translations. Translate.org.za did them, over 2 years ago. Most South African's only became aware of them when Google started their Google.co.za site. So now if you think that translations are bad you know where to point fingers.

If you do think the translations need some serious work then rather then writing to your local newspaper to complain rather put some action behind your opinions. Google runs a local language program and it was through this program that Translate.org.za made these translations available. So take your complaints and go fix things. If your language is not supported then role up your virtual sleeves and begin translating.

How do you translate? Its simple, register with the Google in Your Language program and begin translating. It's certainly much easier then writing a letter to the editor.

Google's Volunteer Translation: A Model for the Industry

The Official Gmail Blog

News, tips and tricks from Google's Gmail team and friends

Hyperpolyglotic Gmail

Monday, August 13, 2007 10:53 PM

Posted by Jonas Shen, Associate, Consumer Operations

According to Wikipedia, the world's most accomplished hyperpolyglot is Ziad Fazah. This guy can readily communicate in 58 (f-i-f-t-y e-i-g-h-t) languages. Wow.

Well Mr. Fazah, while we're not quite up to your standard yet, you better watch out -- because Gmail is now available in 41 languages, and don't think we're going to stop there.

If you're multilingual, feeling adventurous, or if you just want to test how well you know the Gmail user interface, try changing your account language settings. Sound a little risky? Don't worry - it's easy. You can change the language through the Settings menu. Get a taste of what hyperpolyglotic Gmail has to offer:

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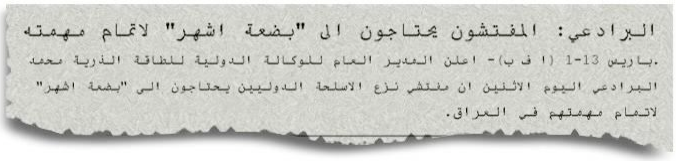
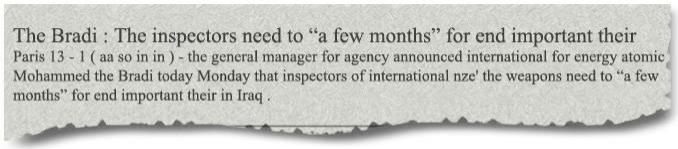
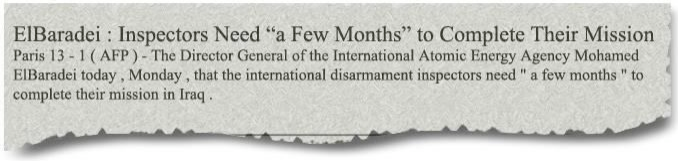
Google's Next Generation Machine Translation


البرادعي: المفتشون يحتاجون الى "بضعة اشهر" لاتمام مهمته
باريس 13-1 (ا ف ب)- اعلن المدير العام للوكالة الدولية للطاقة الذرية محمد البرادعي اليوم الاثنين ان مفتشي نزع الاسلحة الدوليين يحتاجون الى "بضعة اشهر" لاتمام مهمتهم في العراق.

Source

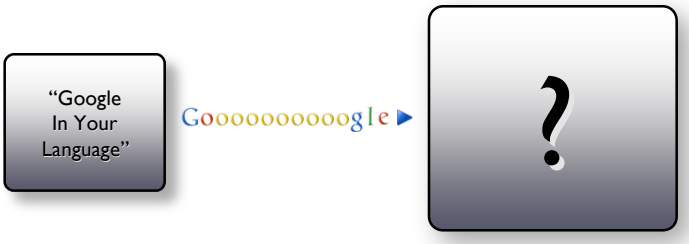

The Bradi : The inspectors need to "a few months" for end important their
Paris 13 - 1 (aa so in in) - the general manager for agency announced international for energy atomic Mohammed the Bradi today Monday that inspectors of international nze' the weapons need to "a few months" for end important their in Iraq .

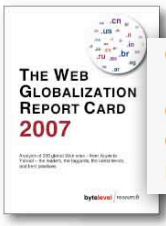
State-of-the-art Machine Transl.


ElBaradei : Inspectors Need "a Few Months" to Complete Their Mission
Paris 13 - 1 (AFP) - The Director General of the International Atomic Energy Agency Mohamed ElBaradei today , Monday , that the international disarmament inspectors need " a few months " to complete their mission in Iraq .

Google MT

Discussion: The Future of L10N

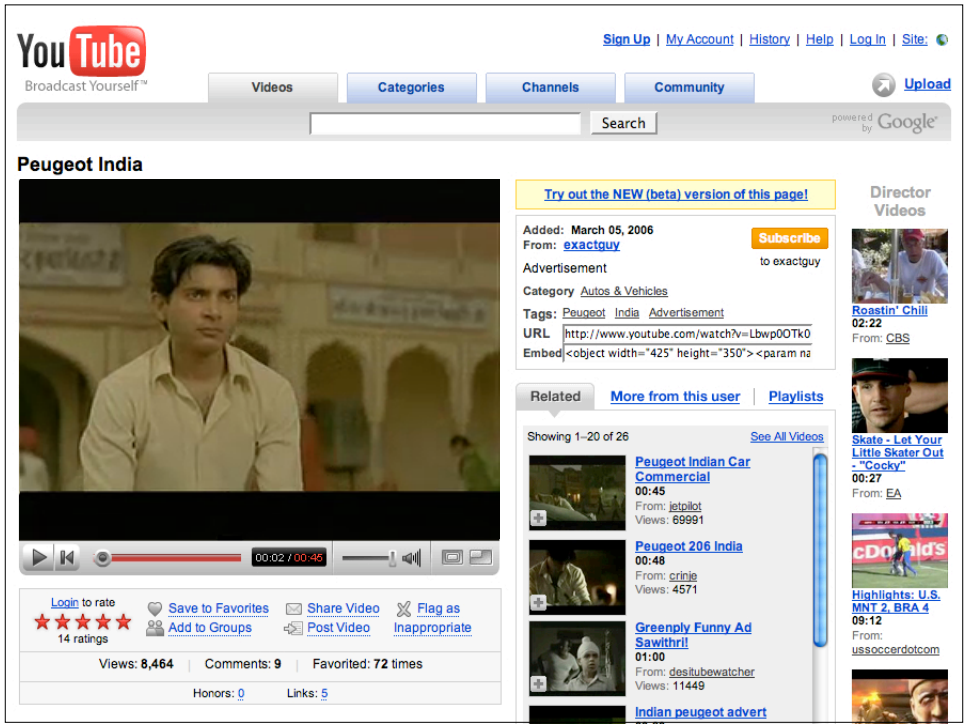




Comment from Ultan O'Broin on April 25th, 2007 :

Cool report. Very revealing that Google is number 1, and Wikipedia number 2. Could the dominance of social translation over the corporate localization industry be a trend that will continue?

Google
Questions?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Views: 11449
Indian peugeot advert
Director Videos
Roastin' Chili
02:22
From: CBS
Skate - Let Your Little Skater Out - "Cocky"
00:27
From: EA
Highlights: U.S. MNT 2, BRA 4
09:12
From: ussoccerdotcom

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Dr. Thomas Arend
International Product Management
Google, Inc.

Google

APPENDIX

World Internet Usage Statistics

Google

Top Ten Languages Used in the Web
(Number of Internet Users by Language)

TOP TEN LANGUAGES IN THE INTERNET	% of all Internet Users	Internet Users by Language	Internet Penetration by Language	Language Growth in Internet (2000 - 2007)	2007 Estimated World Population for the Language
English	31.2 %	365,893,996	17.9 %	157.7 %	2,042,963,129
Chinese	15.7 %	184,001,513	13.6 %	469.6 %	1,351,737,925
Spanish	8.7 %	101,539,204	22.9 %	311.4 %	442,525,601
Japanese	7.4 %	86,300,000	67.1 %	83.3 %	128,646,345
French	5.0 %	59,207,849	15.3 %	385.4 %	387,820,873
German	5.0 %	58,981,592	61.1 %	112.9 %	96,488,326
Portuguese	4.0 %	47,326,760	20.2 %	524.7 %	234,099,347
Korean	2.9 %	34,120,000	45.6 %	79.2 %	74,811,368
Italian	2.7 %	31,481,928	52.9 %	138.5 %	59,546,696
Arabic	2.5 %	28,782,300	8.5 %	940.5 %	340,548,157
TOP TEN LANGUAGES	85.0 %	997,635,142	19.3 %	203.7 %	5,159,187,766
Rest of World Languages	15.0 %	175,474,783	12.4 %	440.3 %	1,415,478,651
WORLD TOTAL	100.0 %	1,173,109,925	17.8 %	225.0 %	6,574,666,417

WORLD INTERNET USAGE AND POPULATION STATISTICS

World Regions	Population (2007 Est.)	Population % of World	Internet Usage, Latest Data	% Population (Penetration)	Usage % of World	Usage Growth 2000-2007
Africa	933,448,292	14.2 %	33,545,600	3.6 %	2.9 %	643.1 %
Asia	3,712,527,624	56.5 %	436,758,162	11.8 %	37.2 %	282.1 %
Europe	809,624,686	12.3 %	321,853,477	39.8 %	27.4%	206.2 %
Middle East	193,452,727	2.9 %	19,539,300	10.1 %	1.7 %	494.8 %
North America	334,538,018	5.1 %	232,655,287	69.5 %	19.8%	115.2 %
Latin America/Caribbean	556,606,627	8.5 %	109,961,609	19.8 %	9.4 %	508.6 %
Oceania / Australia	34,468,443	0.5 %	18,796,490	54.5 %	1.6 %	146.7 %
WORLD TOTAL	6,574,666,417	100.0 %	1,173,109,925	17.8 %	100.0 %	225.0 %

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