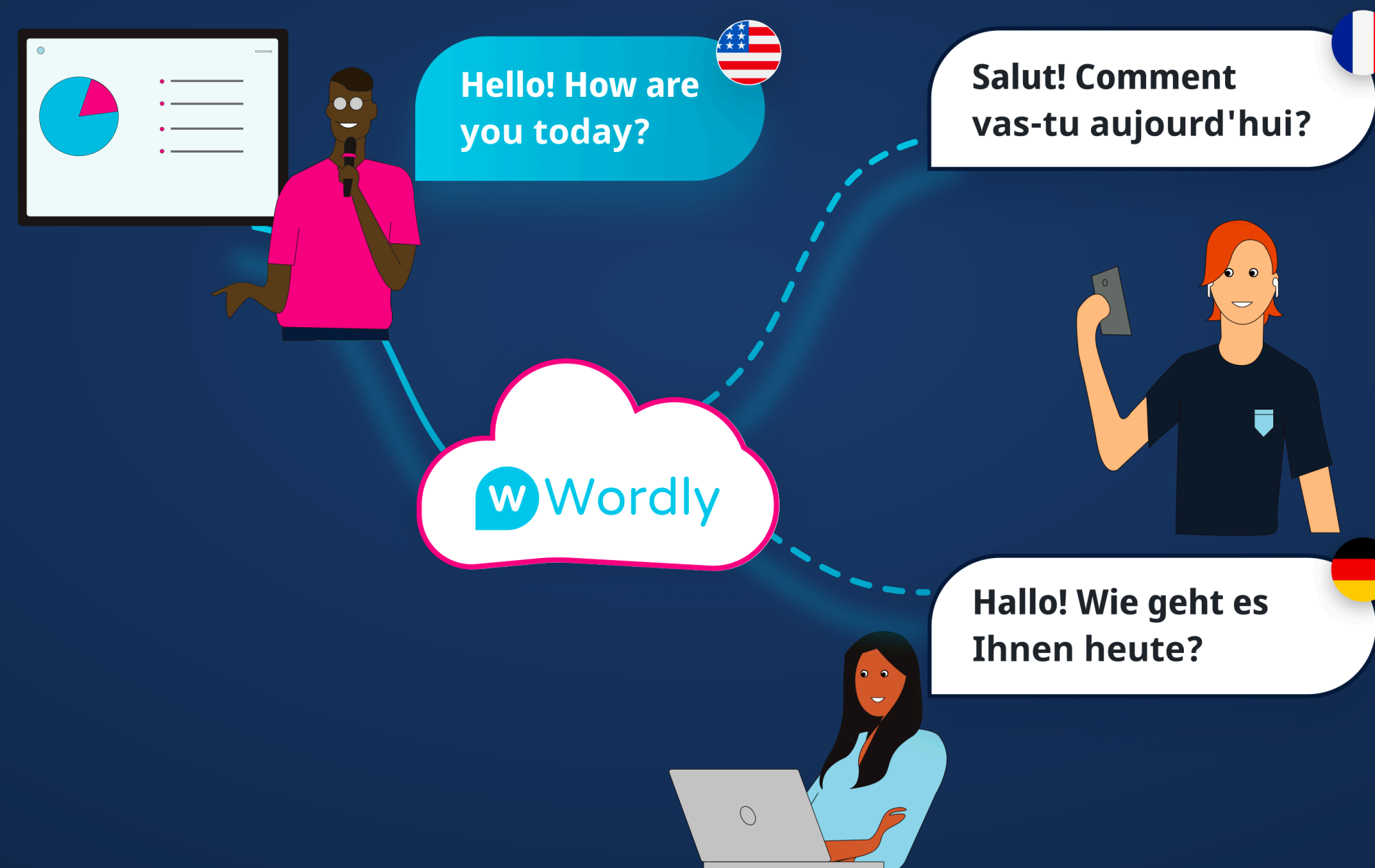


2024 State of Live AI Translation

Live Translation Use At Multilingual Meetings and Events



AI Translation & Captions

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I. Overview

Wordly launched a live AI powered translation solution for the meetings and events industry in 2019.

After reaching the 1 million user milestone, we conducted our first in-depth research study into the use of live translation for meetings and events in 2022. That research provided valuable insights into the frequency and growth of multilingual meetings and how AI was starting to be used as an alternative to human translators.

A lot has happened in the world of events and AI since then, primarily led by the launch of ChatGPT and the rush to test and implement AI for a wide range of business processes.

While generative AI gets most of the headlines, other forms of AI, like neural translation, can make a big impact on productivity and inclusion by making it easier for people to communicate across multiple languages.

This report summarizes the findings from a 2024 research study into the use of live translation and AI for meetings and events



Multilingual Event Challenges

Most organizations are global with a wide range of multilingual constituents, including employees, customers, partners, vendors, and members. This creates large communication challenges since the language spoken at events is often not the preferred language for the audience. These challenges lead to lower engagement, inclusion, and productivity for businesses, non profit organizations, governments, and a wide range of other industries.



Traditional Solutions

The multilingual collaboration problem is sometimes solved by using human interpreters which is a good option for events planned months in advance and supported by large budgets and teams. But the logistical challenges and cost of human interpreters make this option unattractive for most organizations. The problem is compounded at hybrid and virtual events where the speakers, interpreters, and audiences are in different locations.



Interpretation Use, Trends, and Solutions

In order to better understand how companies are addressing multilingual meeting and event collaboration challenges, Wordly commissioned a comprehensive global study to identify current practices and future industry trends. This report provides insights into multilingual attendee trends at events, the use of traditional human powered live translation solutions, and the role of emerging AI powered translation solutions.



II. Key Findings

Event management professionals from companies of all sizes across a wide range of industries are seeing an increase in the number of meeting attendees whose first language is not English. 79% report the number of non first-language English speaking attendees is increasing - and 40% report having 6 or more non-English languages spoken among their event attendees.

Many event professionals have experience offering live translation solutions. 77% report they are increasing their use and 69% say they regularly offer live translation or captioning at their events. 74% report they face obstacles to offering live translation more often, including scheduling complexity (32%), equipment logistics (31%), and too many languages to support (27%). The primary benefits of live translation include increased satisfaction (65%), improved comprehension (60%), and increased event audience sizes (54%).

Live AI translation is becoming the preferred choice for many event planners. 85% believe AI translation offers a higher ROI than human powered solutions - with time savings (64%), reduced cost (60%), and streamlined logistics (54%) the top benefits. The top features desired in AI solutions include 24/7 availability (48%), quality comparable to humans (48%), and event platform integrations (45%)



We invite you to read the full report to learn more.

III. Methodology

Dimensional Research was commissioned to conduct the research. Independent sources of stakeholders for meetings and events were invited to participate in an online survey. Responses were captured between April 30 and May 9, 2024.

205 qualified participants completed the survey. All participants had responsibility for events with more than 100 attendees where more than 10% of participants did not speak English as a first language.

The survey was conducted in both the US and UK with respondents from a wide range of industries and company sizes. Since the survey was conducted in English, English is used as the reference language for questions about language differences. The term "non first-language English speakers" is used to refer to someone whose first language is not English, but they may have some experience with English.

Note that due to rounding, some numbers presented may not add up to 100%.

Examples of meeting and event planners include:

- Marketing teams organize customer webinars, user group conferences, workshops, and a wide range of other in-person and virtual events.
- Sales teams organize Sales Kickoffs (SKO) and Quarterly Business Reviews (QBR), customer onboarding, partner training, and a wide range of other in-person and virtual events.
- HR teams organize employee orientation, benefits training, company all hands, and other cross company meetings.

This survey only included event managers who managed events where at least 10% of the audience was not first-language English speakers. During the survey screening process, less than 10% of the potential respondents did not meet this criteria - suggesting the majority of events with over 100 attendees have at least 10% non first-language English speakers.

Report Terminology

This research focused on live / real-time speech to speech and speech to text translation services - which is also often referred to as interpretation.

There is a wide range of terminology used globally across organizations to refer to live translation services offered at meetings and events. These services are often delivered by interpreters, which are also referred to as translators. The output options can be audio or text, often referred to as captions and subtitles. These services can be provided by a person, AI (artificial intelligence), or a combination of the two.

When you read this report, the terms translation / interpretation, translator / interpreter, and text / captions / subtitles may be used interchangeably.

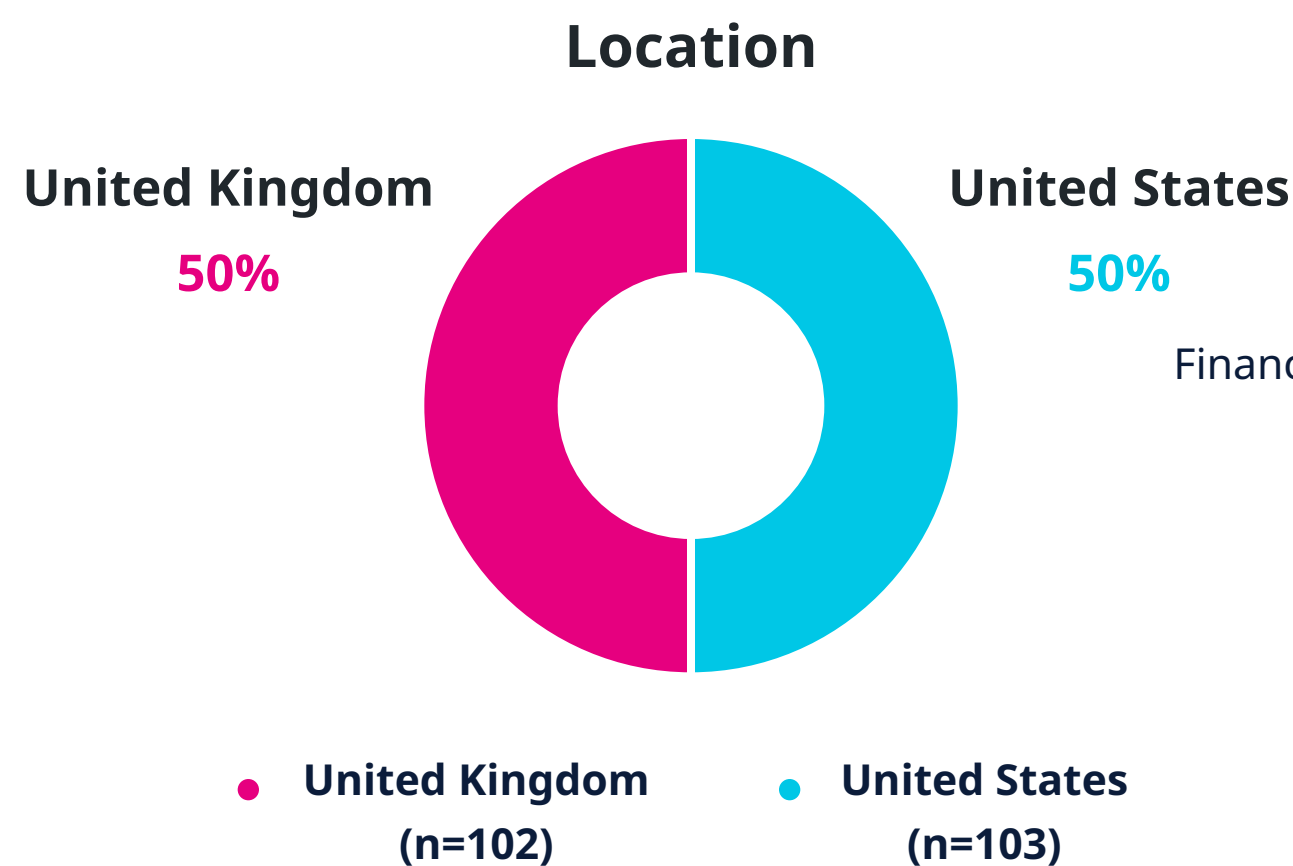
The terms Meetings and Events are used interchangeably to represent sessions where multiple people are attending to learn about a topic. These could be internal or external sessions conducted in-person or online.



IV. Demographics

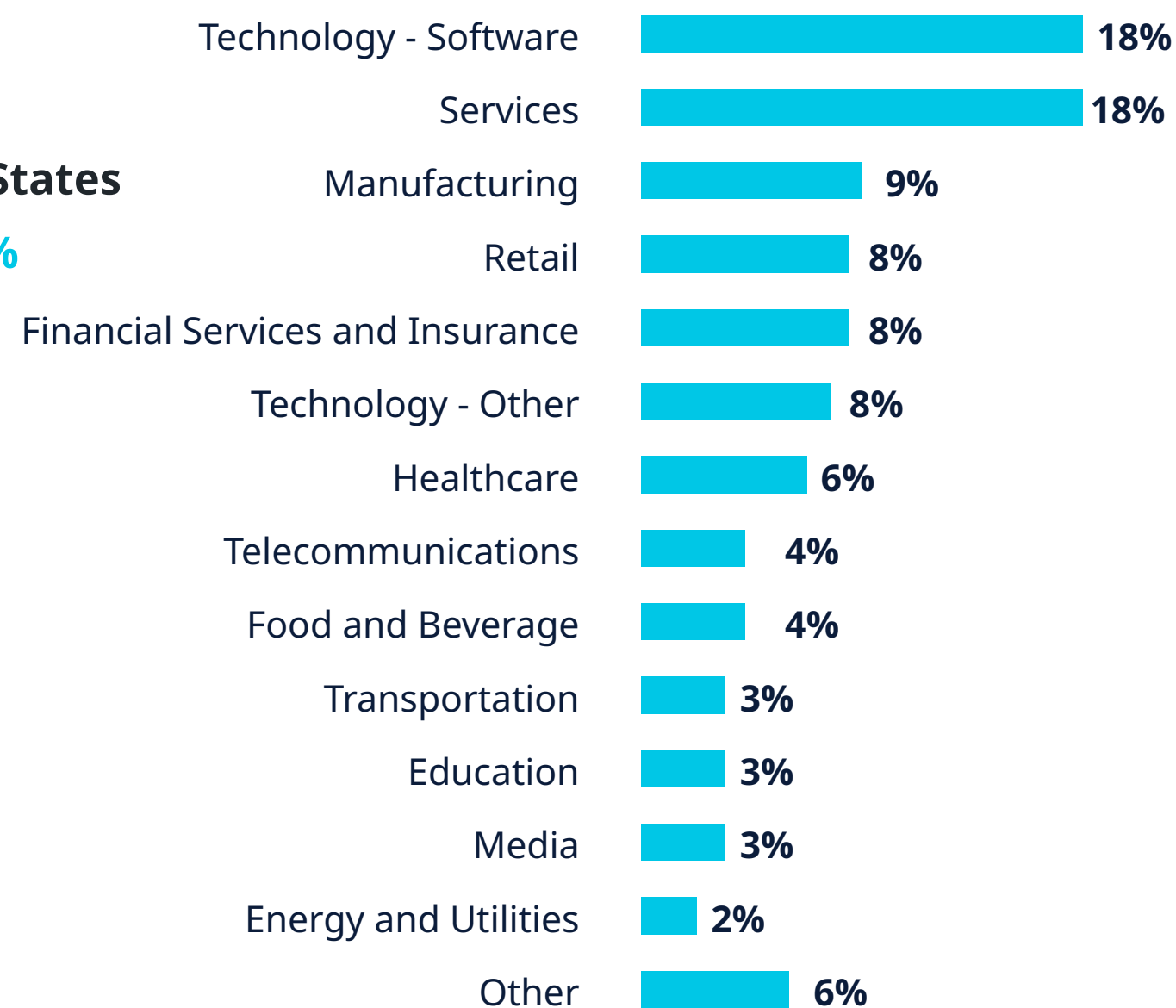
Company Location

Respondents were equally split between the US and UK. Since the study was fielded in English, the target was employees who work at organizations who primarily communicate in English.



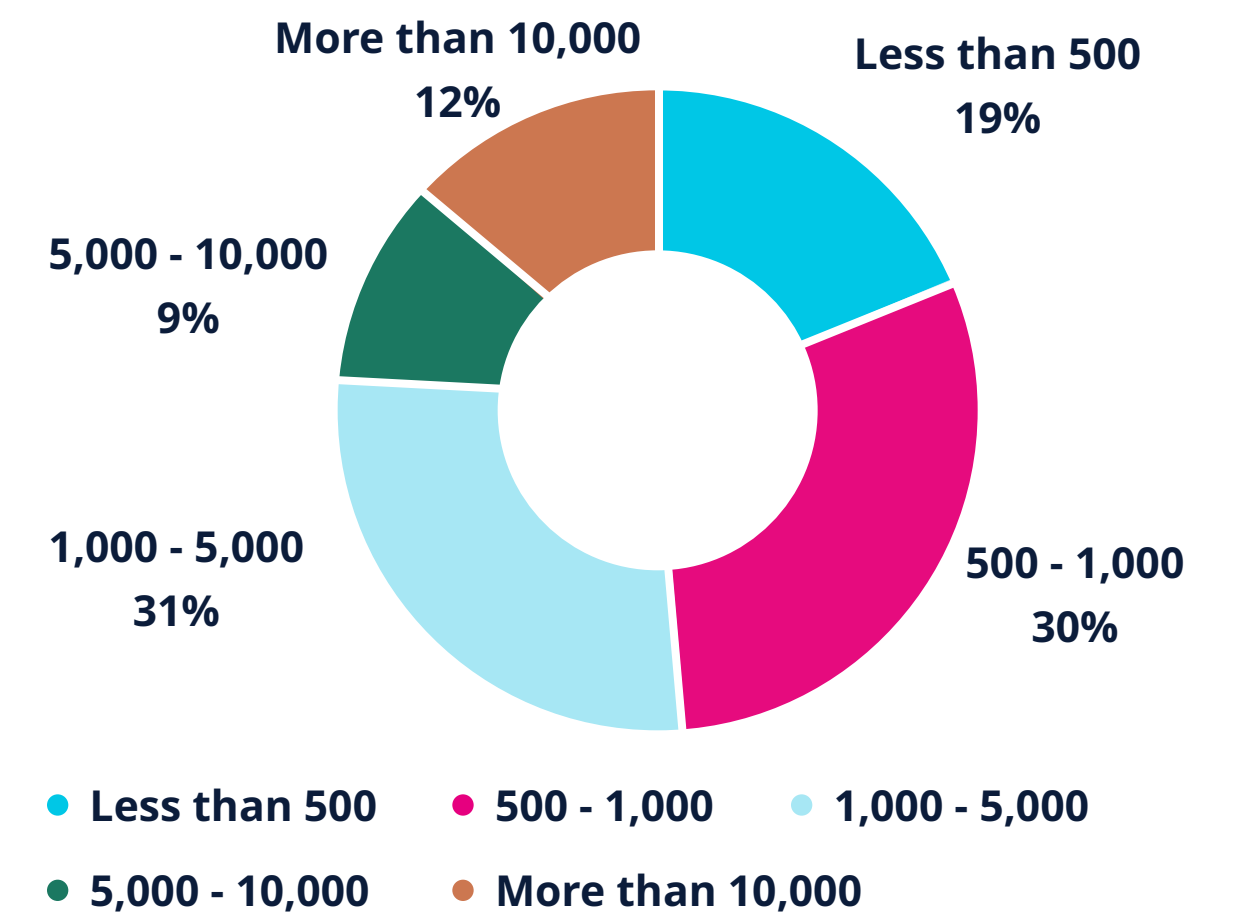
Company Industry

Respondents came from a wide range of industries, including financial services, business services, technology, telecom, manufacturing, retail, and healthcare.



Company Size (# Employees)

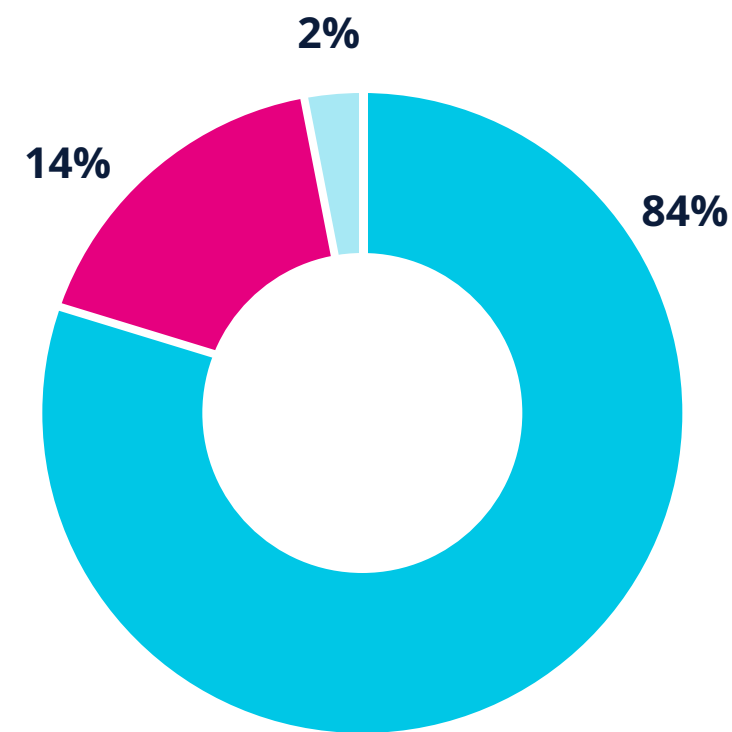
Respondents from businesses of all sizes were surveyed to get information from large organizations as well as small agencies who manage events for larger businesses.



Demographics (cont.)

Company DEI Initiative

The majority of companies have a major focus on DEI. Note - this was not a qualification question.

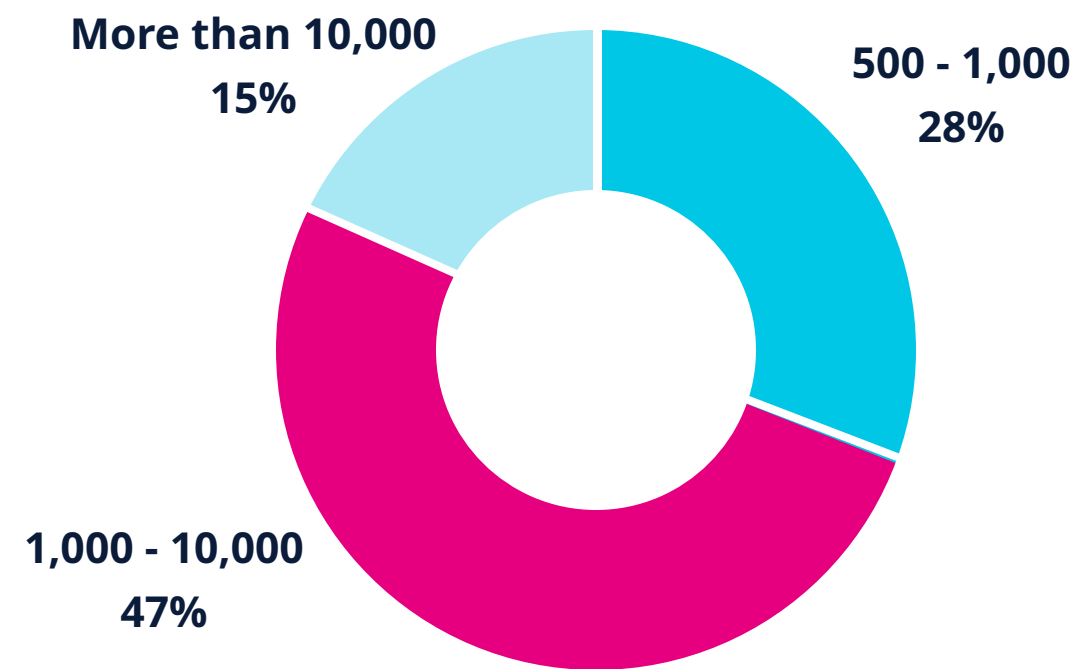


- Yes, it is a major focus
- Yes, it is a minor focus
- No

Respondent Event Experience

Respondents have a wide range of experience with small, medium, and large events.

of Attendees at Largest Event

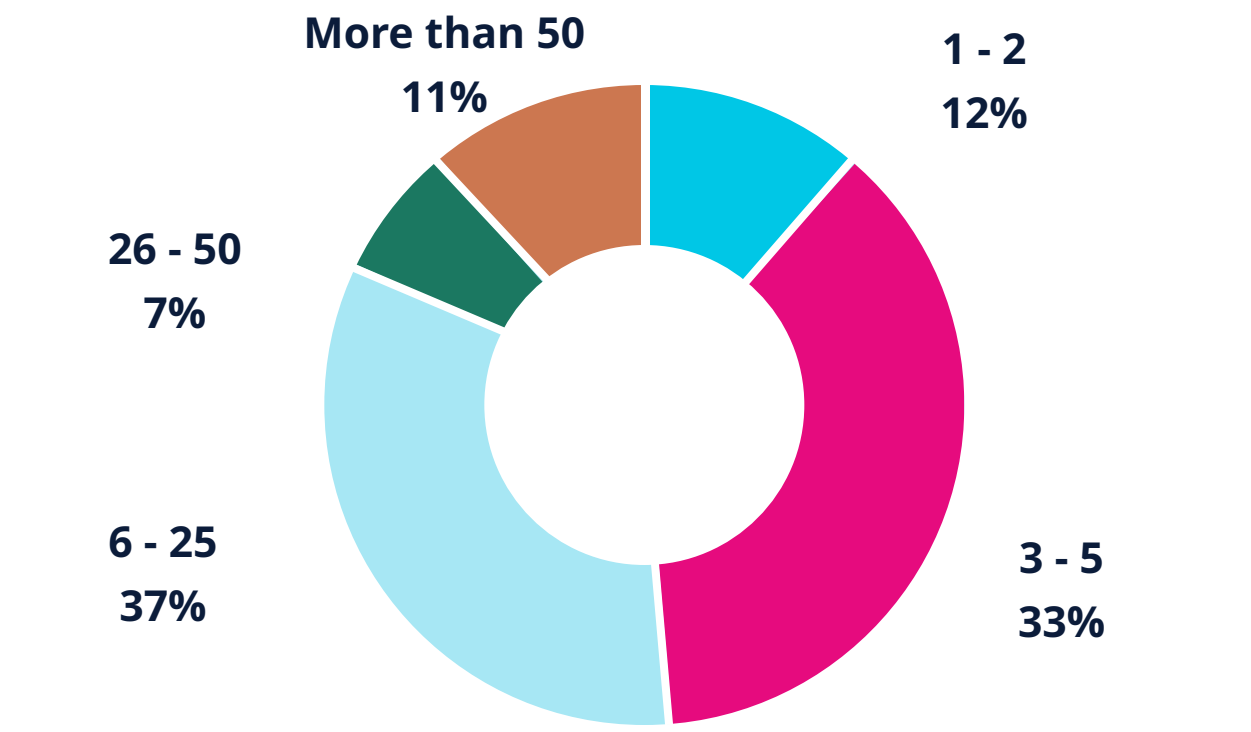


- 500 - 1,000
- 1,000 - 10,000
- More than 10,000

Respondent Event Experience

Respondents manage a wide range of annual events.

of Large Events per Year

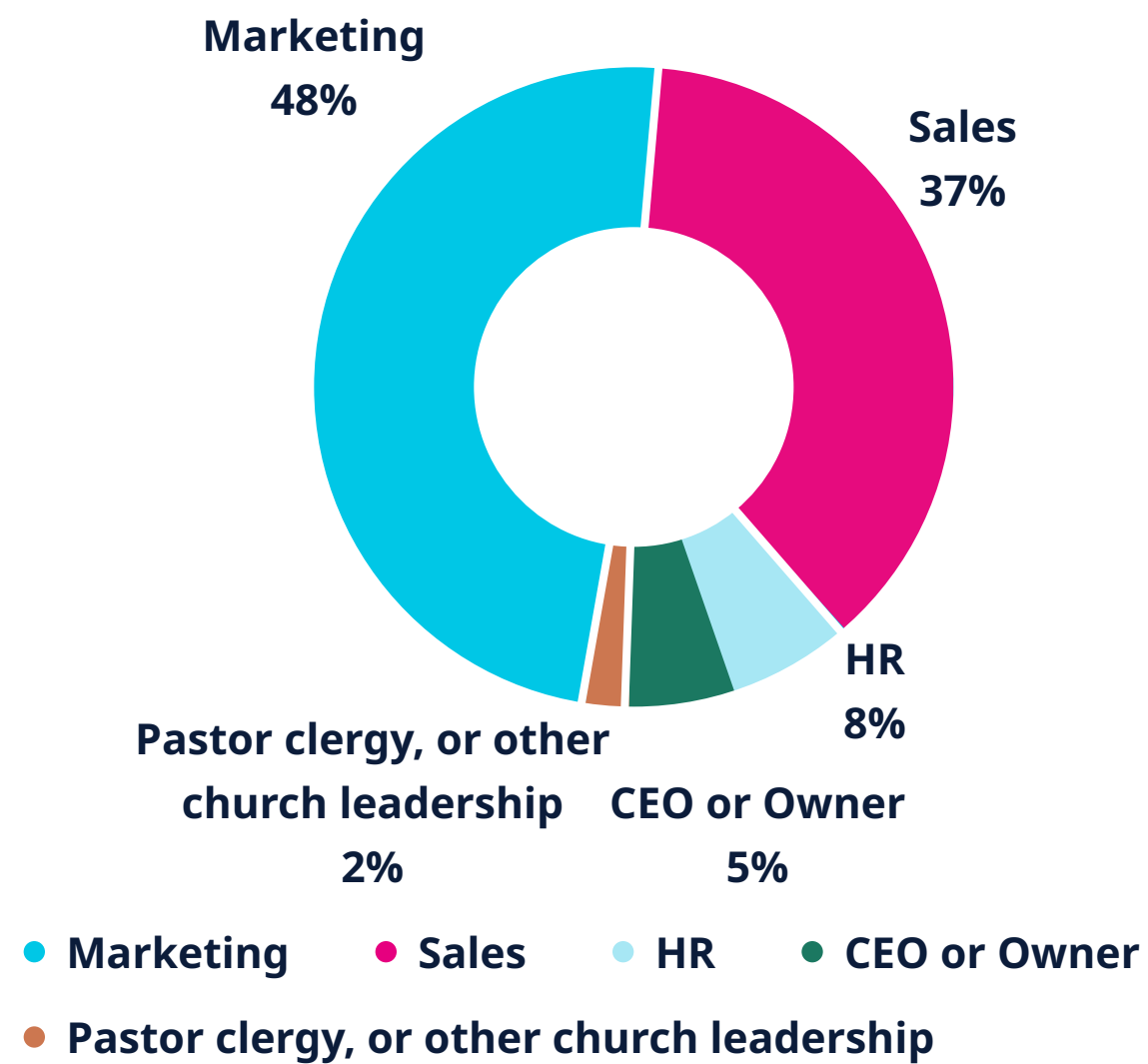


- 1 - 2
- 3 - 5
- 6 - 25
- 26 - 50
- More than 50

Demographics (cont.)

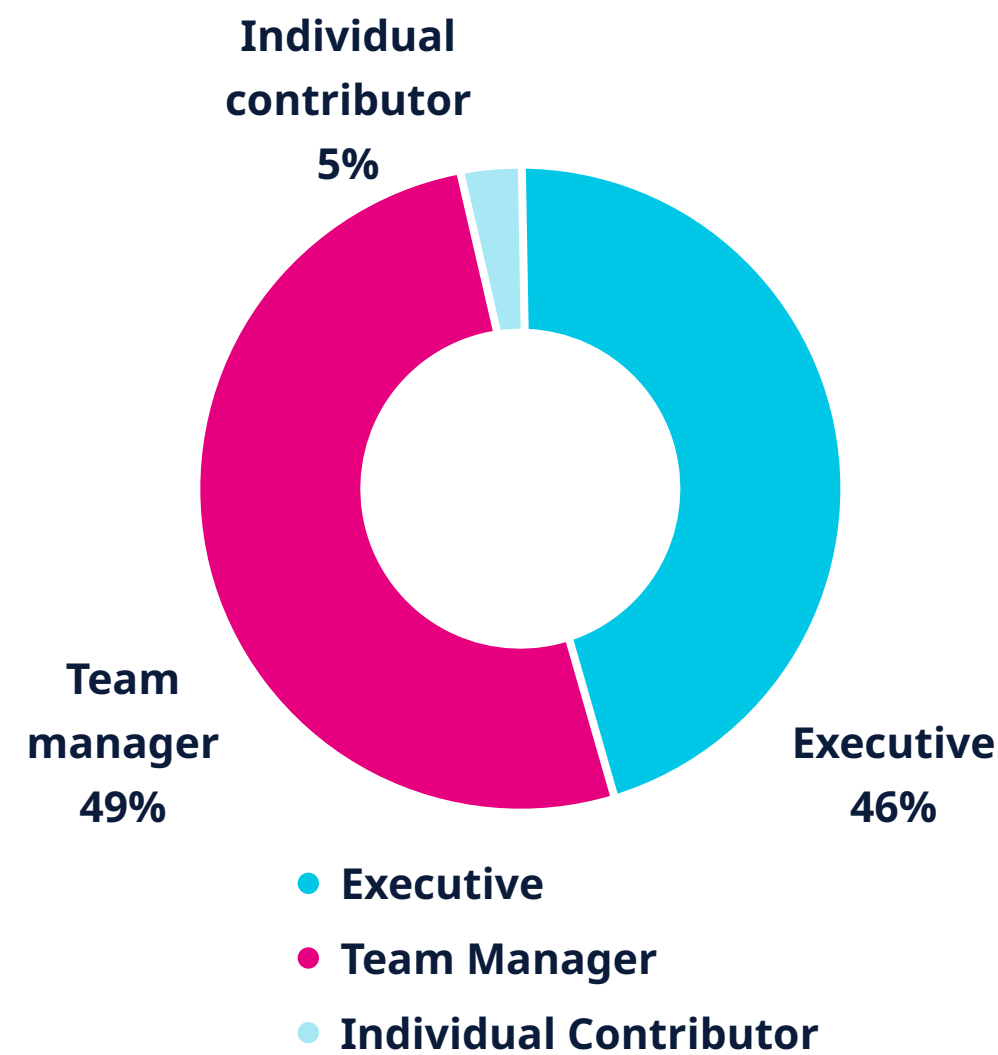
Respondent Role

Respondents were predominantly from Marketing and Sales.



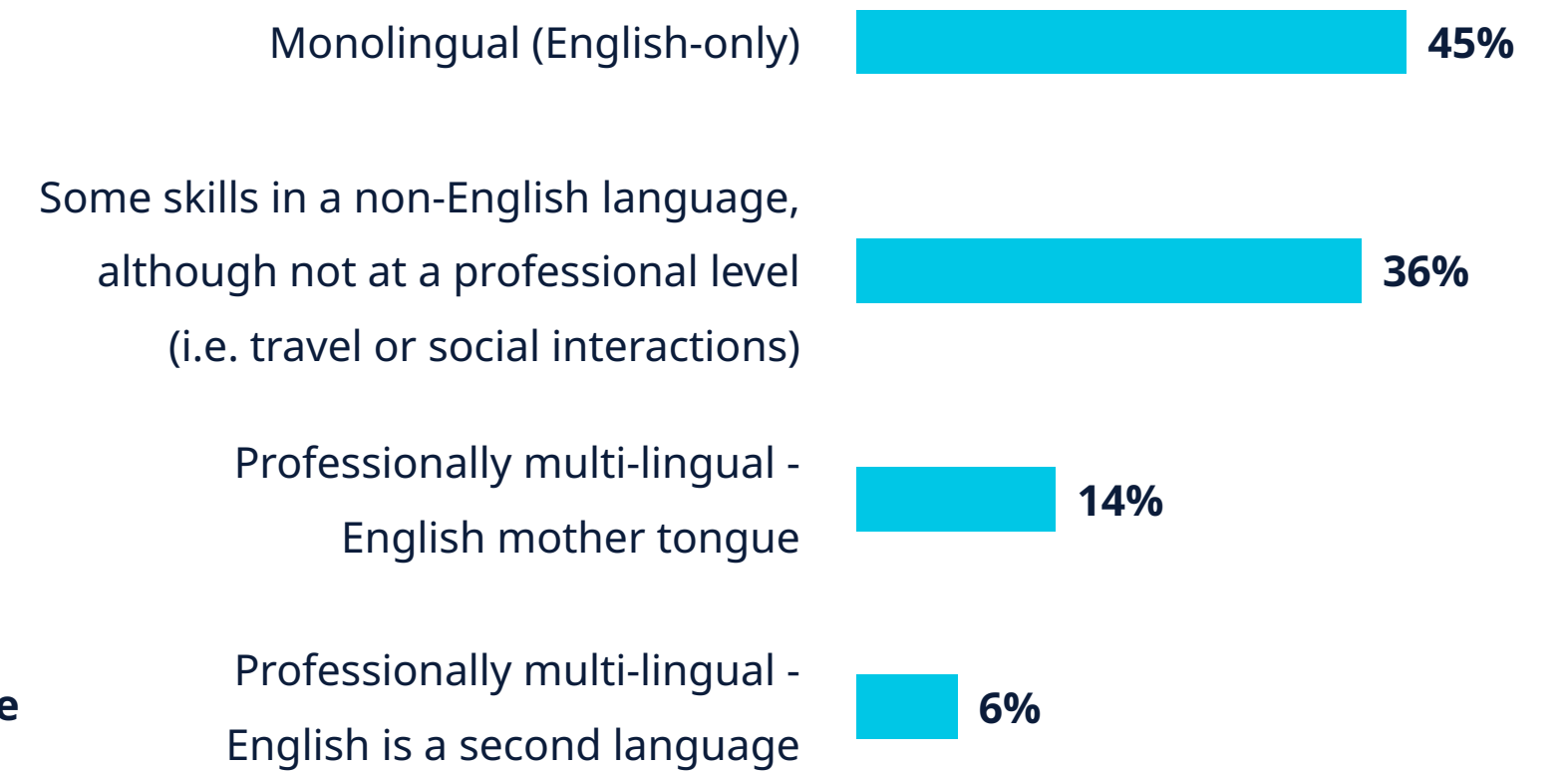
Respondent Job Level

Respondents were primarily managers or executives.



Respondent Language Status

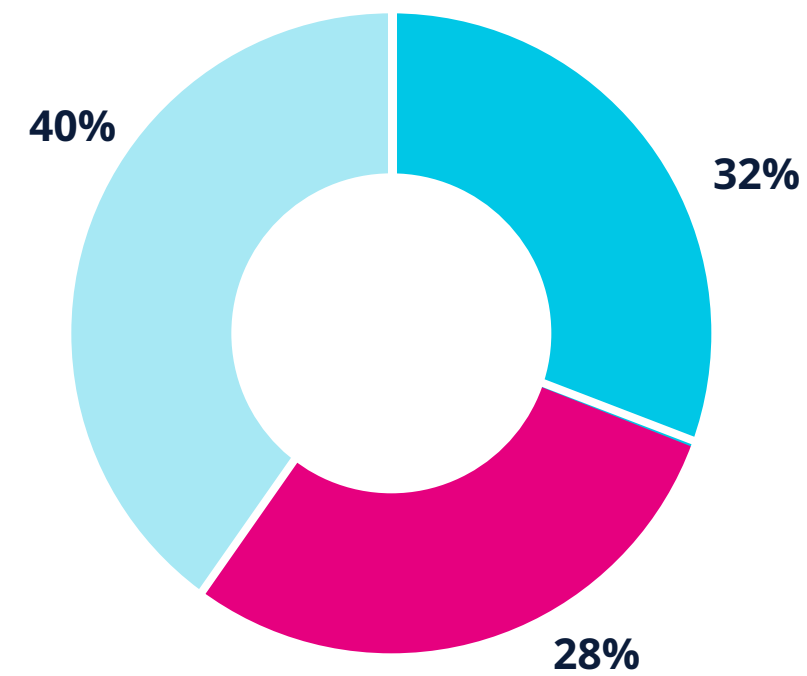
20% of the respondents reported being multilingual. Note - this was not a qualification question.



Demographics (cont.)

Event Audience

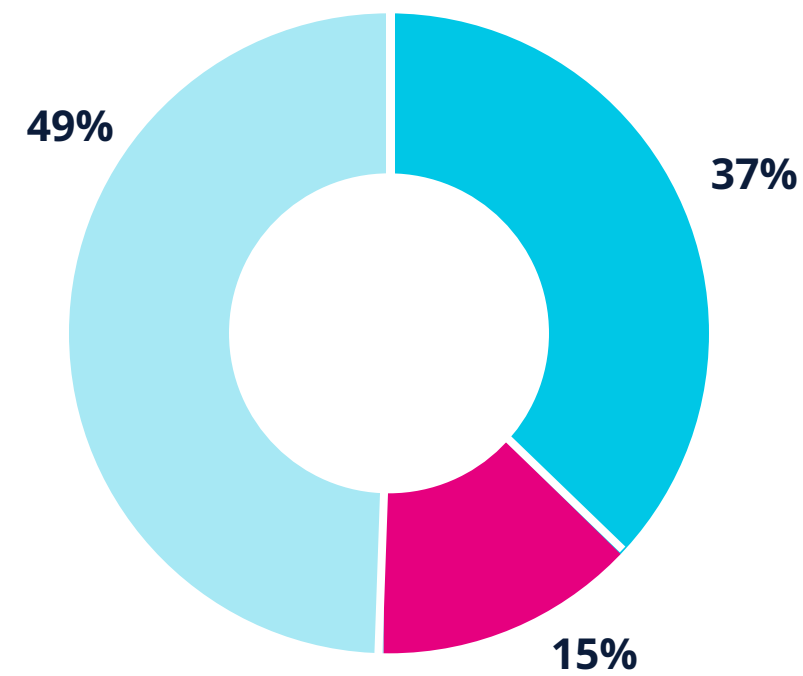
40% of respondents manage both internal and external events.



- Mostly or entirely internal (employees)
- Mostly or entirely external (employees)
- Mix of both

Event Format

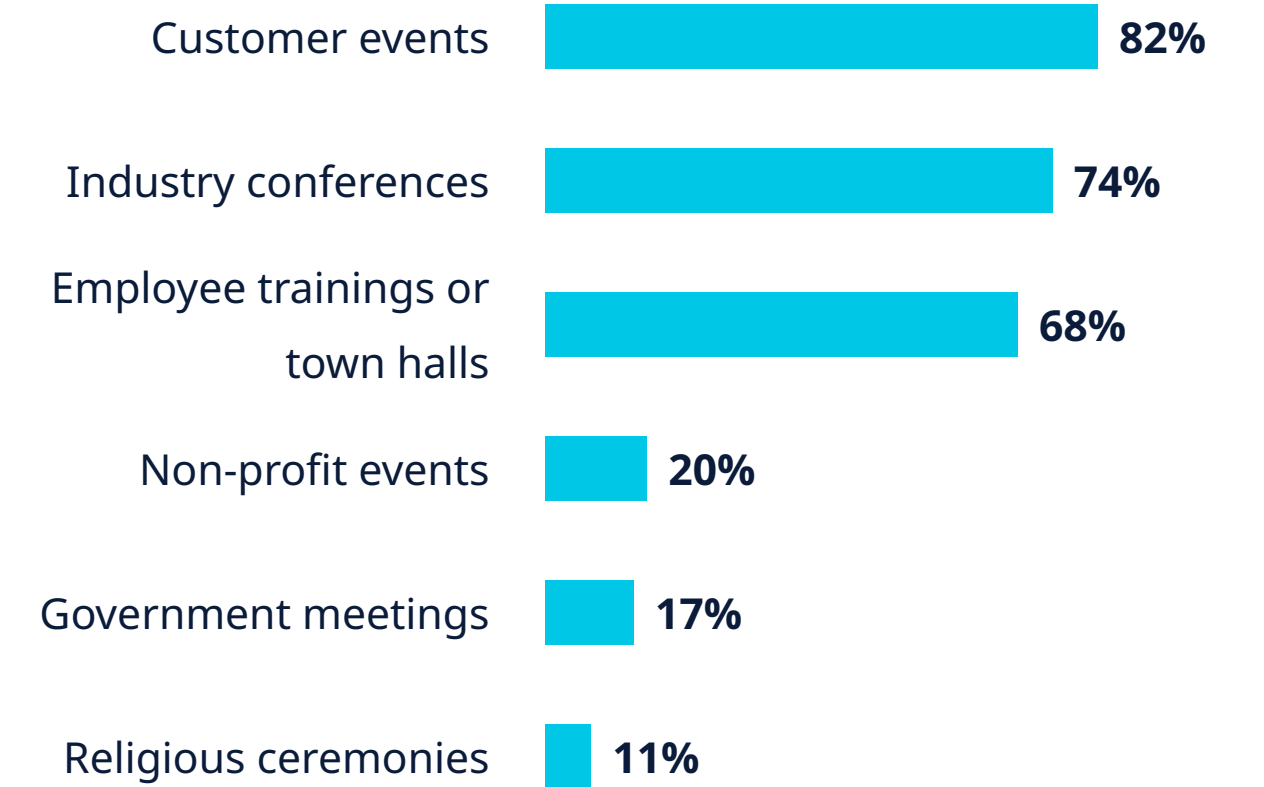
49% of respondents manage both in-person and virtual events.



- Mostly or entirely in-person
- Mostly or entirely virtual
- Mix of both

Event Topics

Respondents manage a wide range of event topics.



V. Detailed Findings - Part 1

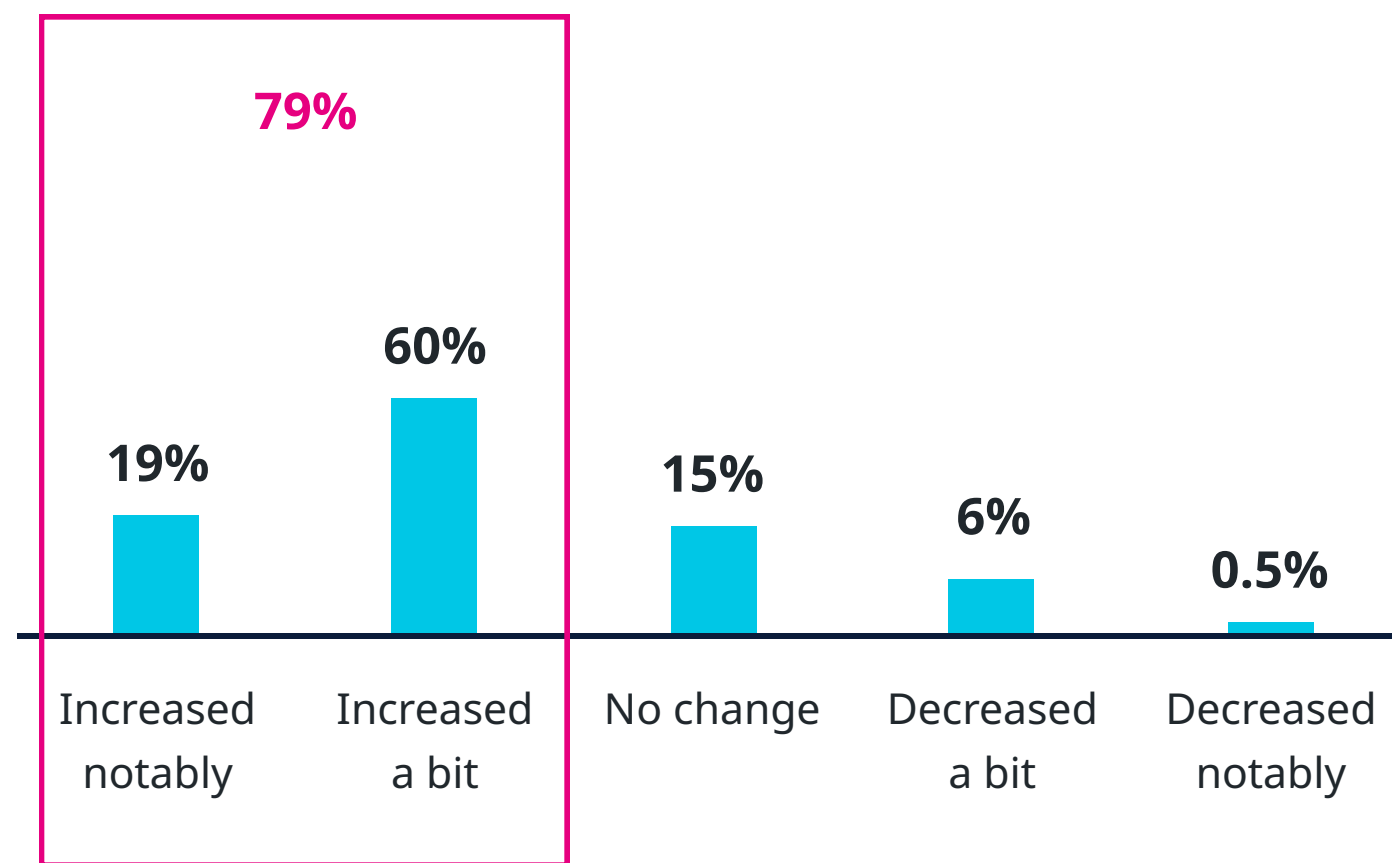
Event, Attendee, and Language Trends



This section provides insights into the types of events respondents were responsible for, including the size and languages spoken by attendees. Respondents were instructed when answering the questions in this survey to think only of meetings or events, in-person or virtual, with internal or external audiences, that have at least 100 attendees - and to exclude smaller events, or events they were only exhibiting at.

Number of non first-language English event attendees is increasing

To the best of your knowledge, how has the number of attendees that do not speak English as their first language at your events and conferences changed over the past year?

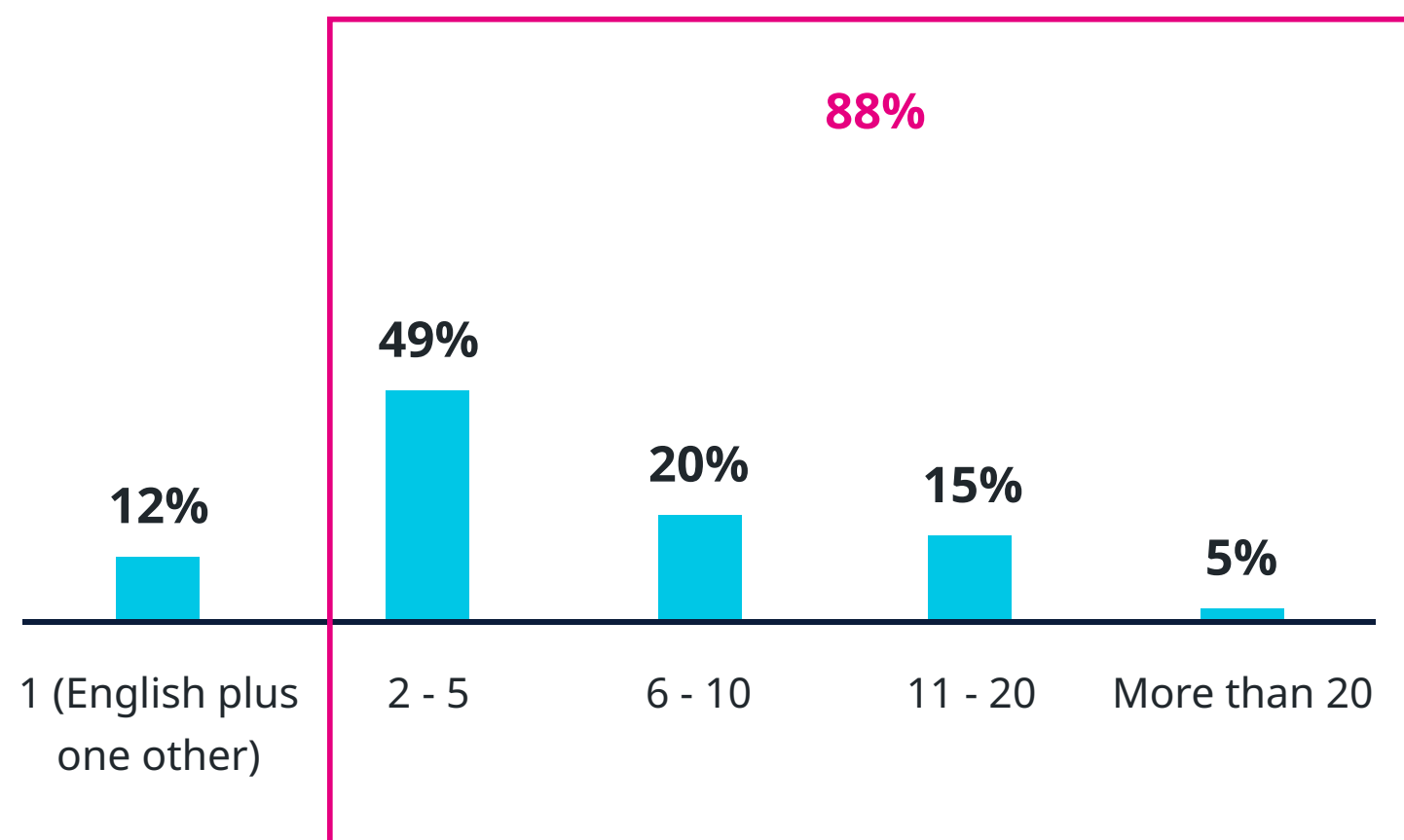


Key Takeaways

- **79% report the number of non first-language English attendees increasing.**

Most events have 2 or more non-English languages spoken among event attendees

To the best of your knowledge, how many non-English languages are spoken across attendees at a typical event or conference that you manage?



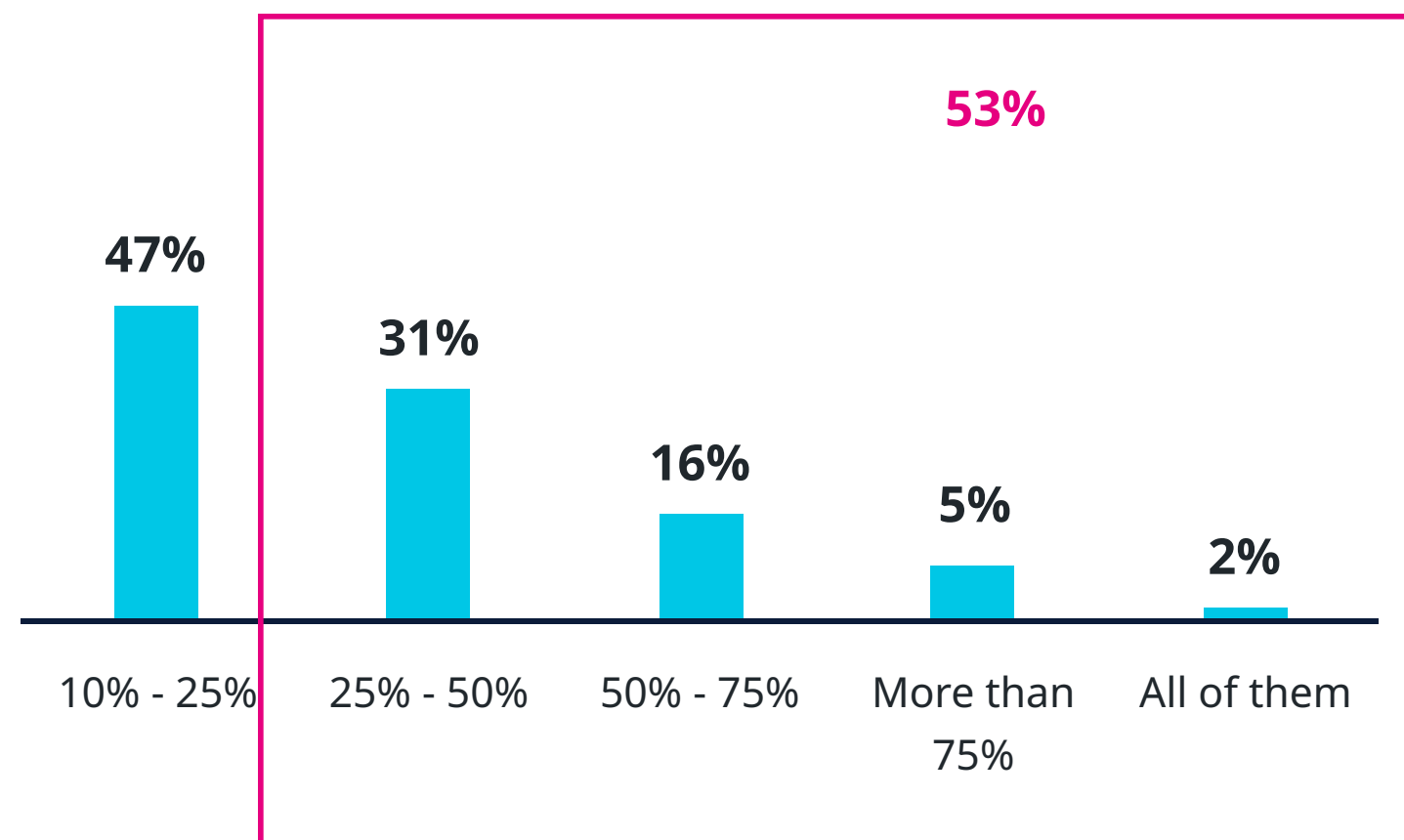
When answering this question, please count all the possible different languages spoken by all attendees, excluding English.

Key Takeaways

- **88% report having 2 or more non-English languages spoken among event attendees**
- **40% report 6 or more**
- **20% report 11 or more**

Meetings & events have large groups of attendees who do not speak English as their first language

Think of a typical large event or conference that you have responsibility for. To the best of your knowledge, approximately how many attendees do not speak English as their first language?

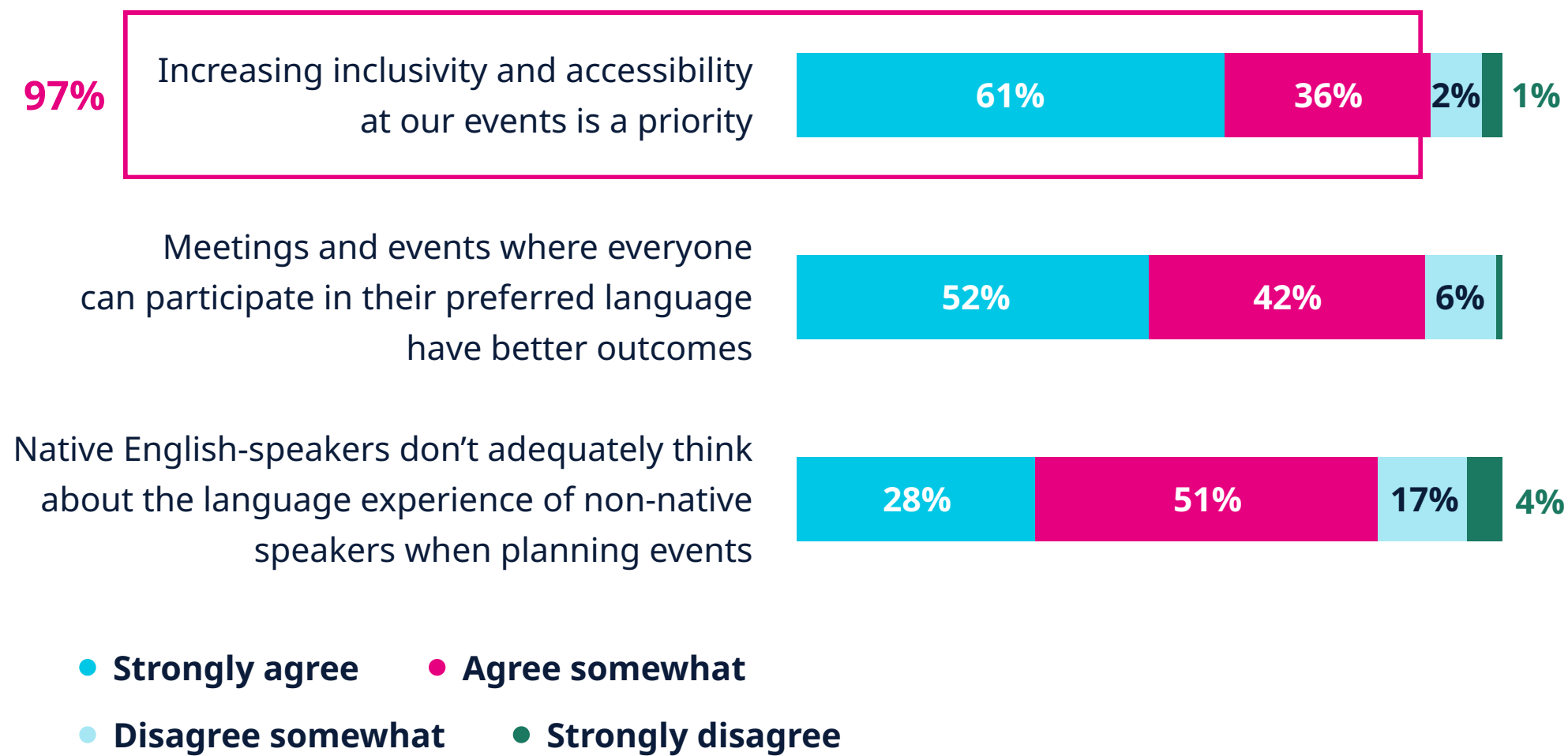


Key Takeaways

- **53% report at least one-fourth of attendees aren't first-language English speakers**

Increasing inclusivity and accessibility is a priority for most events

Please indicate your level of agreement with each of the following statements.



Key Takeaways

- 97% agree increasing inclusivity and accessibility is a priority for their events

Meetings and events where everyone can participate in their preferred language deliver better outcomes

Please indicate your level of agreement with each of the following statements.



- Strongly agree
- Agree somewhat
- Disagree somewhat
- Strongly disagree

Key Takeaways

- 94% agree enabling everyone to participate in their own language delivers better outcomes

First-language English speakers don't adequately think about the language experience of non first-language English speakers

Please indicate your level of agreement with each of the following statements.



79%

- Strongly agree
- Agree somewhat
- Disagree somewhat
- Strongly disagree

Key Takeaways

- 79% agree first-language English speakers don't adequately think about the language experience for non-first-language English speakers

Detailed Findings - Part 2

Interpretation / Translation Usage and Trends

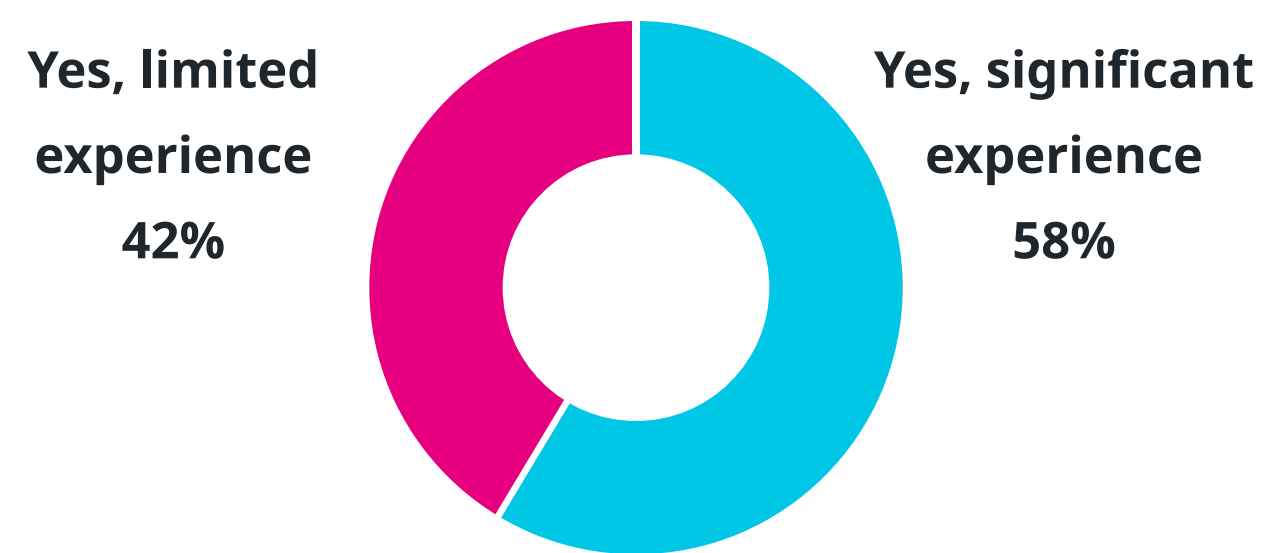


This section provides insights and trends into the use of interpretation and translation at meetings and events.

It includes data on frequency of using live translation, translation benefits, ROI, barriers to adoption, and much more.

Event managers surveyed have a range of experience with live translation services

Do you personally have experience offering interpretation services at events you have organized or managed?*

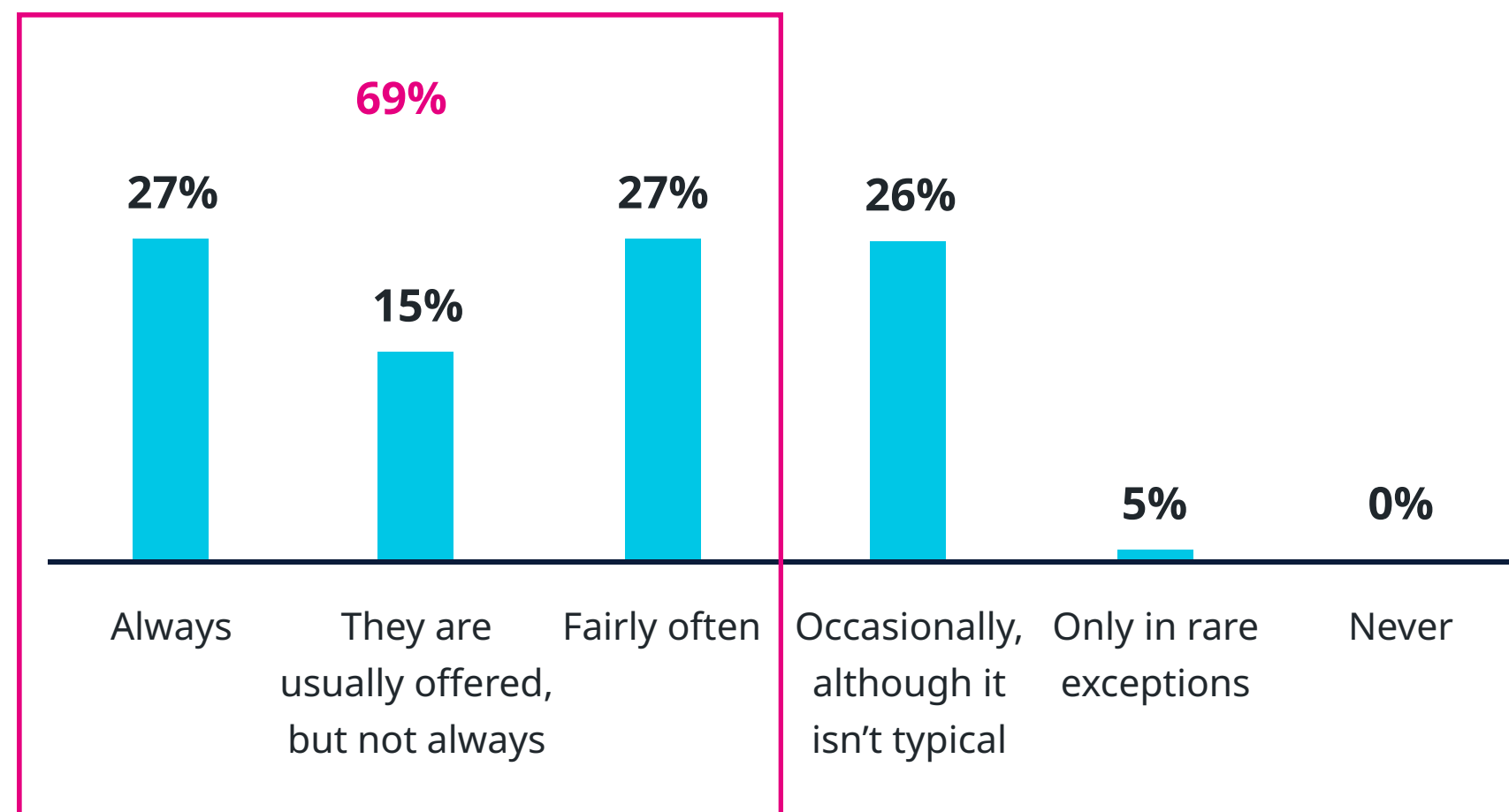


Key Takeaways

- **58% report they have significant experience using interpretation / translation services at their meetings and events**

Translation or captioning services are regularly offered at events

How frequently are interpretation or captioning services offered at the events or conferences you have responsibility for? Choose the one answer that most closely applies.

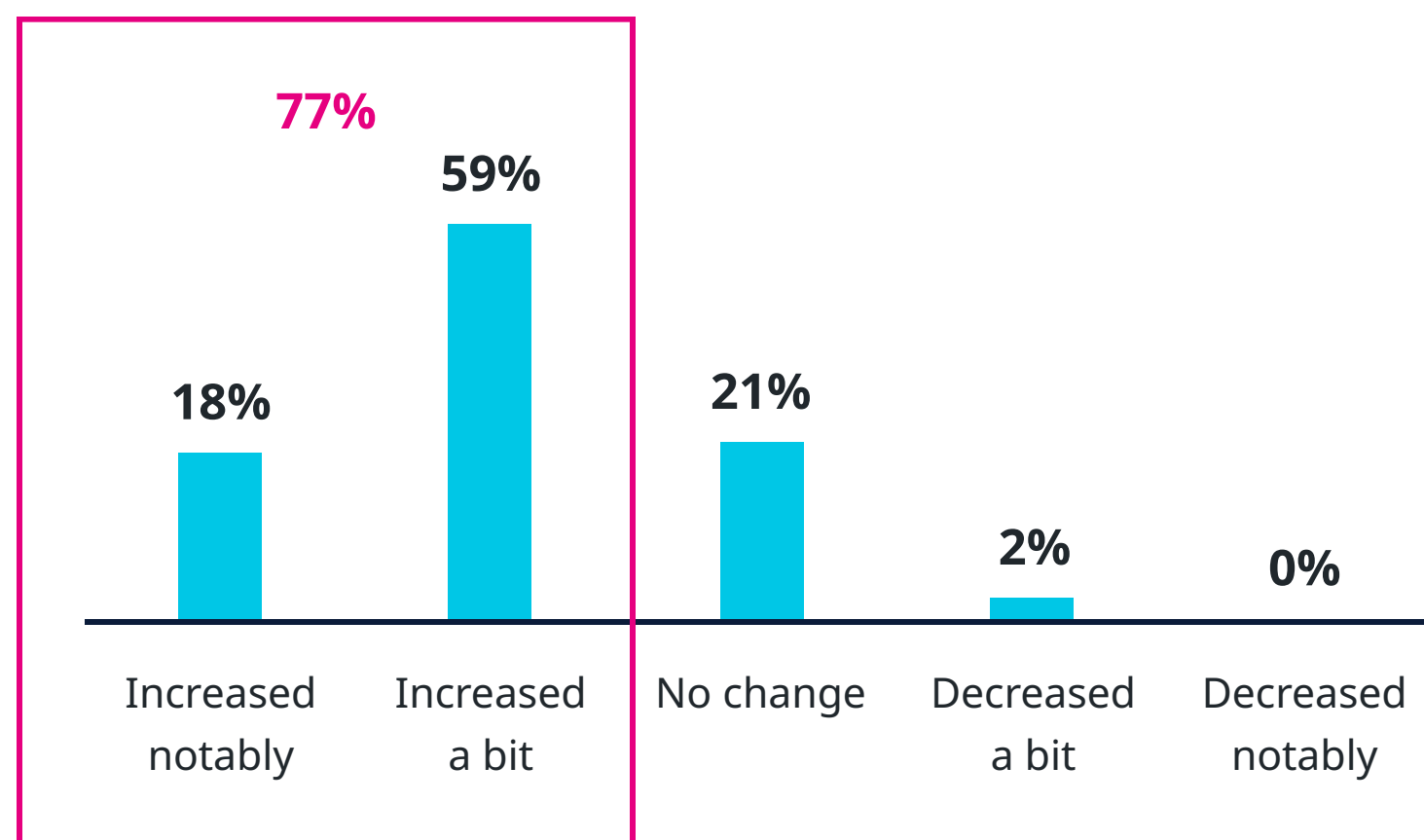


Key Takeaways

- **Two-thirds (69%) regularly offer interpretation or captioning services at their events**
- **27% always offer it**

Live Translation / captioning usage is increasing at events

How has the amount of interpretation or captioning services offered at your events changed in the past year?

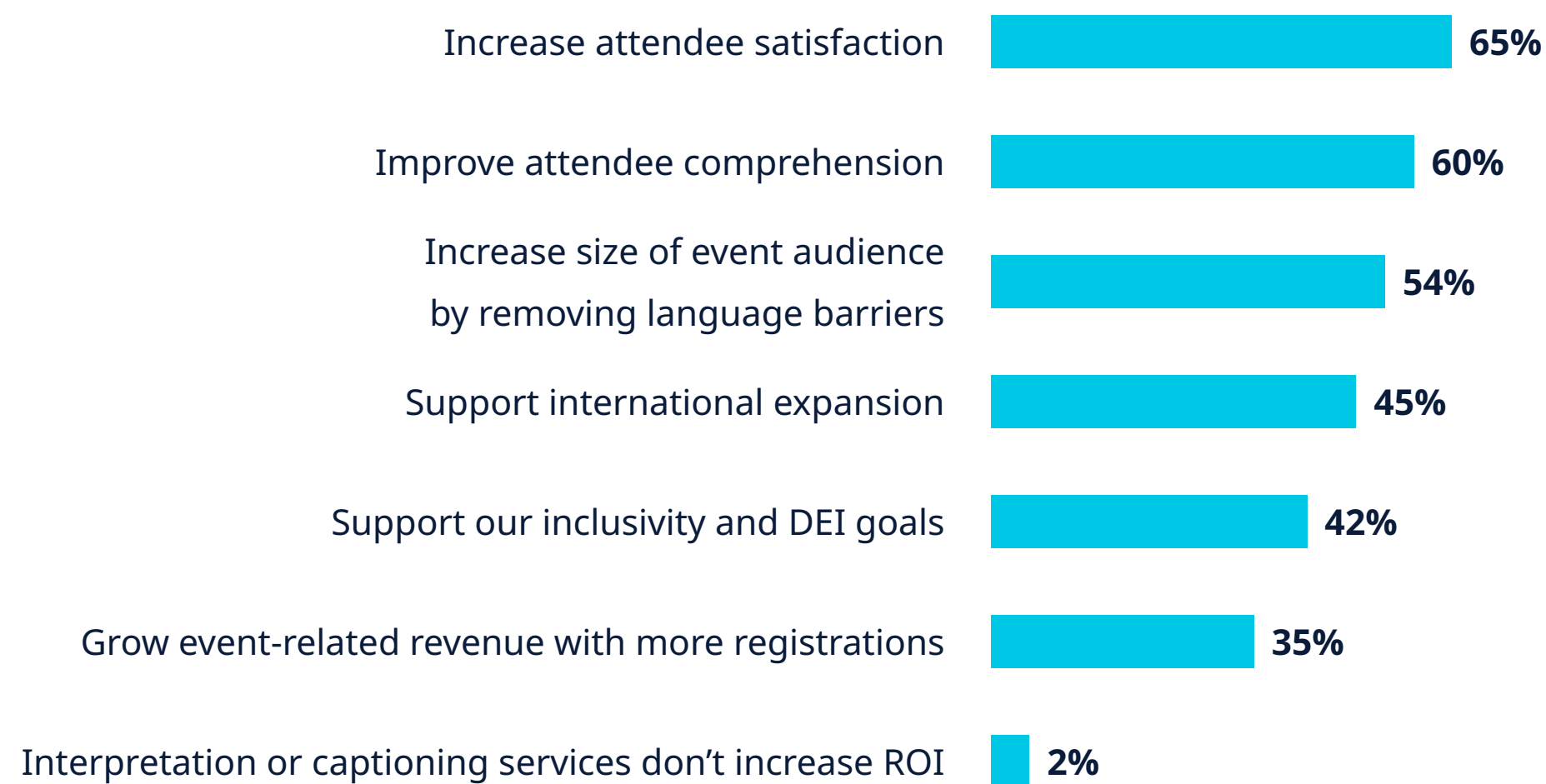


Key Takeaways

- **Three-quarters (77%) report they are increasing their level of offering live translation / captioning**

Attendee satisfaction and comprehension are the top ROI benefits for offering translation and captioning

In your experience, how does offering interpretation or captioning solutions increase the ROI of your conferences or events? Choose all that apply.

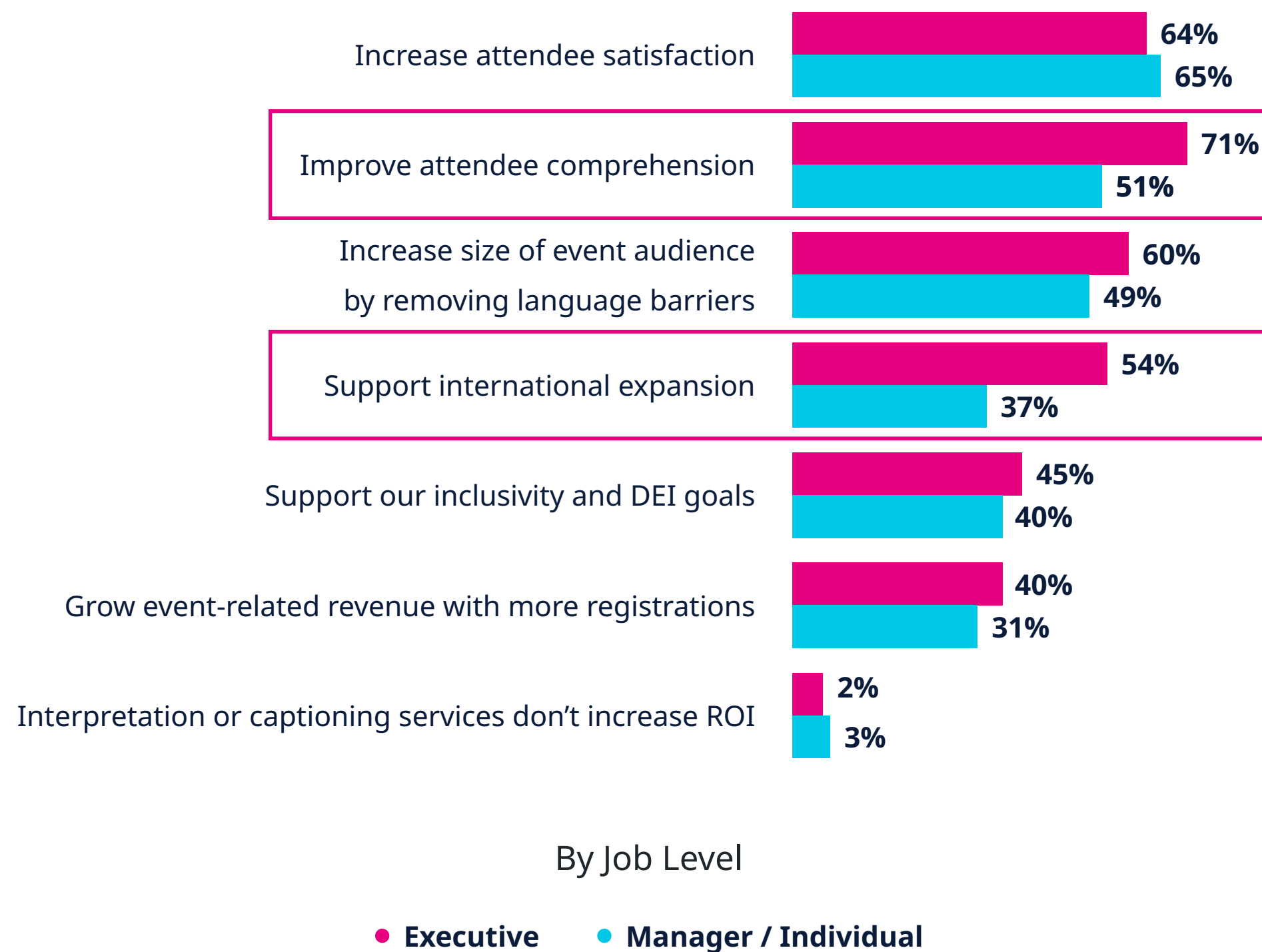


Key Takeaways

- **98% believe increased ROI from offering live translation and captioning**
- #1 - Attendee satisfaction - 65%**
 - #2 - Attendee comprehension - 60%**
 - #3 - Event audience size - 54%**
 - #4 - Support international expansion - 45%**
 - #5 - Support DEI goals - 42%**

Executives more likely to report higher ROI benefits for live translation / captioning solutions

In your experience, how does offering interpretation or captioning solutions increase the ROI of your conferences or events? Choose all that apply.

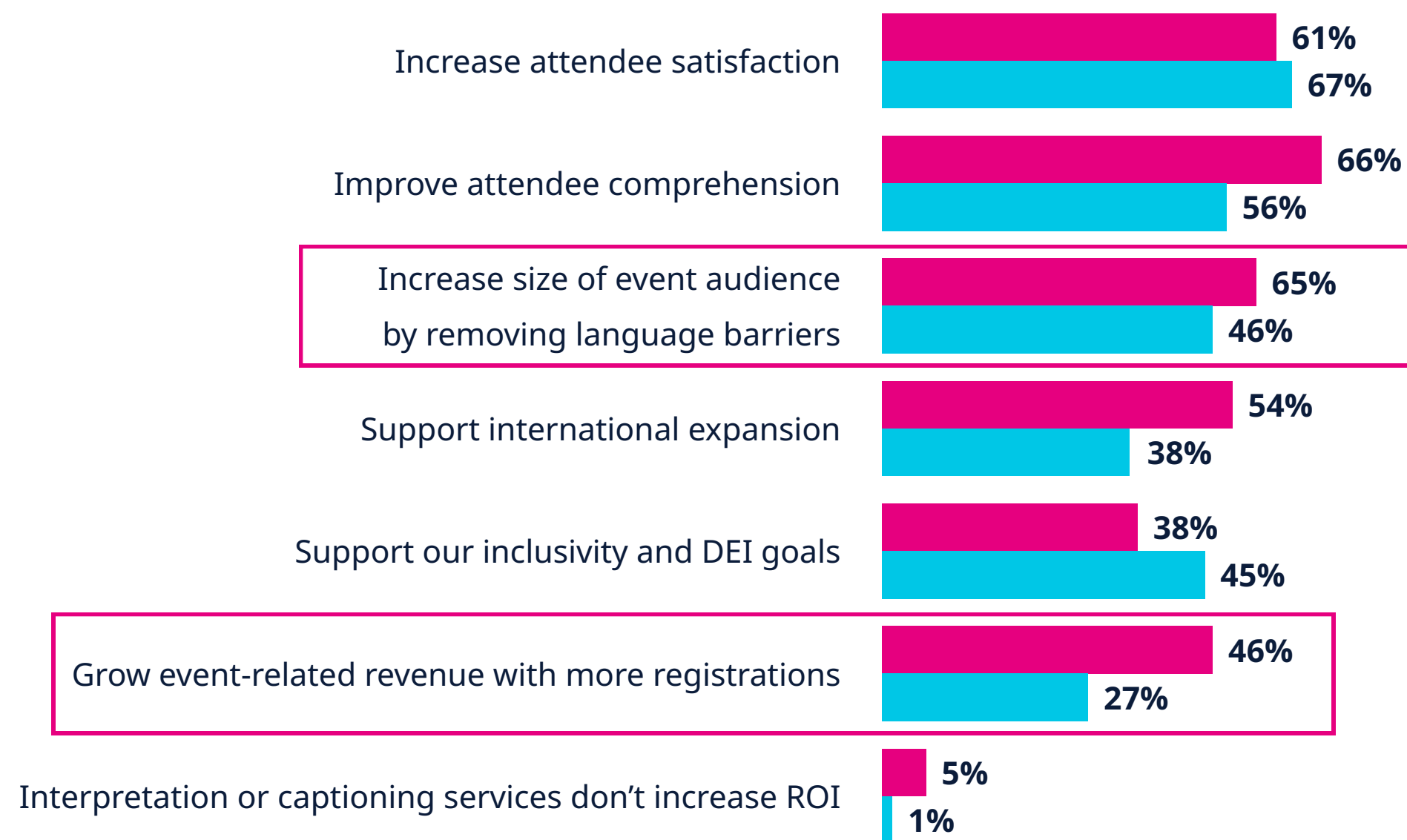


Key Takeaways

- **71% of executives believe live translation and captioning increases comprehension**

Event Managers that regularly use live translation more likely to report high ROI benefits

In your experience, how does offering interpretation or captioning solutions increase the ROI of your conferences or events? Choose all that apply.



By Frequency of Use of Interpretation at Events

• Always/Usually • Often/Occasionally/Never

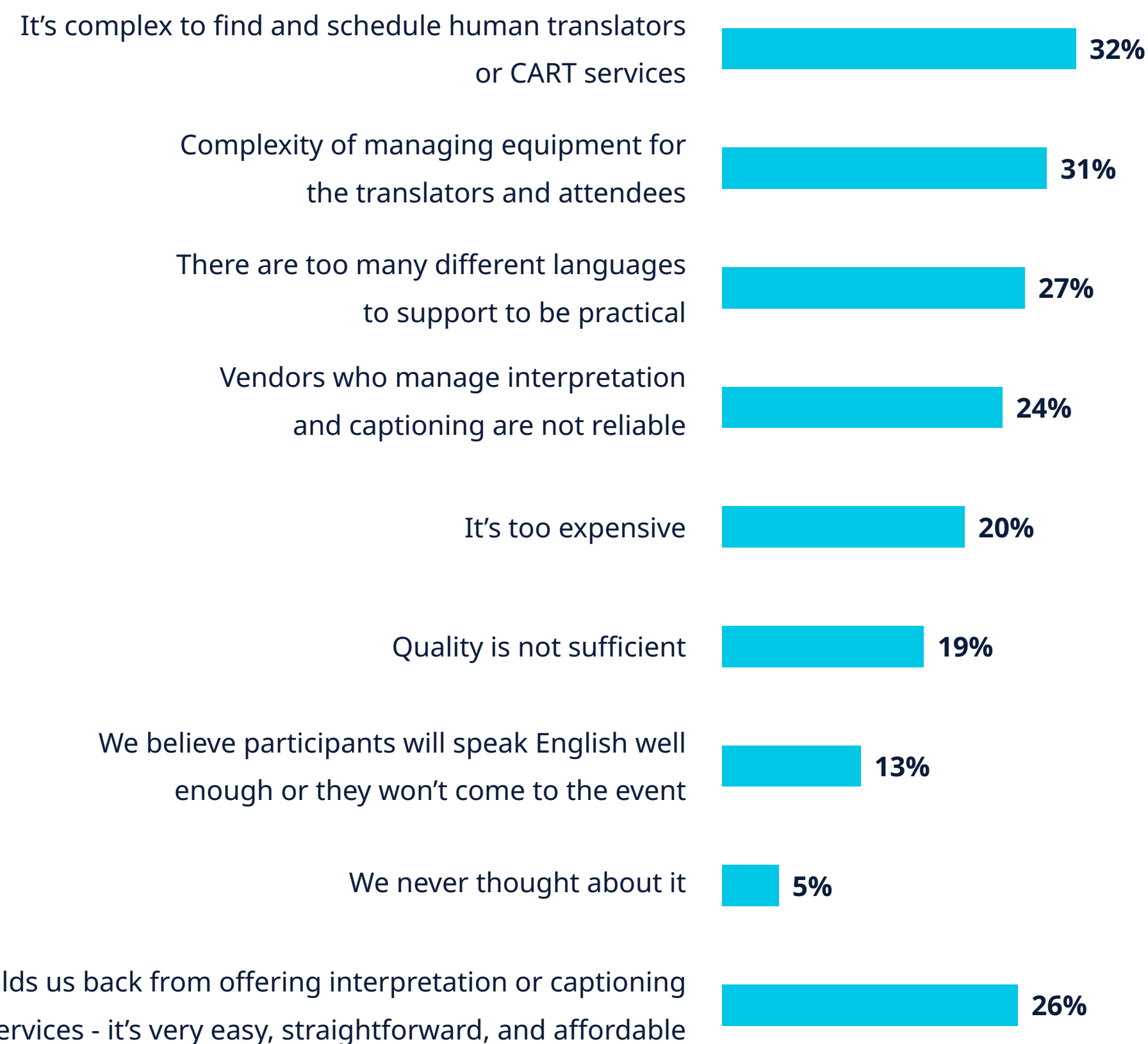
Key Takeaways

- **65% of event managers that regularly use live translation believe offering live translation increases the size of event audiences by removing language barriers**

Top barriers to offering live translation include scheduling, managing equipment, and high number of languages

What prevents your organization from offering interpretation or captioning services at more events and conferences?

Choose all that apply.



Key Takeaways

- 74% face barriers to expanding interpretation and captioning services at events

#1 - Scheduling complexity - 32%

#2 - Equipment complexity - 31%

#3 - Too many languages - 27%

Detailed Findings - Part 3

AI Translation and AI Captioning Usage and Trends

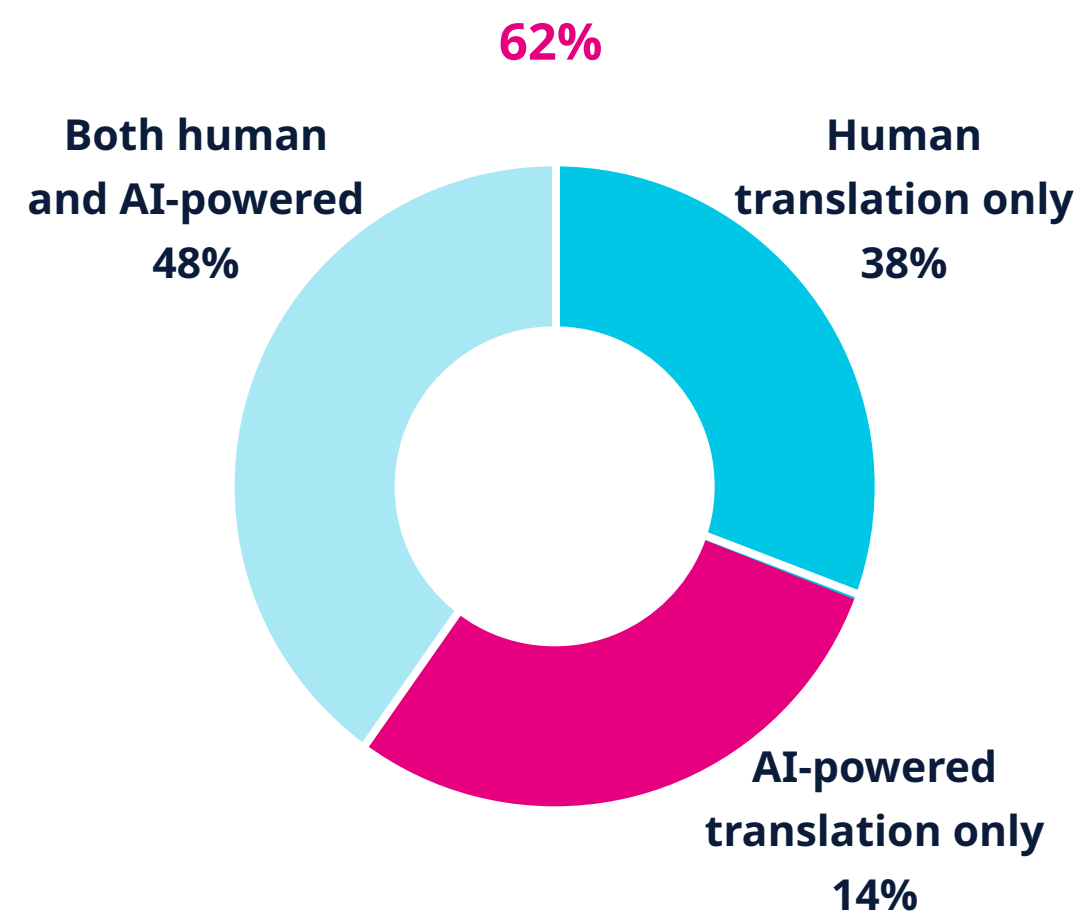


This section provides insights into the use of AI interpretation and translation at meetings and events along with trends.

Examples include frequency of AI use, benefits, ROI, and evaluation plans.

Majority of event managers have experience with AI translation or captioning services

AI-powered solutions provide live interpretation and captioning of speakers to all event attendees on their phone or laptop in any language they want - without the need for human interpreters or special equipment. What types of interpretation or captioning services do you have experience with?



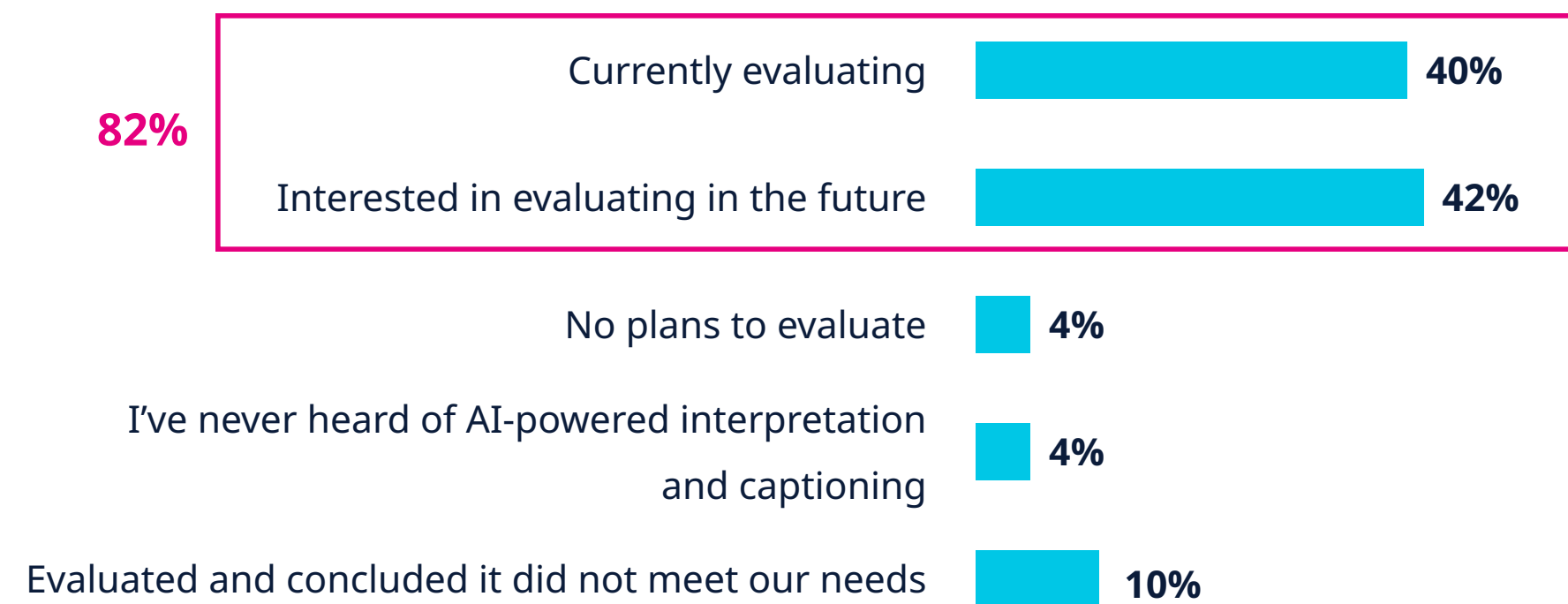
- Human translation only
- AI-powered translation only
- Both human and AI-powered

Key Takeaways

- **62% have experience with AI**
- **48% have AI + human experience**
- **14% have AI only experience**
- **38% have Human only experience**

Most event managers who don't have experience with AI solutions are evaluating or planning to evaluate it

How would you describe your experience with AI-powered interpretation or captioning?



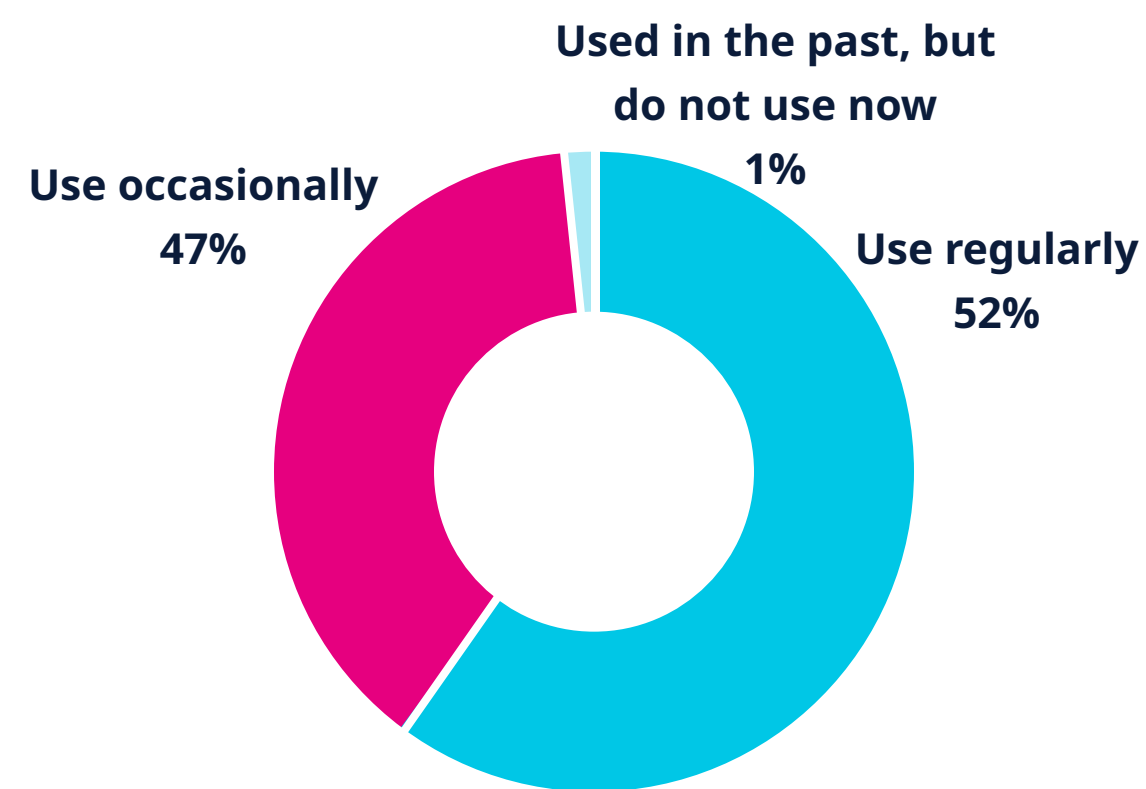
n = 38%, no experience with AI-powered solutions

Key Takeaways

- **82% who don't currently use AI are currently or planning to evaluate**
- **40% currently using**
- **42% planning to evaluate**
- **11% evaluated and concluded it did not meet their needs**
- **4% not planning to evaluate**

Nearly all who have tried AI solutions continue to use them

How would you describe your experience with AI-powered interpretation or captioning?



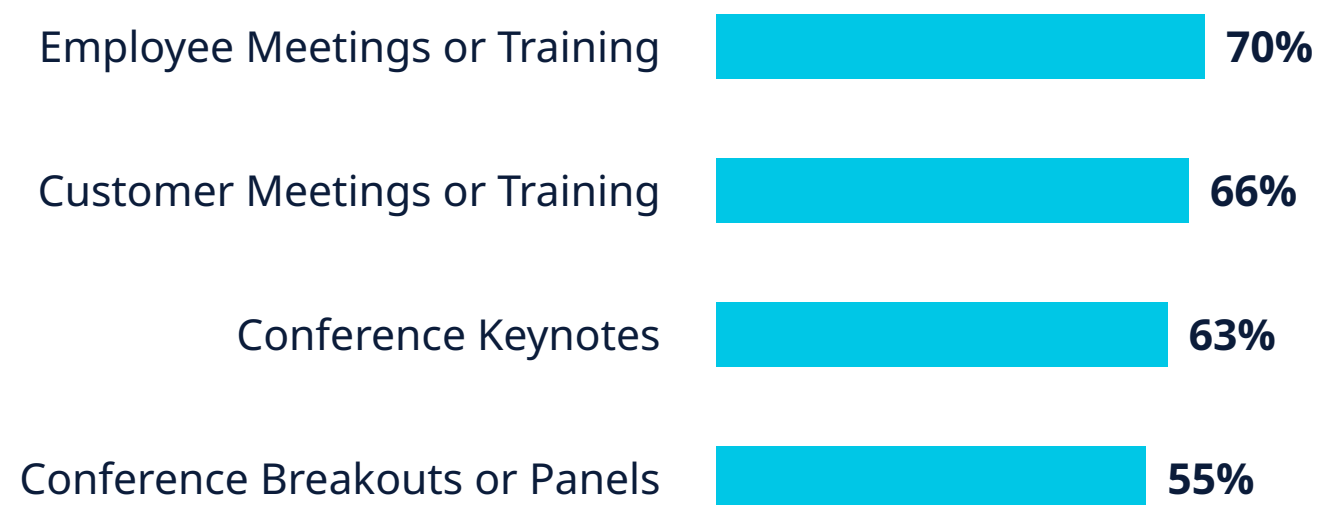
- Use regularly
- Use occasionally
- Used in the past, but do not use now

Key Takeaways

- 99% who have tried AI continue to use it
- 52% regularly use it
- Only 1% no longer use it

AI translation and captioning is used for a wide range of event formats

What types of event sessions have you had experience using AI-powered interpretation or captioning services? Choose all that apply.



*n = 62%, **have** experience with AI-powered solutions*

Key Takeaways

#1 - 70% for employee meetings /training

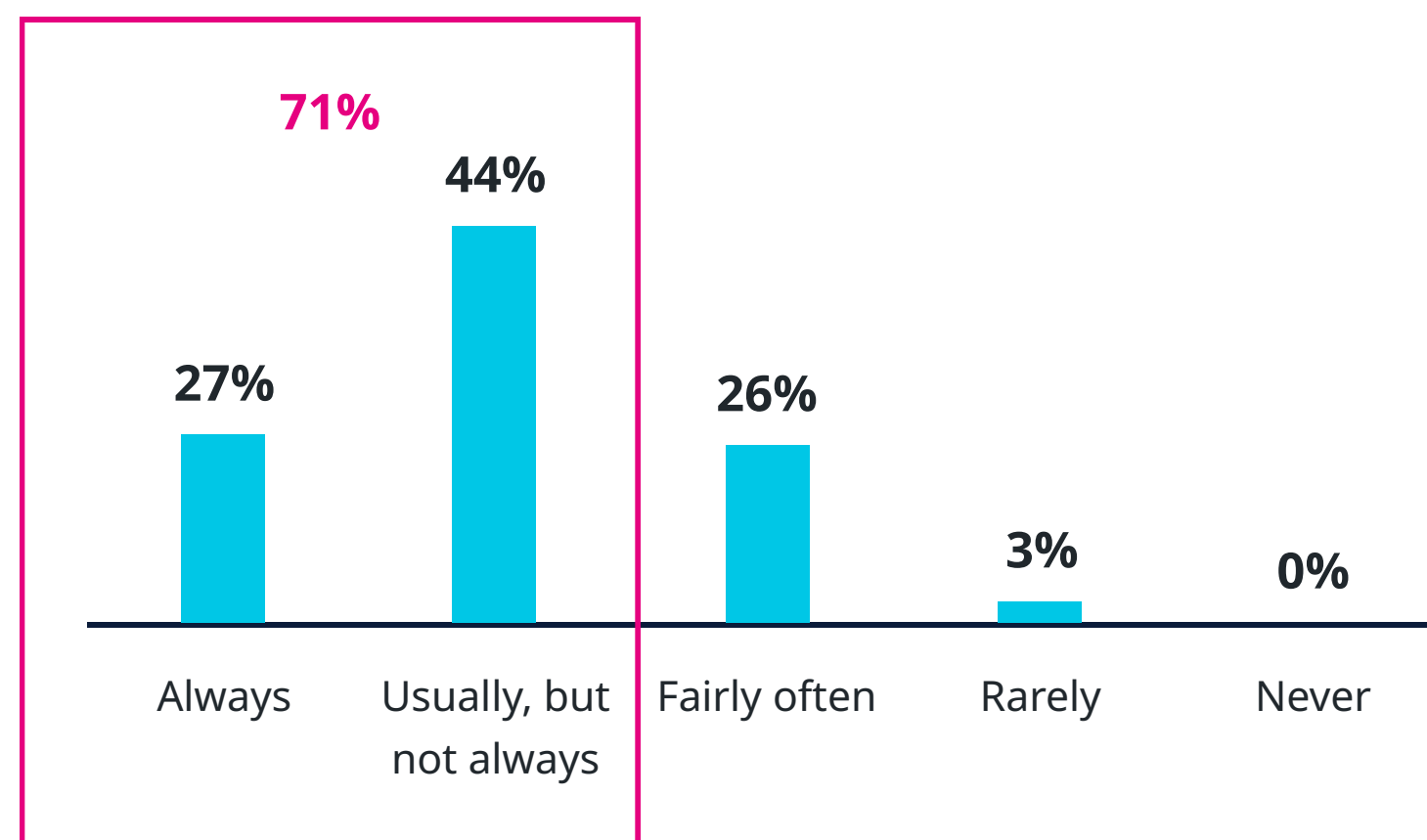
#2 - 64% for customer meetings / training

#3 - 63% conference keynotes

#4 - 55% conference breakouts / panels

Majority with AI translation experience regularly use it for their meetings and events

How frequently are AI-powered interpretation or captioning services offered at the events or conferences you have responsibility for? Choose the one answer that most closely applies.



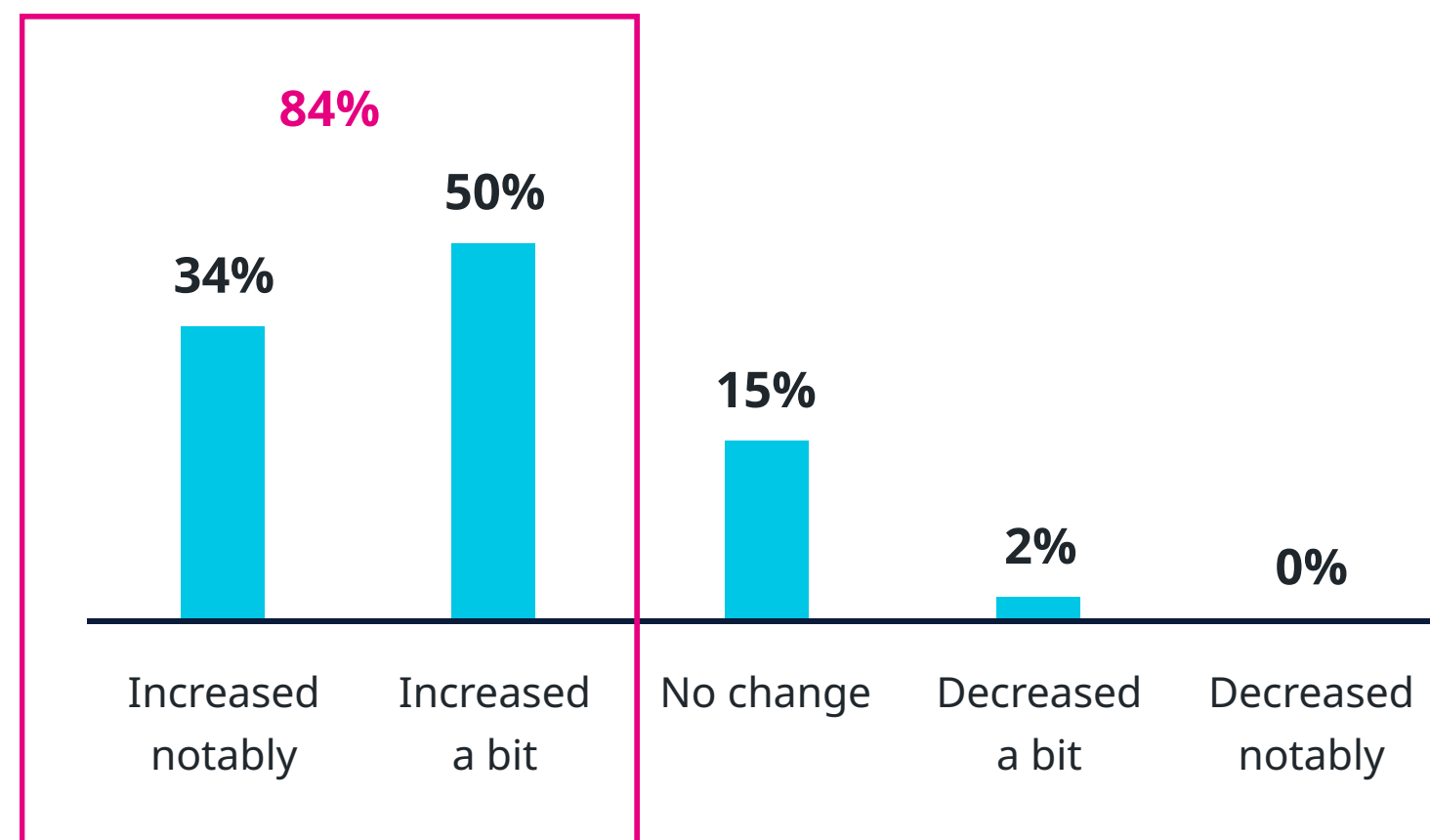
*n = 62%, **have** experience with AI-powered solutions*

Key Takeaways

- **71% report regular use of AI translation at their events**

Majority who have experience with AI report their use has increased in the past year

How has the amount of AI-powered interpretation or captioning translation services offered at your events changed in the past year?



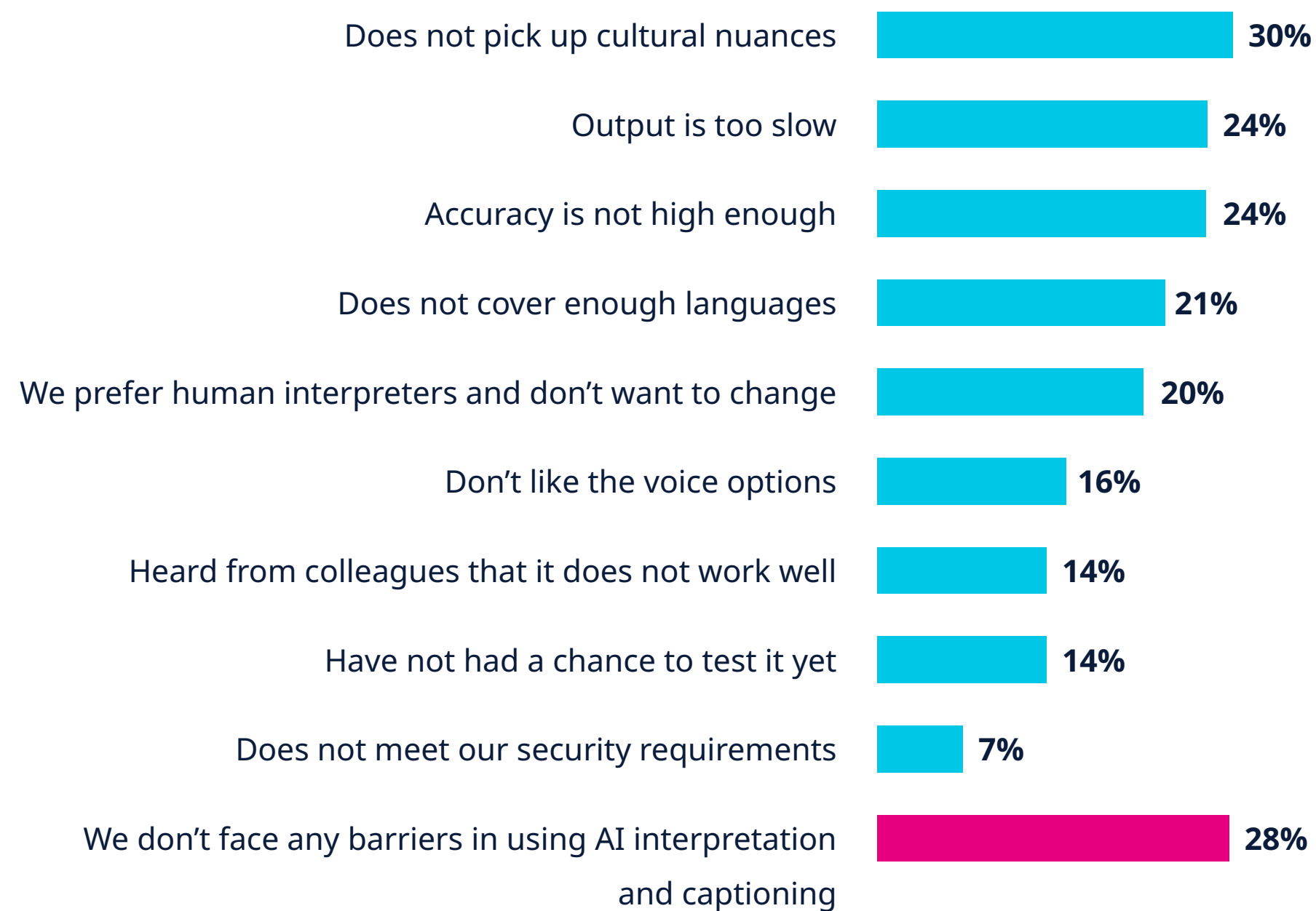
*n = 62%, **have** experience with AI-powered solutions*

Key Takeaways

- 84% report increased use of AI at meetings and events

Top barriers to using AI solutions include cultural nuances, output speed, and accuracy

What are the greatest barriers you face in using AI-powered interpretation and captioning solutions for your events and conferences? Choose up to 4 of the following.



*n = 62%, **have** experience with AI-powered solutions*

Key Takeaways

- #1 - Cultural nuances - 30%
- #2 - Output speed - 24%
- #3 - Accuracy - 24%
- #4 - Language options - 21%

Detailed Findings - Part 4

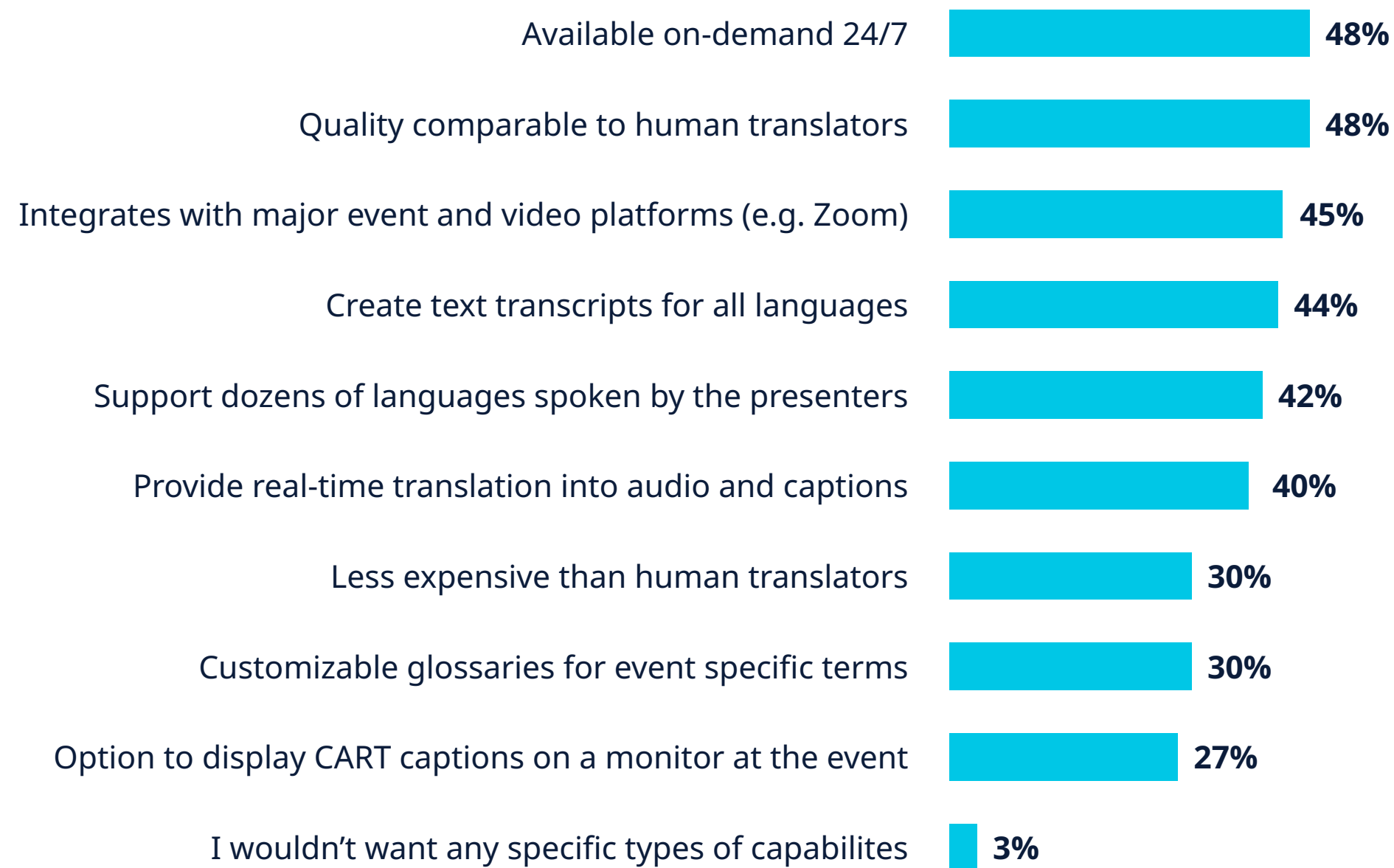
AI Translation Technology Features



This section explores new capabilities meeting and event managers want in live AI translation and AI caption solutions. Examples include top features and comparison of AI and human powered solutions.

24/7 availability and human-quality translation top list of desired AI capabilities

What capabilities would you want in an AI-powered interpretation and captioning solution? Choose all that apply.



Key Takeaways

#1 - 24/7 availability - 48%

#2 - Quality comparable to humans - 48%

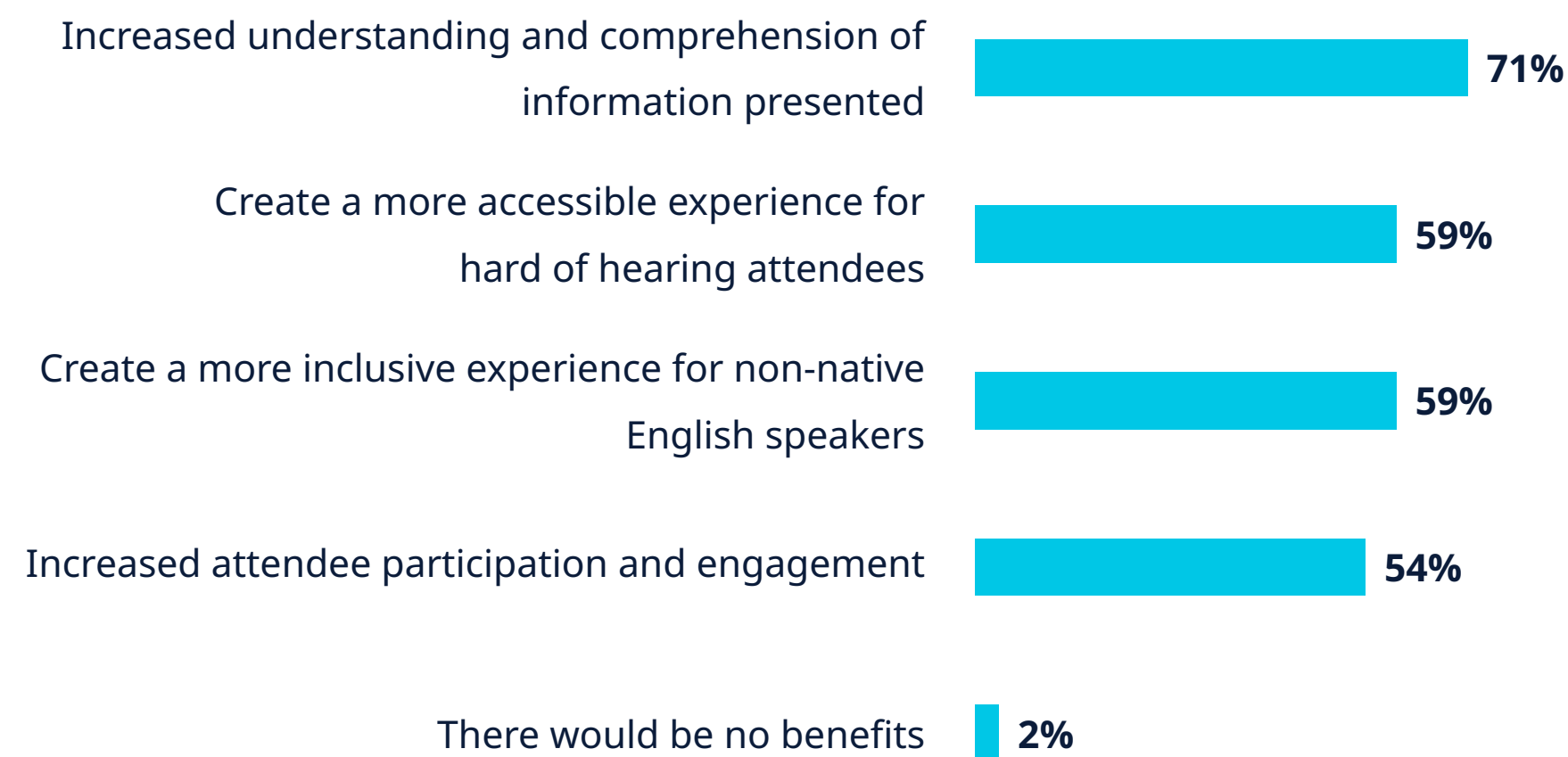
#3 - Event platform integrations - 45%

#4 - Text transcripts for all languages - 44%

#5 - Support dozens of languages - 42%

Top AI benefits include increased comprehension and inclusion

What benefits would it offer event attendees if they could use an AI-powered interpretation or captioning solution with these kinds of capabilities at your events or conferences? Choose all that apply.



Key Takeaways

- **98% report that these AI capabilities would benefit event attendees**

#1 - Increased comprehension - 71%

#2 - More inclusive experience for non first-language English - 59%

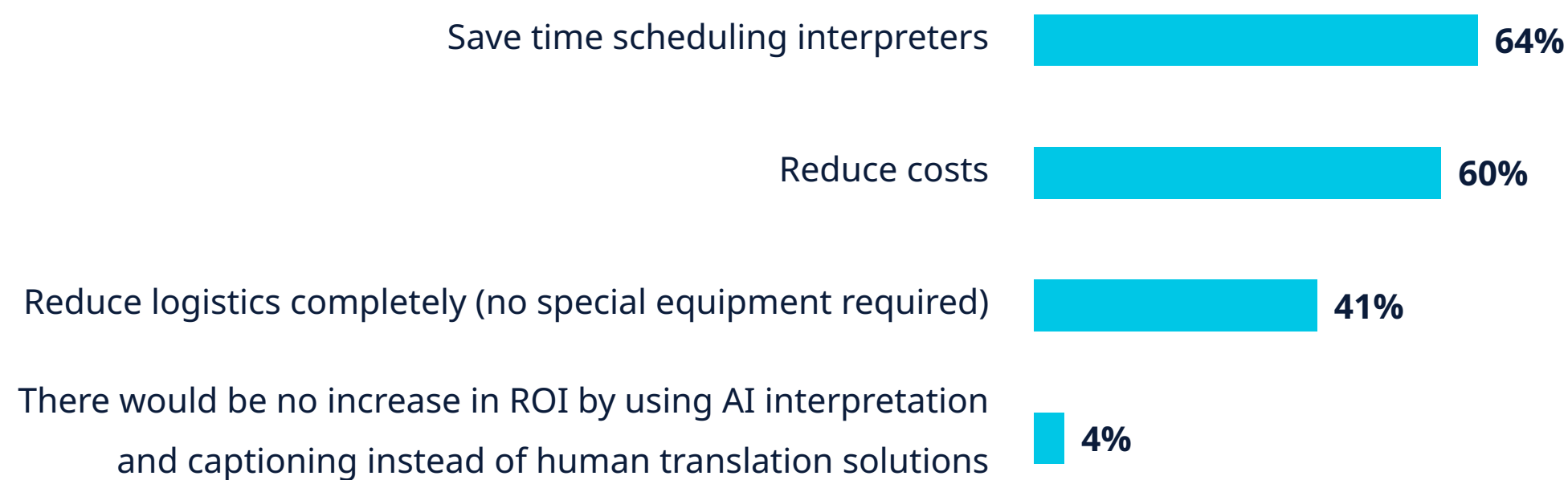
#3 - More accessible experience for hard of hearing - 59%

#4 - Increased attendee engagement - 54%

Majority report AI solutions deliver increased ROI compared to human powered solutions

In your opinion, how does using AI interpretation and captioning increase ROI compared to human translation solutions?

Choose all that apply.



Key Takeaways

#1 - Save time - 64%

#2 - Reduce cost - 60%

#3 - Simplify logistics - 41%

Majority report the quality of AI live translation has increased in the past year

Please indicate your level of agreement with each of the following statements.

95%



Key Takeaways

- 95% report the quality of AI has increased in the past year



- Strongly agree
- Agree somewhat
- Disagree somewhat
- Strongly disagree

Majority report AI solutions deliver higher ROI than human interpreters

Please indicate your level of agreement with each of the following statements.



- Strongly agree
- Agree somewhat
- Disagree somewhat
- Strongly disagree

Key Takeaways

- **85% believe AI offers a higher ROI than human interpreters**

Majority agree AI is easier to use and more affordable

Please indicate your level of agreement with each of the following statements.



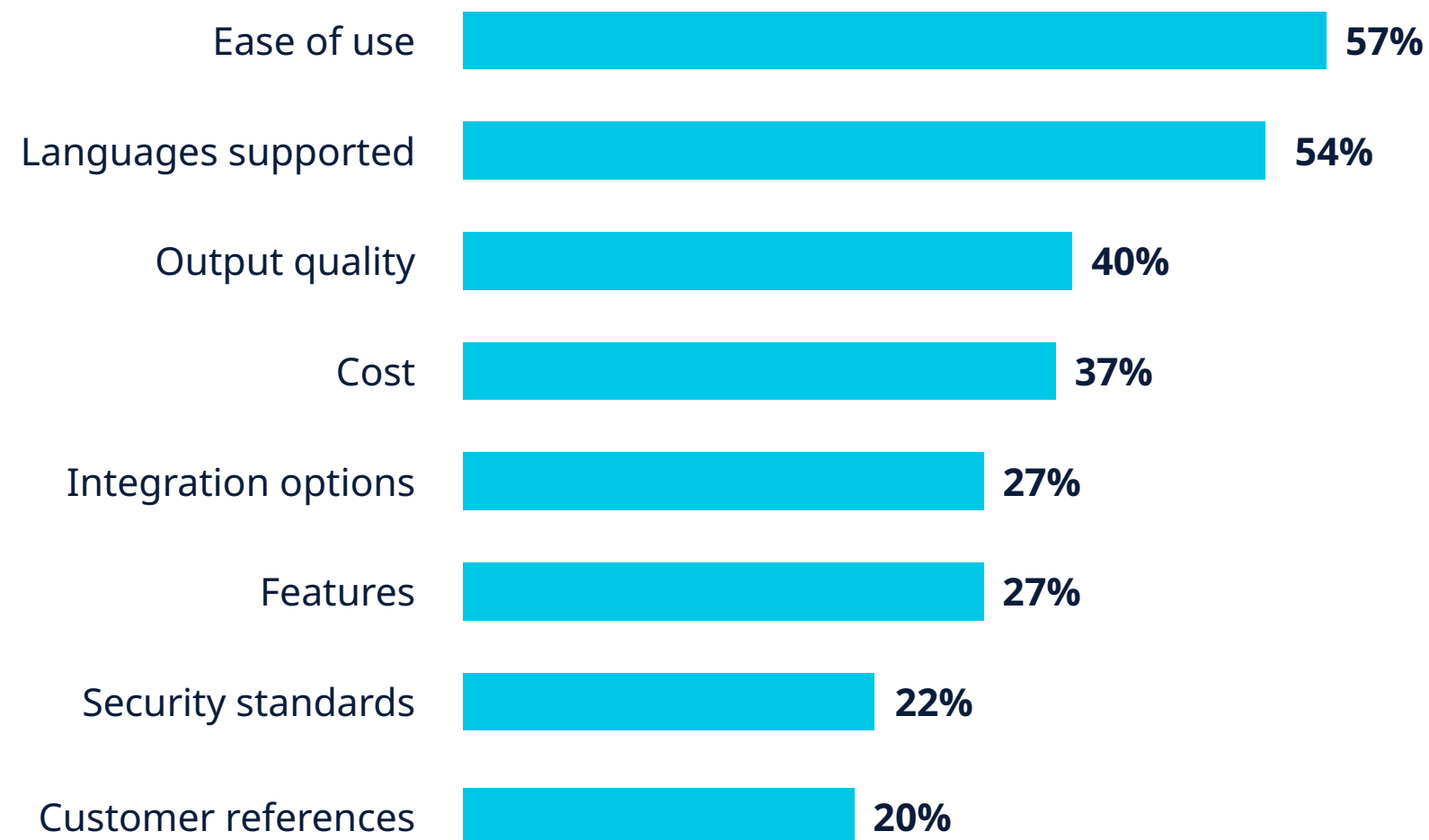
- Strongly agree
- Agree somewhat
- Disagree somewhat
- Strongly disagree

Key Takeaways

- **94% believe AI makes offering live translation more affordable**

Ease of use and number of supported languages top list of purchase criteria for AI Solutions

Which of the following are the MOST important criteria when considering an interpretation or captioning service, **either human or AI**? Choose up to 3 of the following.



Key Takeaways

#1 - Ease of use - 57%

#2 - Languages supported - 54%

#3 - Quality - 40%

#4 - Cost - 37%

VI. Summary of Key Statistics

- 79% report the number of non-first-language English attendees increasing.
- 88% have 2 or more non-English languages spoken among event attendees. 40% report 6 or more. 20% report 11 or more.
- 97% agree increasing inclusivity and accessibility is a priority for their events.
- 94% agree that enabling everyone to participate in their own language delivers better outcomes.
- 79% agree first-language English speakers don't adequately think about the language experience for non-first-language English speakers.
- 58% have significant experience using interpretation / translation services at their meetings and events.
- 69% regularly offer interpretation or captioning services at their events. 27% always offer.
- 77% increasing their level of offering live translation / captioning.
- 74% face barriers to expanding interpretation and captioning services at events.
- 62% have experience with AI. 82% who don't currently use AI are currently or planning to evaluate.
- 99% who have tried AI continue to use it. 52% regularly use it. Only 1% no longer use it.
- Top 5 AI Features: #1 - 24/7 Availability; #2 - Quality comparable to humans; #3 - Event platform integrations; #4 - Text transcripts for all languages; #5 - Support for dozens of languages
- Top 5 AI Benefits: #1 - Increased comprehension; #2 - More inclusive experience for non-English; #3 - More accessible experience for hard of hearing; #4 - Increased attendee engagement
- 85% believe AI offers a higher ROI than human interpreters: #1 - Save time; #2 - Reduce cost; #3 - Simplify logistics
- 95% report the quality of AI has increased in the past year.
- 96% believe AI makes offering live translation more affordable.

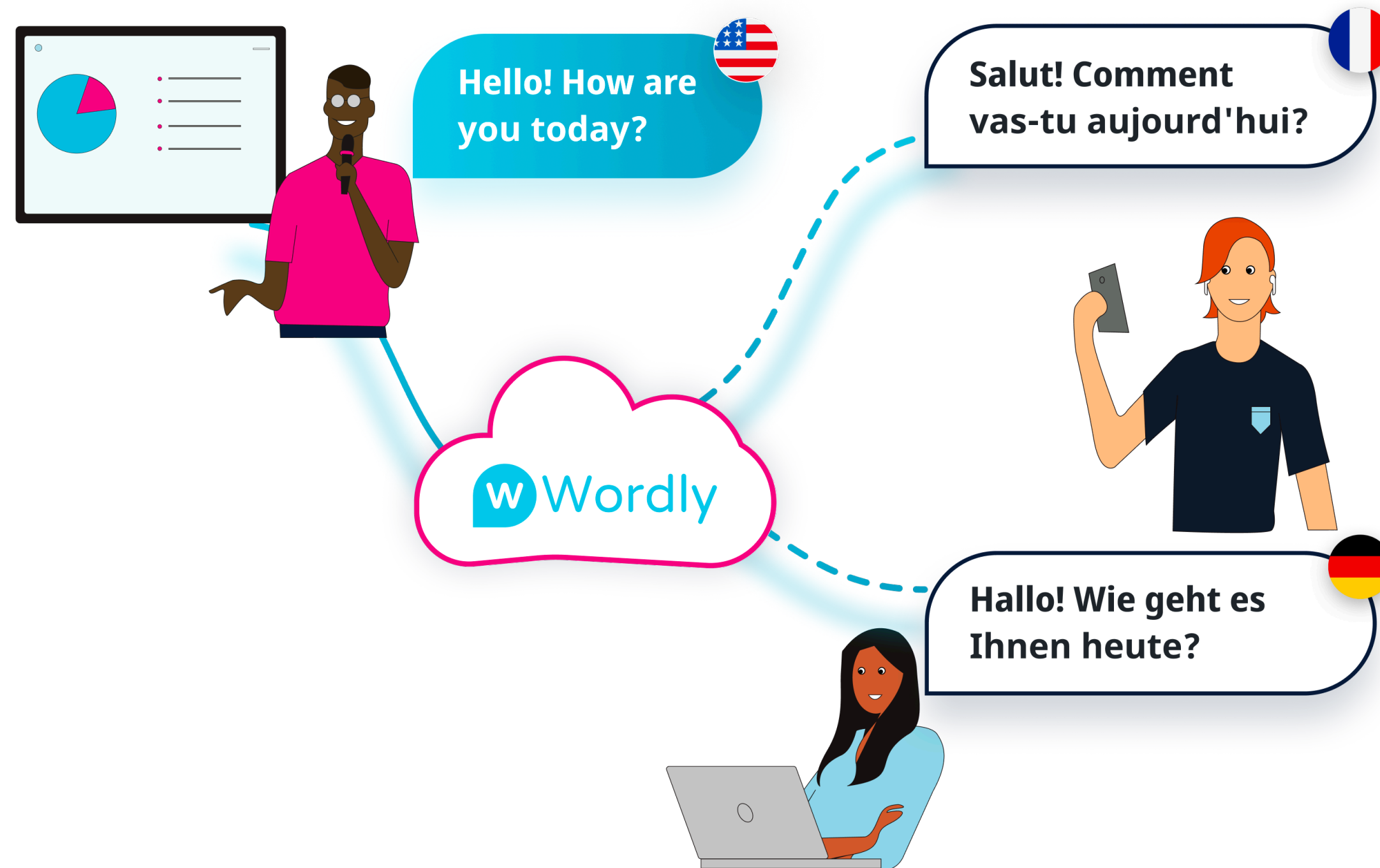
VII. About Dimensional Research



Dimensional Research® provides practical market research for technology companies. We partner with our clients to deliver actionable information that reduces risks, increases customer satisfaction, and grows the business. Our researchers are experts in the applications, devices, and infrastructure used by modern businesses and their customers.

For more information, visit www.dimensionalresearch.com.

VIII. About Wordly



Wordly launched in 2019 and provides live AI translation and captions for dozens of languages, making meetings and events more inclusive, accessible, and engaging. The Wordly platform does not require human interpreters or special equipment - making it easier and more affordable to communicate across multiple languages. Wordly is used for in-person and virtual sessions by over 3 million users at 1,500+ organizations worldwide across a wide range of industries, including corporate, non-profits, govtech, eventtech, edtech, and religious groups.

For more information, visit www.wordly.ai