

## **bab.la and Lexiophiles announce the Top 100 Language Lovers 2012 ranking**

(Hamburg, May 31<sup>st</sup>, 2012) Language portal bab.la and language blog Lexiophiles unveiled the results of the annual Top 100 Language Lovers competition today. With 935 nominations – a 26 % increase from last year – and almost thirty thousand votes, the competition was a huge success and made it probably the largest competition in its field.

The competition aims to find the best language lovers across all languages throughout the world. It runs among blogs, Facebook pages and Twitter accounts. The competitors are divided into four categories: language learning blogs, language professional blogs, Facebook pages and Twitter accounts.

"We were very happy about the positive response of the language community. With thousands of votes, comments, Tweets and posts, we could feel the enthusiasm for languages", says project manager Stefanie Huschner. "This year again we could appreciate the diversity of content and style from the various participants. Some are writing in a very academic style with references whereas others merely write on the go. Nevertheless they both encounter a significant success."

Benny from [Fluent in 3 Months](#), a polyglot globetrotter who aims to speak the language of the country he travels to within three months, has once more made it first place in the Language Learning category. In the Language Professional blogs category, the best blogger is [Translation Guy Blog](#), who is a CEO of a translation firm and writes in his blog about the translation business. Translation Guy [Ken Clark](#) can take pleasure in the results because he also came first among the Twitterers. There he tweets about localization, interpreting and other translation-related topics. Finally, the most successful Facebook page for this year is [Język Niemiecki](#), which posts videos, links and surveys about the German language.

This year, for the first time in the five year history of the competition, one language lover has made it first place in a blog as well as in a social media category. Winning in two categories, Translation Guy Ken Clark has used his established online presence through his blog to master the micro-blogging sphere. This trend was visible amongst many participants. Furthermore traditional bloggers have learnt how to best integrate Facebook and Twitter into their means of communication to inform their subscribers, get feedback and engage with their audience.

The annual competition is based on a collaborative effort by bab.la, Lexiophiles and the users. The users nominate blogs, Facebook pages and Twitter accounts and vote for their favorite ones. The final ranking is based half on user votes, while the other half is calculated from a number of ranking criteria.

"We would like to thank all language lovers who participated in our competition. Compared to last year it seems that the contestants are trying harder to stand out. Again it was a tough choice. We recommend to have a look at the Top 25 of each category as they are a great source of information and very creative at the same time." explains Stefanie Huschner.

The Top 100 Language Lovers 2012 ranking can be found at:

<http://en.bab.la/news/top-100-language-lovers-2012>

**About Lexiophiles and bab.la:**

The Lexiophiles language blog (<http://www.lexiophiles.com>) is an affiliate of bab.la. Lexiophiles acts as an information source for all language topics, both in English and foreign languages. It publishes language and culture related articles through its multilingual contributors.

bab.la (<http://bab.la/>) is an interactive language portal offering bilingual dictionaries, vocabulary lessons, language quizzes, and language games all for free. Currently available in 21 different languages (English, Arabic, Chinese, Czech, Danish, Dutch, Esperanto, French, German, Hindi, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Spanish, Swahili, Swedish and Turkish), the site operates on a wiki-style model, allowing users to contribute content and feedback. bab.la was founded in 2007 by Dr. Andreas Schroeter and Patrick Uecker.

**Contact:**

Stefanie Huschner

Email: stefanie [at] bab.la

Telephone: +49 40 707080955

Address: bab.la GmbH, Alter Fischmarkt 5, 20457 Hamburg, Germany

Twitter: @babla | Facebook: <http://www.facebook.com/babla.languages>