



Adobe Tech Comm Survey 2017 - 2018 Findings

Explore key trends shaping the Technical Communication industry


The people


The 2017 - 2018 edition of the world's biggest Tech Comm survey is powered by 2000+ respondents from 30+ countries working in small, medium and large enterprises across 30+ industry verticals. Our participants represent a good mix of technical writers, documentation managers, information developers, IT managers and other roles.


 **2000+**
Respondents

 **30+**
Countries


 **30+**
Industry Verticals

 **30%**
Technical Writers

 **11%**
Information Developers and Architects

 **10%**
Technical Documentation Managers


 **10%**
Executives (Directors & Vice Presidents)

 **9%**
eLearning Specialists

 **8%** UI / UX Designers & Marketing Professionals

 **7%**
IT Managers

 **5%**
Self Employed

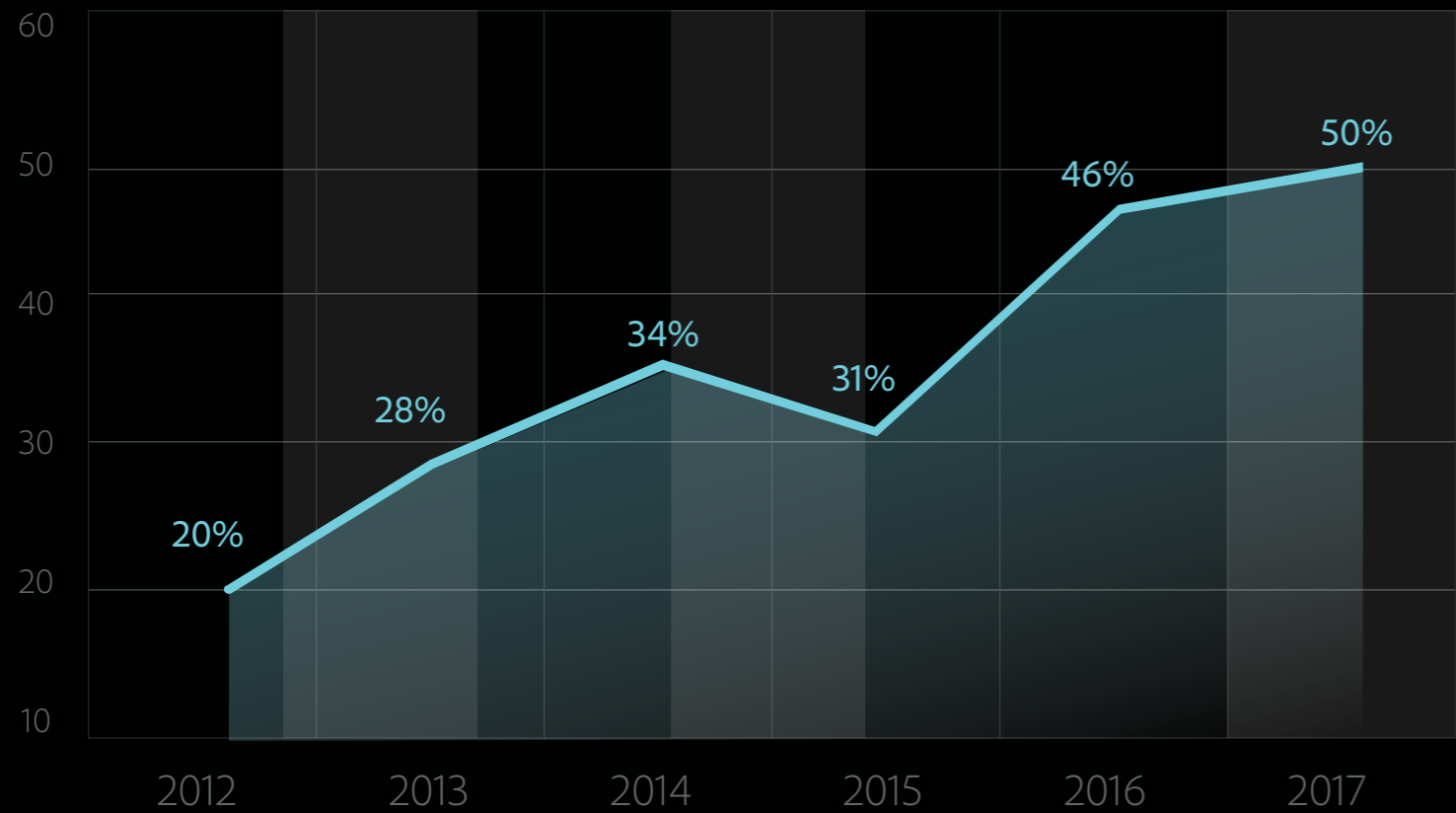
 **10%**
Others



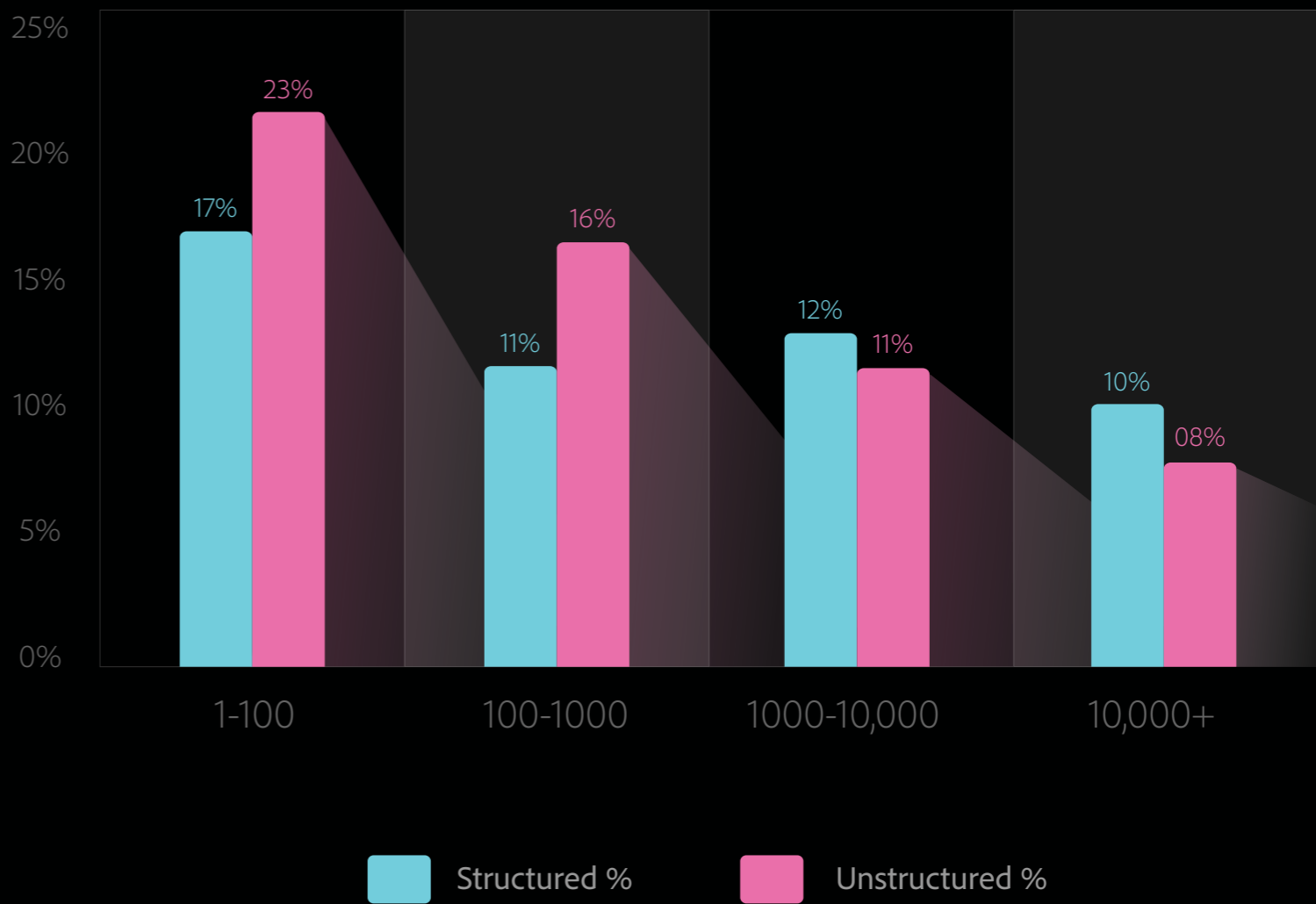
Structured authoring adoption

Grew from 20% to 50% over the last 5 years

Structured authoring adoption hit the halfway mark in 2017.



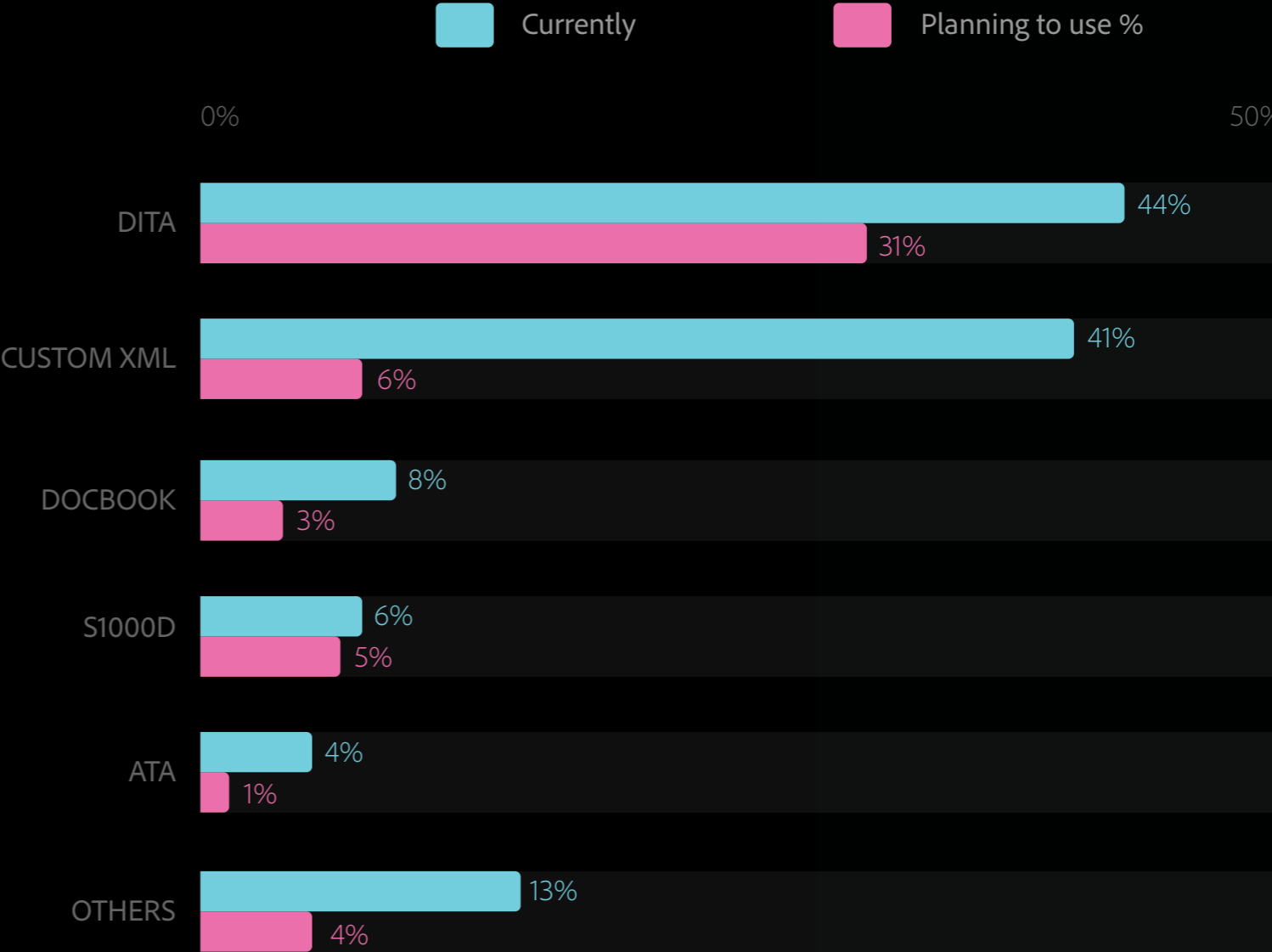
Organizations with 1000+ employees have larger adoption of structured authoring as compared to unstructured.



Popularity of XML standards

DITA takes the lead

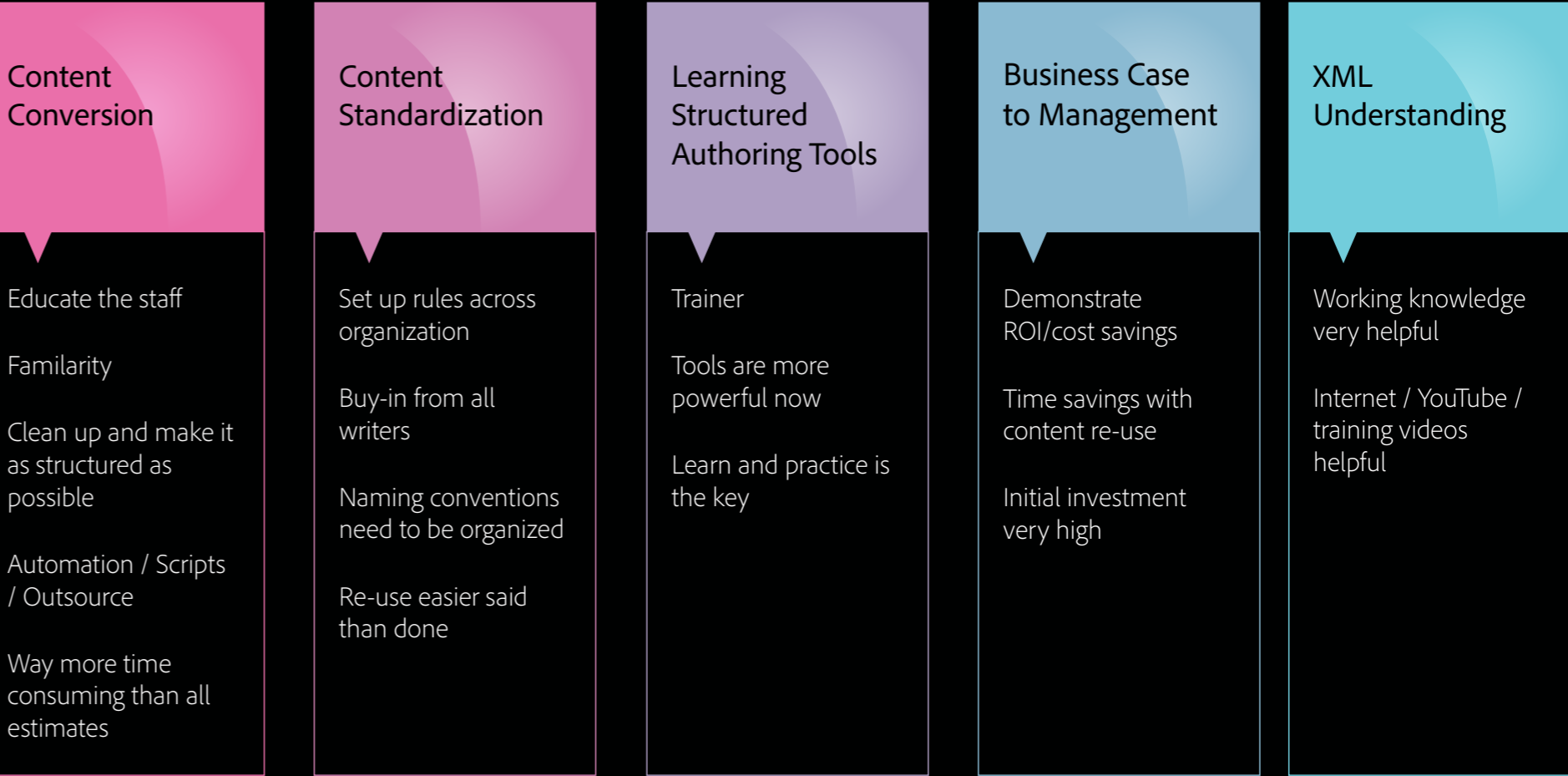
44% of respondents currently use DITA while 31% plan to do so. Custom XML is the second most popular choice at 41%.



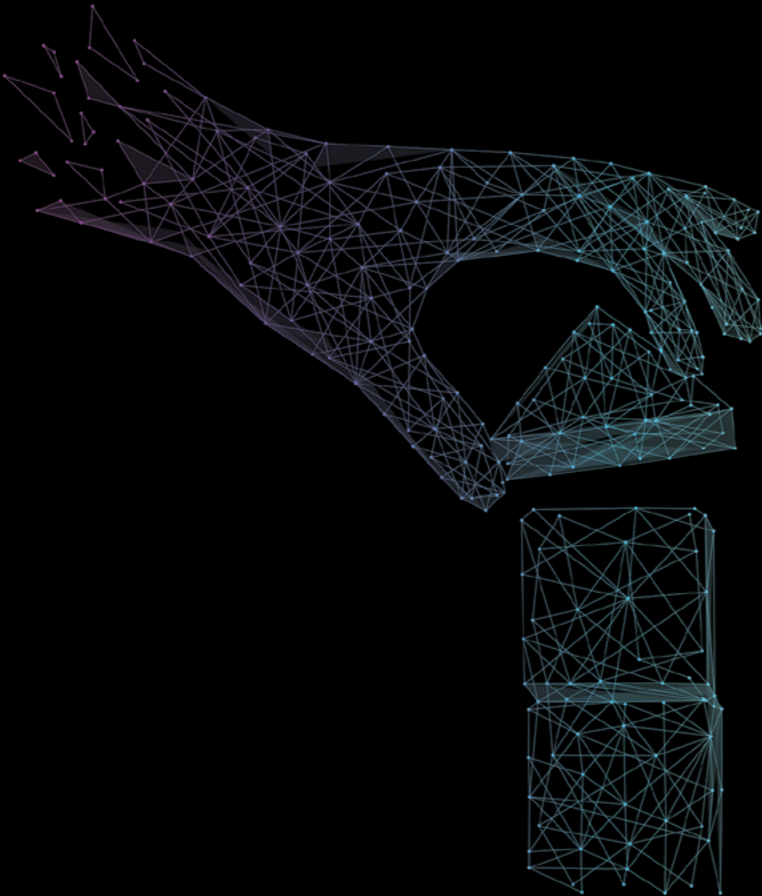
Migration to structured authoring

Change management makes it easier

From conversion of existing content to training and demonstrating ROI, change management plays a critical role while migrating to structured authoring.

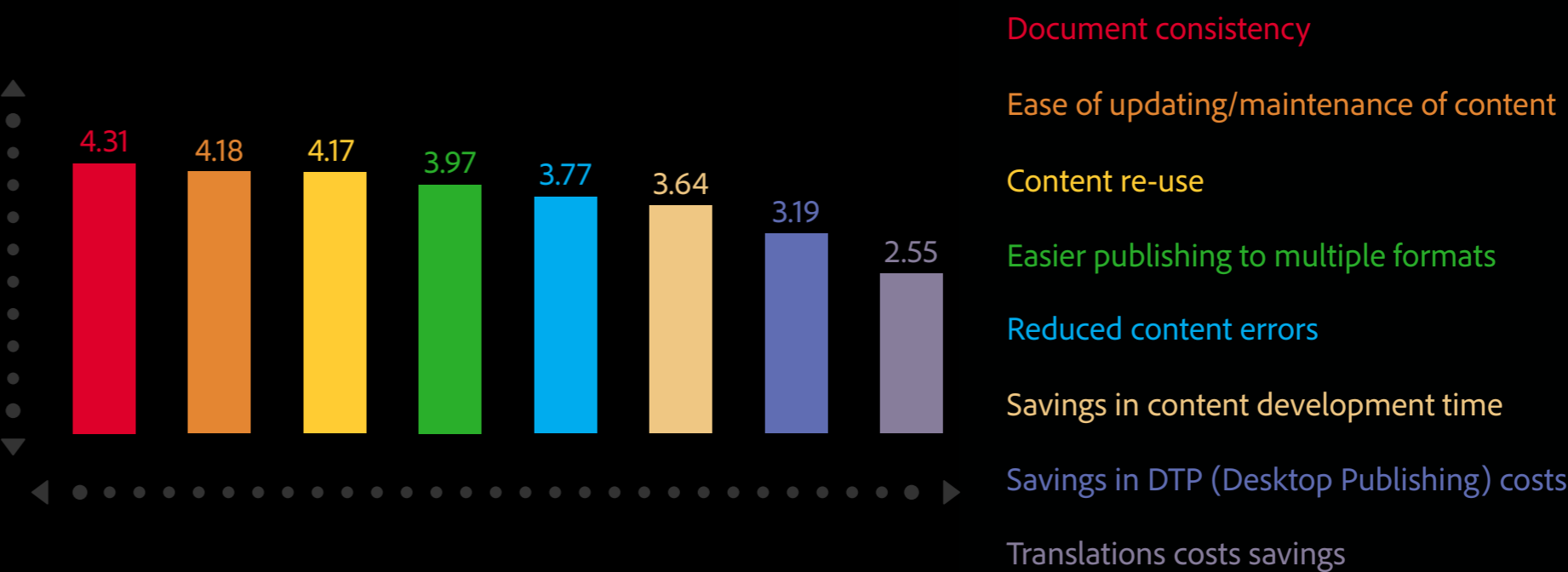


Structured authoring advantages

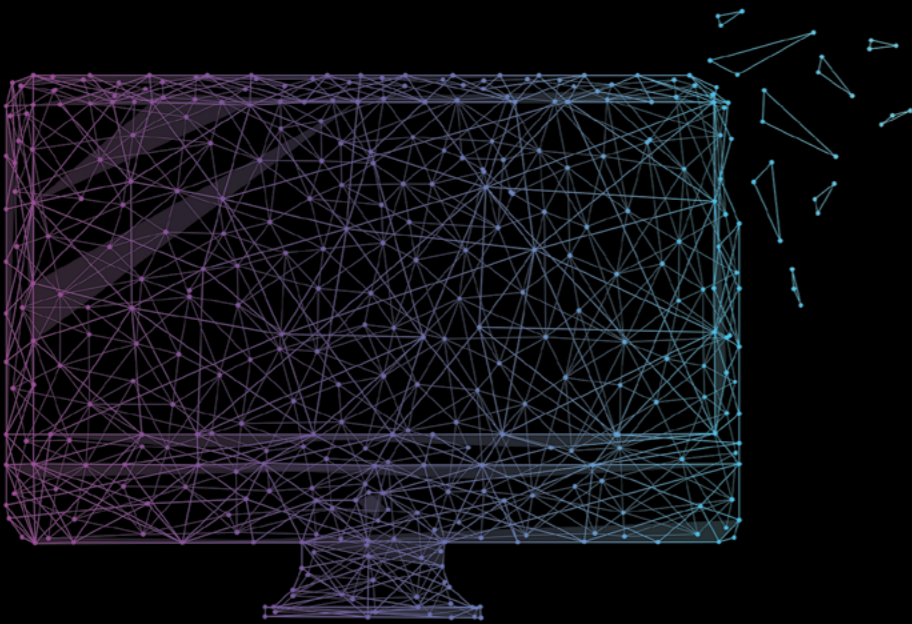


The many benefits of making the move to structured

Content consistency, ease of content updation, and content reuse are the top benefits realized by adopters of structured authoring.

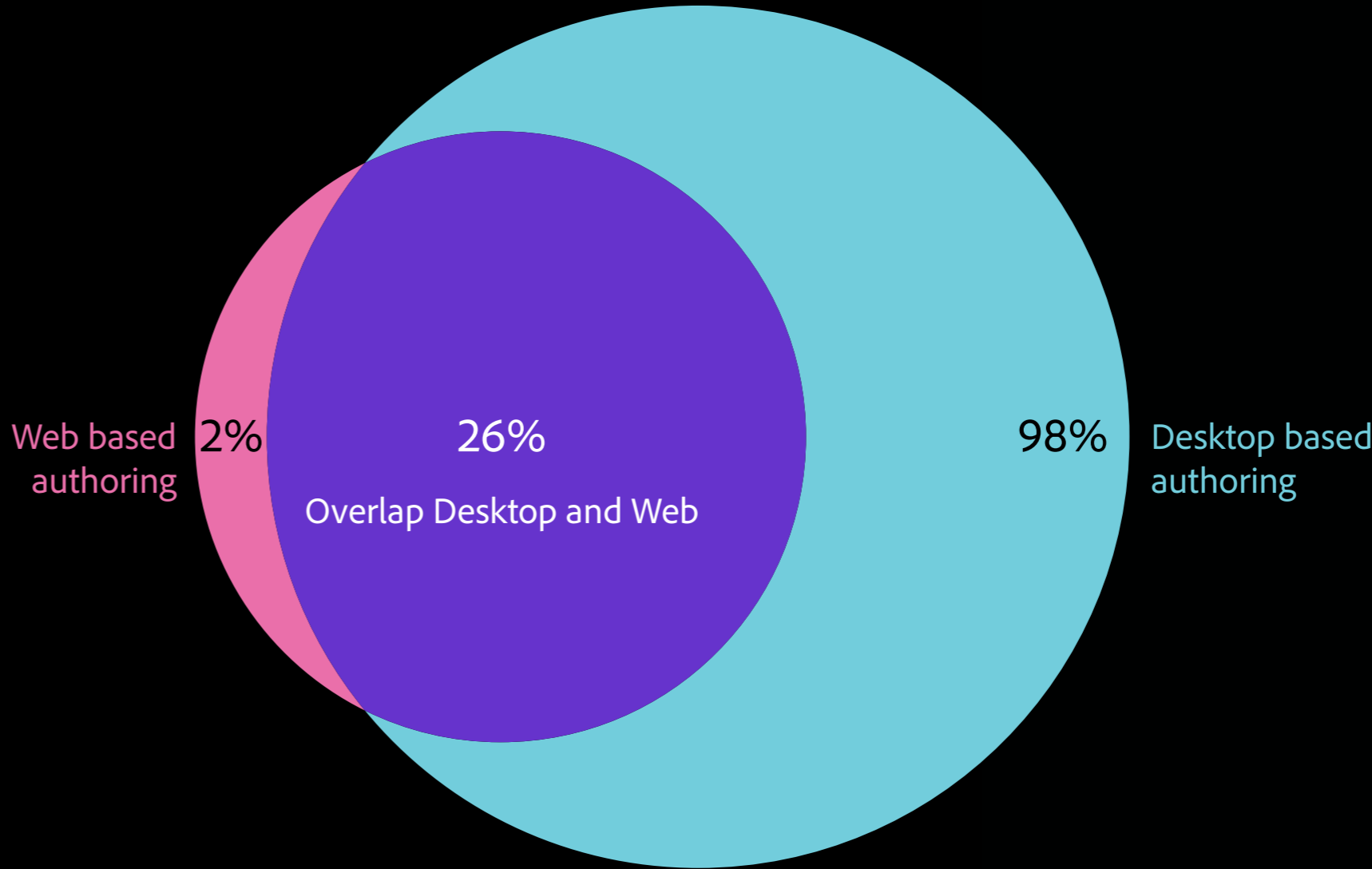


Platform preference



Desktops, the first choice of content creators

While the world consumes content on a range of devices, desktops remain the top choice for creation.

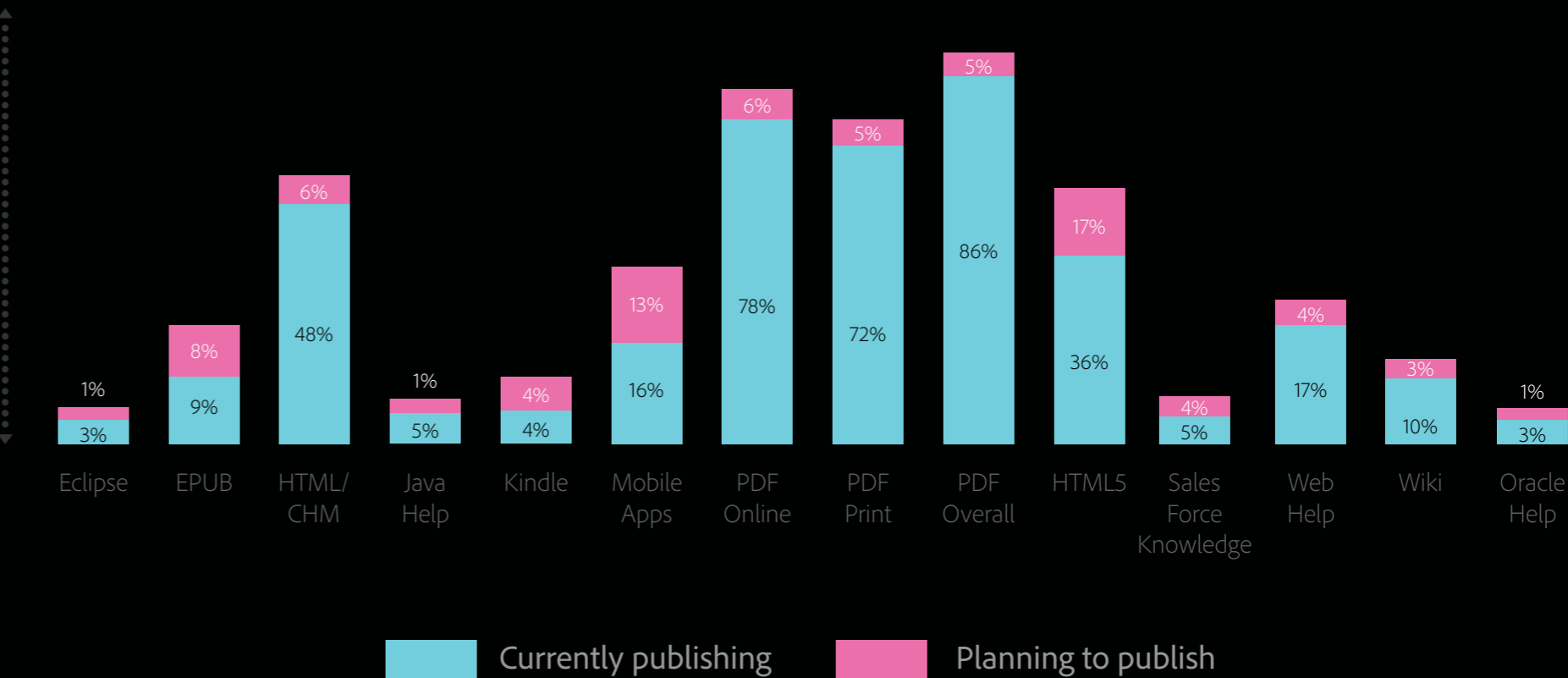


Output formats



Everyone still loves PDF

Over 90% of people choose PDF as the publishing format of choice followed by HTML5 which is fast becoming a favorite.



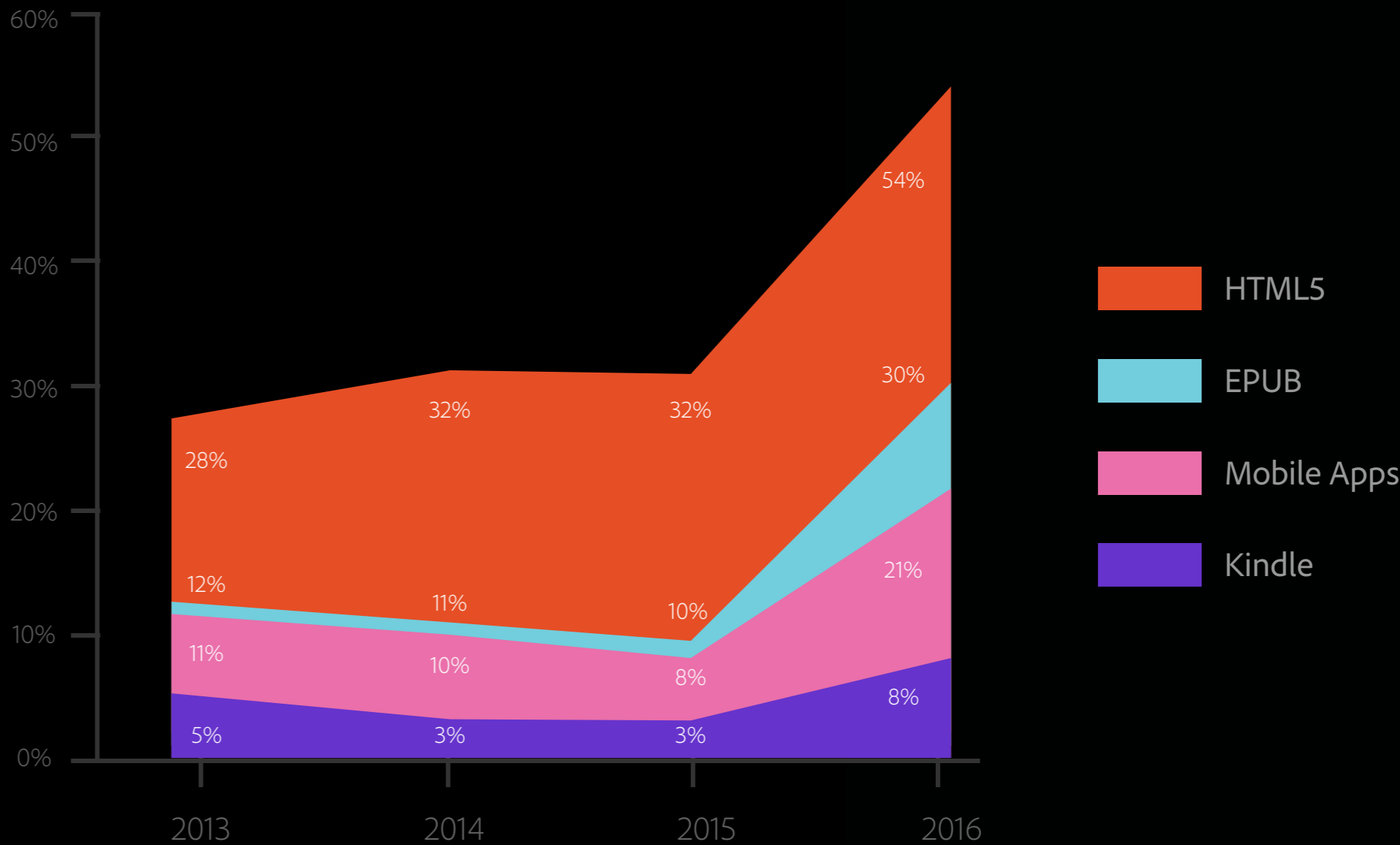
Mobile publishing

HTML

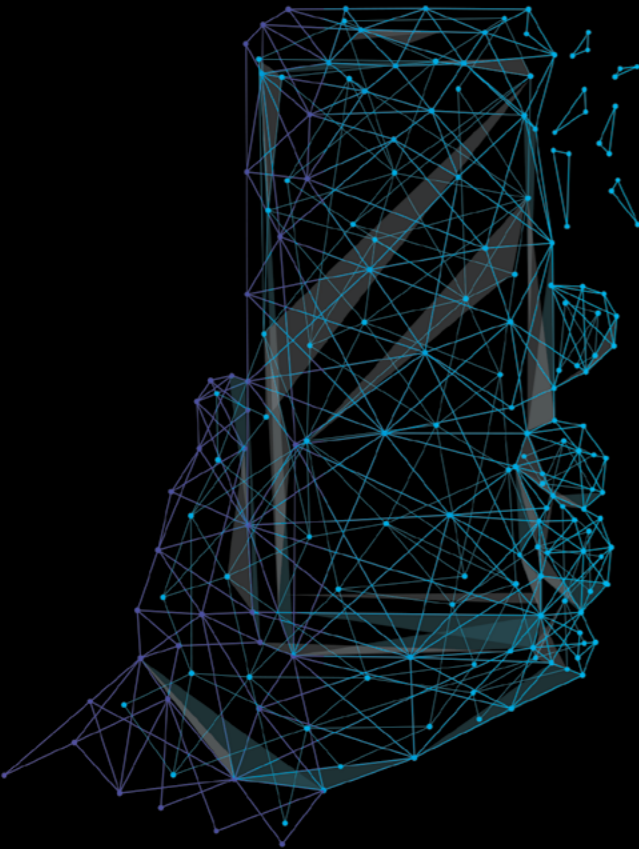


HTML5 is the format of choice for mobile

With over 54% share, HTML5 clearly dominates when it comes to content experiences on mobile devices, followed by Mobile Apps at 30%.

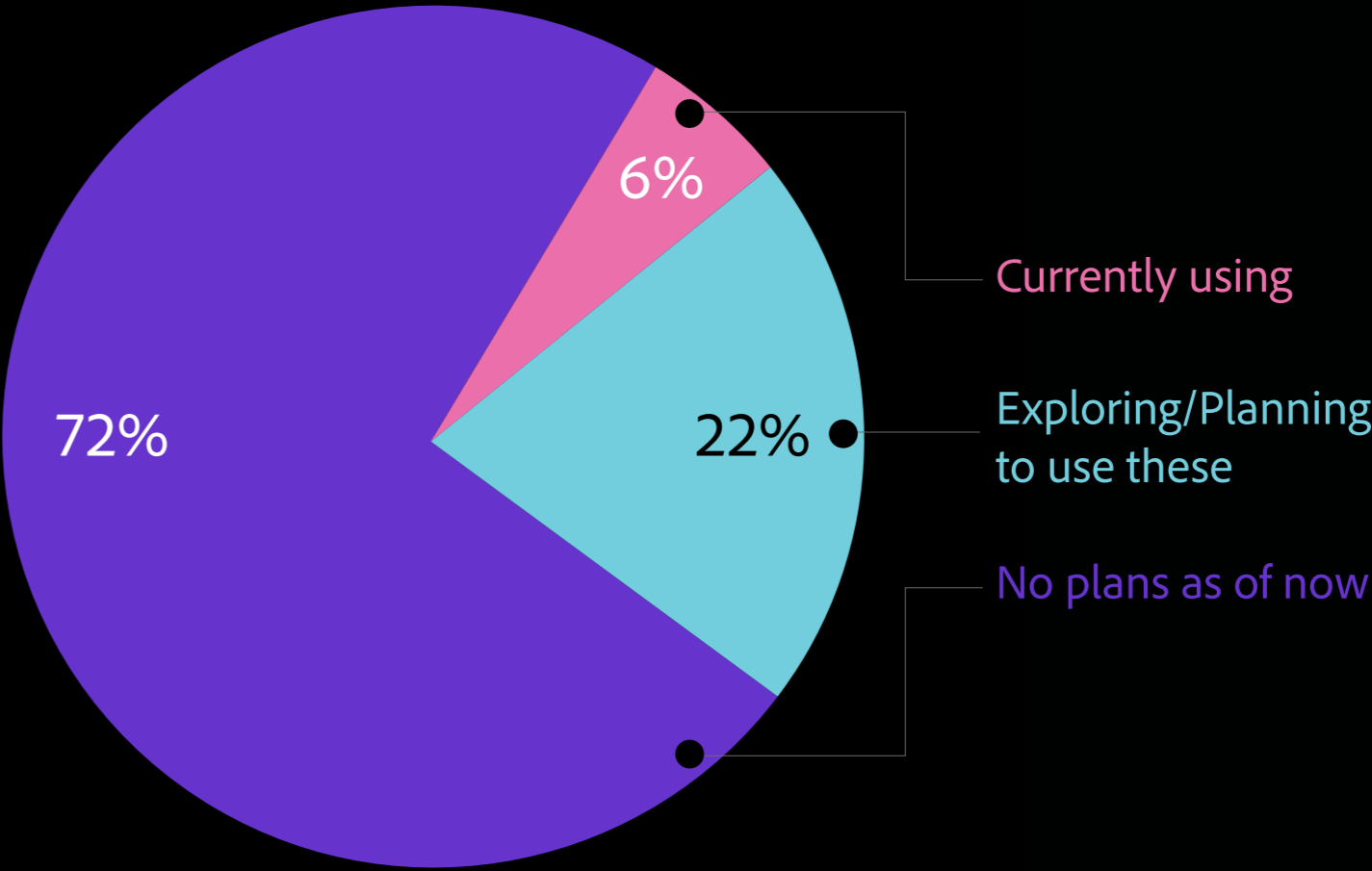


Trending - Chatbots



Minimal chatter when it comes to chatbots

While chatbots have become a buzzword in almost every industry, they are yet to make any significant inroads when it comes to technical communication.



Trending - AI / ML

Full of potential, but still early days

Most respondents were of the opinion that Artificial Intelligence and Machine Learning are still in an experimental/learning stage.

What some of the respondents had to say about AI / ML:

“

Hope to provide self-service wizards in a few years. Building ground up with open source.

“

Initial research few years back was not helpful.

“

Trying chatbot for our KB portal / FAQs. Support tickets.

“

Working on some tagging based on machine learning but very rudimentary.

“

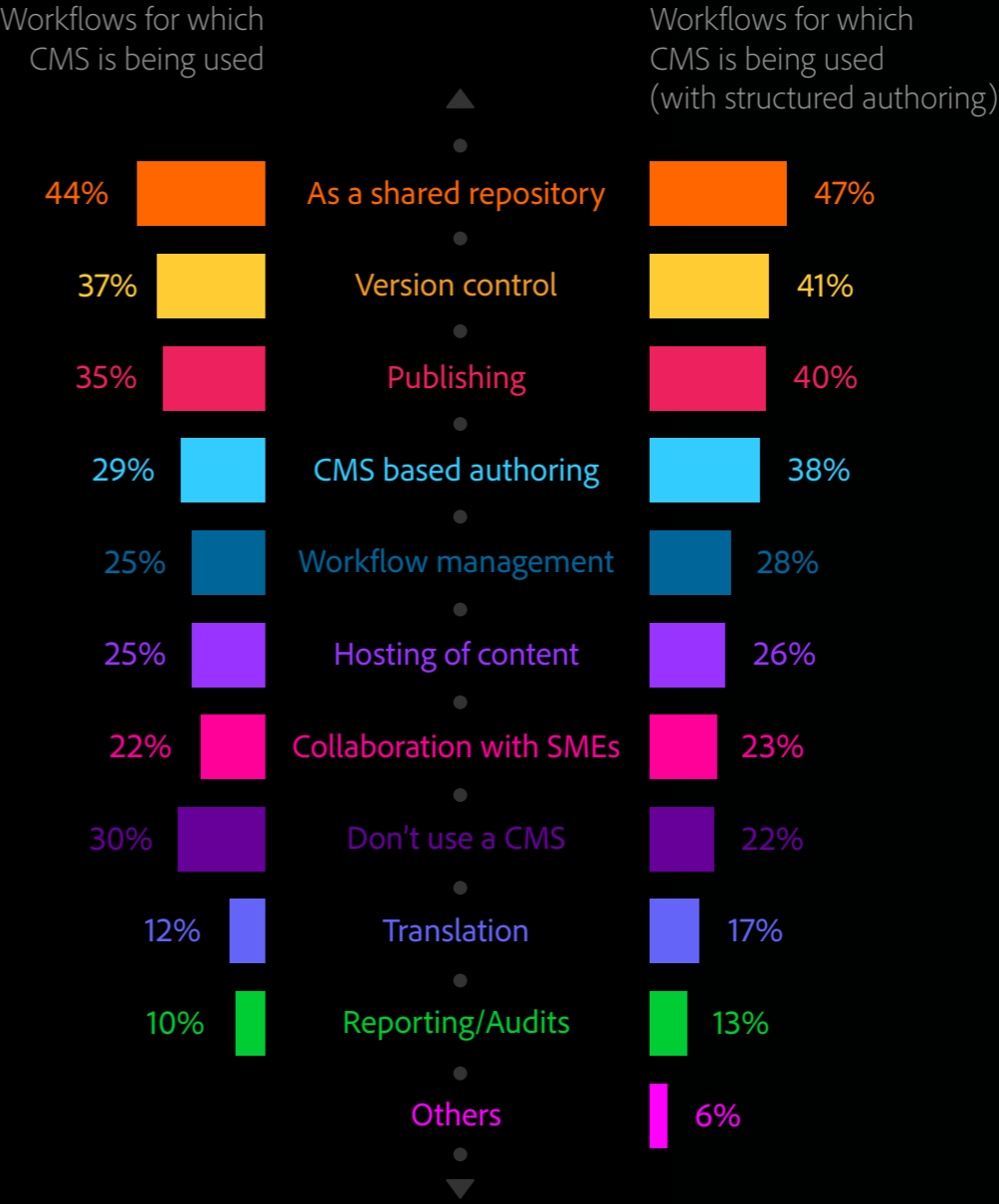
In infancy. Long way to go. Probably few years down the line.



CMS usage

The top three uses for CMSs are as a shared repository, for version control and publishing

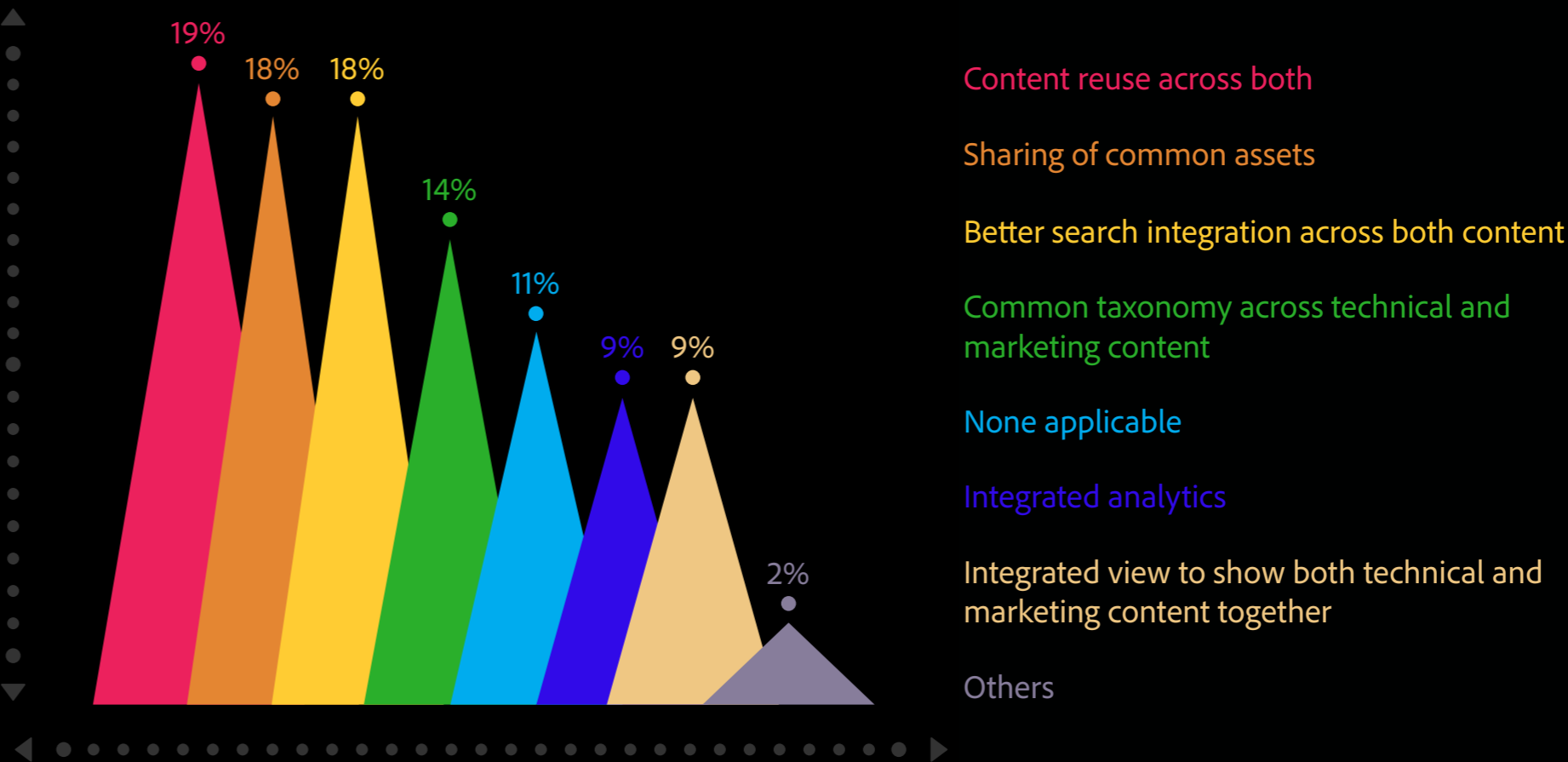
A notable finding is that the percentage of people using a CMS picks up from 70% to 78% if they author structured content.



Future of content

Marketing and technical content are coming together

Content reuse, sharing of common assets, better search integration and a common taxonomy are the biggest drivers.



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