



PressRelease

For immediate release

Freelancer.com brings you the fastest moving online jobs for Q2 with the *Freelancer Fast 50*

Android jobs on pace to eclipse iPhone work by end of 2012; HTML 5 shows impressive growth as the fastest growing job category; BlackBerry outlook negative despite launch of PlayBook; Microsoft continues steady decline

SYDNEY: July 8, 2011 – Freelancer.com, the world's largest outsourcing marketplace for small business, announced today their findings on the fastest growing online outsourcing jobs of the second quarter with the release of the *Freelancer Fast 50*.

The *Freelancer Fast 50* charts the top 50 fastest moving job categories in the online labor market and is the leading indicator of the global online economy. This quarter, 109,733 jobs were accounted for in the survey providing a unique insight into small business and developer interest.

"Online work continues to boom and we've set the pace for an explosive year," said Matt Barrie, Chief Executive of Freelancer.com. "We had an absolutely amazing Q1 as more and more people kicked off the new-year by building new businesses or bettering their current business using online freelancers," he continued.

This edition of the *Freelancer Fast 50* marks the first time the company has published the actual figures behind the percentage increases or decreases. This level of transparency allows both freelancers and industry experts to have a more in depth view of the online job picture.

"Our data allows us to see changes in the world of online work and provides the ability to predict upcoming trends. We have a unique insight into many of the large tech companies like Google, Apple and Facebook," he concluded.

TOP THREE TRENDS OF THE FREELANCER FAST 50 Q1 2011

Android on pace to eclipse Apple by end of 2012

The most noticeable digital labor shift this quarter was, that despite solid growth in iPhone jobs (they are up 9% from 2739 to 2985), Android work continues to outpace Apple. **Android jobs are up a solid 20%** going from 1419 to 1702 jobs, placing Android in the top five absolute movers in the *Freelancer Fast 50*. If Android work continues at this growth rate, it will surpass the iPhone category by the end of 2012. On the whole the market for mobile jobs is very strong, the Mobile Phone category having risen by 12%.



HTML5 is a monster

This quarter again marks a massive gain for HTML5 work. Going from 604 projects in Q1 to 807 in Q2. **The 34% increase places HTML5 firmly at the top of the *Freelancer Fast 50*** poised to be a job-generating leader for the foreseeable future. This news comes fresh off the recent Arcade Fire win at Cannes with their HTML5 video for The Wilderness Downtown.

The rise of HTML5 has reinforced the downfall of Flash, once the powerhouse of online work. **Flash work dropped 10% to 3095 jobs** posted this quarter however it is yet to be determined what impact **Google Swiffy** will have on Flash projects. Only time will tell.

Black-buried?

While the mobile job market on the whole is booming, weak BlackBerry job figures countered this trend. **BlackBerry jobs fell by 6% from 526 to 497 jobs**, despite the recent venture into the tablet domain. Launched on April 19, 2011, the PlayBook was one of the most anticipated mobile computing products of 2011 and intended to be BlackBerry's answer to the iPad. Despite initially strong sales figures, recent data shows that the device is suffering. While BlackBerry's 'App World' has been live since 2009 and boasts over 37,000 apps, public interest is bordering on non-existent. The *Freelancer Fast 50* data is consistent with the Canadian manufacturer, Research in Motion's recent decision to lay off staff anticipating weak profits for Q2. Having held first place with 35 percent of the market (according to comScore data) in October last year, BlackBerry has now been bumped down to third place with 25 percent in April 2011 and it looks like the worst is yet to come.

WINNERS & LOSERS

Microsoft jobs numbers were again abysmal this quarter, with Windows CE (-42%), Windows Desktop (-30%) and Windows Mobile (-16%) jobs figures so low, they did not qualify for inclusion in the *Freelancer Fast 50*. .Net did however make it into the list, plummeting 7% down to 2850 jobs posted while ASP remained stagnant at 1132 jobs posted in both Q1 and Q2.

Telemarketing, the job that is traditionally associated with outsourcing suffered a massive drop, going from 1169 jobs to 933, a drop of 20%. This demonstrates that as technology changes so does the way companies market their products.

To this end, **Facebook** fan page development showed consistent growth going from 4297 to 4622 jobs, a jump of 8%. This growth will continue as companies look to supplement their traditional websites with extensive social media in an attempt to engage consumers.

The big news from last quarter was that **Google Panda** had put a severe dent in writing categories, most noticeably article submission, copywriting and ghostwriting projects. These categories have continued to decline (albeit at a slower rate) however **academic writing rose by 14%** this quarter and **report writing enjoyed a 6% jump**.

In light of **eBay's** mid March funding and then June 6th acquisition of Magento, it is no surprise that this endorsement has given the popular eCommerce platform a major boost. **Magento went from 1153 jobs in Q1 to 1301 in Q2, an increase of 13%**. This is particularly interesting in light of the fact that job numbers for competitor **Volusion** are so low it renders them statistically irrelevant.



THE FREELANCER FAST 50 (FASTEST MOVERS)

Category	Q1 2011	Q2 2011	Percentage Change
HTML5	604	807	34%
Google Adsense	457	582	27%
Android	1419	1702	20%
Academic Writing	2603	2957	14%
jQuery / Prototype	1065	1206	13%
Magento	1153	1301	13%
YouTube	631	711	13%
Social Networking	2716	3060	13%
Mobile Phone	2560	2877	12%
Drupal	613	688	12%
iPad	1174	1305	11%
Article Submission	887	983	11%
Advertising	3740	4134	11%
Virtual Assistant	1054	1162	10%
Leads	2578	2839	10%
Web Search	1219	1339	10%
Objective C	766	835	9%
iPhone	2739	2985	9%
Editing	946	1019	8%
Facebook	4297	4622	8%
HTML	15915	17079	7%
eBooks	493	528	7%
Wordpress	3967	4248	7%
eCommerce	2584	2757	7%
Report Writing	1031	1096	6%
PSD to HTML	1540	1632	6%
Bulk Marketing	2163	2289	6%
AJAX	3984	3727	-6%
Product Descriptions	752	704	-6%
Articles	11231	10534	-6%
Animation	821	771	-6%
Sales	3010	2829	-6%
Technical Writing	1739	1640	-6%
BlackBerry	526	497	-6%
.NET	3068	2850	-7%
Copywriting	5482	5107	-7%
Data Entry	9934	9103	-8%
Blog	3307	3005	-9%
Linux	1177	1070	-9%
Flash	3398	3056	-10%
XML	871	787	-10%



Visual Basic	1096	970	-11%
CMS	797	707	-11%
System Admin	599	533	-11%
Article Rewriting	5440	4846	-11%
C Programming	1733	1501	-13%
OSCommerce	683	582	-15%
Copy Typing	655	559	-15%
Telemarketing	1169	933	-20%
Script Install	1963	1454	-26%

This data was extracted from 109,733 jobs posted on Freelancer.com in Q2 2011. The Freelancer.com *Freelancer Fast 50* is the leading gauge of online hiring trends.

About Freelancer

Webby award winning Freelancer.com is the largest outsourcing marketplace in the world. Through Freelancer.com, businesses connect with independent service providers and freelancers. Freelancer.com connects over 2.6 million professionals from all over the world. Through our website, employers can hire freelancers to do work in areas such as software, writing, data entry and design right through to engineering and the sciences, sales & marketing and accounting & legal services. The average job is under US\$200, making Freelancer.com extremely cost effective for small businesses, which often need a wide variety of jobs to be done, but cannot justify the expense of hiring full time.

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