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Freelancer.com reveals 50 fastest growing online jobs in Q3 2011

Post Panda, Content and Adsense is back; Social Networking and Marketing-specific projects dominate; HTML5 increases at Flash's expense; Are Mobile Apps fizzing?; and Is Java dying?

SYDNEY: October 17, 2011 – Freelancer.com, the world's largest outsourcing marketplace, today announced its 50 fastest growing outsourcing jobs for the third quarter.

The *Freelancer.com Fast 50* charts the top job categories on site quarter by quarter, and provides an up-to-date account of job trends in online outsourcing.

Chief Executive, Matt Barrie, said "The Fast 50 is a fantastic indicator of the global online economy. These quarterly reports reflect the fortunes of companies such as Facebook, Apple, Microsoft and Google, and we can dig deeper, beyond companies, to identify trends in the ascendancy and those in decline."

Almost 114,000 jobs were posted in the third quarter, up from 104,000 in the previous quarter.

"Projects are up nearly 10% compared to the second quarter. The diversity of the project categories represented, and quality of work delivered, continues to improve in leaps and bounds," Barrie added.

TOP TRENDS FOR Q3 2011

- **Post Panda, content is back; Adsense booms:** Google's Panda Update decimated content writing jobs across the board last quarter. Now a recovery is in full swing and **Ghostwriting (up 22%), Blogs (up 17%) and Reviews (up 16%)** are leading the way. **Product Description** and **Adsense projects increased by 43% and 76% respectively.** Adsense projects had the largest increase and topped the Fast 50 this quarter.

- **Latest Facebook changes to intensify battle for social networking supremacy with Google+.** Both **Facebook and Social networking projects were up 32% and 36%** respectively, before Mark Zuckerberg revealed Facebook's latest innovations at its annual f8 Conference last month. New changes, such as Timeline and Facebook's integration with Spotify, Hulu, Netflix and online newspapers have significant ramifications, with many observers believing the central motivation for these changes is advertising, possibly ahead of an IPO in 2012. It also intensifies the battle for supremacy with Google+, whose recent changes pale by comparison, prompting prominent tech blogger Robert Scoble to claim, "If Google fails with Google+ the entire company fails."

- **3D Modelling, Rendering and Animation grew strongly** amid demand from the entertainment and high-tech digital media industries and considerably high demand. Collectively, 3D jobs increased from 1446 to 2376 (up 64%), the second largest gain in the Fast 50, on the strength of high demand for modellers in virtually all industries. Animation jobs separately grew from 779 to 1030 (up 32%), placing 7th overall. Freelancer.com is seeing high demand for 3D modellers across numbers fields including entertainment, gaming, medical, architecture, engineering, chemistry and geology.

- **HTML5 likely to overtake Flash in 6 months?** HTML5 projects are up whopping 38% (to 1125 projects), while Flash declined 10% (to 2794 jobs). At this rate, HTML5 will overtake Flash projects in 6 months. Adobe is planning for a post-Flash future, with the company recently launched Edge, which enables professionals to design animated Web content using HTML 5, CSS and JavaScript, rather than Flash.

- **Magento projects surge 13%**, following on from its buyout by eBay in June. This spells bad news for competitors such as OSCommerce, Zen cart and Shopify, which fell 7%, 29% and a whopping 52% respectively and were well outside the Fast 50.

- **Mobile apps start to fizz with the rate of growth of Android more than halving**. After posting 20% growth last quarter, Android grew just 8% this quarter (to 1848 jobs), but still doubled iPhone projects (up 3% to 3110 jobs- down from 9% growth in Q2). Recently there has been some backlash in the hacker community over whether the complexity, hassle and walled garden of native mobile applications makes sense versus supporting a straight out web application- especially with HTML5 coming. We previously estimated that Android will overtake the iPhone by Q4 2012, and remain confident of this despite this quarter's slowdown. Meanwhile, Blackberry and Symbian jobs were both down by 6% each, continuing their steady decline from the previous quarter. Blackberry's woes are no surprise, with recent external data from comScore confirming that its smartphone sales dropped from 24.7% to 19.7%, while rumors abound that the company's foray into the tablet market is set to end due to non-existent public interest. We have certainly seen a complete disinterest in Blackberry Playbook projects on Freelancer.com. Comscore reported recently that the number of Android phones in

use grew by nearly the same amount that Symbian phones declined; 44%- we see a similar ratio with Android (up 8%) and Symbian apps (down 6%). It has prompted many to label Android the Symbian killer, although Nokia seems to be doing a pretty good job by itself.

- **Other Winners & Losers:** Jobs related to **Apple products continue to rise**, with Cocoa jobs up 55% (to 743, 3rd overall) and Objective C up 23% (to 1035 jobs, 11th). **Microsoft** continued with its terminal decline across the board (.NET, Windows Mobile, Exchange, Access, Server and Expression). Java jobs fell 13% (to 1857 projects), questioning whether Java is falling out of favor compared to the lingua franca of websites, PHP (a behemoth 25,639 jobs, up 3.3%).

FREELANCER FAST 50 (FASTEST MOVERS)

Rank	Category	Jobs in Q2	Jobs in Q3	Growth
1	Google Adsense	598	1052	76%
2	3D	1446	2376	64%
3	Cocoa	480	743	55%
4	Product Descriptions	715	1022	43%
5	HTML5	813	1125	38%
6	Social Networking	3080	4193	36%
7	Animation	779	1030	32%
8	Facebook	4660	6149	32%
9	CSS	3200	4220	32%
10	Web Scraping	774	988	28%
11	Objective C	839	1035	23%
12	BPO	813	996	22%
13	Ghostwriting	2824	3453	22%
14	YouTube	717	870	21%
15	eBooks	535	641	20%
16	eBay	782	935	19%
17	jQuery / Prototype	1230	1457	18%
18	Twitter	1287	1523	18%
19	SEO	8171	9627	18%
20	Excel	3984	4683	17%
21	Wordpress	4288	5026	17%
22	Blog	3021	3540	17%
23	Reviews	1775	2073	17%
24	Link Building	5769	6727	17%
25	Magento	1322	1500	13%
26	ActionScript	740	716	-3%

27	Bulk Marketing	2295	2220	-3%
28	MySQL	8018	7744	-3%
29	Logo Design	4955	4783	-3%
30	XML	801	769	-4%
31	.NET	2852	2737	-4%
32	Drupal	694	664	-4%
33	Visual Basic	981	932	-5%
34	C++ Programming	1703	1612	-5%
35	ASP	1145	1082	-5%
36	Classifieds Posting	1027	964	-6%
37	Leads	2854	2673	-6%
38	AJAX	3746	3448	-8%
39	Academic Writing	2970	2725	-8%
40	Proofreading	1274	1146	-10%
41	Flash	3109	2794	-10%
42	Editing	1026	921	-10%
43	Script Install	1456	1282	-12%
44	PSD to HTML	1646	1444	-12%
45	Report Writing	1096	954	-13%
46	Illustration	1150	1000	-13%
47	Java	2143	1857	-13%
48	CMS	709	613	-13%
49	User Interface / IA	1162	997	-14%
50	Banner Design	1677	1394	-17%

This data was extracted from 114,455 jobs posted on Freelancer.com in Q3 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 over 2.8 million independent professionals from all over the world. Employers can hire freelancers 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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