



## PressRelease

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# Online Labor Market Job Trends: Freelancer Fast 50 for 2011 and Predictions for 2012

SYDNEY, February 27, 2012: Freelancer.com, the world's largest outsourcing marketplace, today announced their findings on the fastest growing online jobs with the release of the Freelancer Fast 50 for 2011, together with the company's predictions for 2012.

"We are uniquely positioned to comment on jobs conducted online, with over 3.2 million users and 1.5 million online jobs posted on Freelancer.com to date," said Matt Barrie, Chief Executive of Freelancer.com.

The Freelancer.com Fast 50 charts the top 50 rising job categories in the online labor market quarter by quarter. The 2011 Freelancer Fast 50 is the amalgamation of those results for the year.

"Each year we examine hundreds of thousands of jobs posted on Freelancer.com. This year our team of data analysts uncovered insights, backed by empirical evidence, regarding trends that are frequently commented on by the press. The techniques we use enable us to gauge community and developer interest more accurately than the traditional methods," Barrie concluded.

### **TOP TRENDS OF THE FREELANCER FAST 50 FOR 2011**

#### **2011 saw the rise of a new generation of Web 2.0 entrepreneur**

The web has been the main battleground of technology entrepreneurs for many years, but with the emergence of an online workforce as a key resource, even the layperson can now launch a website or iPhone application. From our data, it is clear that 2012 will see the emergence of a whole new generation of Web 2.0 entrepreneurs.

In 2011 we saw a tremendous rise across the key web technology areas; HTML was up 193% (to a whopping 72,571 new jobs), HTML5 was up 118% (to 4,121 jobs), Website Design up 94% (to a massive 83,931 new jobs), Shopping Carts up 68% (to 8,437 jobs), and PHP- the lingua franca of websites- rose 69% (to 104,597 new jobs) in 2011, and topped the Fast 50 in terms of absolute gains.

With the boundaries and capabilities of the web constantly being pushed by industry heavyweights such as Google and Facebook, there is a growing need by web developers to integrate more Web 2.0 elements to keep pace and stay relevant. Jobs for technologies such as Javascript increased by 66%, (to 22,835 jobs), jQuery grew 175% (to 5,493 jobs), AJAX rose 41% (to 15,168 jobs), and CSS was up 65% (to 15,199 jobs).



With increased international competition putting pressure on SMEs to deliver higher quality goods and services at lower prices, online behemoths like Amazon are asphyxiating an ever widening range of industries (been to a bookstore recently?). Retailers have realized they must take their business online or face oblivion resulting in the strong 34% growth in eCommerce jobs (to 11,612); 67% increase in Shopping Carts jobs (to 8,437 jobs), and a 57% increase in Magento (to 5,789 jobs).

We anticipate that these categories will accelerate in growth through 2012 as more SMEs and entrepreneurs join the Tech Boom 2.0.

### **Google decimates poor quality content, and copywriting industry**

With the announcement of changes to its search algorithm at the start of 2011, deceptively nicknamed "Panda", Google declared war on content farms, and began an arms race that promises to continue into 2012. While estimating that only 1% of all searches would change at each update, the pain caused was felt across the Internet from major sites through to the smallest niche blog.

The impact on writing jobs was immediate as the industry reeled in the fallout from the changes in Q1 2011; Copywriting was down 19% (to 5,478 jobs), Ghostwriting was down 13% (to 2,940 jobs) and Article Submission was down 29% (to 884 jobs).

Despite Google continuing to roll out updates throughout 2011, it's clear that a solid SEO strategy has never been more important to online businesses looking to attract Internet consumers to their site, and as a result the writing industry regathered and chalked up solid growth for the year; SEO up 63% (to 36,174 jobs), Copywriting up 7% (to 22,047 jobs), Ghostwriting up 32% (to 12,585 jobs), and Article Submission up 61% (to 4,530 jobs). We anticipate that the market will remain buoyant as Google and the SEO / Content Writing industries continue to play cat and mouse through 2012.

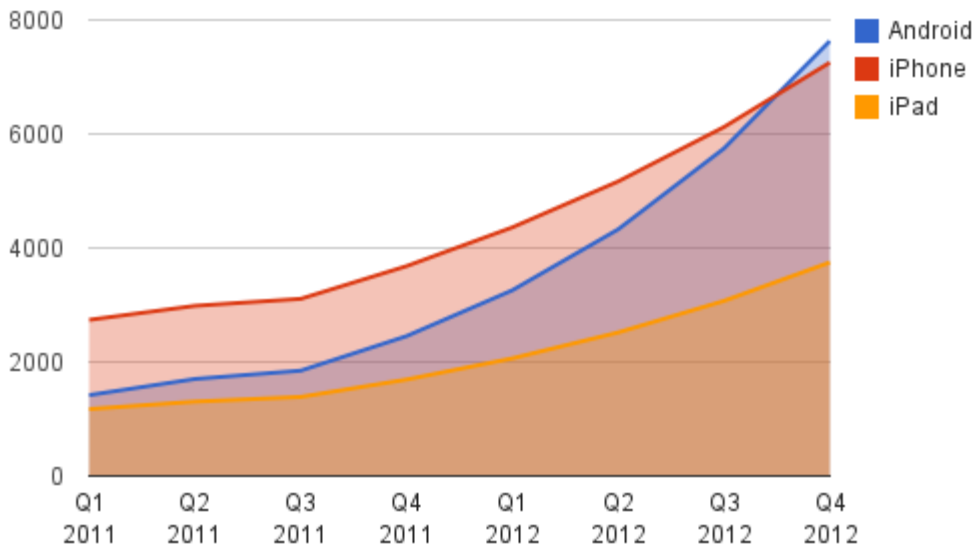
### **Smartphones: It's all about when Android will beat the iPhone ecosystem...**

Mobile Phone jobs were the fastest growing online job category with a 216% increase (to 12,262 jobs) in 2011. Android jobs ended 2011 by growing 163% (to 7,431 jobs), double the iPhone's 81% growth rate (to 12,527 jobs).

From current growth rates, we estimate the number of new applications developed on Android will overtake the iPhone in Q4 2012.



We believe a key driver of this for Android is due to the platform being more open to developers than the “walled garden” that is Apple’s iOS.



**Figure: Android vs iPhone jobs 2011-2012**

Android phones became the biggest driver of smartphone shipments (51.9 million sold) in Q2 of 2011, recording a 379% year on year increase. The Apple iPhone shipped 20.3 million iPhones over the same period. Vendors such as Samsung, HTC, LG and Motorola acted as catalysts for the growth of Android-based products, which equates to 48% market share for the Android and 19% for the iPhone.

While the iPhone 4S launch in October boosted iPhone jobs, we believe that a bigger boost will come if the iPhone 5 ships, delivering developers with new primitives to work with.

In 2011, we saw a 217% increase in Cocoa (to 2,293 jobs), and a 151% increase in Objective-C (to 3707 jobs), technologies with which Apple’s desktop and mobile applications are built. Apple’s blocking of Flash on iOS platforms sounded the death knell for Adobe’s Flash in 2011, which shrank 11% (to 12,247 jobs). We believe that online jobs related to Flash will be in terminal decline by mid-2012.

**... while Nokia and Microsoft mobile platforms are dead.**

Microsoft was down 29% (to 888 jobs), Symbian down 34% (to 349 jobs) and Nokia down 44% (to 488 jobs). All 3 recorded significant negative growth for the year and dropped to negligible



numbers. BlackBerry jobs were too low to appear on our Q4 report, and only grew 14% (1,955 jobs) overall growth for 2011. We predict that application development for these platforms is now terminal.

Nokia has suffered the most globally since 2010. Through 2011, It was overtaken by Android, the iPhone and Samsung in terms of market share which is reflected in our online job statistics.

The company announced it was tying up with Microsoft to try to compete with Apple and Android phones at January's 2012 Consumer Electronics Show (CES), unveiling the Microsoft-powered Lumia 900 smartphone.

"We believe the industry has shifted from a battle of devices to a war of ecosystems," said Nokia boss Stephen Elop. With Samsung, HTC and others also introducing Windows devices, he added, "We all need to get that fly wheel spinning; our principle competition is the other ecosystems".

The only wheels that we have seen spinning for Nokia in 2011 in our data were the wheels coming off the Nokia bus. We predict that 2012 will be the end of Nokia and BlackBerry as major vendors in the smartphone marketplace, and unless Microsoft can pull a rabbit out of its hat, it will soon join them.

### **Tremendous growth in iPad jobs; BlackBerry Playbook stillborn.**

iPad jobs increased 125% (to 5,589 jobs) in 2011, and are growing at 22% compound per quarter. This rate already surpasses the growth rate of iPhone jobs (18% per quarter). We believe that the rate of new applications for the iPad will accelerate significantly, as applications catch up to the matching the tremendous growth rate at which iPads are currently shipping, developers cotton on to the new platform paradigm and the iPad 3 ships.

BlackBerry's Playbook tablet, which launched in Q2 2011 is stillborn with insignificant interest according to our data.

### **Microsoft is a dead duck**

As we repeatedly point out in our quarterly Freelancer Fast 50 reports, the universal decline in online jobs related to Microsoft products leads us to believe that the company's days are numbered. The Microsoft report is covered in red ink; Microsoft missed out on the Internet and as a result core Microsoft products are seeing interest drop like a rock, with upticks only really seen in programming languages associated with the company: Windows Desktop down 37% for the year (to a paltry 1,256 jobs), IIS down 37% (to a piddling 331 jobs), Microsoft down 39% (to 888 jobs), Word down 12% (to 808 jobs), Windows Mobile down 8% (to 515 jobs), .NET down 5% (to 12,108 jobs), Microsoft Access up 1% (to 1,166 jobs), Microsoft Exchange up 1% (to 236 jobs). The only



bright spots in the report are ASP up 12% (to 4,544 jobs), Visual Basic up 12% (to 4,103 jobs), C# Programming up 27% (to 7,369 jobs), Sharepoint up 38% (to a tiny 413 jobs) and Windows Server up 84% (to 872 jobs).



### FREELANCER.COM FAST 50 FOR 2011

RANK	CATEGORY	ONLINE JOBS IN 2011/12	PERCENTAGE UP IN 2011/12
1	Mobile Phone	12262	216.03%
2	Copy Typing	2981	194.57%
3	HTML	72571	192.74%
4	jQuery / Prototype	5493	175.48%
5	Android	7431	163.70%
6	Objective C	3707	150.30%
7	Software Architecture	15226	150.26%
8	iPad	5566	125.89%
9	HTML5	4121	118.16%
10	Google Adsense	2929	116.16%
11	Graphic Design	72389	113.65%
12	Facebook	23039	98.36%
13	Website Design	83931	94.01%
14	Internet Marketing	47491	89.60%
15	Excel	19609	88.01%
16	Link Building	25315	85.35%
17	User Interface / IA	4291	84.64%
18	Twitter	5658	84.36%
19	iPhone	12527	81.66%
20	Social Networking	15258	77.71%
21	PHP	104597	69.06%
22	Shopping Carts	8437	67.90%
23	Javascript	22835	66.63%
24	Wordpress	18924	65.96%



25	CSS	15199	65.33%
26	SEO	36174	63.48%
27	Article Submission	4530	61.38%
28	ActionScript	2936	59.83%
29	Accounting	2048	59.75%
30	Business Plans	1936	59.21%
31	Magento	5789	57.40%
32	MySQL	32478	54.25%
33	Web Scraping	3740	53.15%
34	Voice Talent	1619	48.26%
35	Photoshop	17732	47.69%
36	Audio Services	1660	45.36%
37	Video Services	4627	44.87%
38	Logo Design	19871	41.70%
39	AJAX	15168	41.06%
40	Illustrator	6913	41.02%
41	Academic Writing	12149	39.90%
42	Marketing	20072	39.87%
43	Caricature & Cartoons	1617	38.09%
44	Brochure Design	1761	37.47%
45	C++ Programming	7219	35.75%
46	eCommerce	11612	34.71%
47	PSD to HTML	5965	34.56%
48	Ghostwriting	12585	32.21%
49	Web Search	6158	31.55%
50	Leads	11081	30.64%



### FREELANCER.COM 10 BIGGEST ABSOLUTE MOVERS

RANK	CATEGORY	ONLINE JOBS IN 2011	PERCENTAGE
1	PHP	104597	69.06%
2	Website Design	83931	94.01%
3	HTML	72571	192.74%
4	Graphic Design	72389	113.65%
5	Internet Marketing	47491	89.60%
6	Data Entry	44762	26.43%
7	SEO	36174	63.48%
8	MySQL	32478	54.25%
9	Link Building	25315	85.35%
10	Facebook	23039	98.36%

### FREELANCER.COM 10 BIGGEST LOSERS

RANK	CATEGORY	ONLINE JOBS IN 2011	PERCENTAGE
1	Templates	1214	-62.87%
2	Order Processing	1015	-41.43%
3	CMS	2841	-39.05%
4	Forum Posting	2468	-37.11%
5	Windows Desktop	1256	-36.95%
6	OSCommerce	2364	-31.91%
7	Photoshop Design	3847	-29.65%
8	Paypal API	1422	-28.43%
9	Concept Design	1128	-27.97%
10	XML	3289	-25.82%





### **About the Freelancer Fast 50**

This data was extracted from the skills specified in 783,373 jobs posted on Freelancer.com in 2010 and 2011. The Freelancer.com Freelancer Fast 50 is the leading gauge of online hiring trends. The Fast 50 is calculated by looking at the fastest rising and falling job sectors on Freelancer.com where job volumes exceed 1,000.

### **About Freelancer.com**

Webby award winning Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world. Through Freelancer.com, businesses connect with over 3 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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