



PressRelease

Freelancer.com reveals the 50 fastest growing online jobs for Q2 2012

One App Store to rule them all: tables turn as Apple iOS accelerates, leaving Android in its dust; Google changes send Internet Marketing industry into panic; Businesses look to weather the economic downturn with BPO; Open Standards dominate the Fast 50 and Web; Facebook IPO fizzer spills over into fall in Social Media jobs.

SYDNEY, July 18th, 2012: Freelancer.com, the world's largest outsourcing marketplace, today announced the Freelancer.com Fast 50 for the second quarter of 2012.

The Freelancer.com Fast 50 pulls data from over 4 million users and over 2.3 million projects to highlight the 50 fastest moving online job categories, creating the most comprehensive insight into online job trends. The data for the Q2 Fast 50 report came from 190,000 online jobs posted on the website during the quarter, making it the leading forward looking indicator for the global online job economy.

"We truly are at an inflexion point of the technology landscape", said Freelancer.com Chief Executive, Matt Barrie. "We're seeing the changing of the guard across the technology industry when we examine our incredibly detailed online jobs data".

"Two clear trends are evident: firstly, user activity is moving to mobile devices and the trend won't be reversing any time soon as the other 5 billion people on this planet join the Internet, primarily through mobile. Secondly, the Internet is becoming more interactive, and the technologies that are winning and will continue to win are open standards like HTML5 and jQuery- to the detriment of the incumbents proprietary technology providers like Adobe and Microsoft", Barrie said.

TOP TRENDS FOR Q2 2012

- **One App Store to rule them all: tables turn as Apple iOS accelerates, leaving Android in its dust.** We reported previously that Android was expected to overtake the Apple iPhone by the end of 2012 for the rate of release of new applications delivered to the platform. Android jobs had been previously growing faster than those for the iPhone.

On the back of an IDC report showing dropping interest by developers in the Android platform, and further reports of lower relative earnings in the Android marketplace, this quarter, the rate of growth for new **iPhone** apps exploded, growing 30% to 5,112 new jobs- leaving **Android** reeling in its wake (up 20% to 3,444 jobs). This compares to Q1, where



iPhone apps were up 27% and Android up 26%. **iPad** jobs accelerated even faster, increasing its quarter on quarter growth rate from 19% in Q1 to 26% in Q2 (to 2,308 jobs) on the back of the launch of the highly successful iPad 2 in the previous quarter. Generic **Mobile Phone** jobs across the board were up a whopping 36% to 5,709.

Next quarter's Fast 50 will be interesting as Apple released a major update to its flagship mobile operating system, iOS6, as a beta in June, with Google hot on its heels with the release of Android Jelly Bean.

- **Google changes sends Internet Marketing industry into panic.** With four updates of Google Panda in the quarter, and the release of Google Penguin in April, traffic rankings have gone haywire as Google began a concerted effort to make search engine return pages more relevant to users (or, as some wags comment, more revenue for Google).

This has created great confusion right across the **Internet Marketing** industry (down 5.6% to 13,848 jobs), sending **SEO** (down 7.3%, to 9397 jobs) and **Link Building** projects (down 8.3%, to 6529 jobs) tumbling. **Article Rewriting** and **Article Submission** also headed for the hills as the fight against low quality content rages (down 9.3%, to 6298 jobs and down 4.0% to 2681 jobs, respectively).

Telemarketing was up strongly on lower volumes, perhaps as marketers look to other areas (up 11% to 1,104 jobs).

- **Businesses look to weather the economic downturn with Business Process Outsourcing (BPO):** Back-office positions, from virtual assistants to data entry clerks, were up strongly across the board. **Virtual Assistants** were up 18% to 3,770 jobs, demand for **MS Word** processing skyrocketed 119% to 1,594 jobs, **Data Processing** (up 16% to 21,274 jobs) and **MS Excel** (up 13% to 22,947 jobs) also rose quite significantly this quarter.
- **Open Standards dominate the Fast 50 and Web.** Web 2.0 technologies and their underlying open standards and technologies continued to rise. **HTML5** continued to grow strongly this quarter, rising 20% (to 2,108 jobs). Interactive web technology **jQuery** (up 17% to 2,247 jobs) also zoomed up the charts. **User Interface** jobs had a stellar quarter, up 42% to 1,756. This activity has been at the expense of the web dinosaur and Fast 50 perennial loser Microsoft; **.NET** jobs fell off the edge of a cliff this quarter (down 39% to 2,919), and **ASP** jobs dropped 13% to 1,084.
- **Facebook IPO fizzer spills over into fall in Social Media jobs.** **Facebook** related jobs fell dramatically this quarter (down 14%, to 6,510 jobs), as advertisers and Social Media experts started to question the effectiveness and ROI of social media advertising on the back of damning reports from customers during the Facebook public offering. On the back of reports that Fortune 500s including General Motors were pulling their big ticket advertising budgets with the social media giant, Freelancer.com saw the wind disappear from the sails of the Social Media boat, with **Twitter** projects dropping 1.3% to 2184 and **Social Media** jobs stalling at 1.1% growth to 5308 jobs.



"Companies in industries from consumer electronics to financial services tell us they're no longer sure Facebook is the best place to dedicate their social marketing budget—a shocking fact given the site's dominance among users," said Nate Elliott, an analyst at market research firm Forrester, in a recent company blog post.

FREELANCER FAST 50 (FASTEST MOVERS)

Rank	Category	Q2 2012	Q1 2012	Growth
1	Word	1594	728	118.96%
2	Web Scraping	3232	2025	59.60%
3	Objective C	1809	1140	58.68%
4	User Interface / IA	1756	1234	42.30%
5	Mobile Phone	5709	4209	35.64%
6	iPhone	5112	3926	30.21%
7	iPad	2308	1826	26.40%
8	C Programming	2501	2068	20.94%
9	Android	3444	2859	20.46%
10	HTML5	2108	1763	19.57%
11	PDF	1647	1385	18.92%
12	Virtual Assistant	3770	3202	17.74%
13	jQuery / Prototype	2247	1927	16.61%
14	Data Processing	21274	18331	16.05%
15	Excel	22947	20282	13.14%
16	Software Architecture	5095	4530	12.47%
17	Shopping Carts	2647	2370	11.69%
18	Telemarketing	1104	999	10.51%
19	Banner Design	1810	1672	8.25%
20	Technical Writing	2250	2119	6.18%
21	Copy Typing	2835	2709	4.65%
22	Logo Design	5768	5569	3.57%
23	Linux	1270	1239	2.50%



24	Magento	1752	1723	1.68%
25	Social Networking	5308	5250	1.10%
26	Website Design	23098	22945	0.67%
27	Data Entry	30943	30805	0.45%
28	Illustrator	2096	2103	-0.33%
29	HTML	22281	22533	-1.12%
30	Twitter	2184	2213	-1.31%
31	Flash	2522	2594	-2.78%
32	PHP	29381	30254	-2.89%
33	Article Submission	2681	2792	-3.98%
34	Proofreading	1377	1447	-4.84%
35	Internet Marketing	13848	14667	-5.58%
36	AJAX	3709	3978	-6.76%
37	Report Writing	1220	1313	-7.08%
38	SEO	9397	10133	-7.26%
39	C++ Programming	1921	2074	-7.38%
40	Link Building	6529	7120	-8.30%
41	C# Programming	1935	2122	-8.81%
42	Article Rewriting	6298	6941	-9.26%
43	Blog	3581	4086	-12.36%
44	Customer Support	1022	1171	-12.72%
45	Facebook	6510	7537	-13.63%
46	Articles	11282	13064	-13.64%
47	Academic Writing	3579	4219	-15.17%
48	eBay	1042	1284	-18.85%
49	Classifieds Posting	661	826	-19.98%
50	.NET	2919	4748	-38.52%

This data was extracted from 189,917 jobs posted on Freelancer.com in Q2 2012, up from 172,936. The Freelancer.com Freelancer Fast 50 is the leading gauge of online hiring trends.



About Freelancer.com

Webby award winning Freelancer.com is the largest online outsourcing platform in the world, putting businesses and employers in contact with a network of over 4 million independent professionals from all over the world. No matter what the job, whether software development, graphic design, technical writing, data entry, accounting, legal aid, sales, marketing, engineering, or even architecture, employers can find willing, qualified contractors ready to meet demand at competitive prices. In fact, the average job is completed for under US\$200, making Freelancer.com an obvious money-saving choice for small businesses looking to accomplish a wide variety of tasks without undertaking the expense of hiring full-time staff.

For more information, contact:

Vuki Vujasinovic	Communications Manager, Global
Tel	+1 (415) 830 3806
Email	vuki@freelancer.com
Evan Tan	Communications Manager, Asia-Pacific
Tel	+63 (908) 882 8519
Email	evan@freelancer.com
Bill Little	Communications Manager, Europe
Tel	+44 (0) 7940 924555
Email	bill@freelancer.com
URL	http://www.freelancer.com