



## PressRelease

For Immediate Release

### Freelancer.com exposes the 50 fastest growing online job trends in Q4 2012

**Website Hosting tops the list as cloud computing takes off; Windows desktop apps take off after the release of Microsoft Windows 8; Apple AppFatigue sets in; Software and Website QA jobs soar as eCommerce sites rushed to fortify themselves for holiday season traffic; eBay jobs rise as the online marketplace reinvents itself; and Social media and Internet Marketing jobs continue to fall out of favour in the wake of constant platform and search index changes.**

**SYDNEY, January 29th, 2012:** Today Freelancer.com released the **Freelancer Fast 50** report for **Q4 2012**, tracking trends in the online jobs market.

“The Freelancer Fast 50 report is a fairly unique leading indicator of the online economy”, said Matt Barrie, CEO of Freelancer.com. “As the largest outsourcing marketplace in the world with almost 7 million users and over 4 million jobs posted to date, the *Freelancer Fast 50* report is uniquely placed to provide insights into ups and downs in the demand for skills, technologies, products and performance of companies through analysis of over one hundred thousand jobs per quarter being posted online”, he continued.

#### **Top trends from Q4 2012:**

- **Website Hosting** jobs skyrocketed over 3300% (to 4,059 jobs) as more and more businesses move into the cloud, with most of these jobs involving moving established sites to the cloud, or sending new cloud-hosted sites live.

The standout performer was **Amazon Web Services**, which saw an increase of an incredible 466% this quarter (to 1,895 jobs) as the online retail juggernaut continues to dominate with its EC2 platform, expanding rapidly into new regions and deploying faster, new generation servers with improved storage capabilities.



- **Microsoft desktop apps take off after the release of Windows 8:** Demand for **Windows Desktop** apps shot up 305% this quarter as Microsoft unveiled its new operating system (to 1,923 jobs), although volumes are still low compared to other architectures. **MS Word** and **Powerpoint** saw growth spurts of 211% (to 4578 jobs) and 309% (to 1,253 jobs) respectively.
- **Are we seeing Apple AppFatigue?** With a crowded marketplace of over 1 million apps now in the Apple App Store, developers for Apple mobile platforms are showing signs of app-fatigue. In Q4 Apple iOS jobs dropped for the first time since the Fast 50 report started being published; **iPhone** jobs dropped 3.8% (to 5,298 jobs) and those for the **iPad** fell 14% (to 2,036 jobs). This was reflected in Apple's share price, which plummeted 20% over the quarter. **Android** on the other hand gained 7% (to 4,282 jobs) as shipments for the open platform well overtake those of Apple. "This is a huge platform change," Google's Executive Chairman, Eric Schmidt, says of Android's widening lead over iOS. "This is of the scale of 20 years ago — Microsoft versus Apple. We're winning that pretty clearly now."
- **Software and Website QA jobs soar as eCommerce sites rushed to fortify themselves for holiday season traffic:** Q4 saw a spike in **Software and Website Testing** jobs as online retail rushed to get their sites ready and bug free for the peak selling season. **Software Testing** jumped 2500% (to 5,200 jobs) while **Website Testing** saw an equally astounding 2055% increase (to 3,923 jobs).
- **eBay jobs rise as the online marketplace reinvents itself.** After 17 years in the online auction business the company rolled out a number of dramatic changes to its website and mobile application, including new branding. These changes, in combination with a pivot to a mobile-centric and small-business friendly focus, resulted in **eBay** jobs gaining 22% (to 1,790 jobs) for the quarter as it diversifies its auction house into an eCommerce marketplace and goes head-to-head with tech retail giant Amazon.
- **Social media and Internet Marketing jobs continue to fall out of favour in the wake of constant platform and search index changes:** Despite the boom in Internet traffic, continual changes and negative reports have left advertisers confused whether using social networks as an advertising platform will pay off in the end. According to the New York times, only 14% of digital advertising budgets are currently allocated to social networking.



That doubt was reflected in the online jobs market, where **Social Networking** projects declined 5.1% (to 5,820 jobs). Both **Facebook** (down 8.4% to 7,186 jobs) and **Twitter** (down 6.4% to 2,240 jobs) also felt the pinch. **Internet Marketing** in general was flat (down 1.4% to 15,244 jobs), while **SEO** is still reeling from the after effects of Google's Panda changes (down 3.3% to 10,159 jobs). Some marketers fell back to **Email Marketing** (up 186% to 1,003 jobs).

#### Freelancer Fast 50 for Q4 2012

Rank	Job Category	Q4	Q3	Increase
1	Web Hosting	4059	118	3340%
2	Software Testing	5200	196	2554%
3	Website Testing	3923	182	2055%
4	Website Management	4073	551	639%
5	Engineering	2477	408	507%
6	Amazon Web Services	1895	335	466%
7	Powerpoint	1253	306	309%
8	Windows Desktop	1923	475	305%
9	Word	4578	1474	211%
10	Email Marketing	1003	351	186%
11	Icon Design	1007	429	135%
12	Book Writing	1300	623	109%

13	Software Architecture	12127	5897	106%
14	Copy Typing	12897	6917	86%
15	PDF	2444	1375	78%
16	XML	1479	858	72%
17	Technical Writing	3495	2092	67%
18	Translation	3297	2100	57%
19	Linux	2185	1412	55%
20	Academic Writing	5403	3506	54%
21	SQL	1810	1308	38%
22	Accounting	1035	757	37%
23	Script Install	1947	1450	34%
24	C# Programming	2750	2103	31%
25	User Interface / IA	2777	2155	29%
26	Java	3277	2560	28%
27	MySQL	14024	11002	27%
28	CSS	9015	7098	27%
29	Web Scraping	3189	2511	27%
30	Research	2669	2111	26%
31	ASP	1500	1187	26%
32	HTML5	3827	3038	26%
33	3D Animation	1655	1328	25%



34	3D Modelling	1466	1187	24%
35	eBay	1790	1469	22%
36	Illustration	1555	1290	21%
37	Visual Basic	1630	1372	19%
38	jQuery / Prototype	3527	2972	19%
39	Android	4282	4002	7%
40	Internet Marketing	15244	15458	-1.4%
41	eCommerce	3862	3931	-1.8%
42	Link Building	6844	7066	-3.1%
43	SEO	10159	10505	-3.3%
44	Shopping Carts	2944	3059	-3.8%
45	iPhone	5298	5508	-3.8%
46	Social Networking	5820	6131	-5.1%
47	Twitter	2240	2392	-6.4%
48	Facebook	6581	7186	-8.4%
49	iPad	2036	2376	-14%
50	BPO	2946	4493	-34%

This data was extracted from 261,003 jobs posted on Freelancer.com in Q3 2012, up from 230,614 in Q2. The Freelancer.com Fast 50 is the leading gauge of online hiring trends.

#### **About Freelancer**

Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world, and winner of three Webby awards. The site connects small businesses with almost 7 million independent professionals globally, specializing in fields as diverse as information technology, content



development, marketing, engineering, and medicine. The average job is completed for under US\$200, making Freelancer.com extremely cost-effective for small businesses unable to justify the expense of hiring full time.

**For more information, contact:**

Adam Byrnes                      Director, International  
Tel                                      +61 403 779 078  
Email                                  adam.byrnes@freelancer.com

Evan Tan                              Regional Director, Asia  
Tel                                      +63 908 882 8519  
Email                                  evan@freelancer.com

Bill Little                              Regional Director, Europe  
Tel                                      +44 (0) 7940 924555  
Email                                  bill@freelancer.com

Sebastian Siseles                  Director Regional para Latinoamérica  
Tel                                      +54 911 32 60 07 30  
Email                                  sebastian@freelancer.com

URL                                      <http://www.freelancer.com>