



## PressRelease

### Freelancer.com reveals the Fast 50 small business trends driving online employment for Q1 2014

**SYDNEY, April 14, 2014: ; Mobile developers are now putting Android first; 3D printing, concept design and architectural work drive a large increase in 3D jobs; After Candy Crush and Flappy Bird, Mobile Phone jobs skyrocket; Content is King again: content strategies rebound as marketers gain confidence; BPO shows strong growth as businesses continue to strip the fat.**

In Q1 2014, over 270,000 jobs were analysed to provide a snapshot of the global business ecosystem. Freelancer.com Chief Executive Matt Barrie said: "The Freelancer Fast 50 data is the leading forward indicator of trends in online jobs related to industries, technologies, products and companies".

**Mobile developers are now putting Android first.** In Q2 of 2013, the number of **Android jobs** (7,073 jobs) overtook **iPhone** (6,989 jobs) for the first time; now in Q1 2014, **Android** is continuing its reign with a 33.9% increase to 11,141 jobs versus **iPhone's** 32.0% to 10,207 jobs. While the iPhone still has a foothold in the developed world, Android is growing like wildfire in the developing world where sales of handsets in Asia using the Android OS are growing at reported 5% month-on-month. The low cost iPhone 5C's attempt to address this



has also been a flop, providing CEO Tim Cook a headache. Cook announced at the start of the quarter that sales of the 5C had been less than anticipated.

**3D printing, concept design and architectural work drive a large increase 3D jobs.** Q1 2014 saw a dramatic leap in all things three-dimensional. **3D Rendering** leapt 43.9% (to 2,784 jobs), **3D Animation** increased 35.7% (to 3,183 jobs) and **3D Modeling** saw an increase of 34.5% (to 3,230 jobs). The intense interest in 3D slapped the world in the face with the recent acquisition of Oculus Rift by Facebook, which purchased the virtual reality headset for \$2 billion at the end of March. 3D Imagery allows businesses to bring their products and services to life while connecting with their users in a new and exciting way. The global fascination is being spurred on by notable advances in **3D Printing** - with technological advances fuelling rapid cost-reductions, tech retailers are salivating at the thought of affordable 3D printers under Christmas trees when the 2014 Holiday season arrives. Likewise, **Graphic Design** jobs were up (to 51,389 jobs), **Illustration** jobs were up up 32.7% (to 3,308 jobs), and **Animation** jobs up 21.3% (to 2,755 jobs).

**After Candy Crush and Flappy Bird, Mobile Phone jobs skyrocket.** In the wake of the Flappy Bird phenomena, apps were in hot demand this quarter. Mobile Phone jobs were up 35.3% (to 13,340 jobs). Flappy Bird, first developed with little fanfare in 2013, had a resurgence in the beginning of 2014, with developer Dong Nguyen claiming he was bringing in more than \$50k a day in advertising revenue. Likewise King.com's Candy Crush saw eye popping growth in revenue, making \$1.9 billion in revenue in 2013 from a game only launched in April 2012. King.com went public on the NYSE in the quarter.

**Content is King again: content strategies rebound as marketers gain confidence.** Content related jobs fell away in the last few years in the wake of Google's Panda and Penguin updates. Q1 saw an extremely strong rebound in content writing related jobs; **Ghostwriting** rose 41.5% (to 5,807 jobs) and **Copywriting** lifted 17.7% (to 8,029 jobs) as savvy business owners reengage freelancers to produce high quality content.

**BPO shows strong growth as businesses continue to strip the fat.** Businesses have started the New Year engaging online freelancers to increase organisational flexibility, freeing



up full time employees to focus on their core competencies and drive company growth. Q1 Fast 50 saw **Accounting** rise 26.5% (to 1,374 jobs), **Sales** jobs increase 20.5% (to 5,057 jobs), **Leads** by 17.7% (to 3,755 jobs), **Business Analysis** by 15.8% (to 1,163 jobs) and **Virtual Assistant** jobs by 13.3% (to 2,181 jobs).

#### **About Freelancer®**

Triple Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. Over 10.7 million registered users have posted 5.7 million projects and contests to date in over 600 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

#### **Notes to the editor:**

The data for the Freelancer Fast 50 for Q1 was taken from a total of 271,318 good\* jobs in Q1, up 16.5% from 232,861 good jobs in Q4.

<b>Job</b>	<b>Q1 '14</b>	<b>Q4 '13</b>	<b>Change %</b>
3D Rendering	2784	1935	43.9
Ghostwriting	5807	4104	41.5
Software Development	1899	1372	38.4
3D Animation	3183	2345	35.7
Mobile Phone	13340	9859	35.3
3D Modelling	3230	2401	34.5
Android	11141	8320	33.9
Logo Design	13286	9981	33.1
Illustration	3308	2492	32.7



Telemarketing	1526	1153	32.4
iPhone	10207	7735	32.0
Objective C	2237	1720	30.1
Brochure Design	1647	1271	29.6
Photoshop Design	2266	1770	28.0
Accounting	1374	1086	26.5
Photo Editing	1617	1286	25.7
Visual Basic	2138	1708	25.2
After Effects	1312	1055	24.4
User Interface / IA	3584	2883	24.3
Graphic Design	51389	41983	22.4
Engineering	3497	2860	22.3
iPad	3133	2576	21.6
Animation	2755	2271	21.3
Sales	5057	4195	20.5
Web Scraping	3987	3325	19.9
Video Services	2907	2442	19.0
Wordpress	17861	15103	18.3
Database Administration	1476	1250	18.1
HTML5	7675	6513	17.8
Leads	3755	3190	17.7



Copywriting	8029	6823	17.7
ASP	1827	1562	17.0
.NET	4943	4235	16.7
Website Design	42859	36828	16.4
Business Analysis	1163	1004	15.8
Software Architecture	14004	12109	15.6
C# Programming	4285	3717	15.3
Photoshop	10216	8902	14.8
Web Hosting	2223	1939	14.6
PSD to HTML	3382	2959	14.3
Copy Typing	2292	2009	14.1
Advertising	5608	4917	14.1
Shopping Carts	4430	3891	13.9
Software Testing	2371	2083	13.8
eCommerce	6401	5629	13.7
Javascript	9364	8245	13.6
HTML	42168	37185	13.4
Virtual Assistant	2181	1925	13.3
Data Processing	5744	5074	13.2
SQL	2608	2310	12.9



The Q4 Fast 50 for 2013 was not published due to the Initial Public Offering of Freelancer Limited. The data for Q4 and Q3 2013 below was taken from a total of 232,861 good\* jobs in Q4, up 6.4% from 218,944 good jobs in Q3.

Job	Q4 '13	Q3 '13	Change %
C++ Programming	3609	2560	41.0
Creative Writing	1118	807	38.5
Java	5343	3966	34.7
Engineering	2860	2153	32.8
C Programming	3877	2973	30.4
Python	1403	1120	25.3
Academic Writing	8926	7131	25.2
Report Writing	2623	2102	24.8
Technical Writing	4940	4135	19.5
Animation	2271	1905	19.2
Android	8320	7073	17.6
Website Testing	1339	1158	15.6
Software Development	1372	1200	14.3
Linux	2674	2355	13.5
Mobile Phone	9859	8758	12.6
Software Architecture	12109	10896	11.1
Objective C	1720	1552	10.8



iPhone	7735	6989	10.7
Web Hosting	1939	1759	10.2
Bulk Marketing	2982	2718	9.7
Software Testing	2083	1909	9.1
Photo Editing	1286	1195	7.6
Anything Goes	3808	3552	7.2
Telemarketing	1153	1080	6.8
C# Programming	3717	3506	6.0
Database Administration	1251	1181	5.9
Javascript	8245	7801	5.7
Illustration	2492	2359	5.6
HTML5	6513	6166	5.6
Visual Basic	1708	1622	5.3
PHP	54912	52236	5.1
HTML	37185	35392	5.1
Graphic Design	41983	40027	4.9
Brochure Design	1271	1213	4.8
.NET	4235	4047	4.6
Ghostwriting	4104	3943	4.1
Website Design	36828	35391	4.1
Wordpress	15103	14541	3.9



Shopping Carts	3891	3747	3.8
SQL	2310	2231	3.5
Website Management	1445	1396	3.5
Photoshop	8902	8623	3.2
Illustrator	3412	3323	2.7
CSS	13726	13418	2.3
3D Animation	2345	2294	2.2
Email Marketing	1739	1705	2.0
jQuery / Prototype	4462	4386	1.7
Copywriting	6823	6709	1.7
User Interface / IA	2883	2835	1.7

\* “Good” jobs are those which have been filtered for spam, reposts, or that are otherwise unlikely to be filled.

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