



PressRelease

The Rise of Pinterest: Freelancer Fast 50 reveals a marked shift in the social media landscape as the leaders fight for dominance and a larger share of advertising revenue

SYDNEY, November 4th, 2014: Connecting with eCommerce and a focus on original visual content has become critical for Social Platforms as we deep-dive into Pinterest's meteoric rise in the social market; this demand for original content delivers a surge in creative and content jobs; Apple breaks what appeared to be Android's unshakeable dominance with the launch of the iPhone 6; and Microsoft appears set for a resurgence; as everyone is left asking, "What has happened to eBay? What will we expect to see from Alibaba?"

This quarter's Fast 50 has seen Freelancer.com data scientists review 295,259 online jobs showcasing the global trends affecting businesses and pulling apart what is driving their budget decisions. The Q3 results have been dominated by massive increases in Social Media jobs, up a collective 63% on Q2. A plethora of product releases pitched squarely at eCommerce advertisers, including an expansion of the long-awaited *Promoted Pins*, has seen Pinterest jobs skyrocket. Meanwhile, the launch of the Apple iPhone 6 has finally ended 7 consecutive quarters of Android dominance - but will it last?

"In business and technology, it is common to see the underdogs suddenly rise up and knock the incumbent out of the top spot which, in turn, shakes up the industry and changes consumer perceptions and the business landscape. This Fast 50 shows Pinterest, Apple, Microsoft and Alibaba all making moves, some game changing and disruptive, jostling for a top position. As a result, business owners are changing perceptions and shifting where and how they invest to grow their businesses," Freelancer.com CEO Matt Barrie remarked.



Pinterest's meteoric rise is shaking up social networks and what they mean for business. The visual bookmarking platform is finally making moves to monetise through the expansion of *Promoted Pins*, and the results have been astounding - a massive 1065% increase to 1480 in related jobs, as eCommerce advertisers see encouraging results. Key product releases in the last few months, pitched squarely at small business advertisers, include an overhaul of their analytics platform, self-service ads, a news tab to push out fresh content, search-prioritised *Rich Pins* and more.

What started out as a platform many critics dismissed as an unremarkable site for scrapbooking has managed to build itself up into one of, if not *the* major player in the social media arena. While Pinterest's user count is relatively low at 70 million, its user base hits a lucrative niche - 80% of Pinterest's user base are women. But the secret sauce that has advertisers salivating is engagement of its user base - the average Pinterest user spends 98 minutes per month on the platform.

Drilling down the stats even further, the numbers grow to astronomical proportions. Pinterest users have created more than 750 million boards which include more than 30 billion individual pins, with a staggering 54 million new pins being added each day. If you needed any more convincing of Pinterest's power, during the holiday season in 2013, Pinterest accounted for nearly a quarter of all social sharing activity. Pinterest is second only to Facebook among social networks when it comes to driving traffic to websites.

They've also just hired one of Google's high profile media partnership managers, Robert Macdonald and have ex Facebook's Director of Monetization (2006-2010) Tim Kendall on board. Kendall, a key figure in Facebook's highly successful monetisation strategy, has bullishly claimed Pinterest will be bigger than Facebook and Google. We expect the amount of Pinterest-related work, from image production, to ads, to community cultivation to be a mainstay in the Fast 50 for many years to come.

Google+ has also enjoyed a dramatic resurgence, increasing 532% from 269 jobs to 1699 jobs this quarter and **Google AdWords** has had a smaller yet still significant increase of 22% to 1238 jobs. This is related to the release of their *Partner Playbook* that acts as a best practice reference for their 'partners' to get a lot more engagement using Google's platforms.



Social has generally had an exceptional quarter, with **Social Media Marketing** up 96% to 3755, **Twitter** up 56% to 3662 jobs, **Facebook Marketing** up 20% to 8571 jobs. The general trend towards visual, engaging and original content has driven strong growth in the visual design arena, with **Photography** up 24% to 1521 jobs, **Photo Editing** up 29% to 2199 jobs, **Photoshop** up 29% to 13374 jobs and **Illustrator** projects are up 22% to 4730 jobs. 3D content is also continuing to feature, with **3D rendering** up 20% and **3D Design** up 14% to 3731 and 1224 jobs respectively.

The focus on original content has been formalised by Google, and this has delivered a surge in jobs for the content industry. The 'little or no original content' section of **Google's** Webmaster Guidelines has been updated, forcing site and blog owners to embrace more relevant and original content. Producing unique and relevant content takes strategic planning and creative talent, and in relation to this, we've seen the demand for original content generation increase across the Freelancer.com platform. **Book Writing** is up 30% to 1314 jobs, **Photography** is up 24% to 1521 jobs, **eBooks** are up 21% to 1318 jobs, **Editing** is up 21% to 244 jobs and **Blogging** is up 15% to 4290 jobs. People are caring more about what gets published versus just reposting and scraping content. This means a better and more engaging experience for all.

Apple breaks 7 consecutive quarters of Android dominance with the launch of the iPhone 6. Ever the expert marketer, Apple has successfully drummed up global hysteria with the release of the iPhone 6 and their first foray into the phablet space with the iPhone 6 Plus. After months of hype building, consumers have flocked to purchase the smartphone in such numbers, Apple has been forced to delay deliveries just to control the demand. Even after the U2 iTunes hijack, Apple is still flying high.

Businesses have been drawn into believing that iOS is the operating system they should be investing their budget in as they build apps and products to tap into the Apple consumer market, but is this new device enough to allow Apple to dominate? The International Data Corporation's numbers don't think so. From April to June in 2014, 301 million smartphones were sold across the world - a record quarterly figure, but a monumental 85% of these were Android. In fact, Apple's global market share dropped from 13% to 11.7% in the same period.

While the Fast 50 numbers don't show a significant increase in the demand for iOS vs. Android development, both **iPhone** and **iPad** development are up by over 11% to 10161 jobs



and 2856 jobs respectively, and **Android** is up 9.1%. What is certain from this is that the race is still close. With Apple clearly following trends set by Samsung, HTC and friends, it indicates that consumers are potentially going to be a lot less loyal to one platform and they may shift as new hardware is released.

Is Microsoft set for a resurgence? It seems like the Microsoft stack is really heating up. Both **SQL Server** and **ASP.net** are up by 259% and 179% to 1076 and 1935 jobs respectively. Has the appointment of new Microsoft CEO Satya Nadella, with his focus on cloud computing, reinvigorated the company seen by many developers and consumers alike as old-fashioned and out of touch? In July 2014, he sent around an internal memo detailing his vision for the company's future, highlighting his vision for a Microsoft that focuses on "Productivity and Platforms" – is his vision starting to take hold?

What has happened to eBay? Alibaba?

Is the online trading powerhouse feeling the pressure after Alibaba's strong debut? With the dust still settling after the record-breaking Alibaba IPO, eBay has announced that they are spinning off PayPal debt-free. At the same time, **eBay** jobs on Freelancer.com have dropped 14% this quarter. Does eBay have structural or brand problems? Has eBay stopped innovating? Is the eCommerce titan about to hit an iceberg, with PayPal fleeing in a lifeboat?

Alibaba's IPO has formalised the rise of a new eCommerce titan and presented a stark challenge to incumbents eBay and Amazon. Stay tuned - 2015 could herald one of the greatest business battles in history. Can eBay survive the *Crocodile on the Yangtze* and *The Everything Store*?

About Freelancer®

Quadruple Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. Over 13.6 million registered users have posted 6.6 million projects and contests to date in over 700 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.



This data was taken from a total of 295,259 good jobs posted in Q3, up 6.6% from 276,922 good jobs posted in Q2. Good jobs are those that have been filtered for spam.

Job Type	Q3 '14	Q2 '14	Change %
Pinterest	1480	127	1065
Google Plus	1699	269	532
Microsoft SQL Server	1076	300	259
Video Editing	1120	380	195
ASP.NET	1935	693	179
Social Media Marketing	3755	1914	96
Twitter	3662	2345	56
Web Security	1010	776	30
Book Writing	1314	1015	29
Photo Editing	2199	1699	29
Photoshop	13374	10356	29
Photography	1521	1231	24
Google AdWords	1238	1015	22
Illustrator	4730	3889	22
eBooks	1318	1089	21
Editing	2449	2027	21
Facebook Marketing	8571	7122	20
3D Rendering	3731	3112	20
Objective C	2292	1961	17
Web Hosting	2342	2016	16
Graphic Design	59394	51293	16
Blog	4290	3742	15
C# Programming	4707	4108	15
Content Writing	5547	4845	14
Website Design	46710	40804	14



3D Design	1224	1070	14
Copywriting	9198	8204	12
HTML	45574	40770	12
iPhone	10161	9148	11
iPad	2856	2572	11
3D Animation	3841	3466	11
Software Testing	2342	2137	10
Android	12194	11180	9
PHP	64006	58695	9
Marketing	9759	9065	8
Research	3463	3237	7
Sales	5097	4801	6
Software Architecture	14711	13898	6
Articles	15821	14955	6
Internet Marketing	17488	16666	5
MySQL	16236	15480	5
SEO	13183	12624	4
Project Management	1200	1152	4
Social Networking	5359	5457	-2
.NET	4284	4397	-3
Business Analysis	1180	1233	-4
C Programming	3946	4270	-8
C++ Programming	3350	3692	-9
SQL	2151	2475	-13
eBay	990	1147	-14



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