



PressRelease

Fast 50 Q2, 2015: Freelancer's Fast 50 highlights Android outpacing Apple with phones and wearable apps, Social Commerce growing rapidly, and Data Science fast becoming a core business practice.

SYDNEY, August 18, 2015: Google's 'Mobilegeddon' and wearable applications drive strong mobile development growth; Social Media is moving towards commerce; and Data Science is transforming modern businesses towards insight-driven action and growth.

This quarter's Fast 50 has seen Freelancer.com's data scientists review a record 356,876 good¹ jobs, up 9.3% from 326,545 jobs in Q1 2015, and analysed the trends in the jobs performed on the platform.

The results show that mobile is a core focus for businesses with Android taking the lead over Apple; Social Media monetization is evolving towards video content and eCommerce, as eCommerce on the whole surges; and Data Science is being recognized as a core capability for businesses that want to grow.

"The Quarterly Freelancer Fast 50 report is the leading indicator of trends in online jobs related to industries, technologies, products, and companies. This quarter is no different, as we see the effect

¹ "Good" jobs are those which have been filtered for spam, advertising, self promotion, reposts, or that are otherwise unlikely to be filled.



of 'Mobilegeddon' and social monetisation on the online world, and data science becomes ubiquitous among tech and traditional organisations alike," said Freelancer.com CEO Matt Barrie.

'Mobilegeddon', Android vs. Apple, and the Impact of Wearables

On April 21 this year, Google rolled out their mobile-friendly update, a significant change to the Google's algorithm, dubbed as 'Mobilegeddon' by some. Simply put, businesses that did not have mobile-friendly websites lost search traffic and did not show in mobile search results. This sent many companies into a frenzy of fixing their websites to ensure they showed up in Google's mobile search results. In reaction to these changes, we have seen strong growth in **Mobile Phone** related jobs posted this quarter (up 25.6% to 22,290 jobs).

Google's increasing emphasis on mobile web also led to a surge in native app adoption and engagement, as it is common practice for mobile websites to encourage the viewer to download an app for a superior experience. This, along with the gathering market for wearables, has seen substantial jobs growth across both the iOS and Android ecosystems. In Q1, 2015, Android had more jobs than Apple but Apple jobs were growing more quickly. This quarter, **Android** leapt ahead with its number of jobs and growth (up 24.2% to 18,431 jobs). **Apple iOS**, including iPad apps and the newly-released Apple Watch, fell behind but still grew nicely quarter-by-quarter (up 16.4% to 17,378 jobs).

Social Media evolves into Social Commerce as eCommerce surges

The relentless drive towards monetisation of social media is starting to hit a wall, forcing an evolution towards social commerce. Advertisers are fed up with bait-and-switch tactics like the organic reach debacle², and it shows, with **Facebook Advertising** declining for yet another quarter (down 11.9% to 7,459 jobs). In the light of this, Facebook are looking towards other methods of monetisation, including a recent announcement that they are moving towards a YouTube-like revenue share model to stimulate more native video sharing. Facebook are recognising that video is the content distribution medium of the future, and it reflects in this quarter's Fast 50, with both **Video Services** (up 22.8% to 3,634 jobs) and **Videography** (up 18.5% to 1,122 jobs) growing strongly.

² Read more: [Flip the Media](#)



Meanwhile, companies were focusing a lot more efforts on **Twitter** this past quarter (up 21.9% to 4,597 jobs), and the visual media powerhouse **Pinterest** continued its stellar growth (up 22.0% to 2,126 jobs). The momentum Pinterest have built is showing no signs of slowing down. Their newly launched buyable pins (trailing in the United States) added an eCommerce element to their platform. This evolution towards social commerce as a monetisation model is leading the way forward for other social networks. Social commerce sales are expected to represent 5% of US online retail revenue in 2015³ and the effects are becoming more and more evident.

eCommerce as a whole is surging (up 14.7% to 9,128 jobs), with the standout performer being **WooCommerce**. A popular Wordpress eCommerce solution, WooCommerce is inherently mobile friendly, and in light of Q2's 'Mobilegeddon', WooCommerce jobs have skyrocketed (up 750% to 1,097 jobs). **Shopify** implementations also grew very strongly (up 31.4% to 732 jobs). We expect more and more companies implementing these responsive technologies to optimise their user experience, improve customer satisfaction, and increase site traffic and conversion rates - ultimately boosting online sales.

The Rise of the Data Scientists

HBR⁴ has declared the Data Scientist to be "The sexiest job of the 21st century". They make sense of oceans of structured and unstructured data, and suggest actions and strategies to help optimize and grow businesses. These are highly-qualified people with the strength and patience to tunnel through mountains of information with algorithms in search of gold within. Modern businesses are scrambling to hire them into their organizations.

Many Data Science jobs seen posted on Freelancer included Data Warehousing, Big Data, Scraping, Data Mining, Data Processing, Excel, Machine Learning, and Data Entry. These are all essential for data-rich businesses to survive and thrive in the modern world.

Data Scientists spend a great deal of time preparing data and they have turned to Freelancer.com for help with this time consuming task. As a result, **Data Entry** (up 47.3% to 23,242 jobs), **Excel** (up 61.2% to 19,948 jobs), and **Data Processing** (up 67.4% to 13,179 jobs) all displayed rapid growth.

³ Read more: [StartupsFM](#)

⁴ Read more: [HBR](#)



Companies with limited or no in-house data science capability sought out freelancers to perform **Statistical Analysis** (up 46.9% to 1,196 jobs), and consequently demand for expertise in statistical tools **R Programming**, **SAS**, and **SPSS** also grew substantially (up a combined 47.3% to 713 jobs). Free open-source database **MySQL** (up 14.7% to 17,503 jobs) saw significant growth, along with mathematical manipulation programs **Matlab and Mathematica** (up 36.5% to 2,901 jobs).

Note: Data relates to projects posted between April 1st and June 30th, 2015 (Quarter 2, 2015), compared with those posted between January 1st and March 31st, 2015 .

About Freelancer®

Eight-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. Over 16.2 million registered users have posted 8.2 million projects and contests to date in over 850 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.

The data for the Freelancer Fast 50 for Q2, 2015 was taken from a total of 356,876 good* jobs (up 9.3% from 326,545 jobs in Q1, 2015):

Job	Q1, 2015	Q2, 2015	Change %
WooCommerce	129	1097	750.4
Data Processing	7872	13179	67.4
Report Writing	4042	6717	66.2
Excel	12371	19948	61.2
Data Entry	15776	23242	47.3
Statistics	814	1196	46.9
Technical Writing	5248	7205	37.3
Data Science	86	118	37.2
Shopify	557	732	31.4
Matlab & Mathematica	2125	2901	36.5



Photoshop	16158	21119	30.7
Logo Design	18075	23018	27.3
Mobile Phone	17751	22290	25.6
Android	14834	18431	24.2
Video Services	2959	3634	22.8
Pinterest	1743	2126	22.0
Twitter	3770	4597	21.9
C Programming	5188	6262	20.7
3D Rendering	4362	5219	19.6
Videography	947	1122	18.5
3D Animation	4760	5635	18.4
Ghostwriting	8534	10101	18.4
Translation	7237	8522	17.8
Graphic Design	66624	78223	17.4
Google Plus	1934	2270	17.4
Copywriting	10443	12220	17.0
iPhone	12261	14337	16.9
Software Architecture	18600	21451	15.3
3D Modelling	4969	5727	15.3
Website Design	57028	65590	15.0
MySQL	15260	17503	14.7
eCommerce	7961	9128	14.7
Javascript	11504	12976	12.8
HTML	53733	60554	12.7
Video Editing	1238	1389	12.2
iPad	2639	2954	11.9
PHP	74658	83206	11.4
YouTube	1059	1161	9.6



Articles	17717	19336	9.1
Social Media Marketing	4651	5011	7.7
Wordpress	22277	23478	5.4
Data Mining	1869	1969	5.4
HTML5	8504	8888	4.5
SEO	12878	12941	0.5
Video Production	1322	1328	0.5
Voice Talent	1158	1088	-6.0
Website Testing	1220	1184	-3.0
Database Programming	1169	1075	-8.0
Facebook Marketing	8468	7459	-11.9
Social Networking	5271	4434	-15.9

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