



## PRESS RELEASE

# The Freelancer Fast 50 Report Reveals The Fastest Growing Online Jobs for Q3 2016, When The World Gets Even More Creative

**SYDNEY, November 16, 2016** -- With the gig economy gaining momentum and Freelancer.com seeing its userbase surpass 21 million, the creative industries have now fully embraced the freelancer platform, with creative projects making up 50% of the top 10 fastest growing jobs in Quarter 3, 2016.

In [Freelancer.com](#)'s Fast 50 Q3 2016 report, the leading indicator of trends in online jobs related to industries, technologies, products and companies based from the review of the 440,718 good jobs<sup>1</sup> posted on Freelancer.com in Q3 2016 (up from 405,859 on Q2 2016), [Freelancer.com](#) discovered that jobs related to the creative industries are on the rise whilst core software languages still dominate overall job numbers.

**Photography** jobs grew by 22% in Q3 2016 compared to Q2 2016, and by analysing these projects we see that more employers are finally understanding the importance of high quality pictures on their landing pages.

This growth is further backed by **Video Editing** making an appearance at number 3 on the list with a 19% increase, as video content becomes one of the initial draws and call to actions for most customer focussed websites. Heavy video marketing through social media also increases this demand.

Touted as the reason behind Airbnb's huge rise to success over their rivals, the world now turns to high quality visuals as network speed continues to increase whilst more of the world comes online.

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<sup>1</sup> "Good" jobs are those projects posted that have been filtered for spam, advertising, self promotion, reposts, or that are otherwise unlikely to be filled.

Whilst continuing to be far greater in numbers than the creative work mentioned above, it is interesting to see data related projects, specifically Algorithms (-42%), Statistics (-40%), Mathematics (-37%) and Computer Security (-37%) take large falls when compared to the previous quarter. As the Freelancer.com Fast 50 reports compares the rise and fall of jobs from the previous quarter, we expect to see these creative projects start to catch up to the total numbers of these hard-skill projects in the next report.



## German language on the rise

Jobs with **German** language skills rose heavily in Q3 2016, also with a 22% increase from the previous quarter.

The specific reasons for this can be plenty, however from understanding the current political implications experienced from the Brexit vote in Europe, much has been made of Germany and Berlin in particular trying to lure companies away from London and the UK. In fact Berlin Senator for Economics, Technology and Research Cornelia Yzer is warning British companies that remaining in Britain after the country leaves the European Union will damage their businesses, and she says that Berlin will provide resources that will help them relocate, as covered by this article in the Business Insider. Sentiments also picked up by Wall Street Journal, Reuters and CNBC however with an added warning not to get too carried away. This explains the sudden interest in the German language. Adding to this demand, Freelancer.com now has German language Customer Support in its European offices as well as seeing user numbers in Germany scale by a whopping 30% in the past 12 months. The region is very much now the focus of many European businesses, cementing the recent confidence in Berlin and Germany as a European hub of innovation.

## The demand for Virtual Assistants continue to scale

“There comes a time in every successful startup company where you have to outsource work. As a business owner, you know that your time is valuable, and it should be spent doing the important things you excel at. Don’t get me wrong, every part of running a business is important, no matter how small- but some things are worth paying someone else to do. One of the first things that people outsource are small administrative duties, which a virtual assistant can do.” So says Gabrielle Pfeiffer in her [Huffington Post article](#).

**Virtual Assistants** demand rises 18% this quarter as a result of more and more entrepreneurs making the leap to establish their own startups and also as their established businesses continue to grow. The hiring of Virtual Assistants has also been covered by [Freelancer.com](#)’s blog team [here](#), analysing exactly what to look for when hiring these in-demand individuals.

One of the main drivers of [Freelancer.com](#) is as an unrivaled platform to help any business succeed. By giving administrative tasks and smaller day to day jobs to a Virtual Assistant, then the business owner is freed up to continue on the most important aspects of their business, growth!

## Growth, Growth and more Growth with SEO

**SEO** is a huge part of business growth today regardless of how large the business entity may be and it sees a rise of 9% to 17,479 jobs. **SEO** and growth related tasks are of huge importance to the success of Freelancer.com and this is even covered extensively in the



[Startcon](#) conference as run by [Freelancer.com](#) this November in Sydney, Australia.

### Mobile Gaming Engine outshines native app developers

**Unity 3D**, the popular gaming engine initially released way back in 2005 storms up the ranks with a 9% rise in projects posted. Now working with all major mobile operating systems as well as games consoles and PC, demand increases as the company continues to release new tools for advanced graphic and performance capabilities, including VR.

**Branding, Blogs, and AWS** related work were also among the top growing jobs in this report (to 16%; 14%; and 12% growth - or 1,294; 1872 and 1,679 jobs respectively), which likely also supported these small businesses' need to create cohesive and consistent strategies for their companies online.

According to Matt Barrie, Chief Executive of Freelancer.com: "Freelancer.com has been empowering small businesses since our inception, however now we count many corporate companies and even NASA amongst our users as the world starts to feel empowered by freelancing and crowdsourcing projects. Looking forward, the trend of creative jobs continuing to rise will provide even more choice and flexibility to the types of work our Freelancers will enjoy."

*Note: Data relates to skills that number over 1000 projects posted between July 1st and September 31st, 2016, compared with those posted between April 1st and June 30th, 2016.*

### About Freelancer®

Ten-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 21 million registered users have posted 10 million projects and contests to date in over 900 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer.com owns Escrow.com, the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

### Freelancer.com's Fast 50 Report: The Fifty Fastest-Growing Jobs of Q3 2016

Skill/Job	Q2 2016	Q3 2016	Change %
Photography	4005	4904	22.3
German	1458	1782	22.2

Video Editing	2280	2718	19.2
Virtual Assistant	4345	5113	17.6
Branding	1111	1294	16.4
Blog Install	1649	1872	13.5
Fashion Design	1226	1386	13
Photo Editing	5070	5721	12.8
Amazon Web Services	1497	1679	12.1
Google Adwords	2002	2235	11.6
iPad	2658	2938	10.5
English (UK)	3295	3637	10.3
Adobe Flash	1788	1971	10.2
XML	1761	1928	9.4
Unity 3D	1466	1603	9.3
Transcription	2281	2491	9.2
SEO	16077	17479	8.7
Data Entry	20568	22215	8
Interior Design	1183	1276	7.8
Translation	11175	12038	7.7
Word	2502	2668	6.6
Internet Research	2034	2162	6.2
WooCommerce	1597	1686	5.5
After Effects	2232	2356	5.5
Logo Design	30793	32386	5.1
PDF	1484	1559	5
Shopify	1432	1504	5
System Admin	2165	2271	4.8
Internet Marketing	18919	19757	4.4

Customer Support	1082	1128	4.2
ASP	1236	1288	4.2
Content Writing	12662	13184	4.1
Animation	4740	4930	4
Photoshop Design	6594	6837	3.6
Illustration	6484	6700	3.3
Excel	18828	19438	3.2
English (US)	4592	4729	2.9
Link Building	9743	9996	2.5
Illustrator	9210	9439	2.4
Covers & Packaging	1330	1360	2.2
Video Production	1839	1876	2
Corporate Identity	2914	2970	1.9
Data Processing	9433	9602	1.7
Codeigniter	1082	1101	1.7
Manufacturing	1261	1282	1.6
Pinterest	2284	2317	1.4
iPhone	13956	14131	1.2
Spanish	1444	1462	1.2
Proofreading	6463	6537	1.1
Wordpress	29146	29468	1.1

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