



## PressRelease

For immediate release

# Freelancer.com announces the fastest growing online jobs for Q1 with the first *Freelancer Fast 50* of 2011

***Google algorithm wreaks havoc on online writing jobs, Apple continues to rise while Windows, Nokia and Adobe decline, hardware product development climbs***

SYDNEY: May 10, 2011 – Freelancer.com, the world's largest outsourcing marketplace, announced today their findings on the fastest growing online outsourcing jobs of the first quarter with the release of the *Freelancer Fast 50*.

The *Freelancer.com Fast 50* charts the top 50 rising job categories in the online labor market quarter by quarter, providing a rolling, up-to-the-minute account of online freelance jobs trends. This quarter over 100,000 jobs were in the survey, which were up over 20% from Q4 2010.

"We are coming off our best quarter ever as we passed 1 million projects! It's not just the total number of jobs that are up, it's the quality and diversity of the work that has improved as well," said Matt Barrie, Chief Executive of Freelancer.com.

"We see changes in the world of online work every quarter which provide interesting insights into the fortunes of companies such as a Apple, Microsoft and Adobe, and reflect trends of what's happening globally in the world today. That's what makes the Fast 50 such a great indicator of the global online economy," he continued.

### TOP THREE TRENDS OF THE FREELANCER FAST 50 Q1 2011

- **Google Panda Update Decimates Copywriting:** The most noticeable digital labor shift this quarter was not seen in what went up, but what went down. Freelancer.com has cited a massive decline in content writing jobs all across the board in the wake of Google adjusting it's search algorithm. **Article Submission jobs are down 29% (shedding 2011 jobs), Copywriting is down 19% (shedding 1300 jobs) and Ghostwriting is down by 12% (losing 435 jobs).** These numbers are particularly noticeable as writing jobs had been experiencing massive leaps in growth quarter on quarter since the inception of Freelancer.com. This will come as quite a blow to many online writers who will now have to compete in more competitive categories.
- **Hardware Design Booming:** This quarter every category related to hardware product design is up significantly. **Product design jobs are up 23%, Solidworks (the popular CAD program) is up 25%, Microcontroller jobs are up 21% and Mechanical Engineering, 18%.**
- **Winners & Losers:** Jobs related to **Apple products continue to rise**, with iPhone jobs gaining 12% (up 289 jobs to 2741), iPad jobs up 18% (to 1174), and Cocoa jobs up 41% (to 436). **Android jobs are up 15% to 1422.** Jobs related to **Microsoft related products continued their seemingly**



**terminal descent**; MS Access down 15%, MS Expression down 28%, Windows Mobile down 9%, Microsoft (General) down 16%, Windows CE down 20%, Windows Desktop down 23%, Windows Server down a whopping 27%. **Nokia's Symbian** plummeted 32%. Nokia's decision to use Microsoft for its future operating system looks in question. Together Nokia and Microsoft mobile jobs total less than 10% of the jobs seen for the iPhone and 17% of those for Android. **Firefox** related jobs climbed 105% off a low base due to the launch of Firefox 4.0 but missed out on the Fast 50.

### FREELANCER FAST 50 (FASTEST MOVERS)

Category	Move
Statistics	45%
Cocoa	41%
Metatrader	38%
Geolocation	37%
Recruitment	34%
Mathematics	30%
Google Adsense	27%
Contracts	26%
Solidworks	25%
Product Design	23%
Management	21%
Microcontroller	21%
Mechanical Engineering	18%
iPad	18%
Interior Design	17%
Mac OS	17%
Android	15%
Education & Tutoring	13%
HTML	13%
Objective C	13%
Zend	13%
Legal	13%
iPhone	12%
Academic Writing	-12%
Technical Writing	-13%
Ghostwriting	-13%
.NET	-13%
eCommerce	-14%
Web Search	-14%
Banner Design	-14%
Social Networking	-14%
Java	-14%
Articles	-15%
Blog	-15%
Classifieds Posting	-16%
Research	-17%
Article Rewriting	-19%



ASP	-19%
Copywriting	-19%
Virtual Assistant	-19%
Script Install	-19%
Bulk Marketing	-20%
Linux	-21%
Visual Basic	-21%
Data Entry	-21%
Proofreading	-25%
Data Processing	-26%
Flash	-27%
Article Submission	-29%

This data was extracted from 107,449 jobs posted on Freelancer.com in Q1 2011. The Freelancer.com *Freelancer Fast 50* is the leading gauge of online hiring trends.

#### **About Freelancer**

Freelancer.com is the largest outsourcing marketplace in the world. Through Freelancer.com, businesses connect with independent service providers and freelancers. Freelancer.com connects over 2.5 million professionals from all over the world. Through our website, employers can hire freelancers to do work in areas such as software, writing, data entry and design right through to engineering and the sciences, sales & marketing and accounting & legal services. The average job is under US\$200, making Freelancer.com extremely cost effective for small businesses, which often need a wide variety of jobs to be done, but cannot justify the expense of hiring full time.

**How would your business change if you had virtually unlimited labor at next to no cost?**

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