



PressRelease

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Freelancer.com reveals the 50 fastest growing online jobs for Q1 2012

The economy cools, but business process outsourcing heats up; VAs allow businesses to focus on what's important; Android and iOS continue to shine; Open Standards will rule the Web; SEO continues to lose as Google intensifies its offensive.

SYDNEY: April 26, 2012 – Freelancer.com, the world's largest outsourcing and crowdsourcing marketplace, today announced its 50 fastest growing online job categories for the first quarter of 2012 with the release of the Freelancer Fast 50.

Chief Executive, Matt Barrie, said the Freelancer.com Fast 50 pulls data from over 3.3 million users and 1.5 million projects creating the most comprehensive insight into online job trends.

"We have seen a huge increase in outsourcing on the whole, with businesses rethinking their strategies moving into the New Year," Barrie said.

Over 170,000 jobs were posted in the first quarter of 2012, up from 130,000 in the previous quarter.

"Projects are up over 30% compared to the previous quarter. The huge growth in outsourcing is made up of a wide range of different types of projects being completed in countries all across the globe," Barrie said.

"In a difficult global economic climate, businesses are looking to optimize their cost base and are therefore looking to online freelancers as a profit driver. This has seen significant job growth on the Freelancer.com marketplace despite challenging broader economic conditions," Barrie said.



TOP TRENDS FOR Q1 2012:

- **Outsourcing surges with a rise in business process outsourcing:** Outsourcing of back-office and non-core functionality has seen a dramatic rise in the last quarter with Business Process Outsourcing (BPO) showing the highest growth of any job category in Q1 of 2012. **BPO** (up by 303% to 5,150 jobs) performed the strongest, with **Data Processing** (up 187% to 18,349 jobs) and **Data Entry** (up 111% to 30,837 jobs) also very strong performers for the quarter.

SMEs are also turning to online freelancers as a cost-effective means of providing around-the-clock customer support. This is underlined by strong growth in **Customer Support** jobs (up by 89% to 1,173 jobs).

- **Huge increase in VA jobs as businesses focus on core activities: Virtual Assistant jobs** (up by 144% to 3205 jobs) have seen a surge in this quarter. SMEs, who traditionally do office administration in-house, are outsourcing these tasks as a result of the comparatively low cost of off-shore labour. This allows them to focus on core business activities and remain competitive, which is critical for survival in a challenging economic climate.
- **Mobile app development grows as smart phones show no sign of slowing: Android** (up by 26% to 2,863 jobs), **iPhone** (up by 27% to 4,318 jobs) and **iPad** (up by 19% to 1,828 jobs), with “post-PC device” sales outstripping that of personal computers and a slew of new models hitting the market, the number of jobs in these areas has seen a steady increase. The demand for mobile developers has been insatiable and will continue to grow as more businesses seek to offer their products and services on these platforms.
- **Open Standards will own the Web: HTML5** (up 48% to 2,160 jobs) continues its ascent as the de-facto Web 2.0 standard. The continued growth of “post-PC” devices and their support of next generation open web standards such as HTML5 has seen many businesses invest in Web 2.0 technologies such as **jQuery** (up 39% to 2,324 jobs). This has been to the detriment of older and proprietary technologies such as **Flash** (down 1% to 2,697 jobs). The continued high growth of post-PC devices, and iOS’s lack of support for Flash, has forced many companies to switch to supported open standards.
- **Losers: SEO** (up by 8% to 10,152 jobs) has remained comparatively stagnant. Despite a stronger recovery for SEO in late 2011, Google’s constant fight against low quality link building has had a major impact on the SEO industry - causing significant pain recently for e-commerce and blog sites by delisting major link networks.



FREELANCER FAST 50 (FASTEST MOVERS)

Rank	Category	Q1 2012	Q4 2011	Growth
1	BPO	5,150	1,278	303%
2	PDF	1,386	424	227%
3	Excel	20,303	6,761	200%
4	Data Processing	18,351	6,386	187%
5	Copy Typing	2,711	1,076	152%
6	Web Search	4,811	1,963	145%
7	Virtual Assistant	3,205	1,313	144%
8	Data Entry	30,837	14,595	111%
9	Article Submission	2,793	1,462	91%
10	Customer Support	1,173	619	89%
11	Web Scraping	2,027	1,190	70%
12	.NET	4,750	3,118	52%
13	HTML5	2,160	1,462	48%
14	Copywriting	8,030	5,682	41%
15	3D Rendering	1,263	902	40%
16	iQuery / Prototype	2,324	1,668	39%
17	Twitter	2,215	1,599	39%
18	Research	2,108	1,603	32%
19	Mobile Phone	4,608	3,514	31%
20	YouTube	1,248	954	31%
21	Visual Basic	1,345	1,039	29%
22	User Interface / IA	1,237	958	29%
23	Android	2,863	2,234	28%
24	CSS	5,579	4,389	27%
25	iPhone	4,318	3,407	27%
26	Proofreading	1,448	1,143	27%
27	eBay	1,289	1,020	26%
28	Script Install	1,608	1,289	25%
29	Ghostwriting	4,073	3,267	25%
30	Academic Writing	4,220	3,408	24%
31	3D Modelling	1,186	962	23%
32	Wordpress	6,366	5,233	22%
33	Editing	1,012	838	21%
34	PSD to HTML	1,524	1,274	20%
35	iPad	1,828	1,538	19%



36	Facebook	1,675	1,535	9%
37	Video Services	7,542	6,914	9%
38	Bulk Marketing	1,382	1,271	9%
39	SEO	2,335	2,158	8%
40	Website Design	10,152	9,389	8%
41	Link Building	22,962	21,370	7%
42	Java	7,138	6,696	7%
43	Magento	2,406	2,261	6%
44	C++ Programming	1,724	1,624	6%
45	Social Networking	2,078	1,973	5%
46	Translation	5,252	4,989	5%
47	Shopping Carts	1,691	1,649	3%
48	Leads	2,373	2,322	2%
49	Flash	2,697	2,733	-1%
50	Telemarketing	999	1,068	-6%

This data was extracted from 172,936 jobs posted on Freelancer.com in Q1 2012. The Freelancer.com *Freelancer Fast 50* is the leading gauge of online hiring trends.

About Freelancer

Webby Award-winning Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world. Through Freelancer.com, businesses connect with over 3.3 million independent professionals from all over the world. Employers can hire freelancers 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.



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