



PressRelease

Fast 50 Q1, 2015: Freelancer.com's Fast 50 shows that marketers are losing faith as Facebook kills organic reach; Apple is gaining on Android as Apple Watch is released; and content is king.

SYDNEY, April 17, 2015: Apple is trailing Android yet gaining ground as both battle for mobile market share; marketers are shifting to written and video content as Facebook kills organic reach; and innovators are connecting with specialist freelancers now more than ever.

This quarter's Fast 50 has seen Freelancer.com's data scientists review a record 322,284 good* jobs (up 7.2% from 300,416 jobs in Q4, 2014) and analyse the trends that we are seeing in the jobs performed on the platform. The results show that content-related jobs are more important than ever in driving traffic and engaging consumers; more jobs than ever are being done to develop iOS and Android apps; social media is at a crossroads; and innovators are using the platform to get ahead.

"The Freelancer Fast 50 data is the leading forward indicator of trends in online jobs related to industries, technologies, products, and companies", said Chief Executive Matt Barrie.



Apple is Gaining Ground on Android.

Mobile is more important than ever and there seems to be nothing stopping the creation of new applications. There have been nearly 45,000 mobile-related jobs posted in Q1, 2015 with an overall rise of 17.4% growth quarter-by-quarter. We are seeing the next phase in the tense battle between Apple iOS and Android, iPhone jobs are gaining pace (up 17.7% at 12,246 jobs), yet Android is still maintaining the lead in terms of number of jobs but with slightly less growth (up 14.3% at 14,831 jobs).

Mobile is getting interesting with the launch of the Apple Watch, and more Internet of Things developers are choosing Android as their operating system of choice to help connect the home, the workplace and locations. We'll watch this closely throughout 2015.

Marketers are Losing Faith in Facebook and Twitter.

Marketers are having to make some choices on what activities they undertake on social and on what platforms. General jobs around the execution of Social Media Marketing (up 8% at 4,650) and Social Networking (up 5% at 5,262 jobs) are rising slowly, but at a slower pace compared to previous quarters.

We are starting to see the effects of Facebook's algorithm change really affecting marketers who spent time on the platform to drive organic reach in the past. Despite Facebook reporting 1.39 billion monthly active users (source: Facebook), Facebook Marketing is down by over -2% (at 8,468 jobs). In addition, Facebook are seeing fewer ads being posted and are hiking the prices for those that are to compensate.

Industry analysts, Forrester Research, are urging marketers to think differently "Stop making Facebook the center of your relationship marketing efforts", and "Add social relationship tools to your own site" as people are just as likely to interact with your site and signup via email, where you can have a direct relationship. That's good for business, and Freelancer.com has many skilled UI (User Interface) designers on its site to help you optimize your website's experience and email marketers to help you establish relationships with your customers. UI designers are particularly in demand right now, with strong growth over the quarter (up 17.5% to 5429 jobs).



We can expect this revolt against Facebook to continue, with some brands abandoning their pages altogether, and we will see Facebook upping the ante with a focus on more mobile-centric initiatives to retain brands' marketing dollars.

In 2014, we saw Pinterest jobs rise steeply and attributed this to marketers being excited by the prospect of their promoted pins and new features to support more engagement and deeper relationships with their users. In Q1, 2015 we see a slow and steady growth for them (up by only 6% at 1,745 projects) despite their promoted pins proving to be an initial success for many brands. We expect marketers to keep trying new things on this platform.

Twitter (only 0.7% growth at 3,766 jobs) is struggling the most, likely affected by the amount of fake accounts, high levels of spam (more than 10% by recent reports) and recent news about poor spam management. Twitter itself has said its average number of monthly users fell by 4 million in the final three months of 2014, to 288 million, and marketers are paying close attention to developments there.

The news around Twitter isn't all doom and gloom. The world has been buzzing around the opportunity that live streaming delivered for marketing and we've added Twitter's recently acquired Periscope app to our skills. This will allow Employers - news agencies, marketing departments, travel companies etc. - to hire freelancers from around the world to stream what is happening in the places that are of interest and help engage consumers. Expect to be surrounded by people at events, in offices and even at home live streaming all sorts of interesting moments. Huge potential.

Content is King (again).

Driving organic reach is no longer as easy as pushing out average content, optimizing meta tags and posting mediocre blogs - there is much more diversity being demanded by Google and other search engines. In addition to the reaction to the changes in Facebook and Twitter engagement, we are seeing much more steady growth in businesses creating great content to help to attract traffic, business and gain visibility in organic search through SEO.

Longer form content has increased this quarter - eBooks (up 43% to 1,943 jobs), Creative Writing (up 41% to 1,877 jobs), Content Writing (up nearly 26% to 7650 jobs) and Ghostwriting (up 23% to 8,514 jobs) are all still growing at a rapid pace. Copywriting, for emails, campaigns



and websites, is also on the rise (up 15% to 10,418 jobs), showing that a balance between practical copy to drive actions and longer, more engaging copy is needed now more than ever. Accompanying this rise in content related jobs is a rise in proofreading jobs (up 20% to 3,351 jobs), as copywriters and content producers seek to outsource the tedious task of proofreading their work.

We are also seeing jobs related to visual branding rising significantly. Corporate Identity is still rising (up 37% to 1953 jobs), as is Brochure Design (up 23% to 2,702 jobs), and also Logo Design (up 18% to 18,043 jobs).

Video magazines, such as Vice and The Verge, and leading vloggers Casey Neistat and Estée Lalonde, are showing the value in alternative, visual storytelling. We expect video content production to increase throughout 2015. Video Editing (up 15% at 1,239 jobs) and Video Services (up 7% at 2,956 jobs) are growing steadily with YouTube jobs gaining more ground (up 2.8% at 1,059 jobs). We can expect to see video-related jobs grow throughout 2015.

More Innovators are Choosing our Platform.

We are seeing even more innovative thinkers than ever hiring freelancers with deep expertise, across a number of advanced areas. Projects in Renewable Energy Design, Quantum Physics, Face Recognition, Drones, Pattern Matching, Machine Learning, Cryptography and Nanotechnology are all appearing on Freelancer.com. Some recent posted projects that caught our eye:

- [Cryptography for an IM application](#)
- [Computer Vision and Machine Learning](#)
- [Price volatility prediction](#)

We're also preparing for the future of engagement by adding specific skills for Freelancers that specialize in Virtual Reality (Oculus Mobile SDK, Google Cardboard, Magic Leap, 360-degree video), Internet of Things (various protocols - MQTT, XMPP, DDS, AMQP) and Wearables (Android Wear SDK, Samsung Accessory SDK, iBeacon, Bluetooth Low Energy (BLE), Tizen SDK for Wearables, Leap Motion SDK, and WatchKit in preparation for the upcoming Apple Watch release).

The future is here and Freelancer.com is positioned to help drive the new world forward.



Note: Data relates to projects posted between January 1st and March 31st, 2015 (Quarter 1, 2015), compared with those posted between October 1st and December 31st, 2014 .

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

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 15 million registered users have posted 7.4 million projects and contests to date in over 750 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 Q1, 2015 was taken from a total of 322,284 good* jobs, up 7.2% from 300,416 jobs in Q4, 2014:

Job	Q4, 2014	Q1, 2015	Change %
eBooks	1353	1943	43.61
Creative Writing	1327	1877	41.45
Corporate Identity	1421	1953	37.44
Content Writing	6050	7650	26.45
Ghostwriting	6890	8514	23.57
Brochure Design	2187	2702	23.55
Proofreading	2777	3351	20.67
Mobile Phone	14784	17740	19.99
Photoshop	13598	16141	18.70
Logo Design	15272	18043	18.14
iPhone	10397	12246	17.78
Website Design	48407	56985	17.72
User Interface / IA	4618	5429	17.56



Graphic Design	57312	66565	16.14
Video Editing	1077	1239	15.04
Copywriting	9063	10418	14.95
HTML	46771	53701	14.82
Android	12969	14831	14.36
Software Architecture	16308	18604	14.08
Excel	10916	12380	13.41
Wordpress	19690	22241	12.96
Book Writing	1175	1325	12.77
PHP	66219	74613	12.68
eCommerce	7117	7950	11.70
Articles	16067	17710	10.23
Report Writing	3685	4032	9.42
HTML5	7786	8486	8.99
Social Media Marketing	4304	4650	8.04
CSS	15266	16420	7.56
Video Services	2760	2956	7.10
Pinterest	1635	1745	6.73
Social Networking	4986	5262	5.54
Data Entry	15039	15805	5.09
SEO	12509	12865	2.85
YouTube	1030	1059	2.82
Email Marketing	1905	1954	2.57
Internet Marketing	15943	16315	2.33
Twitter	3701	3766	1.76
MySQL	15013	15249	1.57
Facebook Marketing	8655	8468	-2.16
Photography	1295	1266	-2.24



Engineering	4092	3989	-2.52
Website Testing	1256	1219	-2.95
Technical Writing	5485	5230	-4.65
.NET	3897	3680	-5.57
AutoCAD	1800	1678	-6.78
AJAX	2752	2561	-6.94
Advertising	4369	4036	-7.62
Copy Typing	3455	3170	-8.25
Web Hosting	1953	1772	-9.27

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