Press release

Freelance jobs grow despite AI, finds new data from Freelancer.com

Data from 251,000 jobs posted on Freelancer.com shows high demand for freelance Computer Security, Writing and Business skills

SYDNEY, Australia - 18 July 2024 – Freelancer.com (ASX: FLN), the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted, today released its quarterly Fast 50 Index for Q2 2024 based on data from 251,000 jobs posted to the platform.

Computer Security (up 27.1% from 868 to 1,103 jobs) emerges as the fastest-growing freelance skill on Freelancer.com, based on job postings across more than 2,000 skill categories from April 1 to June 30, 2024. This trend in cybersecurity skills suggests more small-to-medium businesses are turning to freelancers for cyber security support, further backed by Network Administration (up 9.9%, from 1,229 to 1,351) also placing in the top 25 fastest growing jobs on the platform.

The data also shows no negative impact on generative AI tools on freelance jobs, evident in the growth of Writing, Business Service, and Legal Skills seen in this quarter's Fast 50 report, all of which were predicted to decrease with the rise in generative AI.

1 **COMPUTER SECURITY** 27.1%

2 **PDF** 26.7%

3 **MICROSOFT WORD** 23.9%

4 **MARKET RESEARCH** 21.1%

5 **TELEMARKETING** 19.4%

The data is based on 251,000 jobs posted to the Freelancer.com platform between 1 April to 30 June 2024

freelancer

PDF writing (up 26.7%, from 2,533 to 3,210) was the second fastest growing job, followed by third place being Microsoft Word (up 23.9%, from 3,368 to 4,173) projects which are also associated with content writing. Writing job Copy Typing came in at the 16th place, growing 11.6% (from 4,428 to 4,941). Legal jobs, which were expected to have been 'at threat' to AI, have also increased (up 12.0% from 1,138 to 1,274), as well as Legal Research (up 10.8% from 917 to 1,016).

In addition to the index, Freelancer.com's annual AI survey, which surveyed more than 4,100 workers globally, investigated AI impact on income and the initial results are shedding light on earnings. When asked how the introduction of AI tools have impacted earnings, more than half of workers (52.5%) reveal they're earning either the same or more. One fifth (19.2%) say that they're

earning a lot more since generative AI tools were introduced, while only one sixth (17.7%) admit to earning less.

"AI is creating more jobs than it takes. While many critics continue to speculate which jobs will be made redundant with AI tools, the data shows that freelance jobs which are labeled as the 'most at risk to AI disruption' are in fact growing. The preliminary results from our AI survey also dispel the myth that freelancer are earning less since the introduction of generative AI as more three quarters of workers we surveyed are either earning the same or earning more, with a subset taking advantage of AI and earning a lot more ." said **Matt Barrie, Chief Executive at Freelancer.com.**

Cybersecurity threats are on the rise across all organizations, but are particularly harmful for small-to-medium sized businesses (SMBs) which have little-to-no security expertise and usually minimal protection. As a result, businesses turned to freelancers for help. In 2Q24, Computer Security jobs ranked as the fastest growing skills (up 27%), indicating there has been an uptick in cyber security threats targeting SMBs. Many of the projects posted throughout the quarter require help with network security, security assessments to identify potential vulnerabilities, and creation of cyber security response play books.

General business services are also increasing on the platform as more employers are hiring freelancers to support their small businesses. A clear indication of this is the popularity of Market Research and Telemarketing jobs coming in as the fourth and fifth fastest growing skills in Q2 2024, up by 21.1% (from 1,525 to 1,859) and 19.4% (from 1,177 to 1,405), respectively. Other business related skills grew in Q2 2024, including Sales (up 15.5% from 3.467 to 4,005), Lead Generation (up 12.2% from 1,802 to 2,021) and Business Plans (up 10.9% from 1,197 to 1,328).

A sudden increase in General business services means that many of the new businesses, which are usually started at the beginning of the year, now require further assistance in helping grow and scale their business.

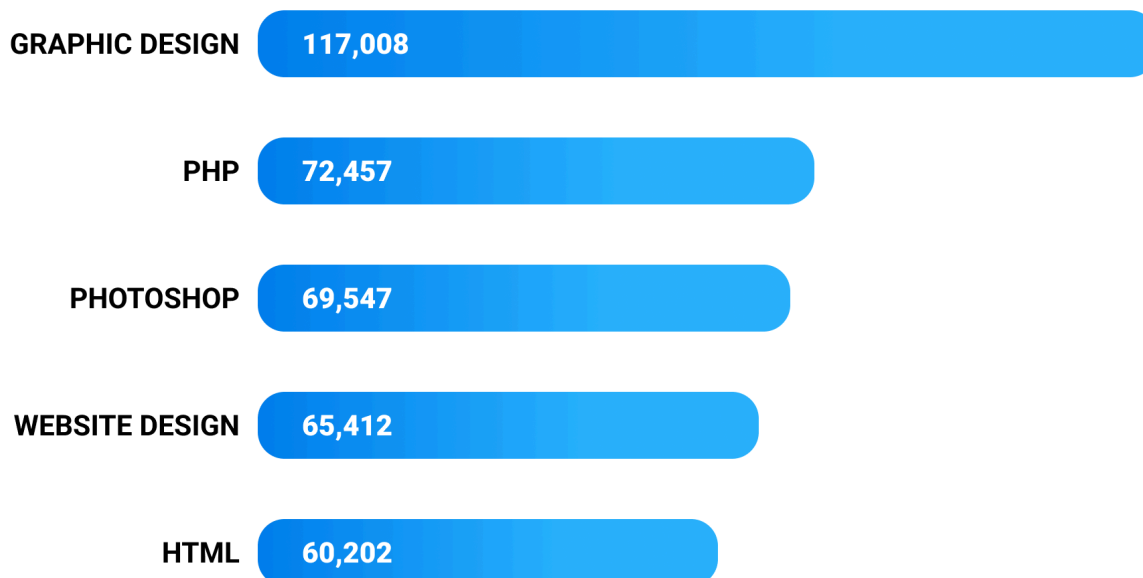**Fastest Falling Skills for Q2 2024**

The main category of jobs that fell in Q2 2024 was eCommerce related jobs, which saw a significant increase in Q1 2024. Shopify Templates, ranked as the fastest falling skill and was down by 13% (from 1,476 to 1,284). CSS, which is commonly used in website development, was also down (11.8% from 9.486 to 8,368). Both WooCommerce (from 1.072 to 952) and Shopify (2,545 to 2,269) also fell in the quarter.

The easing of eCommerce jobs in this quarter was mainly due to seasonality. Typically, entrepreneurs will start a business at the beginning of the year, requiring help to set up their websites or eCommerce platforms. From there, the entrepreneur either pivots to hiring freelancers

for other business services, such as sales or research which we've seen in Q2 2024 fastest growing jobs, or are equipped with enough to run their business without any further help.

Fastest Growing Overall Job

The most popular online freelancing job by total volume is currently Graphic Design with almost double the amount of projects than the other top skills. Graphic Design is followed by PHP (programming), Photoshop, Website Design and HTML (programming). These are typically the best skills for any new freelancer to focus on initially when starting their freelancing journey.

GRAPHIC DESIGN	117,008
PHP	72,457
PHOTOSHOP	69,547
WEBSITE DESIGN	65,412
HTML	60,202

The data is based on 251,000 jobs posted to the Freelancer platform between 1 April to 30 June 2024

How Electronic Repairs Are Becoming the Fastest Growing Skill Globally

Electronic Repairs has emerged as one of the fastest-growing job categories on the platform over the past year. In Q2 2024, it ranked 19th among the top 25 fastest-growing jobs, with a 10.7% increase (from 14,945 to 16,548 jobs). However, its most impressive growth is evident in the year-over-year comparison, where Electronic Repairs jobs surged by 162%, from 6,315 in Q2 2023 to 16,548 in Q2 2024.

Electronic Repairs are in-person jobs where freelancers are deployed across select countries and cities to fix laptops, printers and computer hardware as part of the Freelancer Global Fleet Program.

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Freelancer.com Fast 50

The Freelancer.com Fast 50 index is the world's largest forward indicator of trends in online jobs related to industries, technologies, products, and companies. The data is based on 251,000 jobs posted to the Freelancer.com platform between 1st April to 30th June 2024.

Data: Fast 50 Quarterly Index – Q2 2024

2023 Q2 v 2024 Q2

Rank	Skill	Q2 2023	Q2 2024	Growth
1	Electronics repair	6315	16548	162%
2	User Interface / IA	2808	4982	77.4%
3	Legal Research	623	1016	63.1%
4	SPSS Statistics	583	917	57.3%
5	Legal	817	1274	55.9%

Fastest Growing Jobs for Q2 2024

Rank	Skill	Q1 2024	Q2 2024	Growth
1	Computer Security	868	1103	27.1%
2	PDF	2533	3210	26.7%
3	Microsoft Word	3368	4173	23.9%
4	Market Research	1535	1859	21.1%
5	Telemarketing	1177	1405	19.4%
6	Civil Engineering	1032	1204	16.7%
7	Sales	3467	4005	15.5%
8	Local Job	1129	1302	15.3%
9	Business Analysis	2795	3197	14.4%
10	Statistical Analysis	1573	1774	12.8%
11	Figma	898	1009	12.4%
12	Laravel (PHP)	2317	2603	12.3%
13	Lead Generation	1802	2021	12.2%
14	Legal	1138	1274	12.0%
15	Twitter	2277	2549	12.0%
16	Copy Typing	4428	4941	11.6%

17	Business Plans	1197	1328	10.9%
18	Legal Research	917	1016	10.8%
19	Electronics repair	14945	16548	10.7%
20	Project Management	1048	1157	10.4%
21	User Interface Design	4515	4982	10.3%
22	Customer Support	926	1021	10.3%
23	Statistics	1995	2199	10.2%
24	Network Administration	1229	1351	9.9%
25	Virtual Assistant	3024	3302	9.2%

Fastest Falling Jobs for Q2 2024

Rank	Skill	Q1 2024	Q2 2024	Growth
1	Shopify Templates	1476	1284	-13.0%
2	CSS	9486	8368	-11.8%
3	WooCommerce	1072	952	-11.2%
4	Shopify	2545	2269	-10.8%
5	Audio Production	1659	1501	-9.5%
6	Solidworks	1638	1487	-9.2%
7	Illustration	9483	8633	-9.0%
8	Adobe InDesign	1381	1262	-8.6%
9	AngularJS	1246	1141	-8.4%
10	JavaScript	13229	12133	-8.3%
11	Creative Writing	3444	3166	-8.1%
12	Product Descriptions	1253	1154	-7.9%
13	SQL	1372	1265	-7.8%
14	Electronics	2066	1908	-7.7%
15	Poster Design	1135	1058	-6.8%
16	WordPress	13576	12666	-6.7%
17	Web Scraping	3740	3496	-6.5%
18	Blog	1288	1204	-6.5%
19	.NET	1692	1586	-6.3%
20	Corporate Identity Design	4631	4370	-5.6%

21	Transcription	1071	1014	-5.3%
22	Illustrator	26616	25271	-5.1%
23	Social Networking	1245	1185	-4.8%
24	Link Building	5742	5483	-4.5%
25	HTML	30041	28860	-3.9%

About Freelancer.com

Twelve-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 74 million registered users have posted over 23.8 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer owns Escrow.com and Loadshift. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.

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