

Press release

NFT and Metaverse jobs boom as Bitcoin projects fall sharply in Q1 2022

Freelancer.com's latest Fast 50 Q1 2022 report reveals demand for freelance jobs for NFTs, home design and the Metaverse grows, while jobs for Bitcoin decline more than 30%

SYDNEY, Australia - 13 April 2022 – Today [Freelancer.com](https://www.freelancer.com) (ASX: FLN, OTCQX: FLNCF), the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted, released its quarterly Fast 50 Report for Q1 2022.

The Freelancer Fast 50 index is the world's largest forward indicator of trends in online jobs related to industries, technologies, products, and companies.

According to the Freelancer Fast 50 quarterly index, which is based off data from 351,000 jobs posted on Freelancer.com during Q1 2022, jobs for Non-fungible Tokens/NFTs (**up 37%, to 2,814 jobs**), Caricature & Cartoons (**up 19%, to 3,205 jobs**) and Home Design (**up 18%, to 1,518 jobs**) rank as the highest growing project category for the quarter.

Metaverse related projects also saw an increase. Jobs relating to Blockchain (**up 109%, to 4,816 jobs**), Ethereum (**up 31%, to 1,780 jobs**), Game Design (**up 21%, to 1,780 jobs**), and Game Development (**up 18%, to 3,041 jobs**) also grew significantly in the quarter when compared to Q1 2021.

However, not every job type grew significantly. The top three job types which decreased the most in Q1 2022 include Statistics (**down 31%, to 2,160 jobs**), Microsoft Office (**down 31%, to 1,329 jobs**) and Bitcoin (**down 31%, to 1,045 jobs**).

"In the first quarter we saw ambitious trading of monkey jpegs suck the volume out of bitcoin related projects." said **Matt Barrie, Chief Executive at Freelancer.com**. "It remains to be seen whether NFTs in their current form are a flash in the pan or whether they become an enduring asset class for investment over speculative trading."

In-Demand Skills in the Fast 50 Q1 2022 vs Q4 2021

NFTs, Cartoons and 3D Design jobs dominate Q1, Bitcoin jobs crash

While NFTs started to gain attention at the beginning of 2021, popularity and demand for NFTs exploded in the second half of 2021. [According to data](#) from the biggest NFT marketplace OpenSea, sales for NFTs on its platform boomed with over US \$3b in transactions in August alone.

Popular NFT collections, such as [Bored Ape Yacht Club and CryptoPunks](#), propelled the hype and continued to make headlines for record breaking sales and mainstream celebrity involvement. The combination of demand, hype and opportunity in late-2021 continued to drive jobs on Freelancer well into Q1 2022.

Jobs for **NFTs** were the leading growth category, seeing a **37% increase from 2,045 to 2,814 jobs in total**.

Not only did NFT jobs spike but jobs associated with the creation of NFTs also increased in Q1. Caricature & Cartoon jobs increased by 19% (**from 2,678 to 3,205 jobs**), Illustration jobs increased by 10% (**from 9,312 to 10,330 jobs**) and 3D Design jobs increased by 6% (**from 6,929 to 7,347 jobs**).

Many of the jobs on the platform aim to emulate the style and success of popular Cartoon NFT collections and create their own collections or NFT marketplace.



NFTs created on Freelancer.com

[@piyushsharma8118](#) | [@cokadit1](#) | [@Denisdean](#)

The most significant decrease for Q1 2022 was jobs relating to Bitcoin. While November 2021 saw Bitcoin reach an [all-time high of \\$68,991 USD](#), the [price crashed more than 50%](#) in the following months due to a number of different factors, including tighter regulations and global government restrictions on trading and mining.

Subsequently, appetite for Bitcoin related jobs also decreased on Freelancer. In Q1 2022, the platform recorded a 30% decrease in Bitcoin jobs and projects (**from 1,518 to 1,045 jobs**).

However, while NFT popularity is overtaking Bitcoin, some experts suggest that NFTs and digital collectibles have hit their peak and are steadily declining. A market tracker developed by [NonFungible](#) shows how cumulative daily NFT sales decreased significantly from \$160 million in January to only \$26 million in March 2022. To add to this, Google Trends data also displays [declining interest for NFTs](#) globally after hitting a peak in January 2022.

Despite nobody knows exactly what the 'metaverse' is, it's the next big thing

The metaverse received mainstream attention following [Facebook's rebrand to Meta](#) and pivot towards the metaverse in October 2021. This move seems to be only the beginning. Meta's Reality Lab reportedly invested more than [\\$10 billion into the metaverse](#), with the market size predicted to reach \$800 billion by 2024.

While most people are [confused about what the metaverse actually is](#), many are exploring ways of taking part in what is believed to be the next big thing.

As a result, Freelancer observed a booming metaverse related jobs in Q1 2022. Jobs involving Blockchain (up 109%, **to 4,816 jobs**), Ethereum (up 31%, **to 1,780 jobs**), Game Design (up 21%, **1,780 jobs**), and Game Development (up 18%, **3,041 jobs**) all saw a significant increase. Jobs posted to the platform mostly relate to creating metaverse environments, character builders and NFT developers.

2021 Q1 vs. 2022 Q1

Name	Job Count Q1 '21	Job Count Q1 '22	% Increase
Blockchain	2306	4816	108.9%
Ethereum	1364	1780	30.5%
Game Design	1617	1950	20.6%

Game Development	2588	3041	17.5%
Database Development	1494	1570	5.1%

Are staff 'working from home' or 'working on the home'?

As the global travel and tourism market is still being impacted by the effects of COVID-19, jobs and projects for home and interior design continue to boom. Many have taken to remodeling or renovating their homes as working from home remains as the [most preferred method of working](#).

In Q1 jobs for Home Design (**up 18%, to 1,518 jobs**), Interior Design (**up 18%, to 3,264 jobs**), Building Architecture (**up 18%, to 4,929 jobs**), and AutoCAD (**up 11%, to 5,848 jobs**) all increased and featured prominently in the top jobs on the platform.

Design experts suggest that the pandemic has fundamentally [changed the way we're designing our homes](#) as a result of spending time inside due to lockdowns and self-isolation. More and more people are making home offices a high priority, revamping underutilized spaces and focusing on private spaces.

Not only are people looking to redesign their current homes, but also raise the value of their homes. Global house prices have all risen dramatically. Australia recently recorded the [strongest annual growth](#) in house prices, US house prices [rose by 10%](#) and the UK also recorded a [10% increase](#).

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Fast 50 Quarterly Index – Q1 2022

Q4 2021 vs. Q1 2022			
Name	Job Count Q4 '21	Job Count Q1 '22	% Increase
Non-fungible Tokens (NFT)	2045	2814	37.60%
Caricature & Cartoons	2678	3205	19.68%
Home Design	1283	1518	18.32%
Interior Design	2761	3264	18.22%
Building Architecture	4179	4929	17.95%
Legal	1213	1416	16.74%

AutoCAD	5252	5848	11.35%
Search Engine Marketing	1933	2147	11.07%
Illustration	9312	10330	10.93%
3D Rendering	10087	11127	10.31%
CAD/CAM	3500	3854	10.11%
3D Animation	8573	9418	9.86%
3D Modelling	11832	12900	9.03%
Web Development	1741	1890	8.56%
Animation	7412	8010	8.07%
Music	1233	1322	7.22%
Unity 3D	2384	2550	6.96%
Visual Basic	2533	2690	6.20%
3D Design	6929	7347	6.03%
Illustrator	33324	35311	5.96%
Covers & Packaging	1340	1419	5.90%
Civil Engineering	1227	1294	5.46%
Flyer Design	1769	1865	5.43%
Deep Learning	1071	1129	5.42%
Product Design	1561	1632	4.55%
Name	Job Count Q4 '21	Job Count Q1 '22	% Decrease
Statistics	3170	2160	-31.86%
Microsoft Office	1945	1329	-31.67%
Bitcoin	1518	1045	-31.16%
R Programming Language	1336	922	-30.99%
Django	2713	1997	-26.39%
Report Writing	8578	6332	-26.18%
Statistical Analysis	1942	1459	-24.87%
PDF	5497	4135	-24.78%
Mathematics	3432	2591	-24.50%
Ethereum	2340	1780	-23.93%
Technical Writing	7494	5880	-21.54%
Research Writing	15917	12547	-21.17%
Word	6492	5166	-20.43%
Editing	6539	5232	-19.99%
Swift	1610	1290	-19.88%

Research	7109	5712	-19.65%
Google Firebase	1026	826	-19.49%
Local Job	2817	2281	-19.03%
Matlab and Mathematica	3289	2683	-18.43%
Objective C	2432	1991	-18.13%
Data Science	1021	837	-18.02%
C Programming	9683	7941	-17.99%
Magento	1604	1320	-17.71%
Java	12698	10481	-17.46%
jQuery / Prototype	1791	1485	-17.09%

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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 55 million registered users have posted over 21 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, the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet with over US\$5 billion in transactions secured. Freelancer also owns Freightlancer & Loadshift, enterprise freight marketplaces with over 550 million kilometers of freight posted since inception. 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.

For more information, contact:

Sebastián Siseles

Vice President, International

+1 415 801 2271

sebastian@freelancer.com

Helma Kusuma

Communications Manager

+1 917 920 2356

helma@freelancer.com

Marko Zitko

Communications Manager

+1 (650) 800-6863

mzitko@freelancer.com