

THE WORLD OF VIRTUAL WORK FACTS AND STATISTICS

Remote Working / Teleworking / Mobile Teleworking / Tele-cooperation / E-lancing

- Examples of different types of teleworking:
 - Home/flexible working - whereby work hours are adjustable and/or working from home is encouraged a few days a week
 - Remote working - working in an office base that is not the employees usual work location (e.g a touchdown center at the location of a meeting, etc.)
 - Virtual meetings - using modern technology to conduct a meeting instead of traveling to be face-to-face (e.g. audio or video conferencing)

European Union

- Statistical Indicators Benchmarking the Information Society (SIBIS) defines mobile teleworkers as those who spend 10 hours per week or more away from their home and their main place of work, e.g. on business trips, traveling or on clients' premises, and make use of online connections while doing so.
- 15% of the EU workforce can be described as “mobile workers” (spending more than 10 working hours per week away from home and their main place of work) and 4% as mobile teleworkers.
- Seven percent of the EU-15 working population are teleworking from home presently, at least part of their working time.
- Taking all types of telework together (home-based and mobile telework as well as self-employed teleworkers in SOHOs), 13% of the working population in the EU can be classified as teleworkers. This means that the share of teleworkers in Europe is considerably lower than in the US: in the country where the telework idea was born, every fourth worker has some type of teleworkplace (25%).
- The countries from Central and Eastern Europe lag somewhat behind in telework penetration (average: 5.5%). However, there are comparatively high numbers in Estonia (12%) as well as in Lithuania (9%), Slovenia (9%) and Poland (8%). This pattern is partly determined by the economic wealth of each country, as measured in GDP per head. Additionally, considerable differences in the availability of appropriate technological infrastructure can be expected to play an important role, together with organizational practices in companies, political and legal frameworks, housing conditions (spare room for home-based telework), as well as cultural factors such as common attitudes of management and workforce towards techno-social change.
- 40 percent of the EU workforce express interest in permanent telework (where practically all working time is spent at home), 52 percent in alternating telework (with at least one working day spent at home per week) and even 55 percent in center-based telework (meaning workplaces provided by the employer in an office facility close to the employee's residence). Two in three are interested in at least one of these forms of telework.

- Germany & UK lead Europe's teleworking industry. The Netherlands follows the UK and Germany, then Italy, France and Sweden. It was referenced that across Europe in 2000, 75% of teleworkers were male and 25% were female. 63% of those were between 30 and 49 years old. (Source: www.ecatt.com)

(Unless otherwise stated, all information above has been taken from www.sibis-eu.org)

United States

- In a survey of 178 U.S. businesses with between 20 and 99 employees, the Yankee Group found that 79% had mobile workers, with an average of 11 mobile workers per company and 54% had telecommuters, with an average of eight telecommuters per company. (Source: Yankee Group)
- The number of Americans whose employer allows them to work remotely at least one day per month increased 63 percent, from 7.6 million in 2004 to 12.4 million in 2006. (Source: The Telework Advisory Group for World at Work - www.workingfromanywhere.org)
- The rising trend in the past two years is likely because of a combination of factors, including the proliferation of high speed/broadband and other wireless access (which has made it both less expensive and more productive to work remotely) and the willingness of more employers to embrace flexibility and work-life balance. (Source: Telework Advisory Group for World at Work: www.workingfromanywhere.org)
- It is estimated that 100 million U.S. workers will Telecommute by 2010. (Source: Kiplinger, 12/00)
- 22.2 million Americans worked from home or another out-of-office location at least one day per week in 2005. (Source: www.forbes.com 27/07/06)
- In 2003, there were 4.4 million Teleworkers working at home with broadband. By 2004, the number soared to 8.1 million, an 84% increase. (Source: 2004 American Interactive Consumer Survey conducted by The Dieringer Research Group)
- Teleworkers who worked at home during business hours at least one day per month increased in the past year from 23.5 million to 24.1 million, a 2.6% increase. Of that 24.1 million, 16.5 million are self employed, a 4.4% increase over 2003. This 24.1 million represents 18.3% of employed adult Americans, nearly one-fifth of the workforce. (Source: 2004 American Interactive Consumer Survey conducted by The Dieringer Research Group)
- The number of employed Americans who performed any kind of work from home, with a frequency range from as little as 1 day a year to full time, grew from 41.3 million in 2003, to 44.4 million in 2004, a 7.5% growth rate. (Source: 2004 American Interactive Consumer Survey conducted by The Dieringer Research Group)

UK

- About two-thirds of all Teleworkers in the UK are men. (Source: National Office of Statistics UK-Ulrike Hotopp "Labour Market Trends, Vol 110, No 6)

Outsourcing

- Outsourcing statistics show that the largest percentage of jobs being outsourced is in Information Technology, by around 28%. The next largest field is human resources taking 15% of the outsourcing market, followed closely by sales and marketing outsourcing with 14% and financial services outsourcing at 11%. The remaining 32% is made up of other different processes such as administrative outsourcing. (Source: www.cyfuture.com).
- Most of the outsourcing is done by multinational companies and the most popular destinations are India, China and the Philippines. Of course these figures slightly differ depending on the study and

the point of view, but this division gives an idea of the outsourcing market. (Source: www.cyfuture.com).

- Forrester Research estimates that 3.3 million U.S. jobs and \$136 billion in wages could be moved to such countries as India, China, and Russia by 2015. (Source: www.forrester.com)
- Nasscom, a lobby form for Indian software and service companies, has reported that India could earn \$60 billion a year by 2010 from information technology and outsourcing. Most of the new business is expected to be outsourced by insurance, retail, banking and travel companies. (Source: www.news.bbc.co.uk/1/hi/world/south_asia/4522548.stm)
- The McKinsey Global Institute estimates that the volume of offshore outsourcing will increase by 30 to 40 percent a year for the next five years. (Source: www.danieldrezner.com/policy/outsourcing)

Online Jobs

- Headhunters and companies report that some of the strongest demand for staff is in areas dealing with the current hot topic: social networking and user-generated content. (Source: www.FT.com – COMPANIES INTERNET TECHNOLOGY: Young and cool loses out to experience in net hiring boom. Aline van Duyn. August 30th 2006)
- Salaries for online sales staff and also technical experts in particular, have risen by up to 20 percent in the last year, but companies are attempting to keep a cooler head when they are hiring people.
(Source: www.FT.com - COMPANIES INTERNET TECHNOLOGY: Young and cool loses out to experience in net hiring boom. Aline van Duyn. August 30th 2006)

General facts about Second Life

- Linden Lab has commented that there are as many opportunities for innovation and profit in Second Life as in the real world. Thousands of residents are making part or all of their real life income from their Second Life Businesses through opening nightclubs, selling jewelry, becoming a land speculator as well as many other job opportunities. (Source: www.secondlife.com/whatis/business.php)
- In December 2006 there were 1.86 million avatars on Second Life. As of July 2007, there are more than 7.7 million. (Source: www.money.cnn.com)

Success stories in Second Life

- Programmer Nathan Keir in Australia developed a Second Life game, which was so popular he was able to sell the license to a publisher, who'll soon release it on video game players and cell phones.
- Count Stevan Lieberman is among the virtual world's earning elite. Instead of trying to practice purely virtual law - which few if any lawyers have turned into real money - Lieberman has taken a hybrid approach, using Second Life as a meet-and-greet area for new clients, who then take their real-world legal needs offline. He took in \$7,000 in fees in his first two weeks of trading.

Second Life World of Virtual Work

- Over 55 job related groups currently exist in Second Life with more than 10 residents. Of those, 20 groups have more than 100 members. The largest Second Life job related group is Job Agency Central with more than 1800 members. Their charter states, "Job Agency Central was founded to help and assist avatars find employment/jobs or a career in second Life." (Source: Text 100)
- Other large Second Life job groups include: !Job Bank, WGEb Members, Café Garden, Job News, Club and Casino Jobs, Job Agency, secondlifejobs.com, Job Bank and the Job Agency. (Source: Text 100)

- The Second Life News Network reports that the Electric Sheep Co. is offering Second Life residents \$10 U.S. per hour to work for them in-game. This initiative is the first official and publicly announced opportunity for unskilled workers in Second Life to get real life jobs. (Source: Text 100 – Second Life News Network)
- John Swords, the brainchild behind the Second Life podcast SecondCast, and a Electric Sheep employee, has started a Second Life group called Odd Jobs, which offers hosting and greeter jobs to people for events that the Electric Sheep Company puts on in Second Life. The group isn't public, and the interviewing process relies on the social networking model. (Source: Text 100 – Second Life News Network)
- Global management consulting firm Accenture is stepping up their interest in Second Life. Their Italian division has a fresh installation following a PA Consulting type theme and they have also run a recruitment event. On June 18, Accenture ran a “Speed Recruiting” event. (Source: Text 100 – KZero)
- Virtual footprints are easy to follow and allow recruiters to do a great deal of preliminary research into job candidates. Finding them on their common ground (on sites such as MySpace and Second Life) is a great way to build rapport. (Source: Text 100 – Hire Calling Blog comment)
- Second Life News Network reports that Job Monster provides twice weekly training on all aspects of Second Life. Their spokesperson said, “We have two training events per week where we have guest speakers come and give basic skills training such as building, scripting, inventory management, texturing, etc. which is relayed to job seekers via Job Monster’s Skills Training Group.” (Source: Text 100 – Second Life News Network)

Other Virtual Worlds

- Other virtual worlds in existence include World of Warcraft and Gild Wars. These are popular “worlds” but are very much focused on the user being part of a game and acting as a character within this, such as an Orc or Blood Elf. Other virtual worlds which are more focused on “lifestyles” include:
 - My Space, which allows people to meet each other and exchange ideas.
 - Active Worlds, which lets you visit and chat in 3D worlds that are built by other users.
 - There Inc, a site that describes itself as an “everyday hangout where you can have fun with your friends and meet new ones in a 3D environment that's yours to explore”.
 - Entropia Universe which allows real people to enter an online universe. It also deals in real cash.
 - Dotsoul, which is based on relationships between people and is designed to facilitate the release of people’s subconscious.

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