

Digital Trend Pakistan

Industry Research Report

APRIL 2016

WEL COME TO PAFSU





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PURPOSE

This report is designed to give the readers an overview of the digital industry around the globe. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out to an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.

Digital Landscape

DIGITAL PAKISTAN

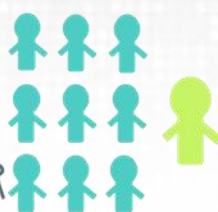


29.1 MILLION
ACTIVE INTERNET USERS

149.2 MN
ACTIVE MOBILE
SUBSCRIBERS



1 IN EVERY 10
PAKISTANI IS AN
ACTIVE SOCIAL MEDIA USER



9% OF POPULATION USES
SOCIAL MEDIA FROM
MOBILE DEVICE

2 TIMES SINCE JAN 2011
GROWTH IN
SOCIAL MEDIA
USAGE FROM MOBILE

15 MN SMART
PHONE
USERS
3G/4G
USERS 14.6 MN



f 19.2 MN
KHI: 20%
LHR: 22%
ISB: 14%

TOP 10 CITIES
MAKE UP 75% OF FB
POPULATION

3 MN
0.5 MN
2.5 MN
350 K
150 K



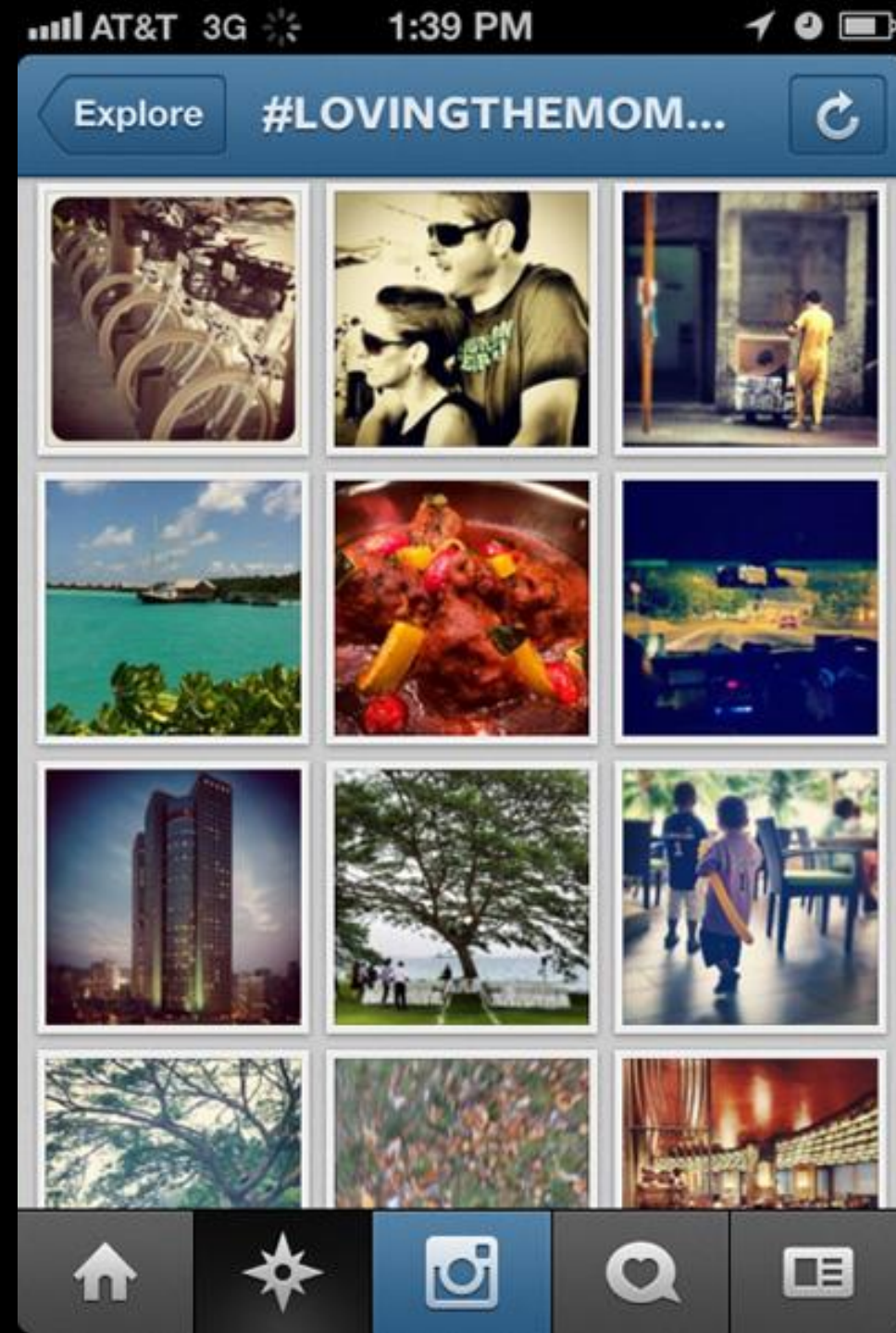
What's New?

Instagram May Change Your Feed, Personalizing It With an Algorithm

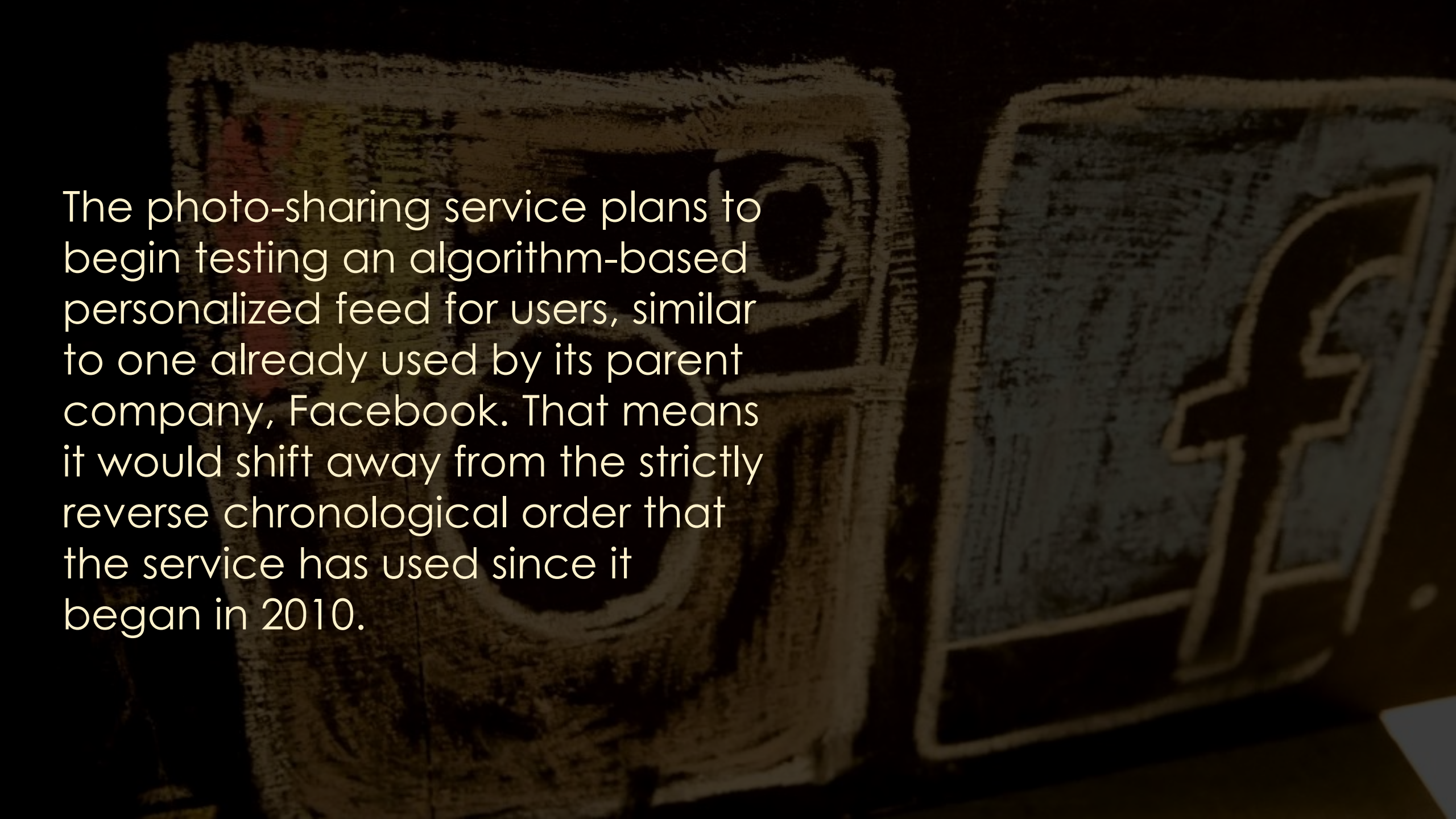


You may be surprised to learn that people miss on average 70 percent of their feeds.

As Instagram has grown, it's become harder to keep up with all the photos and videos people share. This means you often don't see the posts you might care about the most.

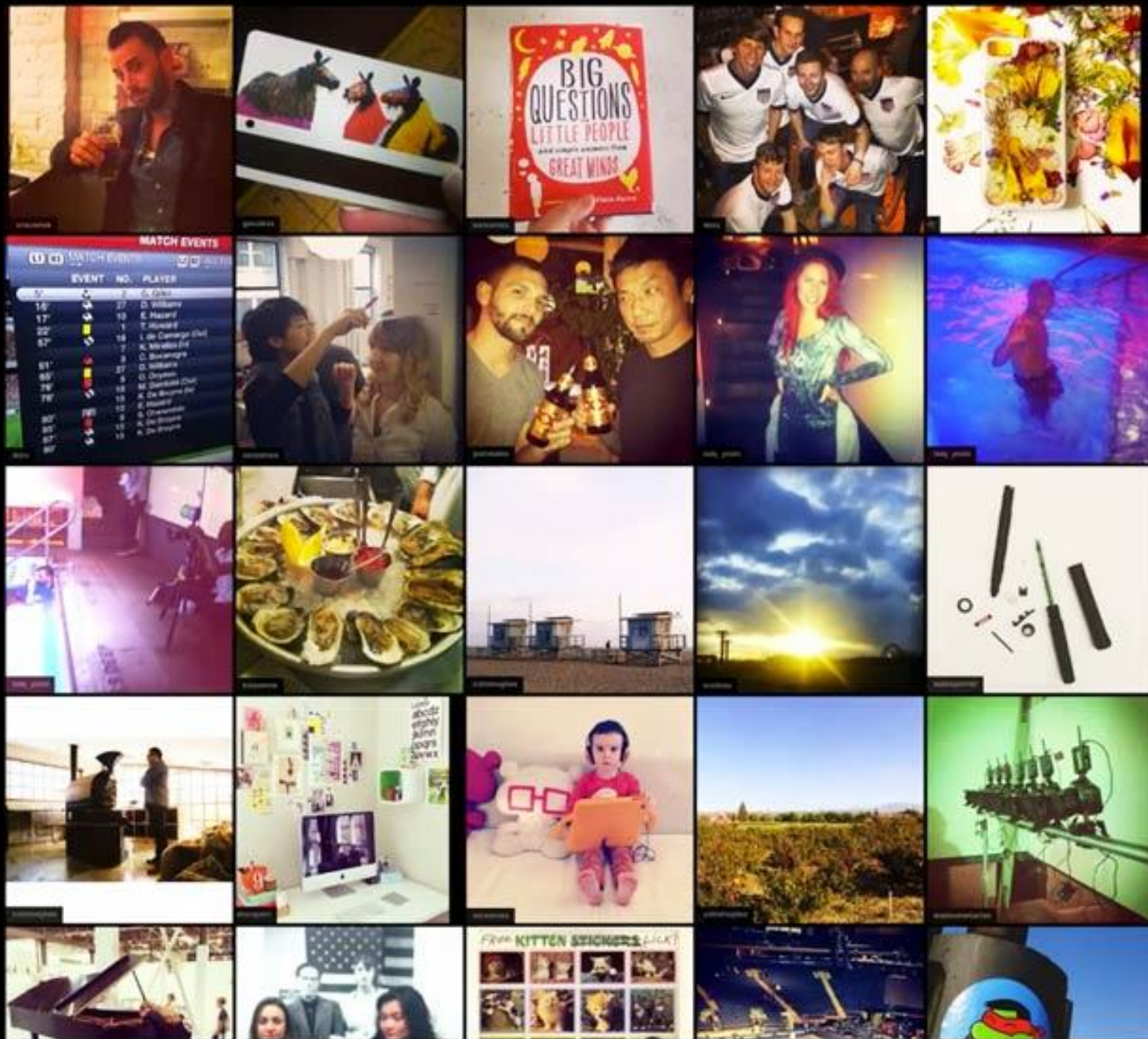


*Source: <http://bit.ly/22ihV7D>



The photo-sharing service plans to begin testing an algorithm-based personalized feed for users, similar to one already used by its parent company, Facebook. That means it would shift away from the strictly reverse chronological order that the service has used since it began in 2010.

Instagram will place the photos and videos it thinks you will most want to see from the people you follow toward the top of your feed, regardless of the time those posts were originally shared.

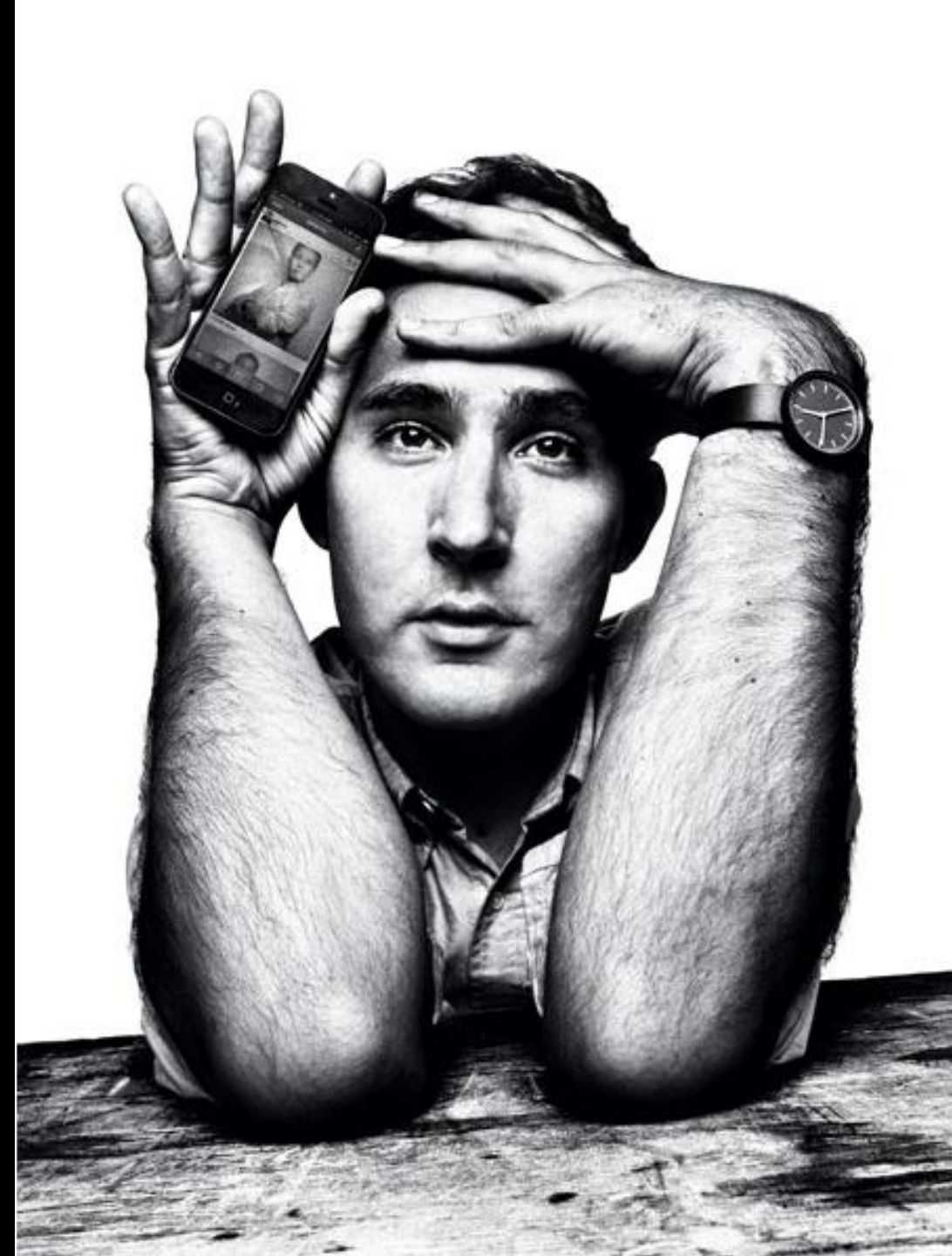


Mr. Systrom (co-founder, Instagram) said he was also mindful of how people might react to the change.

“If it’s one thing we do really well as a company, it’s that we take big change slowly and deliberately and bring the community along with us,” he said. “It’s not like people will wake up tomorrow and have a different Instagram.”

Source: <http://nyti.ms/1RkRN0q>

Source: <http://bit.ly/22ihV7D>



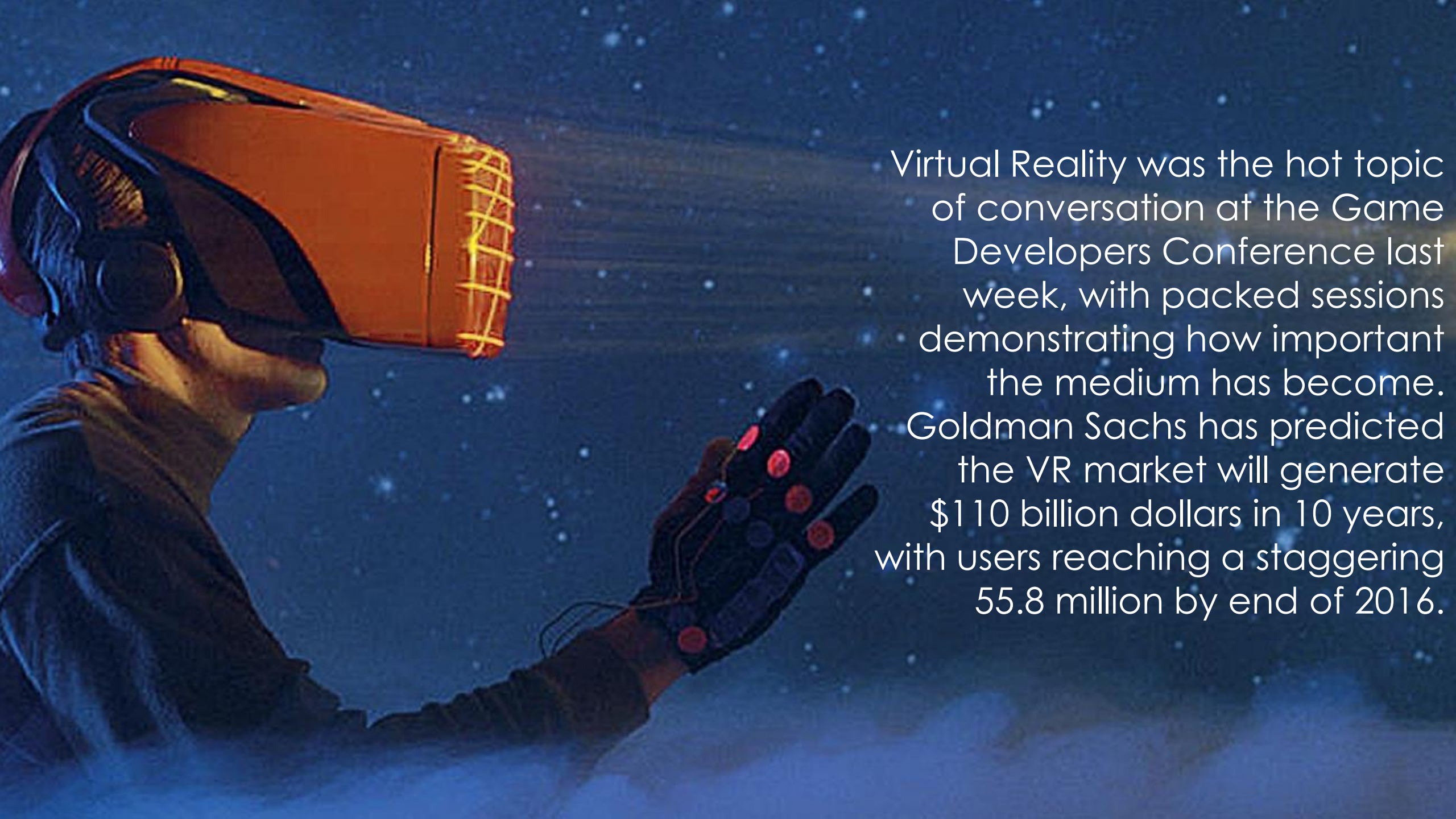
**So stop
freaking out
about Instagram
algorithm changes!**



Digital Insights

Too Many Marketers Have VR 'Concepts' That Are Essentially TV Scripts





Virtual Reality was the hot topic of conversation at the Game Developers Conference last week, with packed sessions demonstrating how important the medium has become. Goldman Sachs has predicted the VR market will generate \$110 billion dollars in 10 years, with users reaching a staggering 55.8 million by end of 2016.



However, If we don't treat VR with the respect it deserves by putting the user first, it risks becoming just another channel for forcing marketing messages down jaded consumers' throats.

Some golden rules for marketers to consider that will provide some insight into approaching VR as a consumer-first medium are to make the VR content native and compelling, developing strong partnerships with partner agencies and understanding the medium in depth.

Read more: <http://bit.ly/1Rzi8wu>



Platform Overview

A flashback of Twitters 10 years



Ten years ago, on March 21st 2006, Twitter co-founder Jack Dorsey sent the first tweet ever—"just setting up my twttr," it read. It would take a few years before Twitter's true power became clear, but its role in everything from political movements to how companies market themselves is undeniable.



Its popularity exploded during the annual South by Southwest festival in Austin. From then on, its mark on Internet culture began, including the use of the “hashtag,” proposed in 2007 by technologist Chris Messina.



Twitter eventually built a real business and became a bonafide tech company when it went public in late 2013. In 2015, Twitter squeezed out \$2.2 billion in revenue (with a net loss of \$521 million), mostly from advertisers, though its slow user growth long concerned Wall Street.

A stylized illustration of a city skyline with a large speech bubble in the foreground and several figures standing on a platform. The background is a solid blue color. The city skyline is composed of various grey and white geometric shapes representing buildings. In the foreground, a large, white, rounded speech bubble is centered. Below the speech bubble, there are several dark grey silhouettes of people standing on a dark grey platform. The overall style is modern and minimalist.

[TWITTER GIF](#)

And yet, Twitter is also a company working to get out of an identity crisis, morale (and stock price) slump, and a disorganized business.

Dorsey, the co-founder who recently returned to lead the San Francisco company, has one task at the moment:

Fixing Twitter.



Best of Pakistan

CAREEM Conducts Scavenger Hunt to Celebrate Spirit of Pakistan Day





CAREEMPAK HUNT

THIS 23RD MARCH, COME EXPLORE
YOUR CITY WITH US AND
WIN EXCITING PRIZES

REGISTER YOUR TEAM NOW!

*FREE REGISTRATION *LAST DATE TO REGISTER : 21st MARCH 12PM

DATE: 23RD MARCH 2016

CAREEM, the service for booking chauffeur-driven cars, conducted a scavenger hunt for the public of Karachi and Lahore on Pakistan Day. Themed around photography of local cultural & historic sites, the hunt saw participants, based on clues provided, racing to various locations of their respective city by utilizing CAREEM's services.

“This scavenger hunt was planned to not only celebrate this historic day, but also to inculcate in today’s youth the need to be in touch with our roots. For this reason, we chose historic and culturally rich sites for this competition, while the aspect of uploading photographs of each site to social media allows us to promote these locations across the world.”
said Junaid Iqbal, Managing Director – CAREEM Networks



Junaid Iqbal, Managing Director, CAREEM Networks distributing prizes to Karachi's winning team Markhor (Ibrahim Abbas, Marahim, Hammad) on the occasion of CAREEM's Pakistan Day special Scavenger Hunt activity

36 participants from Lahore and 27 from Karachi were chosen to take part in this unique scavenger hunt through a prior registration process. Beginning at 11 am, the participants, along with their loved ones, went about their respective cities to take a picture of each location, upload it to Twitter, Facebook and Instagram.



Fatima Mazhar, General Manager Pakistan, CAREEM Networks with the winning team and runner-ups from Lahore's Pakistan Day special Scavenger Hunt activity organized by CAREEM

Team Markhor from Karachi and Team KalaJaado from Lahore, the winners of the competition.

The hunt concluded with a closing ceremony at both cities, where winners and runners-up were handed prizes.



Junaid Iqbal, Managing Director, CAREEM Networks with the winning team and runner-ups from Karachi's Pakistan Day special Scavenger Hunt activity organized by Careem

News Bytes



PTA Intends to Set Price Floors for Telecom Services

Public Private Partnership Required to Unleash True Potential of IT Sector: Anusha

Pakistan's First Domestic Payment Scheme PayPak Launched

Pakistan Advertisers Society Brings Digit 2016

DIGITAL 101





Digital Glossary

Congoo

Congoo is a news-sharing social network that offers free subscription content across hundreds of broad and niche topics.

Keyword Stemming

The practice adopted by search engines to group search results not only by exact keyword matches, but also by variations of keywords in semantic groups, such as singular-plural, related suffixes, and synonyms.

Ning

A hosting service with a set of community-building tools that allows anyone to create a social network.

Robots.txt

A small text file included on a website that directs a search engine to include/exclude specific pages from its index. It can be submitted manually to search engines to ensure the latest version is followed regardless of the "crawl cycle."

Technorati

A leading blog search engine that aggregates blog content and scores blogs' popularity or influence.



Hashtag Cloud



Trending Hashtags in Pakistan

- [#PatwariLogic](#)
- [#NowProveOrApologise](#)
- [#MustafaKamal](#)
- [#PakistanDay](#)
- [#AprilFools](#)
- [Punjab Assembly](#)
- [PM House](#)
- [Sarfraz Ahmed](#)
- [#GetOnline](#)
- [Torres](#)



Top Favorite Picks From Around The World





TOP FAVORITE PICKS FROM AROUND THE WORLD

Live Tim: Emoti Sounds

Emoticons are the new world language. But for the visually impaired, they are nothing but a cold and emotionless narration. Live TIM, TIM's the fixed ultra-internet, in collaboration with the Benjamin Constant Institute, changed this story, developing a new digital accessibility tool that includes all visually impaired individuals in this conversation: an update for one of the most commonly used screen readers in the world, NVDA. Now, instead of the cold narration, the visually impaired people will be able to hear real emotions.



Read More: <http://bit.ly/1RNSLUa>

Fisher-Price: The Future of Parenting

People have a love-hate relationship with these "Future Of..." videos! On one hand, they give a glimpse into the strategic thinking of some of the world's biggest companies, showing where they see the world going, and how they'd like to help take it there.

Yet at the same time, they are horribly dramatized with often ridiculously far fetched ideas, or quite simply, useless ones. And this one from Fisher-Price is kind of somewhere in the middle.



Read more: <http://bit.ly/1LWNL2B>

Domino's DRU: Autonomous Pizza Delivery.

So last week the world was introduced to Domino's DRU. An autonomous pizza delivery vehicle that was seemingly lauded with fanfare from a global PR blitz, grabbing the headlines around the ever hot "delivery" technology playing field. A win for Domino's.



Read more: <http://bit.ly/25pb6QG>



Trending Video To Watch



➤ TRENDING VIDEOS TO WATCH

Panama Papers



Iceland's Prime Minister resigned after the Panama Papers allegedly revealed he was hiding funds in offshore accounts

Watch Video: <http://bit.ly/23gMt6Q>

Facebook for the visually impaired



Facebook now makes it easier for the visually impaired to "see" photos

Watch Video: <http://bit.ly/1XgMJ2a>



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Please send your feedback on this report to
hello@thedigitz.com