



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

August 2016

digitz

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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.





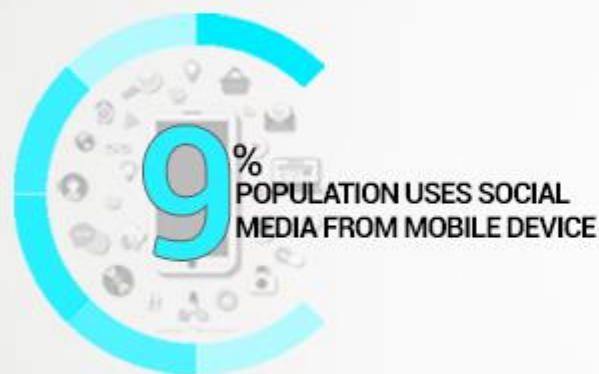
DIGITAL landscape

129.8 MILLION MOBILE SUBSCRIBERS

50 MILLION ACTIVE INTERNET USERS

15 MILLION SMART PHONE USERS

27.8 MILLION 3G/4G USERS

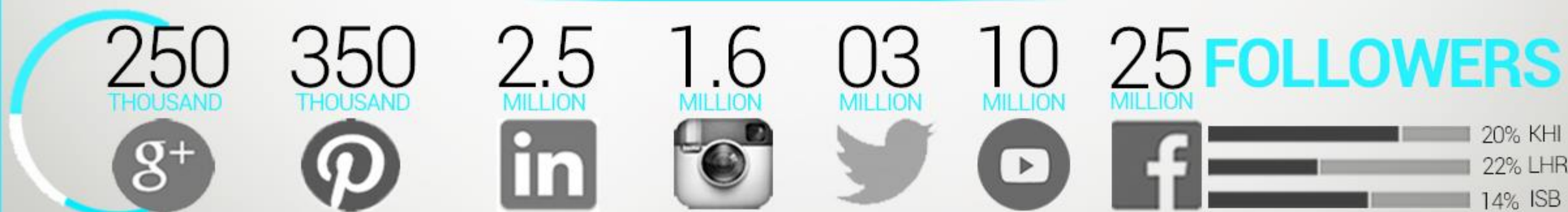


1 out of 10

PAKISTANIS IS AN ACTIVE SOCIAL MEDIA USER

2 since January 2014

GROWTH IN SOCIAL MEDIA usage from mobile





WHAT'S new?

Google's smart bathroom patent puts **sensors** in your toilet, tub, and mirror

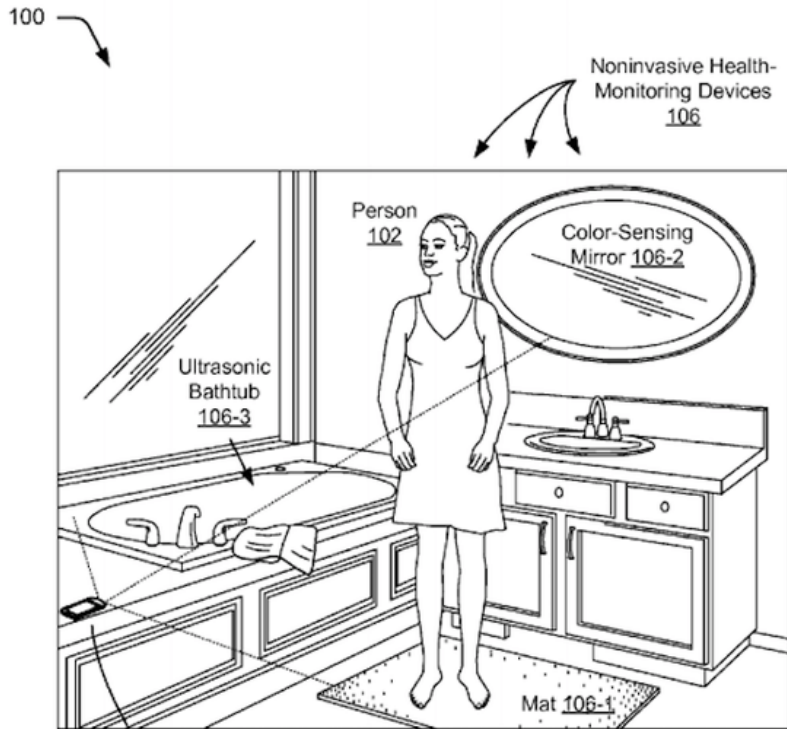


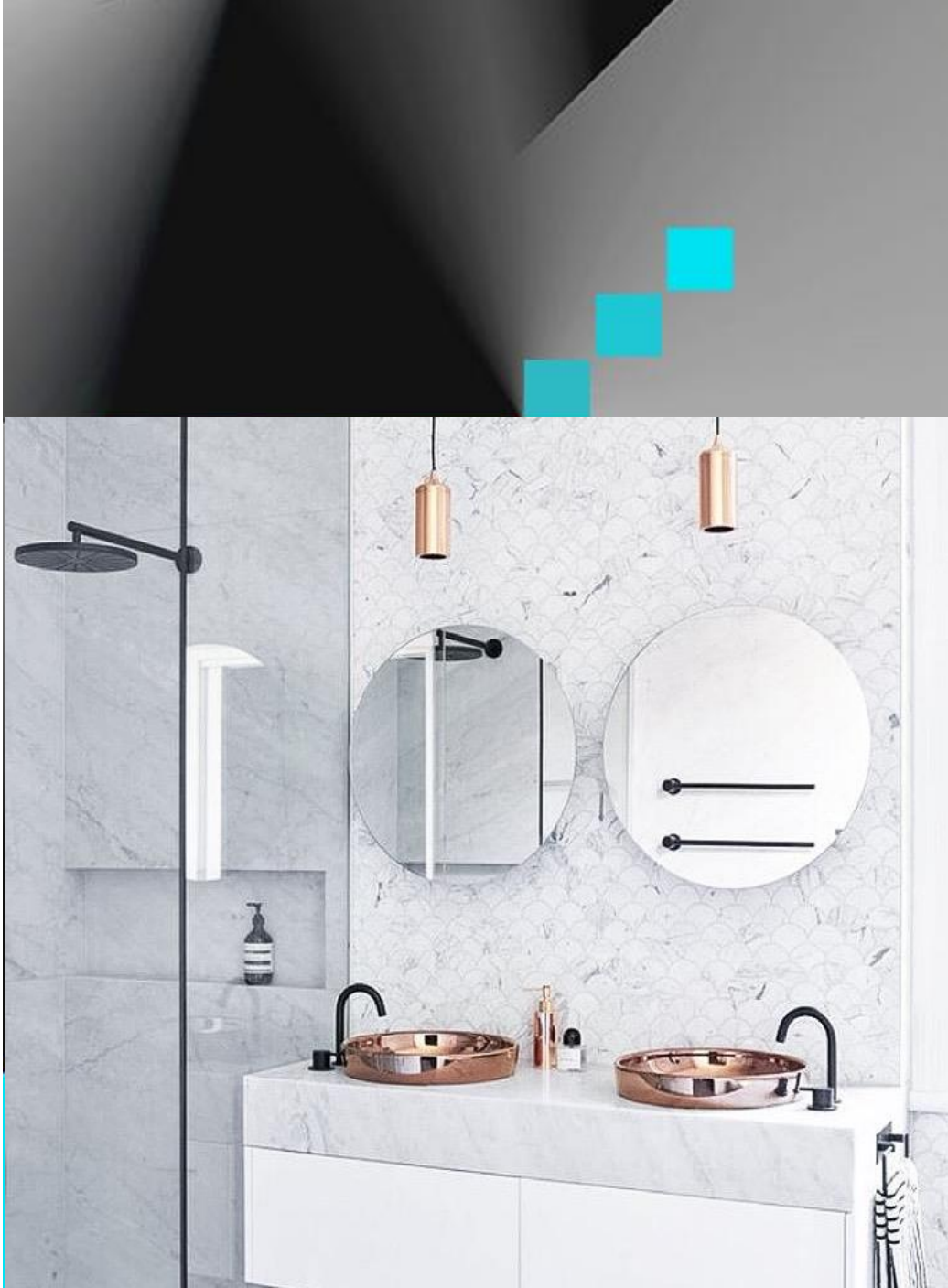
GOOGLE'S SMART BATHROOM

Google is diving head first into the smart home business, and that includes the bathroom. In fact, patents filed by the company show that different parts of the bathroom, such as the toilet seat, bath mat, and so on, being embedded with sensors to help us track our health.

GOOGLE'S SMART BATHROOM

The patent also shows a camera in the bathroom mirror, which would be able to detect things like skin color variations. The company even wants to put sensors in the toilet, which would be able to sense blood pressure, and sensors in the bathtub, creating an “ultrasonic” bathtub that could perform an echo test. All of this data could be collected and eventually sent to health professionals, if that’s what the user wants.





GOOGLE'S SMART BATHROOM

The sensors could go beyond detecting blood pressure and heart rate. They could also help keep track of the nervous, endocrine, and muscular systems, provided there are enough sensors in the room.

Read More: <http://bit.ly/2alyvox>



INSIGHTS online

**3 Ways Freelancing Will Make You a Better
Social Media Manager**

Freelancing comes with a plethora of perks. You can work from any place that has an Internet connection, pick and choose your clients, and take more control of your time and income. However, the best part about freelancing is that it enables you to become a better social media manager.



A Wider Lens

When you work for a single company, you're limited by seeing social media and all it entails through the lens of that company. As a freelancer, you're exposed to all types of companies and organizations - each of which operates in different industries, with different types of customers, and different social media needs and opportunities.



More Control of Your Professional Destiny

For people who work for a bigger company, they're usually limited to specific roles and responsibilities.

As a freelancer, you're the sole decider of your destiny, which means you can grow into a strategist, consultant, coach and speaker whenever you're ready and able to do so.



The Ability to Pick and Choose Your Work

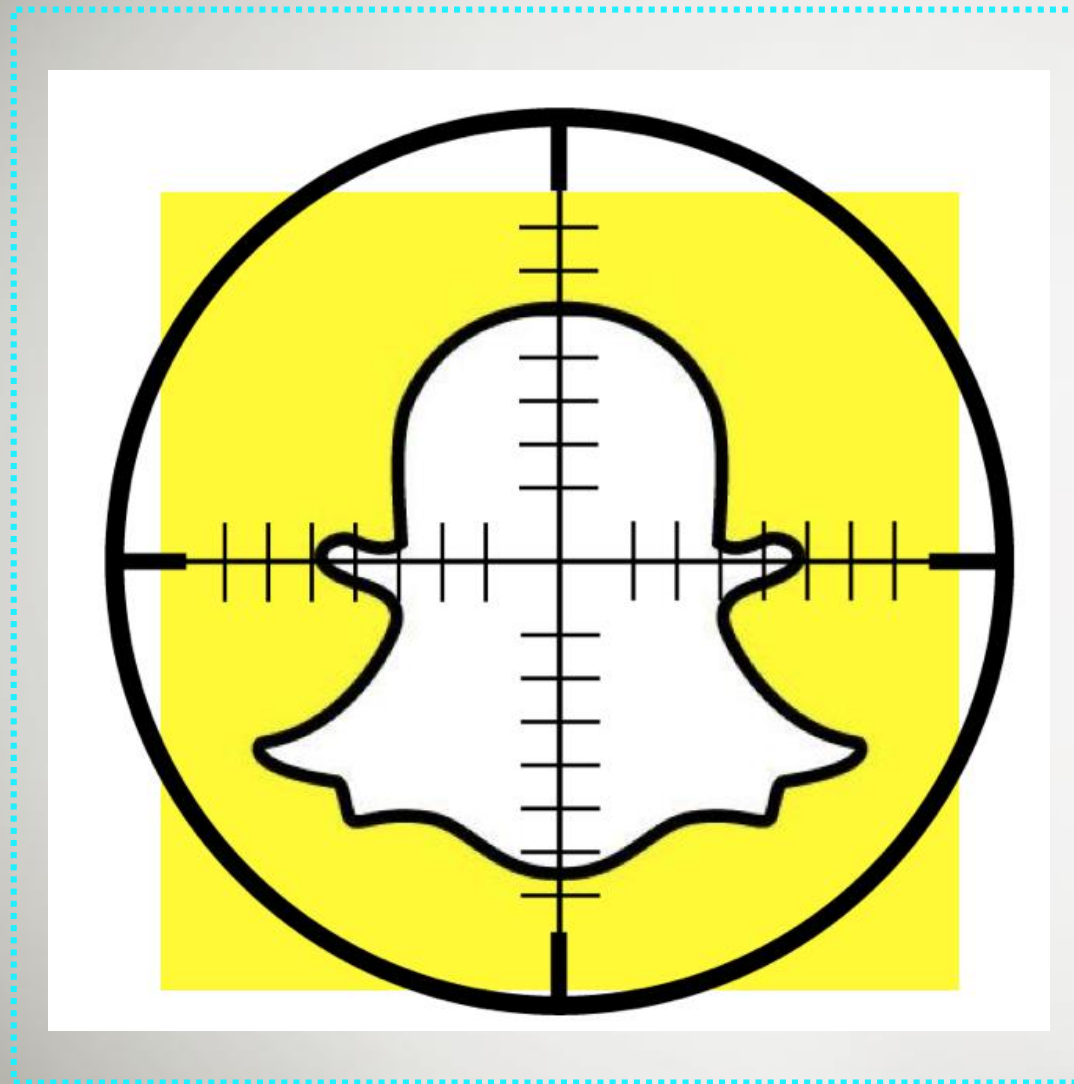
As you develop your freelance business, you'll get the opportunity to pick and choose your clients - every freelancer's dream. In other words, you can choose to exclusively work with companies and organizations in which you have a vested interest. This also helps cut monotony and frustration.





PLATFORM overview

Has **Instagram** just declared war on
Snapchat?



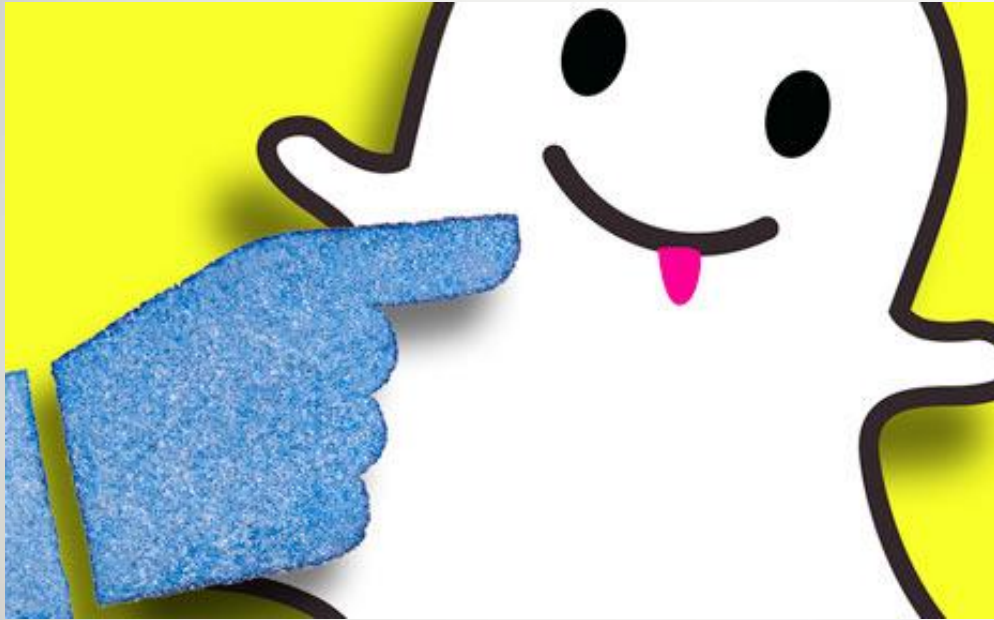
Instagram may have just declared war on social media darling Snapchat introducing a new Stories feature.





Instagram Stories, released today, let's people share photos and videos that have a life span of no more than 24 hours with friends who follow them. The service bears a striking resemblance to Snapchat Stories – allowing users to post 24-hour ephemeral photo and video slideshows that disappear.





In 2013, Facebook offered to buy Snapchat for US\$3 billion but the offer was rejected by founder Evan Spiegel. With a takeover ruled out, Instagram is clearly trying to tap into a way to appeal to the younger audience on Snapchat.





Both Instagram and Snapchat are trying to improve their businesses by increasing digital advertising in native formats, like Stories.

Read More: <http://bit.ly/2aguZFS>



DIGITAL 101

Digital Citizenship

Someone who navigates the possibilities and pitfalls of the digital world safely, responsibly, and respectfully.

Gamification

Using game design principles and mechanics to drive motivation and increase engagement in learning.

Digital Footprint

A record of everything an individual does online, including the content uploaded. Online information can migrate, persist, and resurface years later.

Digital Literacy

The skills for using technology competently, including interpreting and understanding digital content and assessing its credibility as well as creating, researching, and communicating with appropriate tools.

Digital Storytelling

The practice of using web-based tools to create and tell stories; they usually contain some mixture of digital images, text, recorded audio narration, video clips and/or music.



DIGITAL Worldwide

Nike 'Unlimited You' Rio 2016 Olympics Ad



So Nike says life isn't about finding your limits. It's about realizing you have none. And you now what, this Ad pretty much proves that out as they shatter the "Just Do It" tag line at the end of the spot and continue the content for their ad airing during the Rio Olympics opening ceremony. The Olympics ad 'Unlimited You' starts at near birth and then builds through amateur athletes onto the pros. Until some of the most famous Nike athletes in the world join forces towards the end of the 2:30 length film.

Watch Video: <http://bit.ly/2ap60As>

See Facebook's New 'Snapchat' Filters



Well here it comes, Facebook is trying (again) to take down Snapchat, with its new Filters that use it's recent aquisition; MSQRD's object recognition technology to integrate into your timeline, just what Snapchat probably hoped would never happened, but would have been expecting. So, ok this demo isn't that crazy, but perhaps once built out and released, these filters will be enough to keep most people from playing with Snapchat? But who knows...

Watch Video: <http://bit.ly/2bbH2BC>

Microsoft HoloLens: Transforming Architecture



This is the future of architecture. Where industry experts along with companies like FORM and Trimble are teaming up with Microsoft HoloLens to explore opportunities to transform the architecture process. With mixed reality enabling architects to immediately get a sense of scale, form, and space so they can easily visualise ideas, making better informed decisions faster, with more perspective.

Watch Video: <http://bit.ly/2bbAO8X>



TRENDING videos

Outrage after Google 'erases' Palestine off world map

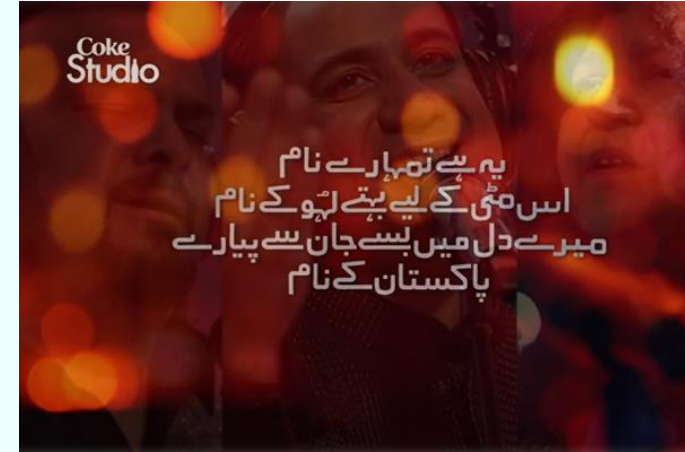


Thousands have signed a petition urging Google to reinstate Palestine on the maps service after it replaced the partially recognised state's name with Israel. A Change.org petition titled "Google: Put Palestine on your maps" has attracted over 150,000 signatures as of Monday, accusing Google Maps of "making itself complicit in the Israeli government's ethnic cleansing of Palestine" either on purpose or inadvertently. The petition, drafted by Zak Martin, slams the omission of the UN non-member observer state's name on the map as a "grievous insult" to Palestinians.

[Click Here To Watch Video](#)

Source: <http://bit.ly/2bcrlSL>

Coke Studio 9 Tribute To Pakistani Heroes Is Nothing Less Than Poignant



Coke Studio season 9 has released its promo song on Saturday and it's all over internet since then. As Independence Day is just around the corner, this heart-wrenching tribute to National heroes will leave you in tears. The three-minute music video features some of the country's finest artists, including slain Sufi singer Amjad Sabri, Abida Pareveen, Rahat Fateh Ali Khan, Ali Azmat, Noori, Faakhir as well as Meesha Shafi, Zeb Bangash, Sanam Marvi, Umair Jaswal, Qurat-ul-Ain Baloch and Zahoor.

[Click Here To Watch Video](#)

Source: <http://bit.ly/2baNsUg>



BEST OF Pakistan

Yayvo - Social Listening

How did it start?

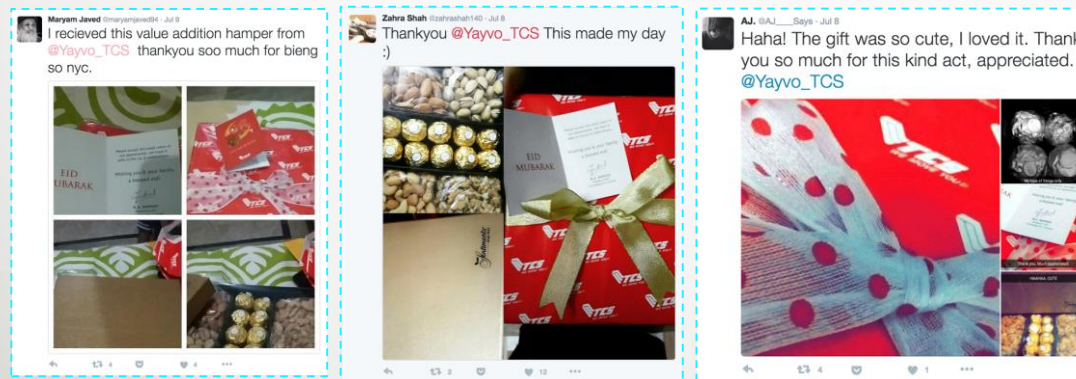
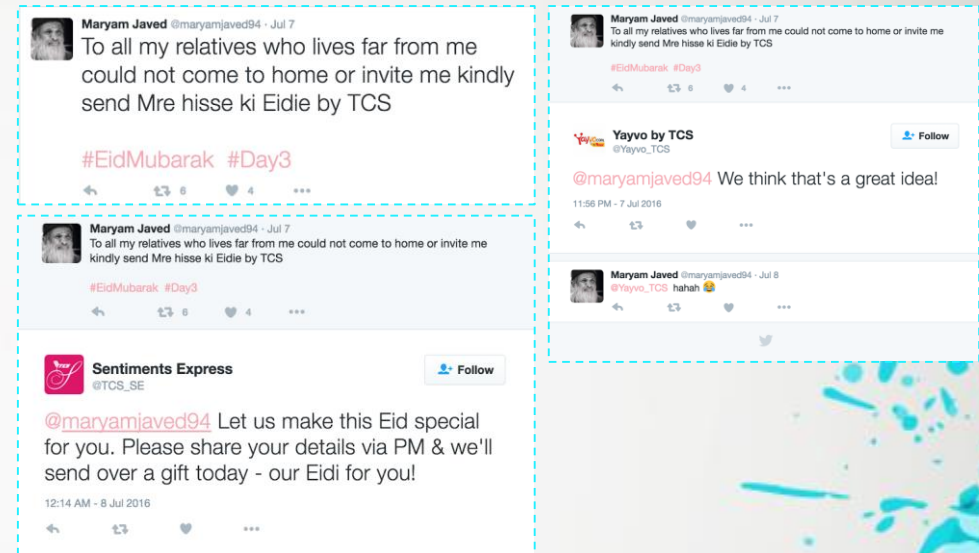
Like People “Google everything” to search, they “TCS everything” to deliver.
So TCS smartly started using social listening to tap into Twitter conversations where people were generally just using the “TCS” as part of their conversations this Eid.

What did they do?

On Eid, a lot of Twitter conversations were revolving around the Eid spirit and TCS was being used by families and friends separated by distance, since they couldn't share Eidi or Eid food or their love with each other. TCS via social listening decided to jump into conversations and make people smile.

How did they do it?

TCS spotted a girl's conversation asking all her relatives for Eidi through TCS; It commented on her Tweet, got her details, and dispatched a beautiful gift package to her via TCS Hazir.



It didn't stop at just that. It approached more people with the same strategy.

Coca-Cola Music: A Week Full of Surprises!

Undoubtedly, last week has been a power house for Coca-Cola Pakistan with three major music campaign launches. The week started off with the launch of Coke Studio for the deaf; a unique music experience for the Deaf communities in Pakistan, in collaboration with Deaf Reach Program, Pakistan. Coke Studio for the Deaf has taken the world by storm. With more than 3 million views, and covered by internationally renowned newsfeeds like Buzzfeed and Huffingtonpost.



Coca-Cola is loved all over the world over for its delicious taste, energizing uplift, positivity and inclusiveness. Building on this, Coca-Cola Pakistan unleashed the biggest, loudest and boldest campaign of 2016; Zalima Coca-Cola Pila De. The TVC captures a modern day re-make of Noor Jehan's famous film song, instilling a strong desire and craving for Coke Music. the campaign has already gone viral on electronic and digital media, but primarily you can see every Pakistani humming the iconic song with a chilled Coke!

Just when the whole nation was relishing the buzz of #zalima, Coca-Cola Pakistan unveiled the much-awaited promo of Coke Studio Season 9, featuring the artist line-up for Coke Studio Season 9 which will be aired on 13th August, 2016. Following up on last year's soul stirrer Sohni Dharti, this year the Coke Studio promo has revealed the much anticipated 40-star line up in a tear jerking tribute to the people who have sacrificed their lives for our nation in "Rahe Haq Ke Shaheedon". It is also an honour for Coke Studio to feature the swan song of the great qawali legend Amjad Sabri, who tragically passed away shortly after the Season was recorded. The video gained **10 Million views** within days on Facebook.



Read More: <http://bit.ly/2b2biOl>

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Bill](#)

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Mobile App to
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We will Soon Sell
Smartphones in
Pakistan: Xiaomi](#)

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Joins Careem](#)

Local
Newsbytes

#

HASHTAG CLOUD

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[#Zalima](#)

[#SooperHaiAzadi](#)

[#WallsAzaadi](#)

[#CokeStudio9](#)

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