

Digital Trend Pakistan

Industry Research Report

DECEMBER 2015





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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

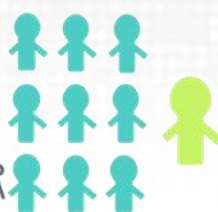
DIGITAL PAKISTAN



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%

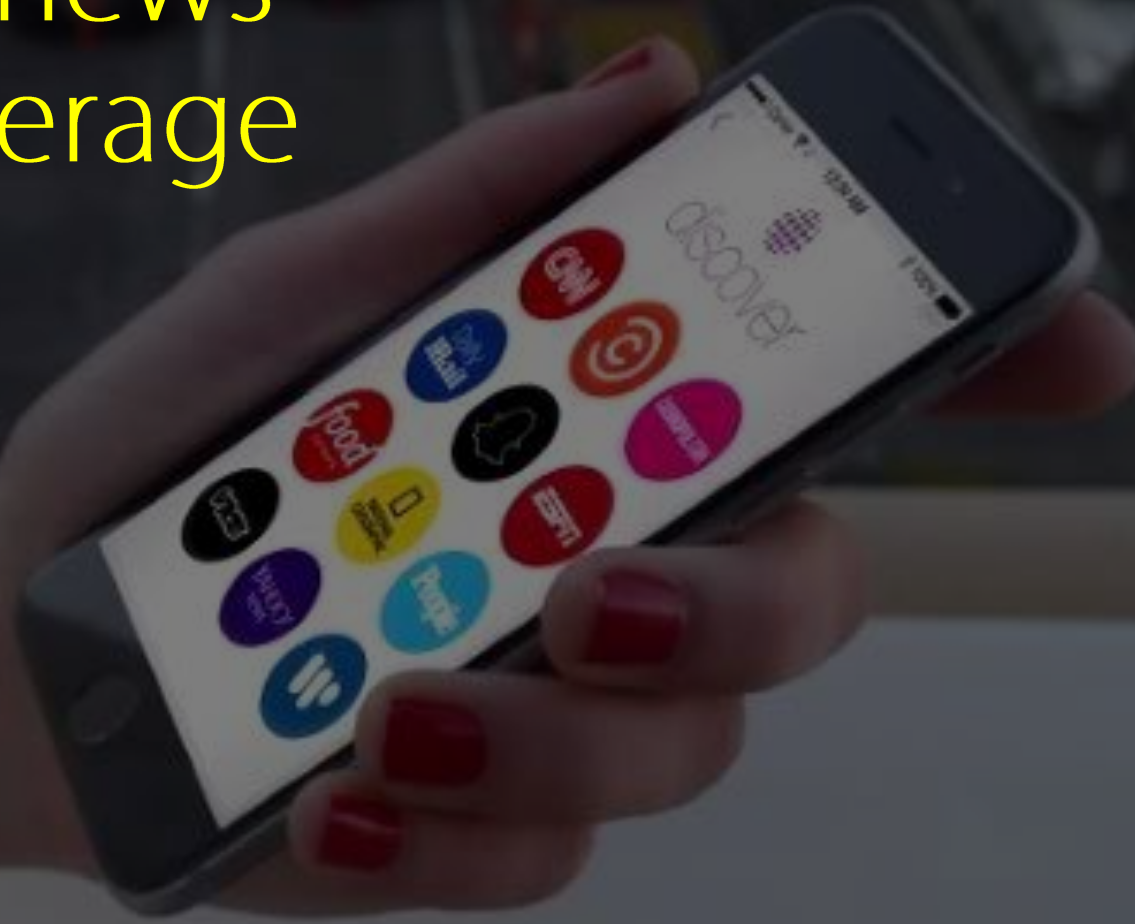
TOP 10 CITIES
MAKE UP 75% OF FB
POPULATION

3 MN
0.5 MN
2.5 MN
350 K
150 K



What's New?

Snapchat's first breaking news event coverage



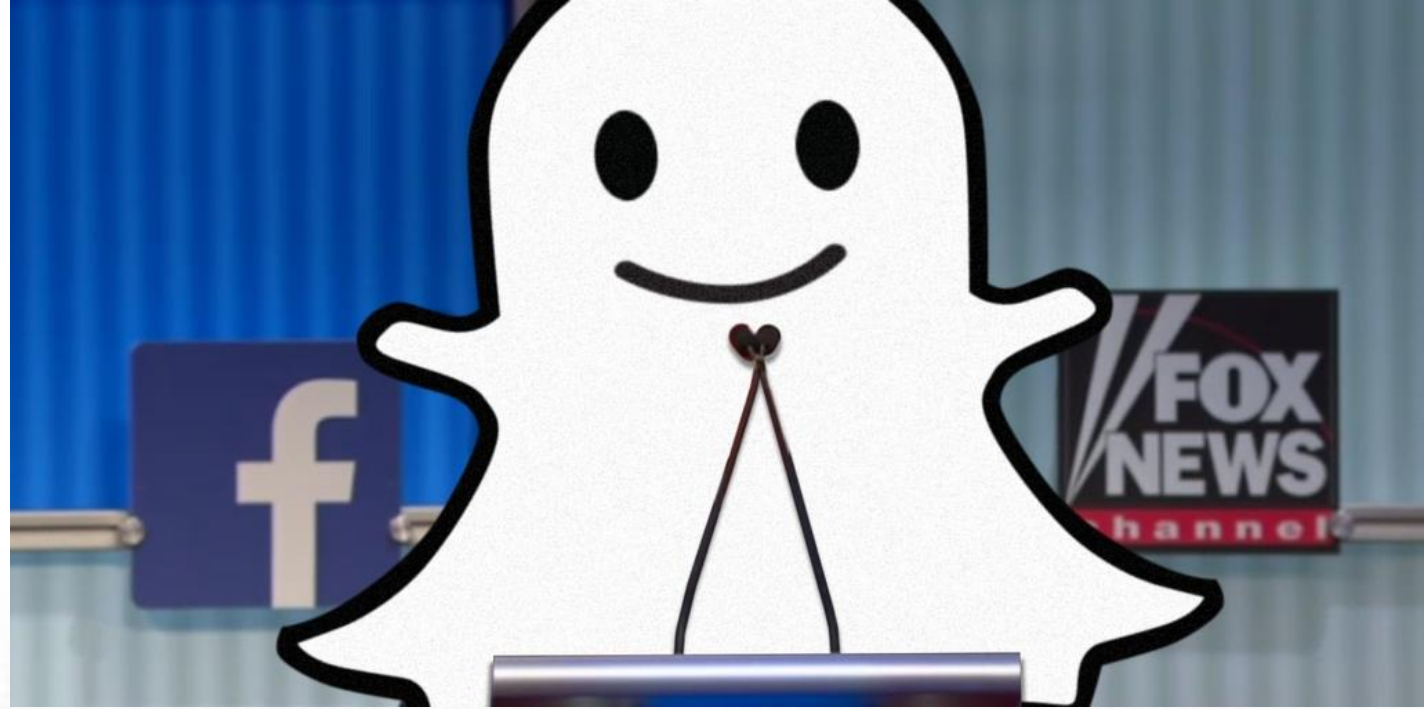
Previously, snapchat live stories were dedicated to particular events like Muslims uniting for Hajj at Mecca or showcasing different cities and their cultures....



Snapchat has now entered into the live news coverage field by creating the California Shooting live story.



Snapchat's VP of communications, Mary Ritti stated to the International Business Times "We published the California Shooting story because we felt that the content which comes from L.A. local story, was newsworthy and held national significance. Our hearts go out to the victims and their families."



Digital Insights

Black Friday



Black Friday's sales dropped down by 10% from last year. One of the possibilities for the decline might be Thanksgiving sale, but even that faced a drop of 10% from the previous year, as many stores decided not to participate.



**SO WHO IS
THE
CULPRIT?**



E-COMMERCE!!!!





THE BEST
**BLACK
FRIDAY**
EVER

E-commerce
took black
Friday sale to a
whole new
level

Out of the \$3 billion plus in online sales during Black Friday, 26% were from mobile devices. This is due to the boom in the mobile device industry as smart phones have now become more of a need and are affordable by the masses.

It is now clear that via e-commerce and m-commerce, online shopping is growing while in-store shopping is declining



Platform Overview

At-Home Chefs can
now connect over
their passion for
cooking via the
Hooray! App

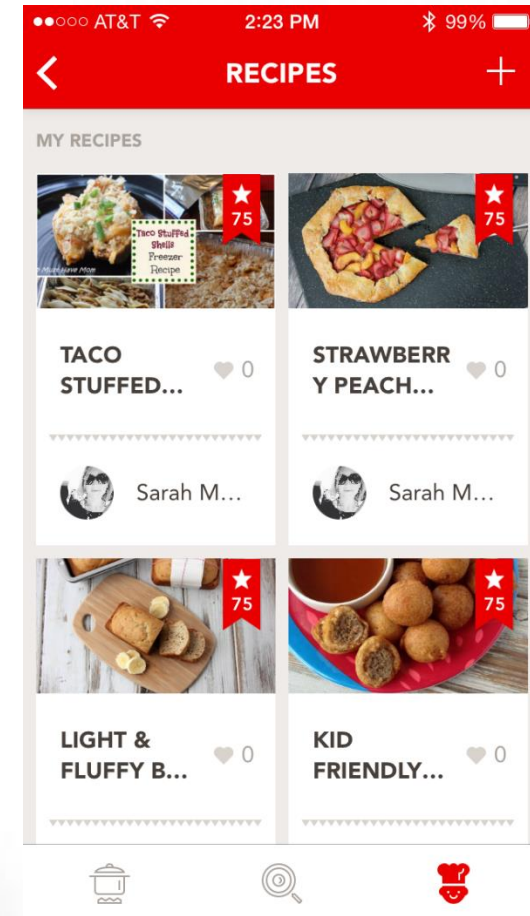
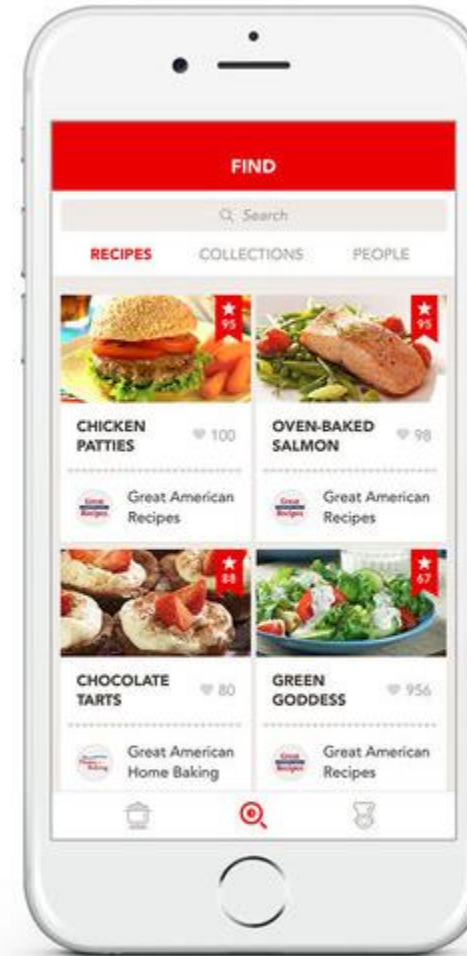


The app brings together people with a common passion for culinary arts by providing them a platform in the form of a global social media network.

It is a crowdsourced space for beginners to expert chefs to share cooking related tips, get into discussions, and connect with each other



The features of this app include photo sharing of meals, discussion panels, and search engines to explore the recipes that others try out.



Special Feature

Black Friday'15 - Pakistan

The rise of E&M-Commerce



All previous online
shopping records were
broken in Pakistan on
27th November 2015



#DARAZBLACKFRIDAY

Daraz and all other online shopping portals broke all previous sale records, Daraz being the list topper.



RECORD-BREAKING NUMBERS!

More than **1.5 million people** visited Daraz.pk on Black Friday



55x more orders than a regular day



PHONES

TECH FACT

The iPhones 6S at 26% discount (Rs 18,000 off) - sold out within 5 minutes

FASHION

FASHION FACT

Made 3 month sales in 1 day for the men's shoes category

APPLIANCES

FUN FACT

More fridges and washing machines sold on the day itself than in the history of Daraz.pk

Total value of customer discounts on products sold
RS. 132 MILLION

HOTTEST CATEGORIES

BLACK FRIDAY

HOW DARAZ MADE HISTORY!



30% OF ORDERS were delivered on Black Friday itself

THEY SET A NEW TREND!



After Daraz.pk introduced Black Friday, many of the leading fashion brands in the country followed suit with their own offline Black Friday!

Source: <http://propakistani.pk/2015/12/02/black-friday-broke-all-previous-online-shopping-records-for-pakistan/>

News Bytes



PTA Starts
Biometric
Verification of
Data, WLL Sims

Samsung Is
Getting Into
The Smart Cars
Race Too

Travly to Launch
Rickshaw Services in
Karachi

KPK to Make
Digital Copies of
Popular
Archaeological
Sites

DIGITAL 101





Digital Glossary

Acquisition:

Refers to the point in time when a visitor to a website becomes a qualified lead or customer.

Doorway Page:

A low-content page traditionally created expressly for the purpose of ranking on a search engine. Usually very keyword-heavy and user-hostile, most search engines now frown on these pages.

Jalku:

A cousin of Twitter, this now-defunct microblogging social network and mobile-phone app was started in Finland and later purchased by Google.

Mirror Site:

Duplicate copy of a website already in existence, used to increase response time for high-volume sites.

Nofollow:

“Nofollow” is an append which is coded into the HTML markup of a hyperlink. It is used to prevent a search engine from indexing a link to a particular Web page. Some strategic uses of external “nofollow” are associated with link popularity management, e.g., for site owners that do not want to give full “follow” credit to links posted by users in their forums or blog comments.



Hashtag Cloud



Trending Hashtags in Pakistan

- [#IStillFacebookBecause](#)
- [#TrustMe](#)
- [آج شیر دھاڑا لودھراں ہمارا](#)
- [#ThisIsNotTheEndOfOneDirection](#)
- [England Lions](#)
- [Malala](#)
- [Farhan Virk](#)
- [Ch Nisar](#)
- [Brendon McCullum](#)
- [TaRGeT 161](#)

Top Favorite Picks From Around The World





TOP FAVORITE PICKS FROM AROUND THE WORLD

YouTube Rewind 2015: Now Watch Me

YouTube's famous year in review "YouTube Rewind 2015" is here. The videos celebrates people, videos, music and moves that highlighted the year. It features more than 100 key YouTube content creators and videos that went viral throughout 2015.

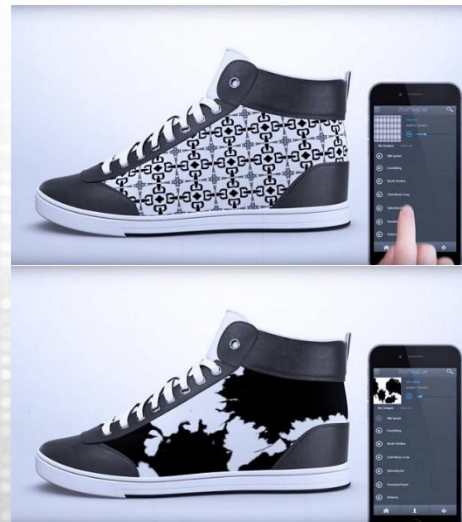


Watch Video: <http://bit.ly/1SOuA9F>

ShiftWear: Customize and Animate your Sneakers

ShiftWear is giving its users the creative autonomy to instantly customize, animate and display any design they want on their individual style sneakers via their smartphones. How cool is that?

Read more: <http://bit.ly/1R8Hh1k>



Verizon: The Minecraft Smart Phone Project

Ever heard of a smart phone within a game? Verizon has raised the standards of awesomeness by creating the world's first smartphone inside Minecraft. This smart phone can be connected to the real world without leaving the game and you can actually snap world's largest selfie vis this phone. All of this is a part of Verizon's "Better Matters" campaign.

Read more: <http://bit.ly/1mj4Jwb>



Hot Discussion Topics On Digital





HOT DISCUSSION TOPICS ON DIGITAL

[7 Key Considerations in Maximizing Tweet Performance](#)

[Digital Marketing Recap – November 2015](#)

[PIF and Mobilink Launches Pakistan's First Innovation Pavilion and Makers' Showcase](#)

[5 Ways to Improve Your Social Media Results](#)

[Android Market Share in 2015 Is An Unassailable 81.2%](#)



Trending Video To Watch



> TRENDING VIDEOS TO WATCH

ELDERLY MAN LEFT IN TEARS



The emotional video left viewers in tears, influencing many to stay motivated and never quit. It also created an impact on the youth to respect the elderly who are still struggling to earn a living.

[Elderly Man Left In Tears](#)

CENTRAL PERK - PAKISTAN



We now have a Central Perk in Pakistan as well. The café is based on almost everyone's favorite show, F.R.I.E.N.D.S. The cafe has quotes from the show on the walls, a similar looking couch from the café in the show, and a Foosball table as well.

[Central Perk - Pakistan](#)



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