

Digital Trend Pakistan

Industry Research Report

FEBRUARY 2016





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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

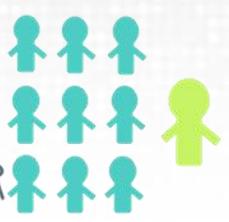


29.1 MILLION
ACTIVE INTERNET USERS

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

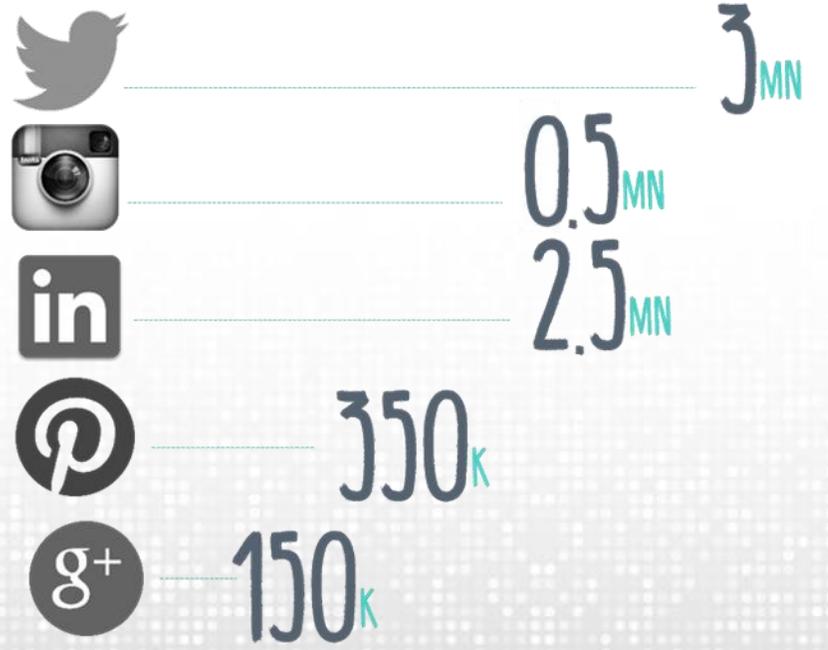
2 TIMES GROWTH IN SOCIAL MEDIA USAGE FROM MOBILE SINCE JAN 2014

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



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

TOP 10 CITIES MAKE UP **75%** OF FB POPULATION



What's New?



A person is shown from the waist up, lifting a barbell. The barbell has two large circular weights. The left weight features the Gmail logo (a red 'M' on a white envelope), and the right weight features the WhatsApp logo (a white telephone handset inside a green speech bubble). The person is wearing a dark tank top and is positioned against a dark, textured background.

**Whatsapp and Gmail
now has**

1 billion active users!!!

Google and Facebook both announced on Monday, 8th February '16, that Gmail and WhatsApp both claim more than 1 billion monthly active users. The news of both milestones came at nearly the exact same time.



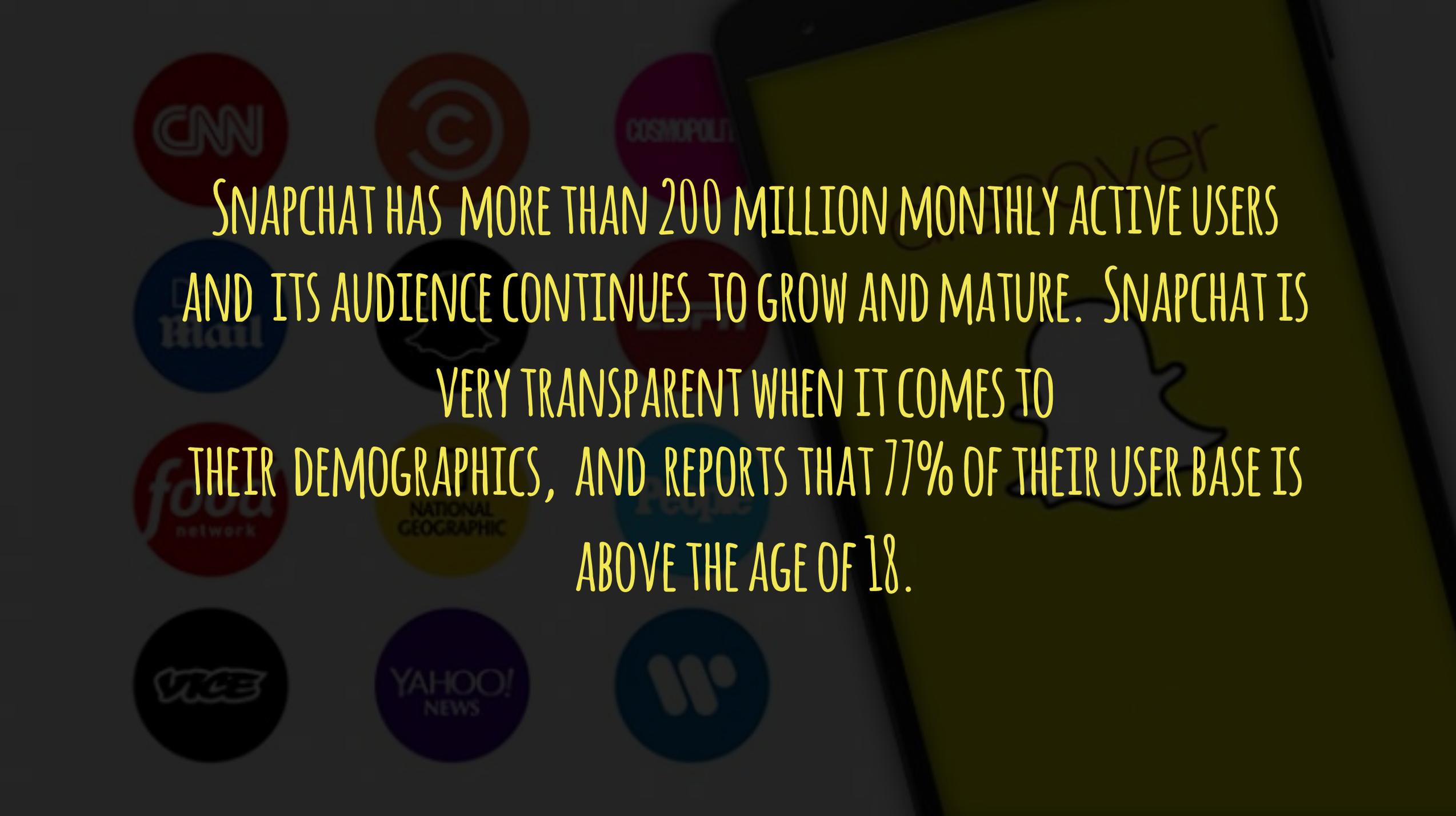
According to Facebook, Messenger is also getting close to the 1 billion user milestone as well



Digital Insights

Why marketers and entrepreneurs should be on Snapchat?





SNAPCHAT HAS MORE THAN 200 MILLION MONTHLY ACTIVE USERS AND ITS AUDIENCE CONTINUES TO GROW AND MATURE. SNAPCHAT IS VERY TRANSPARENT WHEN IT COMES TO THEIR DEMOGRAPHICS, AND REPORTS THAT 77% OF THEIR USER BASE IS ABOVE THE AGE OF 18.

PEOPLE ARE CONSUMING SO MUCH CONTENT ON SNAPCHAT PROBABLY BECAUSE IT PUTS WHAT YOU LOVE ABOUT TWITTER (THE MICRO-CONTENT ASPECT) AND WHAT YOU LOVE ABOUT YOUTUBE (PRESSING A PLAY BUTTON TO SIT BACK AND WATCH CONTENT) INTO A SINGLE APP.



Calm Yourself

WHEN YOU PUBLISH CONTENT ON SNAPCHAT, IT'S AVAILABLE FOR 24 HOURS, WHICH FORCES YOUR NETWORK TO COME BACK AND WATCH IT; THESE MILLENNIALS WHO ARE USING SNAPCHAT WILL SOON BE ADULTS. THEREFORE, DIGITAL MARKETERS SHOULD START TAKING SNAPCHAT SERIOUSLY.



Platform Overview

Instagram

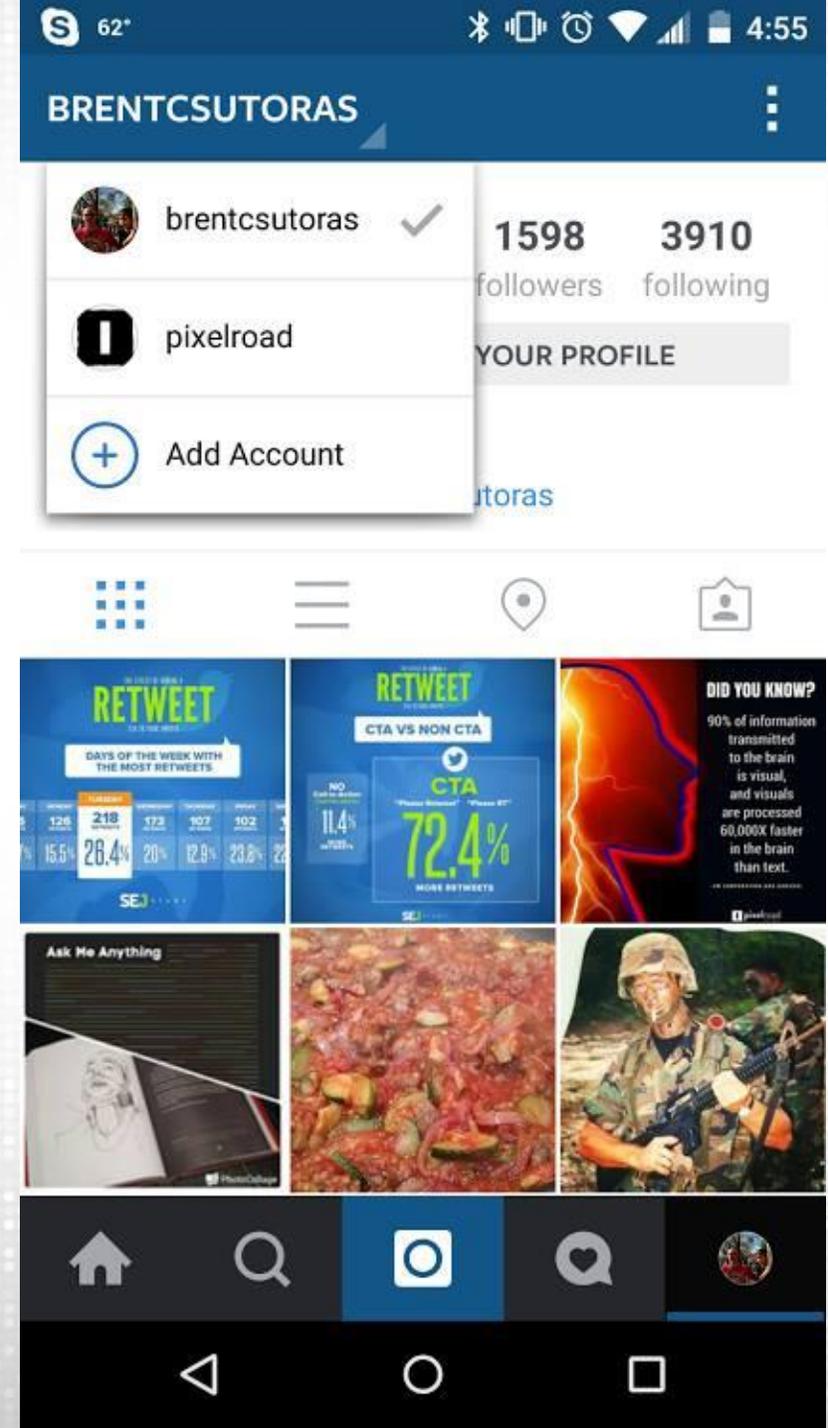


Starting this week, Instagram users can switch back and forth between accounts without signing out.



Instagram

Facebook and Twitter, added this feature a long time ago but for social media managers, this update should lead to a sigh of relief.



The catch is that users can still only switch among five accounts and account switching will be available for anyone using version 7.15.



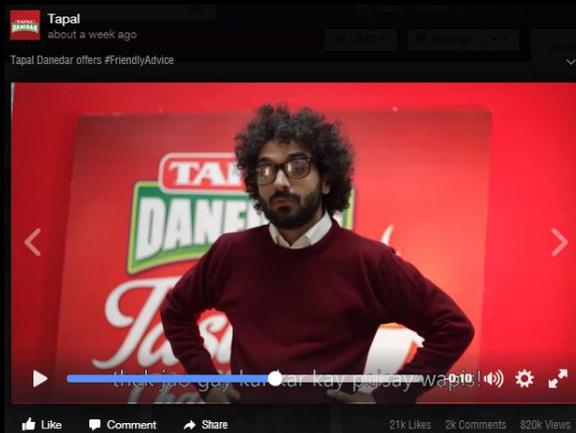
Special Feature

TEA-WARS

The attacker, the defender, and the opportunist



LIPTON AND TAPAL SURE RAISED EYE-BROWS OF MANY VIA THEIR ADVERTISEMENTS FOLLOWED BY THEIR DIGITAL CONTENT.



THE BATTLE, HOWEVER, BECAME INTERESTING WHEN THE OPPORTUNISTS JUMPED IN, PROMOTING THEMSELVES, TAKING ADVANTAGE OF THE ONGOING BATTLE; BAKERI BEING THE FIRST ONE, FOLLOWED BY EVERYDAY, INTERWOOD, HILAL CUP KAKE, AND MANY OTHERS.

LU
Chai jo bhe ho janaab
humara maza lajawaab

BAKERI
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COOKIES

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DANEDAR HO YA LAJAWAAB

Cleanry

CLEANRY SAB
DHOTA HAI

Karo din ka aagaz **Ahmed Jam** kay sath
kyun kay chai **lal** ho ya **peeli**, pehly
kuch khana hai zaroori!

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Chai
~~Chaahey~~ jo bhi ho,
Rakhi tou hamari table pey he jati hai.

INTERWOOD
Sweets

Chai Lajawab ho ya Danedar,
only Nestlé **EVERYDAY**
makes it **KHAAS!**

Nestlé
EveryDay

DANEDAR CHAI KA
LAJAWAB SAATH

Cup Kake
Plain CupCake

Nestlé
EveryDay

AND IT ENDED SOMETHING LIKE THIS....



News Bytes





[Telenor Raises Concerns with CCP over Mobilink-Warid Merger](#)

[10 Reasons Why Your New Business Will Probably Fail This Year](#)

[Roundup: Valentines Day Deals By Pakistani Online Stores](#)

[Sacha Saath Will be Telenor's New Tagline from Today](#)

DIGITAL 101





Digital Glossary

DMOZ

Also known as the Open Directory Project, this continually expanding directory is run by volunteers. It claims to be the largest (and is one of the most famous) of the human-edited directories.

iFrames

Also known as simply “frames,” these HTML tag devices allow 2 or more websites to be displayed simultaneously on the same page. Facebook now allows companies to create customized tabs for its fan pages using iFrames, a process which developers find much easier than using the previous “FBML,” or Facebook markup language.

Kaboodle

A social shopping network where members create their own shopping lists and find, suggest and share products and reviews

Ning

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

Podcast

A series of audio or video content which can be downloaded and listened to/viewed offline (or a particular episode in that series, e.g. podcast #6 of The Sporkful). A podcast is essentially an asynchronous Internet version of a “broadcast,” but to a very specific audience of willing subscribers. Podcasts are sometimes created to provide stand-alone copies of existing radio or television programming (such as daily/weekly shows), but they may also consist of entirely unique content intended for devoted Web-based subscribers.



Hashtag Cloud



Trending Hashtags in Pakistan

- [#RiseZalmiRise](#)
- [#EnergyThroughPMLN](#)
- [#TheDesperateHamidMir](#)
- [#ZalmiRoars](#)
- [#IUvKK](#)
- [#GrandElliot](#)
- [#Gladiators](#)
- [#Hafeez](#)
- [#ValentinesWithMQM](#)
- [#14thFeb HayaDay](#)

Top Favorite Picks From Around The World



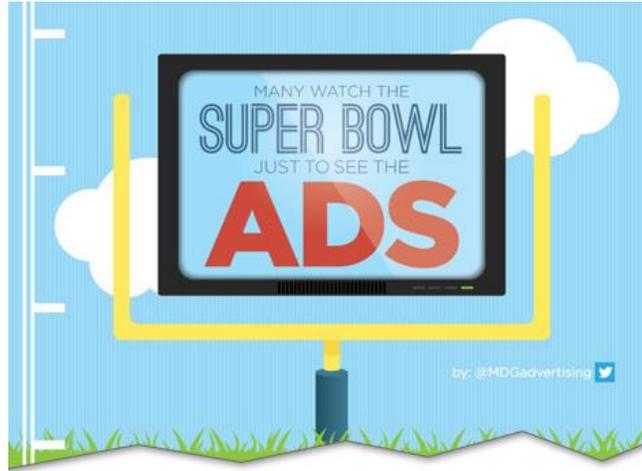


TOP FAVORITE PICKS FROM AROUND THE WORLD

Super Bowl 50: Watch Every TV Commercial

This is a playlist containing all 61 Super Bowl 50 TV Ads for 2016, from the brilliant Audi “Commander” Ad, Bud Light’s Party Ad, Coca-Cola’s Coke Mini Ad and Hyundai’s Ryanville Ad, right through to Beats By Dre, AXE, Colgate and Pepsi Ads that featured in The Big Game for 2016. Enjoy!

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



Time Trial: Augmented Reality Climbing

“Time Trial” is a new, physical, interactive rock climbing video game where players are given the opportunity to compete in a time-trial style augmented reality climbing wall challenge to log the fastest times to complete climbs that require them to do single or multiple tasks during that climb. Pretty damn cool. If you can climb, that is.



Watch Video: <http://bit.ly/20KPM8B>

Jaguar Creates “Actual Reality” VR Experience

At the “Big Boys Toys” expo in New Zealand, Jaguar took Virtual Reality Experiences to the next level. Introducing “Actual Reality”, a VR experience like no other I’ve ever seen, an experience so real, it might actually just be “real”. With a custom VR Headset, and built into the “6-Axis” hydraulic platform designed to create realistic movement during the VR experience... And as Jaguar invited people to try the the F-TYPE VR Experience. It was clear, that it was going to be one that turned out to be not-so-virtual.



Watch Video: <http://bit.ly/1nsde91>



Hot Discussion Topics On Digital



> HOT DISCUSSION TOPICS ON DIGITAL

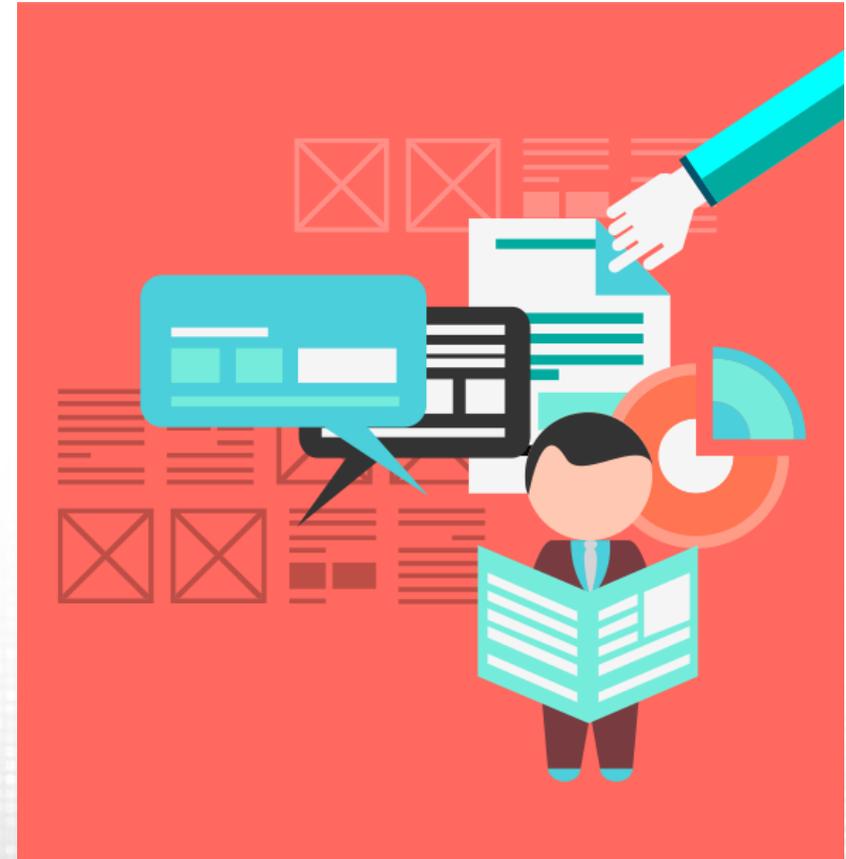
[Android is losing its battle with fragmentation, and you're paying the price](#)

[Digital Marketing Recap – January 2016](#)

[Elon Musk talks Tesla Model 3, Gigafactory, and retail stores during earnings call](#)

[Runkeeper is the latest fitness app snapped up by a sports brand](#)

[Android is losing its battle with fragmentation, and you're paying the price](#)



Trending Video To Watch



CUTE CONFESSIONS



This Valentine's Day BuzzFeed came up with this video in which kids confess their feelings about their crush; cute stuff!

[Kids confess their feelings about their crush](#)

KATE AND LEO



Kate Winslet wants to see Leonardo DiCaprio win an Oscar more than anyone. Seems like Rose wants to make it up to Jack for letting him drown.

[Kate want Leo to win an Oscar](#)

