

# Digital Trend Pakistan

Industry Research Report

JANUARY 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 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?

How Twitter's New Ad Format Will Get People Tweeting About Its Advertisers







People talk about a lot of things on Twitter, and now Twitter has come up with a new attempt to get those people talking about the company's advertisers.



**Twitter is testing an ad format that prompts people to tweet an advertiser's message to their followers, which may be better received than if the message came directly from the brand.**



Called "conversational ads," the modified promoted tweet presents people with one or two buttons for branded hashtags that look similar to the interactive polls Twitter has been letting people include in tweets.

Read more: <http://bit.ly/1IOC4th>



# Digital Insights

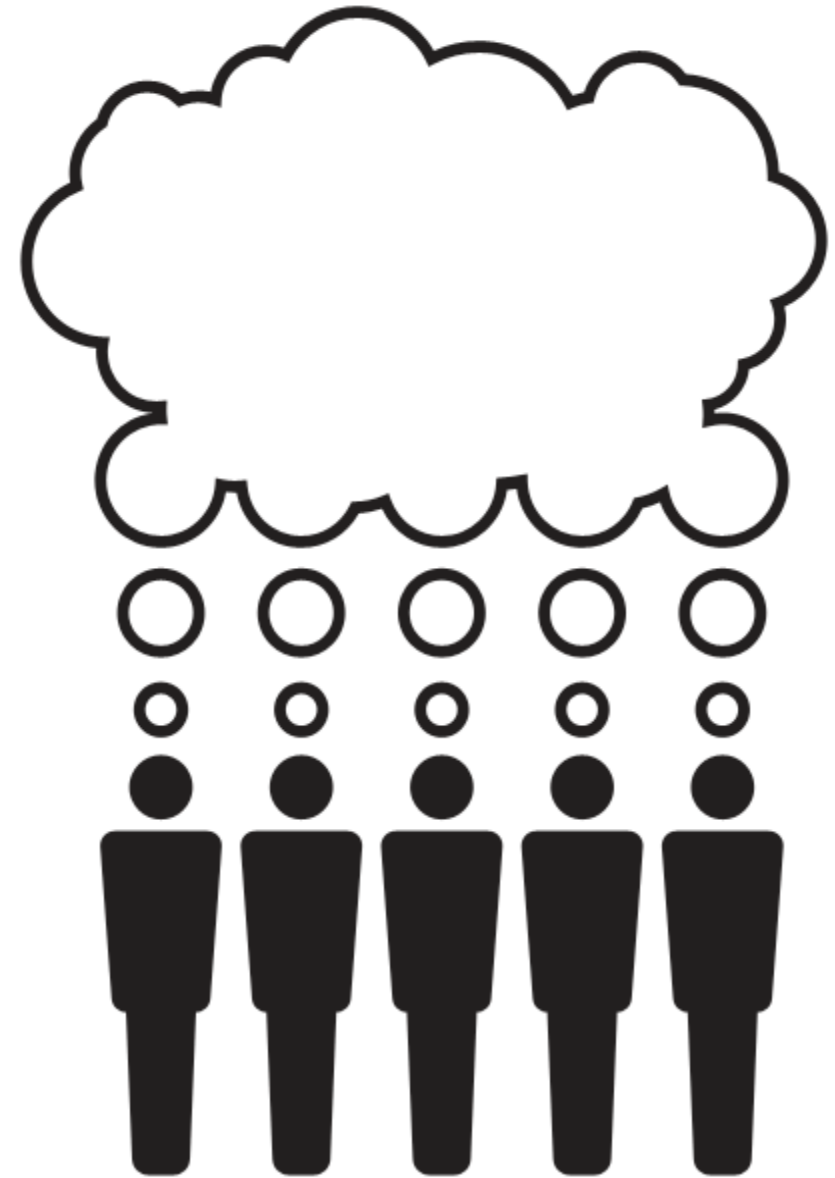
How to Crowdfund Your Blog Content: Tips for Finding and Collaborating with Your Crowd





As a B2B marketer, you can leverage your online relationships to have content produced for you, whether it's user-generated content (UGC) produced by customers, or commentary from industry thought leaders.

By crowdsourcing, you'll get content that's relevant, targeted, and full of new insights.



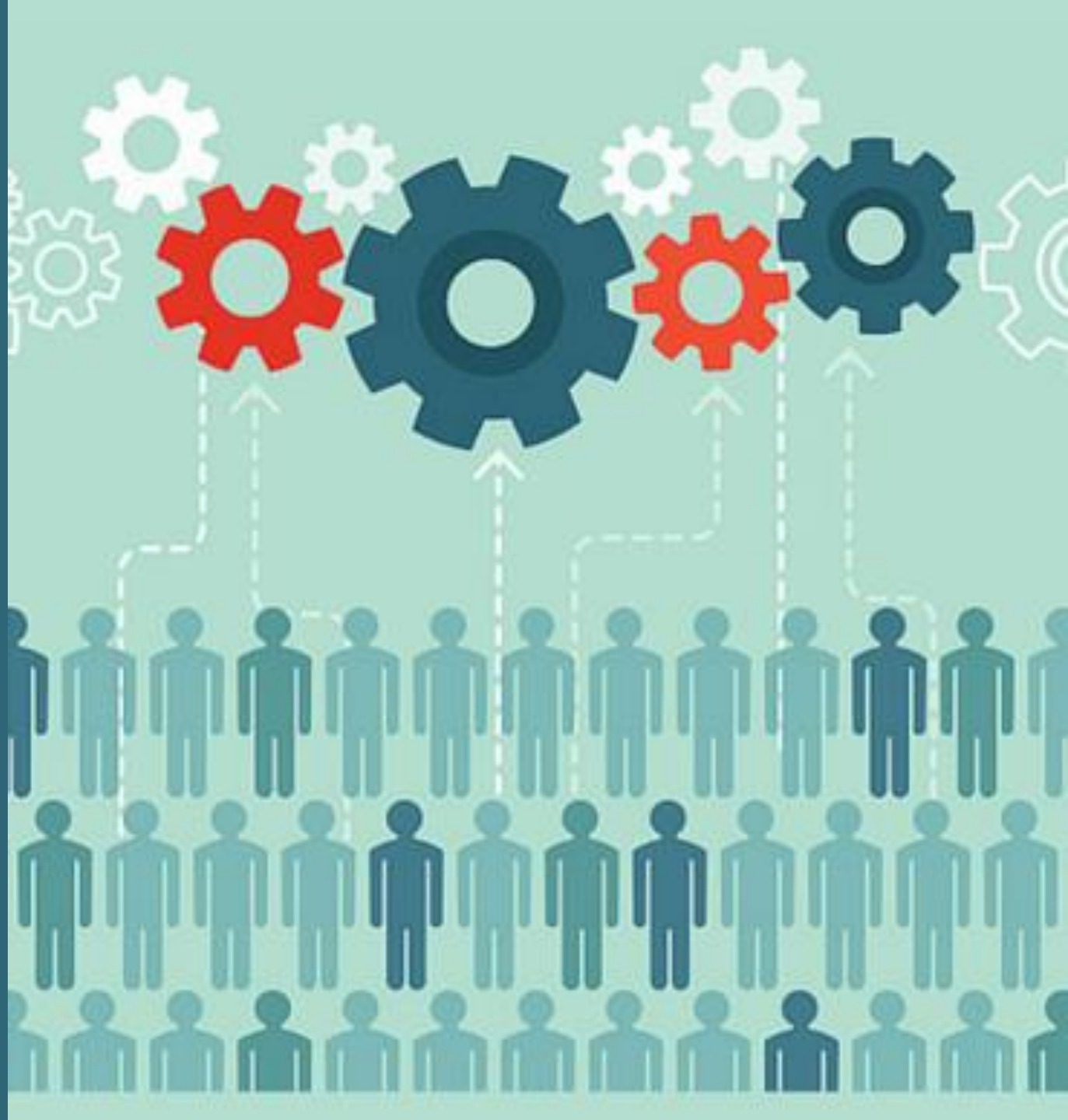
## Here are the steps you need to follow for successful crowdsourcing:

Step 1: Determine Who Your “Crowd” Is, and Why You’re Crowdsourcing

Step 2: Develop a Plan for Reaching Out to Your Crowd

Step 3: Collect, Edit, and Promote Your Crowdsourced Content for Maximum Impact

Read more: <http://bit.ly/1l3jv96>





# Platform Overview

Skype will add free group video calling to its mobile apps



**Skype will soon be adding  
one of its most requested  
features!!!**





**Microsoft will soon add  
free group video calls to  
Skype's iOS, Android and  
Windows 10 mobile apps,  
the company announced  
Tuesday.**



**Once it's live, the update will allow Skype users to make video calls with as many as 25 participants for free.**

**Read more:** <http://on.mash.to/1J2684R>



# News Bytes





[YouTube Introduces Localized Version for Pakistan](#)

[Twitter Will Show Embedded Periscope Videos in Timeline](#)

[Govt Deploys Electricity Mobile Meter Reading through Android Phones in Sindh](#)

[List Of Smartphones Released By Pakistani Telcos](#)

# DIGITAL 101





## Digital Glossary

### Blogroll:

A list of recommended or similar blogs that a blogger lists on his or her own blog as a resource for the audience.

### Collective Intelligence :

The idea that a community or group of individuals is more efficiently capable of higher thought processes than an individual. Social-media applications of this concept include online communities which provide user-created informative content, such as Wikipedia.

### Del.icio.us:

A popular social bookmarking site which allows members to share, store and organize their favorite online content.

### Graphical Search Inventory:

Images and banner ads that are tied to particular search terms on a search engine. They are then displayed to the user after a related search term is entered.

### Kaboodle:

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





# Hashtag Cloud



## Trending Hashtags in Pakistan

- [#HappyNewYear2016](#)
- [#December](#)
- [آج شیر دھاڑا لودھراں ہمارا](#)
- [#Jakarta](#)
- [#PakSupportsMuslimUnity](#)
- [#ArfaKarim](#)
- [Swat](#)
- [#ARYNews](#)
- [Liverpool](#)
- [PM Nawaz Sharif](#)

# Top Favorite Picks From Around The World







# TOP FAVORITE PICKS FROM AROUND THE WORLD

## Nivea: Second Skin Project

Nivea's Nanotechnology Experiment that allows people to feel a human touch from anywhere in the world. Probably Leo Burnett Madrid is going to use it as Cannes entry for 2016!



Read More: <http://bit.ly/1Sd4wry>

## L'Oréal: Connected UV Skin Patch Sensors

L'Oréal have announced a new, connected UV Skin Patch and companion app called "La Roche-Posay My UV Patch", and it's powered by NFC for android, and by image recognition for iOS as the primacy connectivity point for the patch.



Read more: <http://bit.ly/1MYKr0a>

## Nikon: Key Mission 360 VR Camera

The VR and 360 Cam market is growing, and GoPro better watch out, with a big entry from Nikon into the market with their "Key Mission 360" VR Camera that's both a water proof action camera and a full 360 VR camera. Shame it has such a horrible name!

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



# Hot Discussion Topics On Digital





# HOT DISCUSSION TOPICS ON DIGITAL

[How to Launch a Brand on Social Media in 5 Simple Steps](#)

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[Digital Marketing Recap – December 2015](#)

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[Facebook Releases Guide on Transformational Trends and What They Mean for Marketers](#)

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[Top 16 Most Effective Search Engine Optimization Tips \[Infographic\]](#)

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[Twitter Opens 'Flight School' Agency Training Program to All Users](#)





# Trending Video To Watch



## > TRENDING VIDEO TO WATCH

#NewYorkValues



Ted Cruz said something so ridiculous it forced  
New Yorkers to agree with Donald Trump  
#NewYorkValues

[Now This Election](#)





We'd love to hear from you.  
Please send your feedback on this report to  
[hello@thedigitz.com](mailto:hello@thedigitz.com)