



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT
JULY 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.





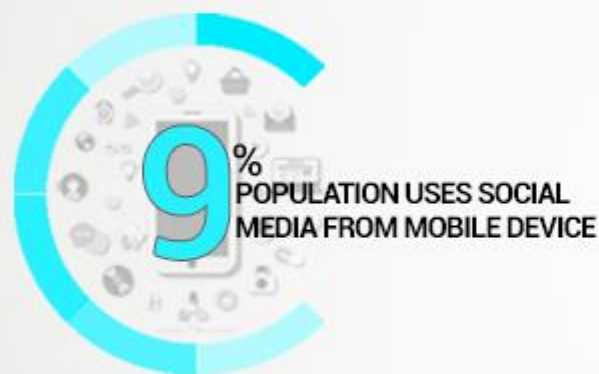
DIGITAL landscape

129.8 MILLION MOBILE SUBSCRIBERS

50 MILLION ACTIVE INTERNET USERS

15 MILLION SMART PHONE USERS

27.8 MILLION 3G/4G USERS

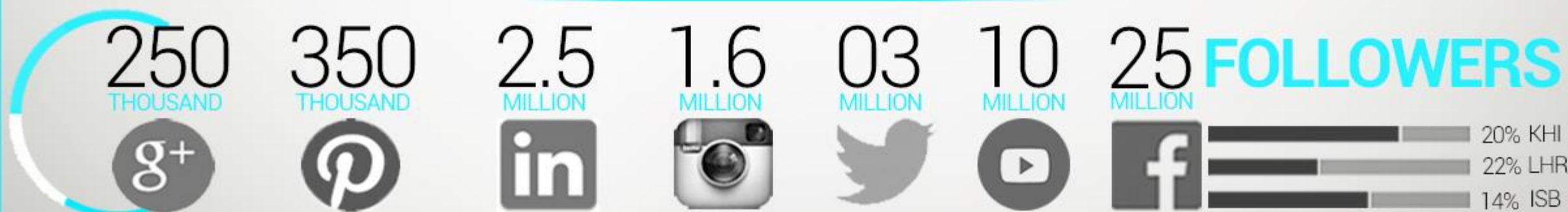


1 out of 10

PAKISTANIS IS AN ACTIVE SOCIAL MEDIA USER

2 since January 2014

GROWTH IN SOCIAL MEDIA usage from mobile





WHAT'S new?

Facebook Messenger adds **end-to-end encryption** in a bid to become your **primary messaging app**

Facebook adds Encrypted ***Secret Conversations***

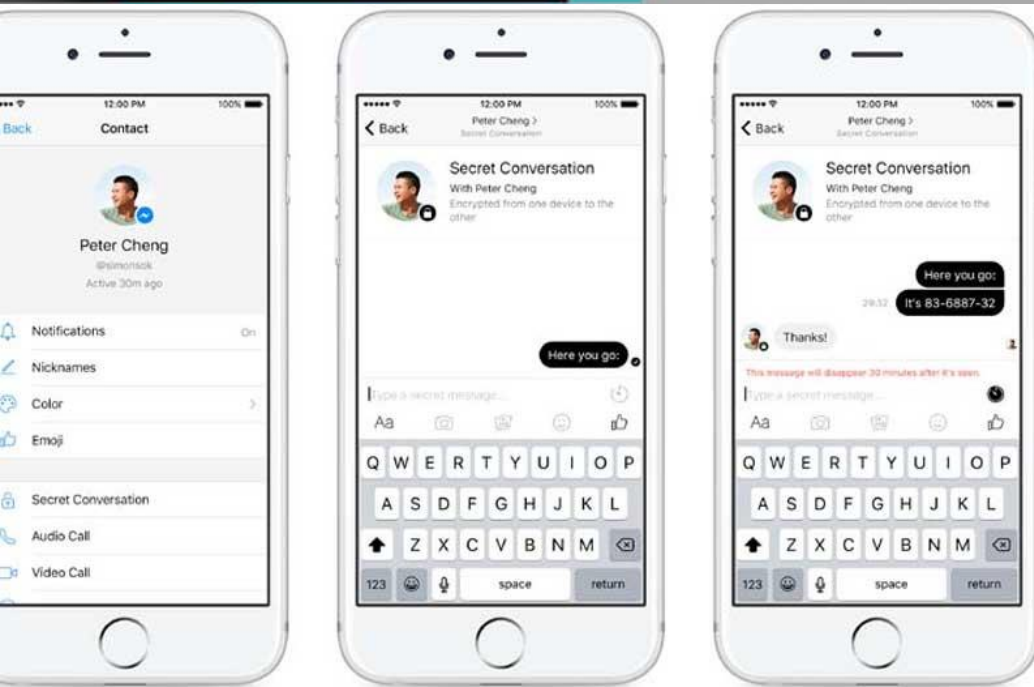


SECRET CONVO

Facebook Messenger wants to be your primary messaging app. As people become more and more concerned about security, being the best messaging app means being the most secure. That's why Facebook is finally adding an option for users to encrypt their chats in Messenger.

SECRET CONVO

Messenger will begin to offer an end-to-end encryption feature to a limited test group of users. It's a security option that's been a long time coming for Facebook, which has considered making end-to-end encryption available for several months. The so-called "secret conversations" will be only visible to the sender and the reader, which means Facebook can't enable some of the chatbot and payment features that are normally a part of the Messenger experience.



SECRET CONVO

End-to-end encryption boxes out law enforcement and even Facebook itself from reading users' chats, ensuring that their conversations remain private.

Read More: <http://tcrn.ch/2a5pW80>





INSIGHTS online

The Generation Most Likely To Share Content
On Facebook? **Baby Boomers**

The over one billion daily users of Facebook aren't simply lurking on the social network, but rather pushing out new information to their friends and followers. And now, thanks to a study conducted by Fractl, we have a slightly better understanding as to the sharing habits and motivations for sharing on Facebook.



Baby Boomers are 19 percent more likely to share content compared to any other generation, reinforcing the notion that Facebook's demographic is trending slightly older.



Baby Boomers are also the most likely to share political content, whereas millennials are the least likely generation to become embroiled in these sorts of digital debates. Millennials, however, do have a soft spot for memes, sharing these images 6 percent more than the average user.



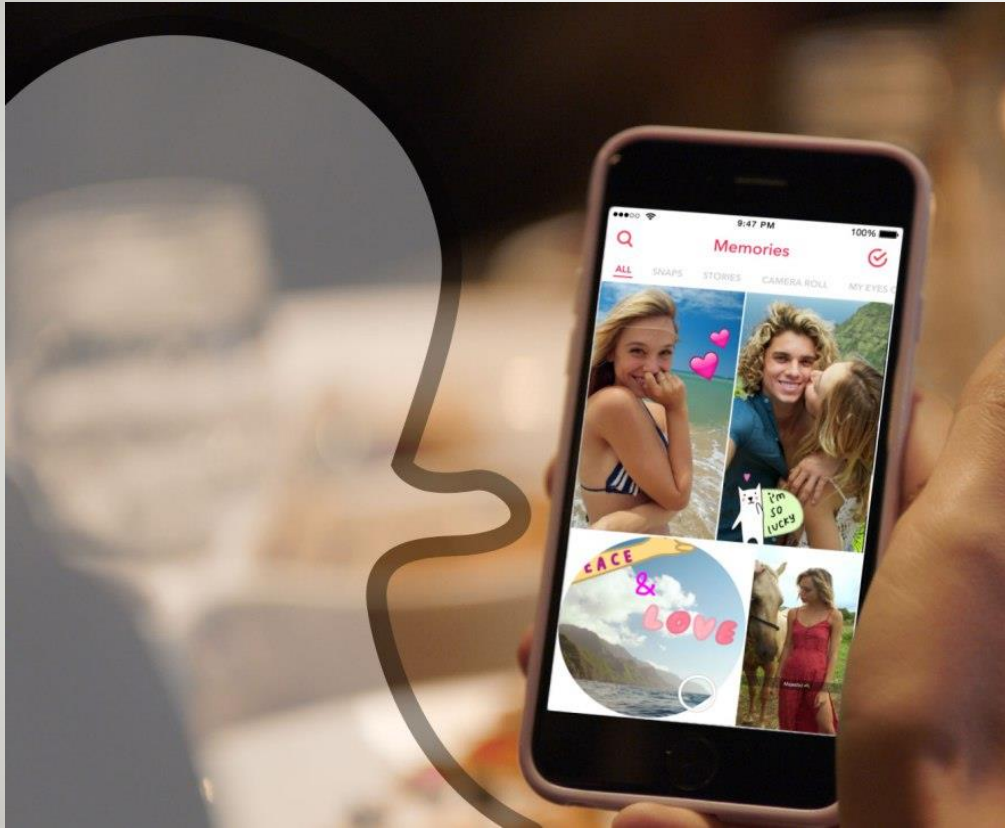
Know More: <http://bit.ly/2a1RiMh>

Also Check: <http://bit.ly/29By6Yi>



PLATFORM overview

Snapchat Adds “**Memories**”, a Major
Expansion of the Platform’s Offering



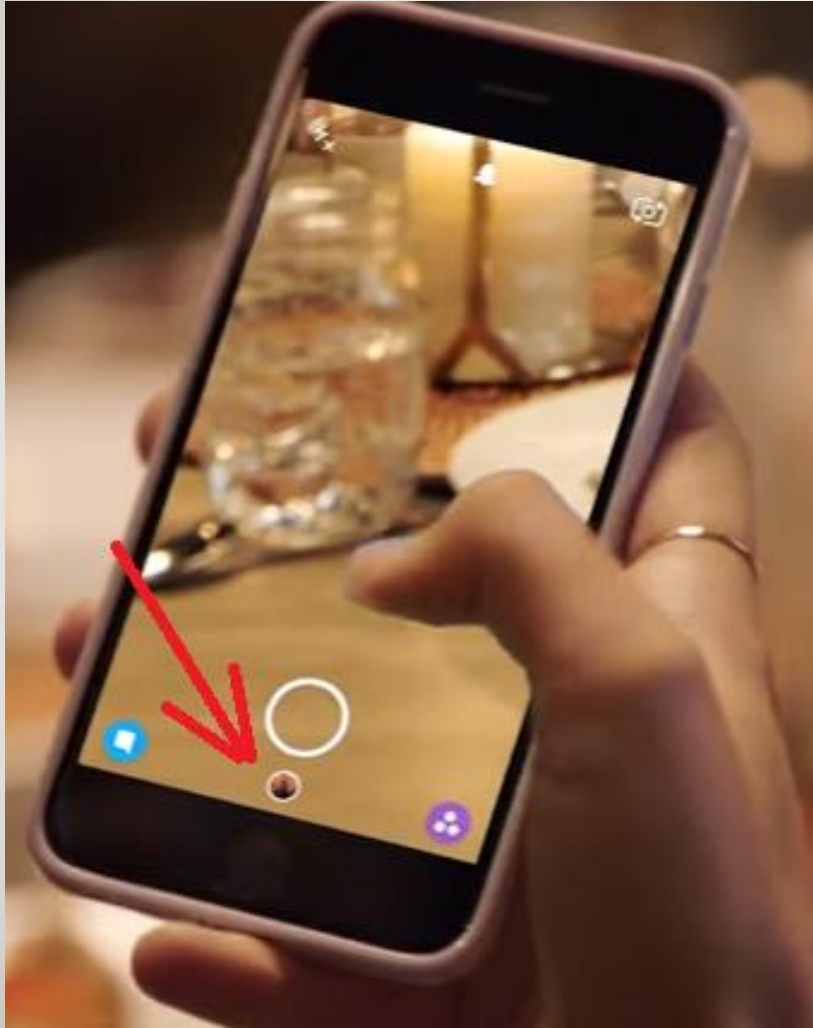
Snapchat has just announced a major new update, one which both fundamentally alters the founding ethos of the app and greatly expands its functionality at the same time. From now on, your Snaps can be saved to a new area of the app called 'Memories'.





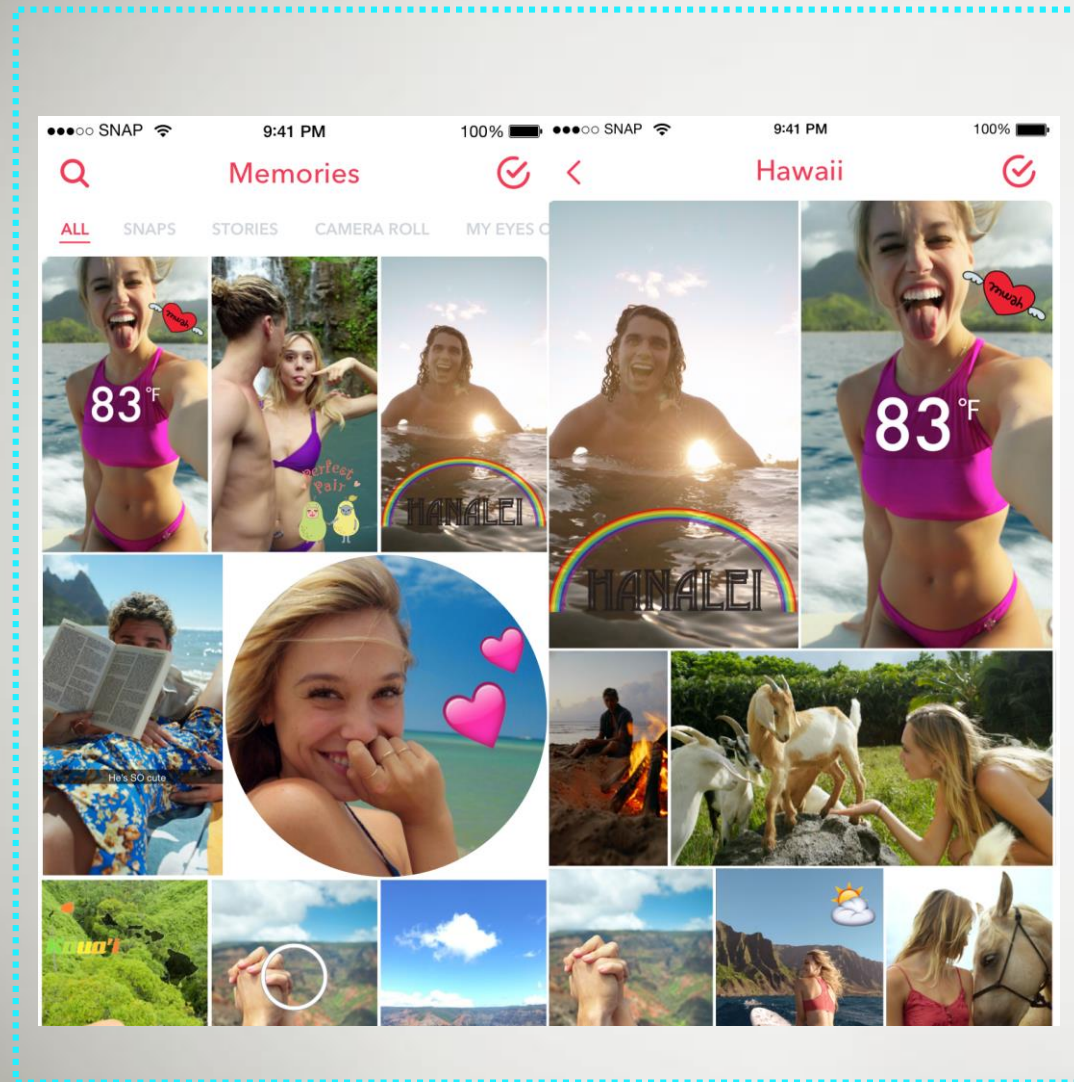
Memories is a new section of the app, accessible from the main camera screen. To save a Snap, you simply click the white tick at the bottom left of screen after taking a photo or video.





Saved content will retain all the geofilters, timestamps stickers and anything else added at the time of composition. To access your Memories, you click on a new icon at the bottom middle of the camera screen and drag up to reveal the new section.





This takes you to a whole new area of the app, with all your previously saved snaps available to search, view and re-use.

Read More: <http://bit.ly/29svWll>



XHTML

Stands for Extensible Hypertext Markup Language.

Fundamentally, XHTML is HTML 4.0 that has been rewritten to comply with XML rules.

Selector

In CSS, the selector is the item a style will be applied to.

Below the Fold

This term is a carry-over from newspaper publishing days. In web design terms, “below the fold” refers to the content that is going to appear off of the bottom of the screen for the average website visitor in their browser.

DIGITAL 101

DHTML

Stands for Dynamic HyperText Markup Language. DHTML fuses XHTML (or any other markup language), the DOM, JavaScript (or other scripts), and CSS (or other presentation definition languages) to create interactive web content.

Inline Style

Elements with CSS written directly around the element it affects, instead of in a separate style sheet or header style.



DIGITAL Worldwide

The World's Biggest Viral Video Experiment



So, how do you make a viral video? Well, a team from Australia has spent 2 years trying to find out, and nailed it... From shark attacks, to lightning strikes, bears chasing snowboarders, to drones falling into Burning Man – the world watched, they shared and then they argued like hell over their authenticity. With over 205 million views, they might just have found what works. not all their videos were smash hits, but the highest rated video was 35 million views

Read More: <http://bit.ly/29x139s>

Old Spice “YouLand” 8-Bit Facebook Video Game



8-bit videogames are coming back, well ok... Maybe just for Old Spice, with their new “Youland” Facebook Video Game, which three in-built games. Just log in with Facebook, choose your own avatar, friends to play with (they’ll appear at random times in the game). Then, you’ll be shown a tour of the game by Isaiah Mustafa (who else right?) before he disappears having been “only paid for 45 seconds of voiceover work.”

From there, you’ll be sent into the crazy 8-Bit Old Spice world of wonders, filled with talking animals, VR headsets, weird people, your 8-Bit friends and many many other things.. It’s fun, funny and it’s super on brand. Created by the crew at Wieden & Kennedy.

Watch Video: <http://bit.ly/29iawiz>

KFC

The Phone Charging Meal Box



KFC loves to tweak their meal boxes, and in India, they've taken it to the next level, with this new 5 in 1 box, complete with phone cable that plugs into the meal box, to charge your favorite mobile device; Created by the guys at Blink Digital.

Watch Video: <http://bit.ly/28P5qw5>



TRENDING videos

Pokemon GO



The popular mobile game, Pokemon GO has become a phenomenon from the time it has made its debut on July 6, 2016. The free game allows people to catch, train and battle their Pokemon 'in the real world' by walking outdoors and interacting with other users. A young man in Massachusetts duct-taped his Android smartphone to a DJI Phantom 3 drone and mirrored his smartphone screen on his laptop using a program called AirDroid, in order to play Pokemon GO without having to leave his backyard.

[Click Here To Watch Video](#)

Source: <http://bit.ly/2a8AzXX>

Drake And Rihanna Post Touching Tributes To A Young Fan Who Passed Away



Both Drake and Rihanna posted touching Instagram tributes to a young fan who passed away named Megan Flores. Known as OVO Megan, she was a young Drake fan with cancer who was put in touch with him by the Make-A-Wish Foundation back in March. Drake, who was on tour with Rihanna at the time, brought her along to visit Flores in the hospital, where the trio took photos together.

[Click Here To Watch Video](#)

Source: <http://bit.ly/29DL4Eq>



BEST OF Pakistan

Ramadan 2016 Best TVCs Roundup

There is no doubt that that festive communication design and development has become a big industry in Pakistan for which tearjerker and heartwarming storylines are the most preferred choices. Things are changing fast. Good marketing is considered these days to be about a dialogue with customers, rather than a monologue to them.

[NAYA ZAMANA. NAEF BATEIN.](#)
[\[QMOBILE CORPORATE](#)
[RAMAZAN TVC 2016\]](#)



[MADAD AIK IBADAT.](#)
[\[SURF EXCEL RAMAZAN TVC2016\]](#)



[LITER OF LIGHT. \[PEPSI RAMAZAN](#)
[TVC2016\]](#)



[PYAR KI MITHAS \[RAFHAN](#)
[RAMAZAN TVC 2016\]](#)



[RAMAZAN KI KHUSHIYAN –](#)
[SENSODYNE RAMAZAN TVC 2016](#)



[AAO BAANT LEIN MAZA HAR LAMHAY](#)
[KA-COCA COLA RAMZAN TVC 2016](#)



Did 7Up & Nestle MilkPak just do a Ctrl C + Ctrl V?

Sprite and Olper's came into a cross-promotional collaboration just a couple of days before Ramadan, where Olper's packaging was tweaked a bit; promoting Sprite to be mixed with it to create Doodh Soda. The cross-promotion instantly became an internet sensation with some people on the internet excited to think that the mixture was coming in the same packaging. Approximately two weeks later the direct competitors, 7UP and Milk Pak, followed a "me too" approach by launching the same campaign. We believe that Sprite & Olpers got the upper hand by executing this before 7Up & Nestle MilkPak and therefore the latter should have let this one pass.



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Local
Newsbytes

#

HASHTAG CLOUD

[#CheetosIceAge](#)

[#Kuch
Meetha
HoJaye](#)

[#TelenorTAM](#)

[#RonaqERamzan](#)

[#LightingUpLives](#)

[#passAsmile](#)

[#OLX_Pe_Bech_Do](#)

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[#ShareTheFeeling](#)

[#QMobile](#)

[#EidKiKhushiyan](#)

[#Telenor](#)

[#ConfidenceKaGame](#)



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Send us your feedback on this report to

hello@thedigitiz.com