

Digital Trend Pakistan

Industry Research Report

MAY 2015

digitz

ENRICHING INTERACTIVITY



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➤ PURPOSE

The purpose of this report is to give readers an overview of Pakistan's digital industry landscape. 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.

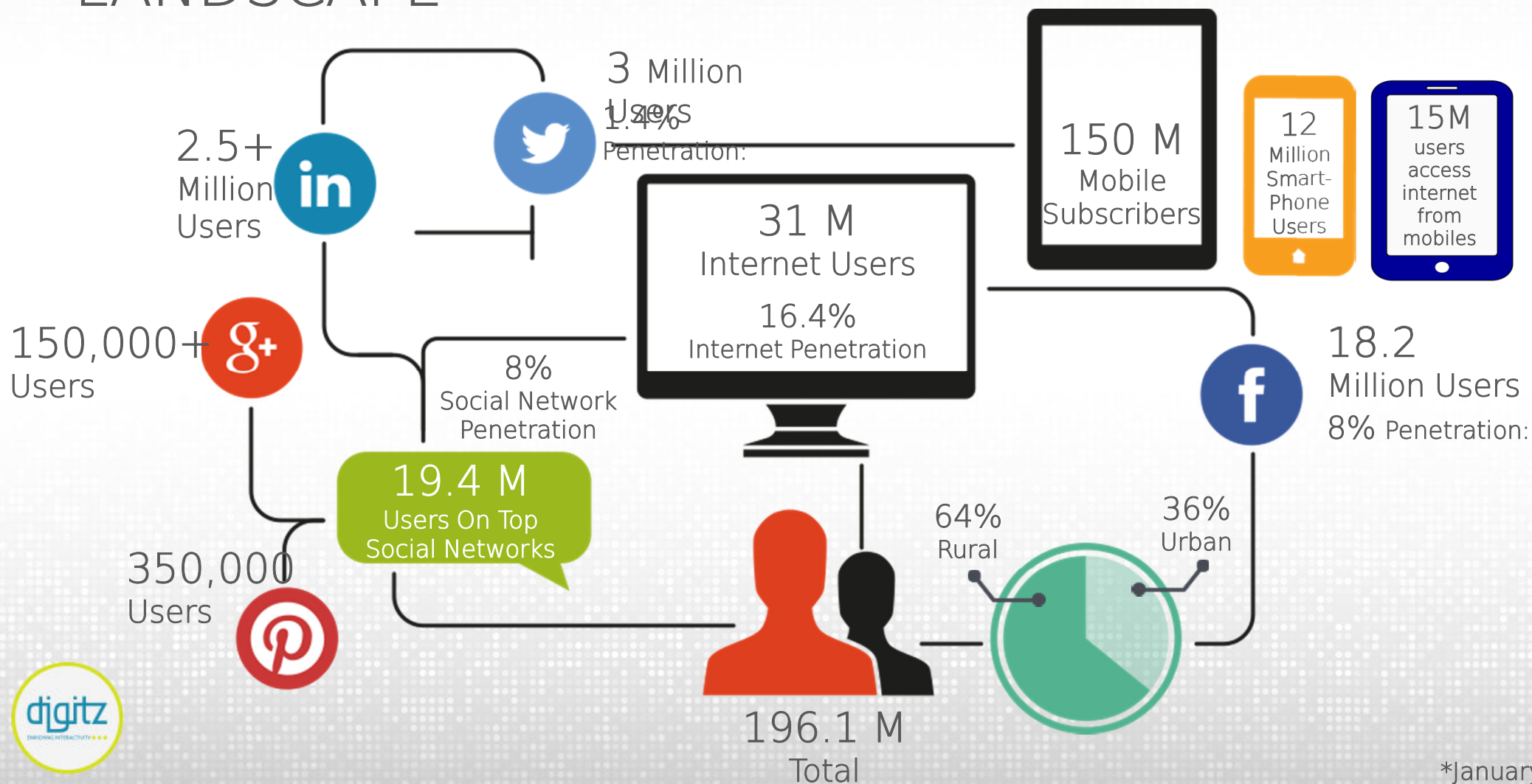


DIGITAL LANDSCAPE





PAKISTAN DIGITAL LANDSCAPE



*January 2015

WHAT'S NEW



DUBSMASH

DubSmash: The New Viral Sensation

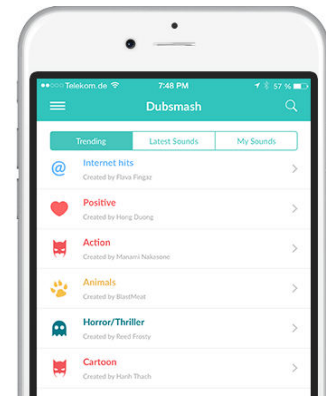
Dubsmash is a video messaging application for iOS and Android. Using the application, users can choose an audio recording of a well known quote from a list and record a video of themselves in which they dub the quote.

Dubsmash app officially launched on November 19, 2014. Dubsmash app founders are Jonas Drüppel, Roland Grenke and Daniel Taschik.

The application has taken off in a big way globally, even in Pakistan. One can see many DubSmash videos being uploaded and used for entertainment purposes.

Select a Sound

Finding your favorite sounds on Dubsmash is easy! You can discover sounds by browsing through the Soundboard categories or you can find specific sounds by using our search function.





DUBSMASH

Follow the links on the right to see how the local digital audience is making use of the DubSmash app

[Feeling Gabbar](#)

[Mugambo](#)

[Barfi](#)

[Tabdeeli Agai Hai](#)



DUBSMASH

Celebrities are latching onto the DubSmash trend!

Since founders Jonas Drüppel, Roland Grenke, and Daniel Taschik launched Dubsmash, the app has been downloaded more than 20 million times. It quickly became the number one app in the iOS store of the founders' home country, Germany, later climbing to the same spot in 29 other countries, including the U.K. and France.

Celebrities have been going crazy for the application as well and using it to even tease on upcoming songs. (Rihanna teases about a new single).

Celebrity
DubSmash





DUBSMASH

Brands are yet to capitalize on DubSmash's ability to connect with its digital audience!

Celebrities may be playing around with the app, but on the global front there hasn't been any news-worthy brand uptake on Dubsmash yet. Some brands are worried about the inherent copyright issues, but co-founder Grenke says this has yet to be a problem, and should it become one, they have a "take-down" policy for when a license holder complains.

Grenke also said he believes that brands will eventually want to work directly with the app





DUBSMASH

Local brands make move on DubSmash!

However locally, there has been some movement amongst brands wanting to tap DubSmash

Burger King Pakistan became an early mover and utilized the application to engage, entertain and connect with the local digital audience.

Follow the link: [#dubformom](https://www.dubformom.com)
m



DIGITAL INSIGHTS

The Rise Of Mobile



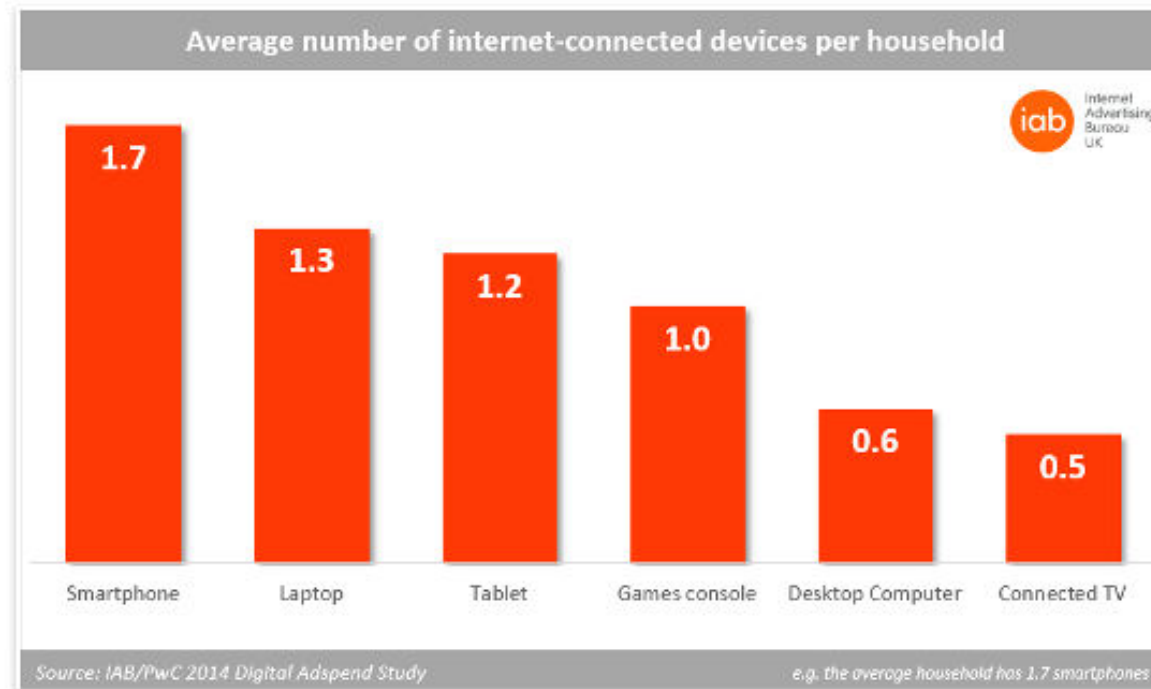
Consumer Spending on mobile to top \$80.2 billion by 2024

- Mobile's real influence on spending expected to be more than double. With 42% of all retail sales to involve a mobile device in some way or another.
- Less than 3% of retailers believe their business is at the cutting edge when it comes to being mobile ready and a further 70% say that they did not currently offer a mobile website or a mobile app for consumers
- Sales made through apps now account for a third (33%) of all retail spend on mobile, despite only 10% of retailers offering one

Average household owns more than seven internet devices, drives online ad spend up to record £7.2bn

The annual IAB/PwC and YouGov study reveals consumer internet-related behaviour and how much advertisers are spending to reach them:

- Nearly four in 10 households bought a tablet in the last year, an average of 7.4 internet-devices now owned
- Banking/finance is area of people's lives most affected without the internet
- Display hits largest ever share of the digital ad pie: 32%
- Mobile accounts for 23% of digital ad spend and 56% of social media spend
- Advertisers spent a record £7.2bn on digital advertising in 2014 - 14% more than the previous year



42% now bank on mobile, yet banks are still failing to advertise to the majority audience

60% increase of people using their mobile devices to bank online. Almost half (42%) of all mobile users (up from 26% in 2013) are now routinely making payments through mobile devices.

One in ten are unaware their banks offer the facilities to bank on mobile.

Although nearly all banks now offer mobile banking services, marketing efforts to communicate to their customers remain traditional, with TV cited as the most used medium for promotions (42%).

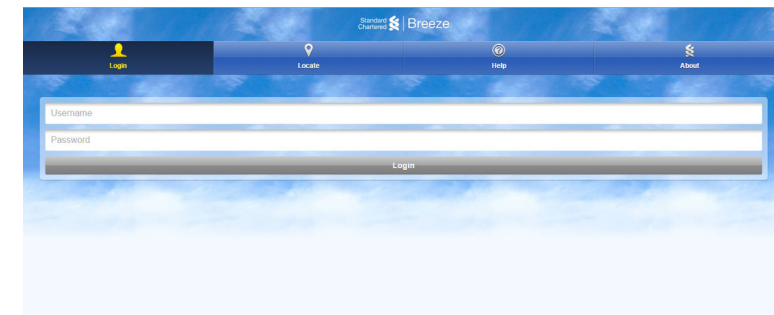
Only 16% of marketing spend was placed on mobile. Banks are failing to communicate on the very devices they are offering their services on.



The relevance for Pakistan here is that with the launch of 3G and 4G services and the increasing availability of affordable smartphones, the SEC A and SEC B consumer is slowly making the shift toward depending on his/her mobile for managing some of their basic functions, such as banking and other day to day activities.

Local brands are starting to make the move as well towards mobile. Standard Chartered Pakistan and United Bank Limited have started to get the urban consumer more involved with mobile banking.

United Bank Limited became the first BB service provider to target a more urbanized setting and Standard Chartered Pakistan launched its Breeze mobile banking application.



Platform Overview

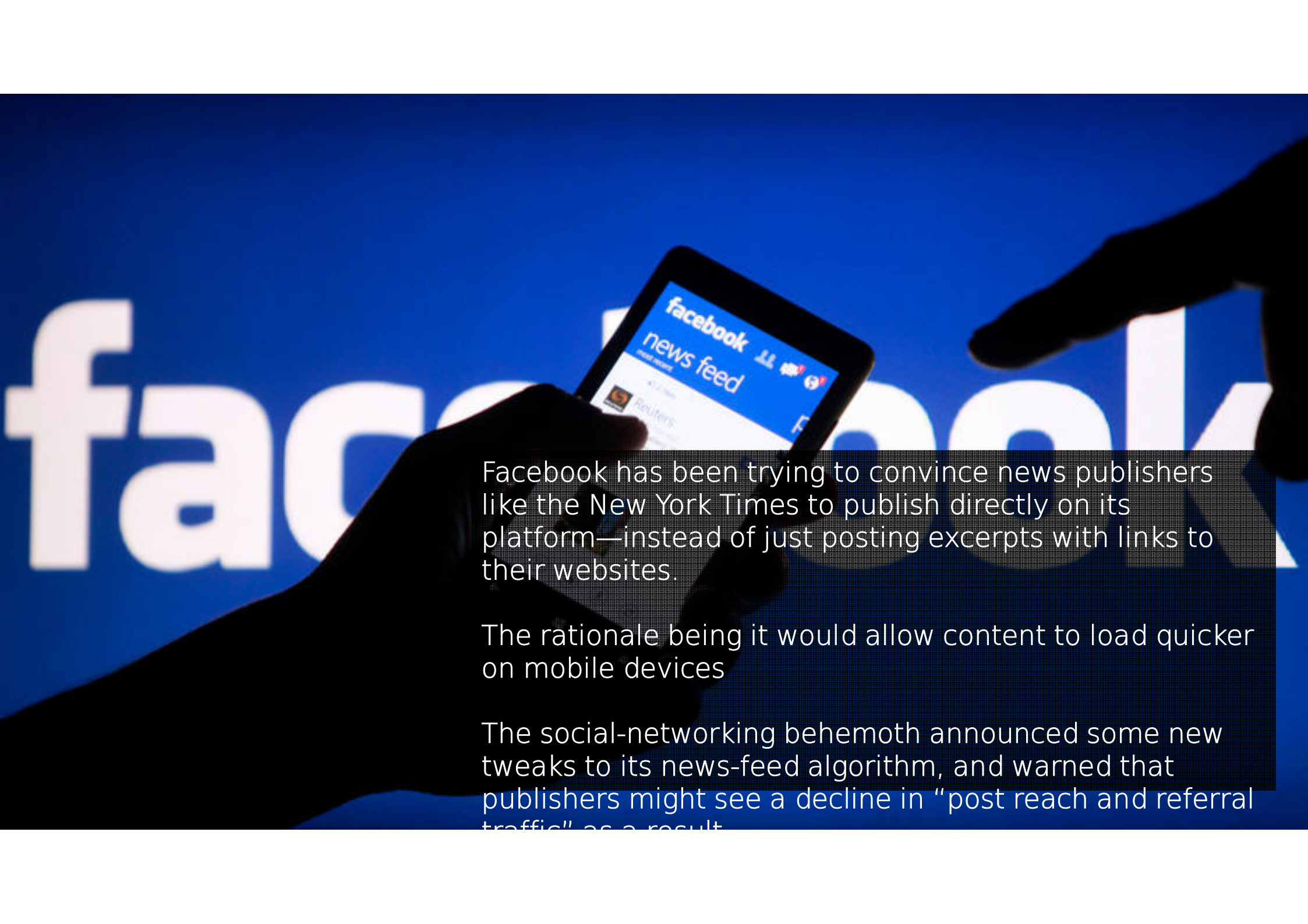
Facebook Algorithm
Changes & What It Means
For Publishers



facebook



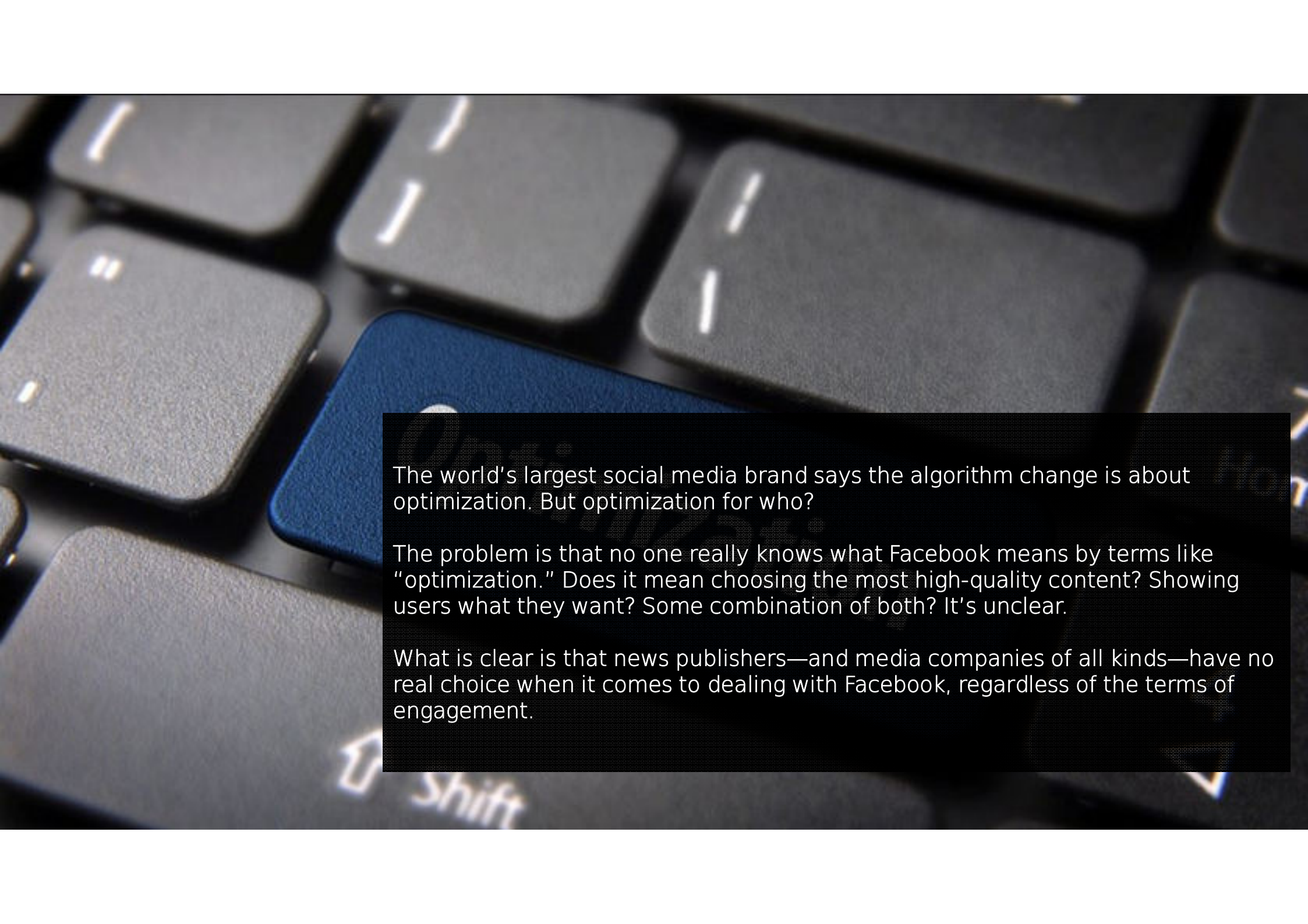
**Facebook changes its
News Feed algorithm
(and its control over
publishers)**



Facebook has been trying to convince news publishers like the New York Times to publish directly on its platform—instead of just posting excerpts with links to their websites.

The rationale being it would allow content to load quicker on mobile devices

The social-networking behemoth announced some new tweaks to its news-feed algorithm, and warned that publishers might see a decline in “post reach and referral traffic” as a result.

A close-up photograph of a computer keyboard. The keys are dark grey or black with white characters. One key, located in the lower-left area, is a distinct blue color. The lighting is soft, creating subtle highlights and shadows on the keys.

The world's largest social media brand says the algorithm change is about optimization. But optimization for who?

The problem is that no one really knows what Facebook means by terms like "optimization." Does it mean choosing the most high-quality content? Showing users what they want? Some combination of both? It's unclear.

What is clear is that news publishers—and media companies of all kinds—have no real choice when it comes to dealing with Facebook, regardless of the terms of engagement.



Now you see it, now you don't

Facebook can change its mind about how it feels about content very quickly.

Fans of the social-gaming company Zynga know this all too well: Games like FarmVille were once worth hundreds of millions of dollars because they were promoted by Facebook, but their vast audience disintegrated almost overnight when the social platform changed its algorithm.

What's ironic about the company's latest negotiations with publishers is that news companies got much the same treatment not long ago.

Several outlets created "social reader" applications that built up millions of readers until the social platform changed its mind again and downgraded their content.



Key Take-Outs:

Facebook wants to more accurately able to target news content at its users as opposed to randomly letting news links reach people who aren't interested.

This is good news for brands who can more accurately target the right online TA by making a simple step forward

By moving from branded content towards brand publishers, brands can create stories or piggyback on news worthy events which will be read by someone actually interested, as opposed to a random individual which is the case with traditional media and the old Facebook algorithm

NEWS BYTES





NEWS BYTES

SBP
increases
mobile limit

Pakistan
making
strides in
NASA

Pakistan
Cyber-Crime
Bill

Milvik
Mobile
enters
microfinanc
e

DIGITAL 101





DIGITAL

101

Digital Glossary

ABOVE THE FOLD: The content that can be seen on a screen without having to scroll down. In Email Marketing, this refers to the portion of an email that can be viewed in the preview pane.

ACTION ITEM MANAGEMENT (ORM):

Mentions requiring immediate attention are highlighted and grouped until they are dealt with, ensuring that urgent interactions are responded to immediately - before negativity has time to fester.

AKISMET: A widely used application for blogging platforms, such as WordPress, that functions as a filter for trapping link spam, comment spam and other forms of undesirable user-generated content.

ALT ATTRIBUTE: A line of text used to describe the content associated with a non-text based file, typically an image. A traditionally strong correlation exists between use of keywords in these attributes and high rankings for the pages that contain them.

CLOAKING: A prohibited practice of tricking a search engine into indexing different content than the user actually sees. In essence, it is serving one version of a page to search engines (for intended SEO benefit) and another to humans. Often the content is entirely unrelated to the actual topic/theme of the rest of the site.



HASHTAG CLOUD





HASHTAG CLOUD

Trending Hashtags in Pakistan

- [#TipuSultanTheHero](#)
- [#ZulfiqarMirza](#)
- [#PMLNLoadSheddingExperts](#)
- [#RRvDD](#)
- [#TagATweepYouWannaMeet](#)
- [#MentionAnyoneWithFewWords](#)
- [#LittleMix](#)
- [#MajGen](#)
- [#TheEconomist](#)

TOP FAVORITE PICKS FROM AROUND THE WORLD

How brands are using insightful
situations to create riveting digital
marketing content





TOP FAVORITE PICKS FROM AROUND THE WORLD

Chevrolet's Eyes On The Road

What is your definition of a real fun prank? If you ask us we would say something that keeps people wondering if it was just a prank or real for a pretty long time. Chevrolet did it with their "Eyes On The Road" campaign. They created 7 spots featuring real people amidst a serious discussion with an expert and suddenly zombies, firemen, killer clown, puppies kept coming to the scene randomly.

Video Link: [Chevrolet Eyes on the Road](#)

FIND NEW ROADS™ 

Watch all the films at [chevy.com](#)

Nike Better For It

"Are they looking at me"? Are they judging me?" Did you ever feel as if everyone around is forming an opinion about you? Especially during workout sessions, in gym? You're not alone. There are plenty of others too in your league. Nike shows If you got the "drive to get better, Nike Women has the tools and gear to help you do it."

Video Link: [Nike Better For It](#)



Hyundai's Message to Space

Your message values more when the person is far, far away from you. And space is not far, it's beyond reach of the common man. But when a daughter wanted to send a message to her dad, who is an astronaut, every obstacle seemed tiny and trivial. Hyundai proved it and how!



Video Link: [Hyundai's Message to Space](#)

HOT DISCUSSION TOPICS ON DIGITAL



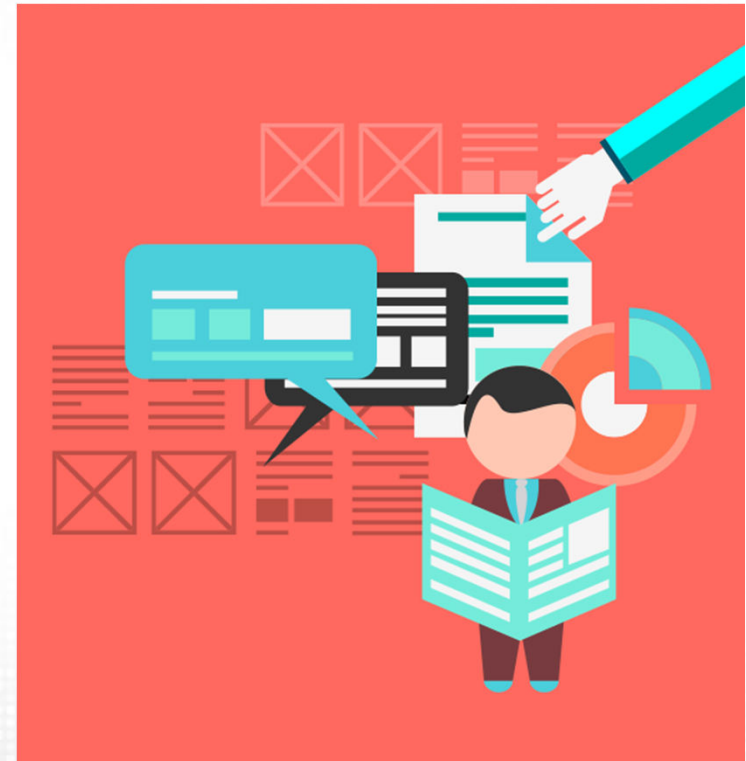
➤ HOT DISCUSSION TOPICS ON DIGITAL

[Google's Mobile Friendly Algorithm](#)

[Taking Control of Web Generates Sales](#)

[Digital in APAC](#)

[Future of Digital Marketing](#)



TRENDING VIDEO TO WATCH



➤ TRENDING VIDEO TO WATCH

Marvel, Samsung's VR Experience Throws You Into an Epic Avengers Battle



Samsung & Marvel teamed up to create a virtual reality experience in order to co-promote the new Galaxy S6 and the Avengers: Age of Ultron movie.

[Video One](#)

[Video Two](#)



Dove's #ChooseBeautiful



Dove continues with its strategy of inspiring women to believe beauty is more than just looks. The brand released a video on the 2nd week of April which went on to garner millions of views on YouTube and Facebook

[Choose Beautiful](#)



We'd love to hear from you.
Please send your feedback on this report to
hello@thedigitz.com