

Digital Trend Pakistan

Industry Research Report

NOVEMBER 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

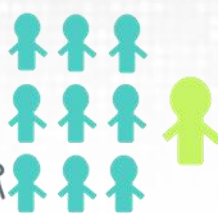
DIGITAL PAKISTAN



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?



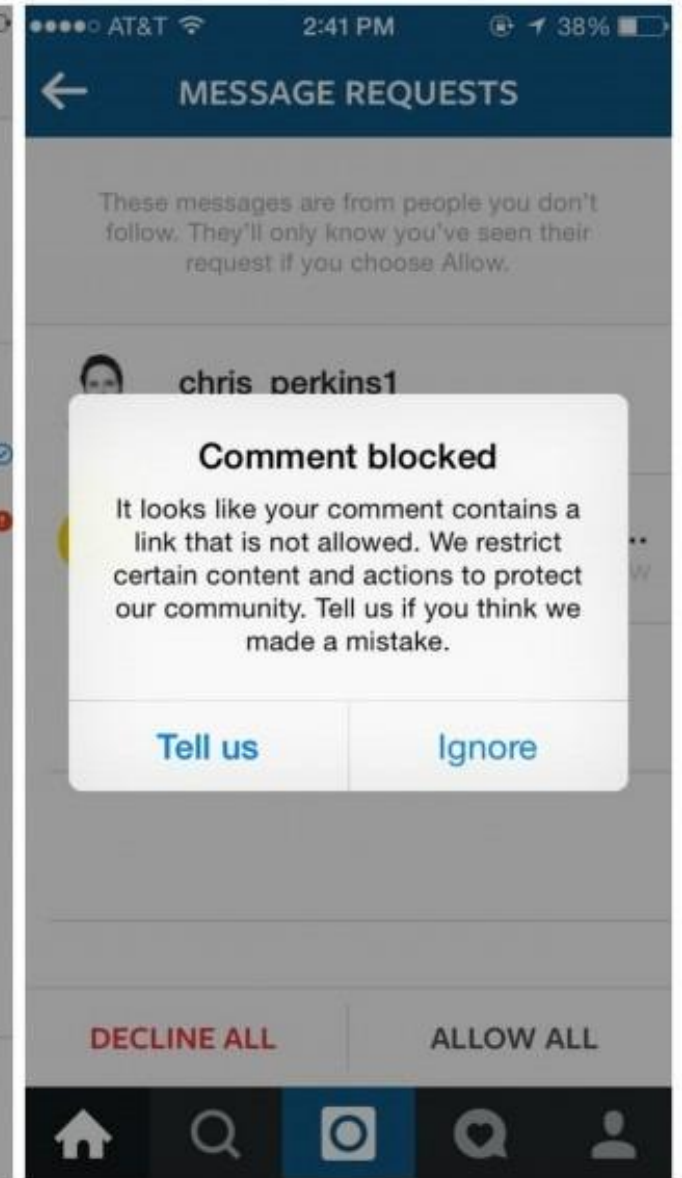
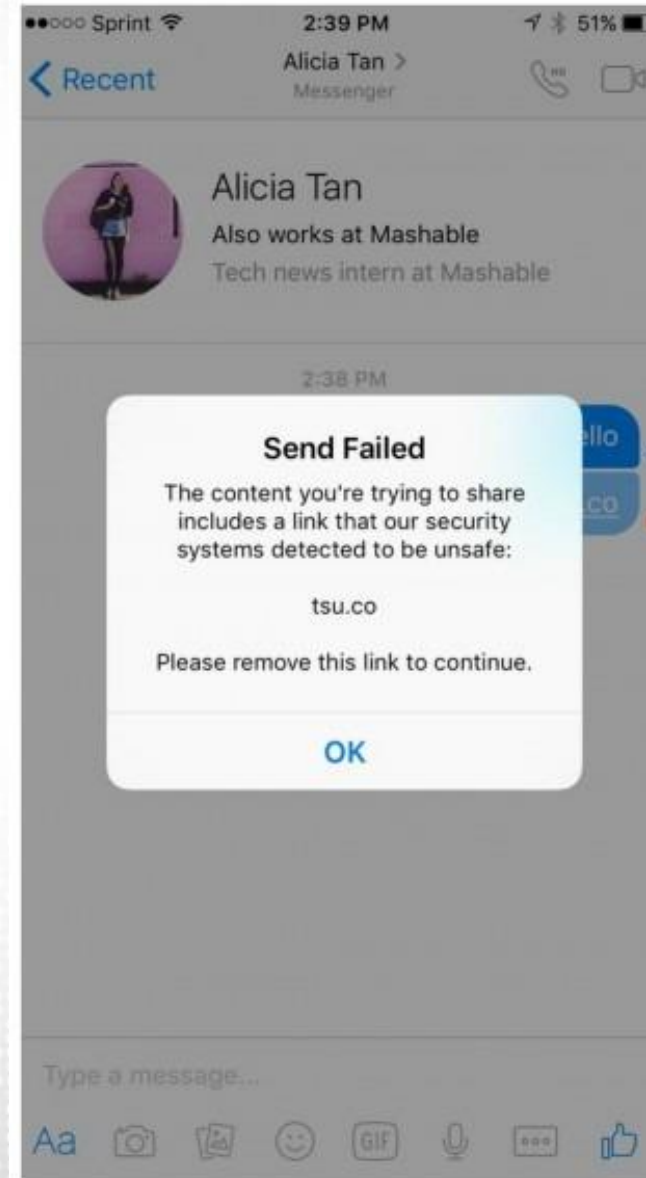
You cannot mention the name of another social network on Facebook's apps and websites.

However, the reason behind is not what you might think.



Tsu.co is an invite only social network based on the idea of sharing ad revenue with its users. It seems that Facebook blocked its users from mentioning the URL because the site became a massive source of spam on Facebook.

Type tsu.co anywhere on Facebook, Instagram or Facebook messenger and it will result in error messages



A Facebook spokesperson told Mashable “We require all websites and apps that integrate with Facebook to follow our Platform Policy.” He added, “We do not allow developers to incentivize content sharing on our platform because it encourages spammy sharing and creates a bad experience for people on Facebook.”



Digital Insights



We all assume that Facebook is not for B2B marketers; but is this due to Facebook not being that competent a platform for B2B promotions or do B2B marketers fail to engage the audience?



Lets have a look at how B2B brands can improve visibility, Facebook Ad targeting and track leads via Facebook



Content works when it looks and sounds interesting to fans; Be it a baby or a dog, as long as the content is relatable to the audience, it works.

Humor, entertainment, infotainment and eye-catching visuals work really well for brands

Facebook videos are more effective than YouTube videos as they get more views, reach and engagement.

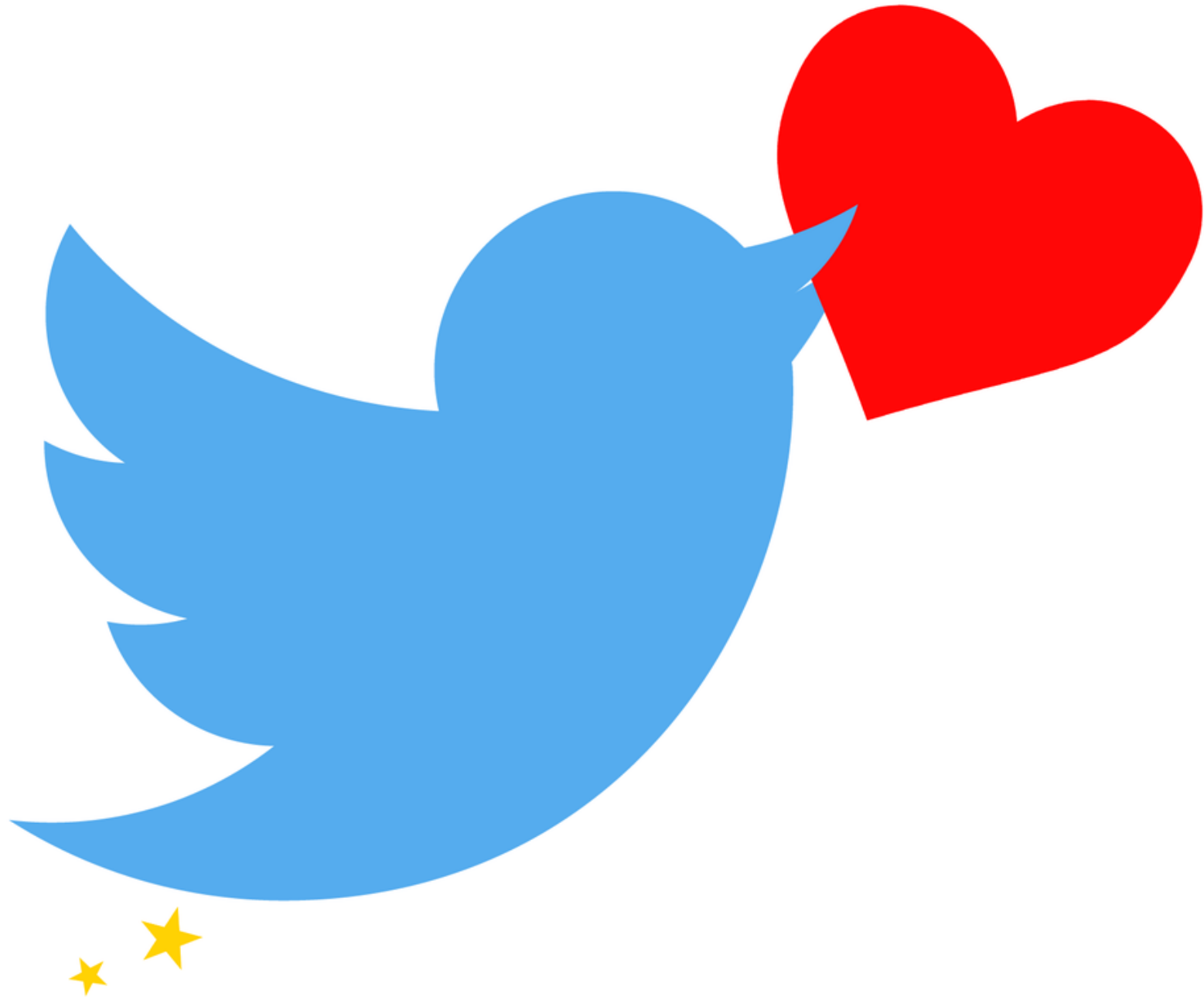
Audience can be directed to website by including a call to action at the end of the videos

[Click here to read more](#)



Platform Overview

Twitter's "Favorite"
represented by a star
has now been
replaced with "Likes"
represented by heart



Likes will work the same way as favorites. The change is meant to make Twitter easier and rewarding because one might "Like" a lot of things but everything cannot be a "Favorite". Also because heart reflects emotions and

♥ = yes!

♥ = adorbs

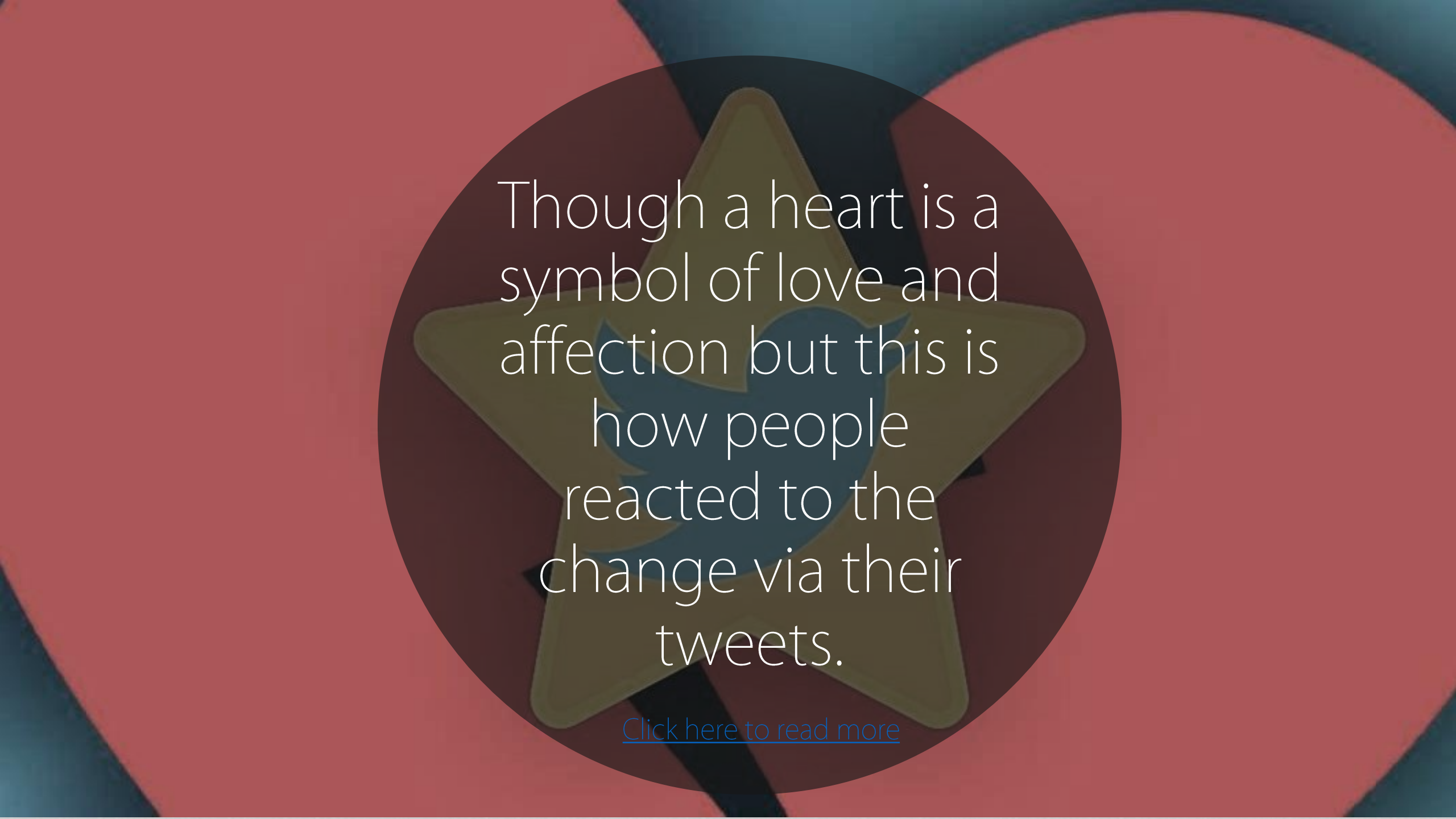
♥ = LOL

♥ = aww

♥ = congrats

The hearts appeared on TweetDeck, Twitter's website, its iOS, Android and Windows 10 apps but soon the change will also roll out to Vine's Android app and Twitter for Mac





Though a heart is a
symbol of love and
affection but this is
how people
reacted to the
change via their
tweets.

[Click here to read more](#)



daveweigel ✓
@daveweigel

Follow

THE YEAR 2043

"Daddy, how did the war start?"

"Well, my mutant son, a long time ago Twitter changed fav stars to fav hearts."

8:27 PM - 3 Nov 2015

153 204



keithlaw ✓
@keithlaw

Follow

Guess I should have sold all my Favstar stock

8:16 PM - 3 Nov 2015

29 59



sarah
@SarahDuggers

Follow

HOW ARE WE SUPPOSED TO POLITELY END CONVERSATIONS WITHOUT A FAVOURITE BUTTON?

8:14 PM - 3 Nov 2015

1,650 1,593



rob manuel
@robmanuel

Follow

If Twitter want to change the fav icon to represent how people actually use it; it should be an anim of a small, patronising pat on the head

8:07 PM - 3 Nov 2015

198 202



ROBERT HACKETT RT=✓
@rhhackett

Follow

Everyone was busy worrying about whether RTs = endorsements, turns out we should have been concerned about favs all along

10:18 PM - 3 Nov 2015

16 15



Mashable ✓
@mashable

Follow

The superior way to tell someone "hey, cool tweet" is with a

8:17 PM - 3 Nov 2015

82% star

18% heart

5,066 votes • Final results

202 126



Peter Seibel
@peterseibel

Follow

I work at @twitter but even I can't believe how we replaced a completely value-neutral term like "favorite" with something so loaded.

8:50 PM - 3 Nov 2015

2,233 1,945

Special Feature

Halloween'15

When Brands Get Spooky Trick Or Treating



Trick OR Treat

The way brands did it online...



HALLOWEEN WHOPPER™

AI FLAVOR BAKED INTO THE BUN

Butterfinger with Isaiah Shelley and 13 others
October 3 at 9:00am · 🌐

Creepy, crawly Butterfinger Spiders have been known to make Halloween guests scream... with delight.

Make this at: <http://bit.ly/1ir0X2a>



HERSHEY'S KISSES
October 20 at 7:00am · 🌐

Make sure you catch these for a #HERSHEYShalloween that's full of creeps and sweets.



SNICKERS® @SNICKERS · Oct 3

You're not you when you're hungry.
#Halloween #EatASNICKERS

WHO ARE YOU WHEN YOU'RE HUNGRY?
PRINCESS
MILK CHOCOLATE • PEANUTS • CARAMEL • NOUGAT

RETWEETS 24 FAVORITES 41





[Click to Add Motion](#)



[Click to Add Motion](#)

News Bytes



[Snapchat Takes On Facebook In Video Views, Triples Traffic Since Spring](#)

[Telenor Brings Internet of Things Awards Competition To Pakistan](#)

[Daraz to Offer Massive Black Friday Deals on Nov 27th](#)

[Investomate: Pakistan's First Free Online Mutual Funds Investment Portal](#)

DIGITAL 101





Digital Glossary

Affiliate Marketing:

An agreement between two websites. The affiliate agrees to feature content on their site that aims to drive traffic to another merchant's site. In return the affiliate site receives a percentage of the sales generated by this traffic.

Black Hat:

A term coined by the SEO industry to define the unethical techniques some search engine optimisers use to improve their sites ranking. These practises include keyword stuffing, hidden text and duplication of content. The immediate results may be astounding but the long term results are detrimental as Black Hat SEO techniques are a no-go with search engines. Employ these tactics at your own peril.

Mentions:

In Online Reputation Management, mentions refer to the instances when your brand, company or staff members are talked about online, usually by your clients or consumers. Online Reputation Management and monitoring tools, like BrandsEye, seek out mentions and alert you to them, so that your company can respond appropriately.

OPML:

A file containing a list of RSS URLs. Often used for sharing feeds amongst users.

Reciprocal Link:

This is when a site agrees to link to another site providing that the other site links back to it in return.



Hashtag Cloud



Trending Hashtags in Pakistan

- [#AllamaIqbal](#)
- [اقبال کا خواب](#)
- [#BewaqtBhook](#)
- [#AskHafeez](#)
- [#Halloween](#)
- [سوموار ع خیال](#)
- [#ParisAttacks](#)
- [2nd ODI](#)
- [Arsenal](#)
- [#iphoneatfuturetech](#)

Top Favorite Picks From Around The World





TOP FAVORITE PICKS FROM AROUND THE WORLD

YouTube Music: A New App

YouTube has taken a step forward to help out music addicts by launching YouTube Music, a mobile app that sums up all YouTube content. No matter which song you play in the app, the music will not stop; One tap on a song and the app takes you through your favorite music all by itself.



Follow link: [YouTube Music App](#)

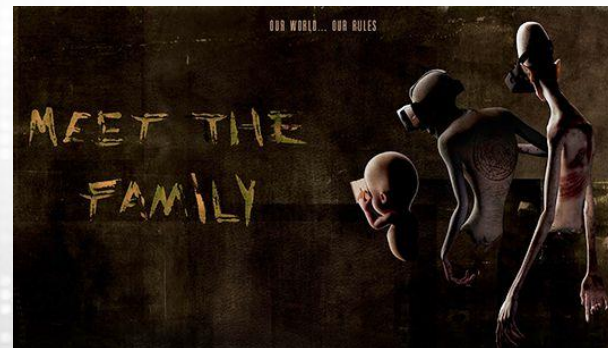
KitKat: Massage Billboard

KitKat Columbia raises the bars of Digital+OOH advertising by messaging location details of their **special massage billboards** to anyone who tweets about being stressed. People sure “had a break” with KitKat’s awesome innovation.

Follow link: [World’s first Massage Billboard](#)

Meet The Family: A VR Short Film Experience

Exzeb and UNIT9 collaborated and launched an eerie VR film experience this Halloween. The movie, consisting of a family of 3 characters, pulls you into their mysteriously creepy, virtual life.



Follow link: [Meet The Family](#)



Hot Discussion Topics On Digital





HOT DISCUSSION TOPICS ON DIGITAL

[Twitter Touts New Moments Feature in TV Ad](#)

[Digital Marketing Recap – October 2015](#)

[Silicon Valley Represents An Entirely New Political Category](#)

[How To Win At Digital Marketing - #Mashies](#)

[5 Ways Facebook Is Going All Out To Win Over India](#)



Trending Video To Watch



SOME INCREDIBLE BEAT BOXING



Parker Kane, a beatboxer, uploaded a video of himself creating an awesome dubstep sequence using his mouth and a McDonalds cup. He altered the length of straw to change the sound and pitch resulting in impressive rhythm and vocal control.

[Parker Kane – McDonalds cup dubstep](#)

'HELLO' FROM THE OTHER SIDE OF THE PHONE



"A lot of people don't realize her new song is based on a conversation that we had," said Ellen DeGeneres to her audience. In the video the comedian struggles to hear and understand Adele as she sings "Hello", making people burst into laughter.

[Ellen DeGeneres Parody Of Adele's 'Hello'](#)



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