



# DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

November 2016





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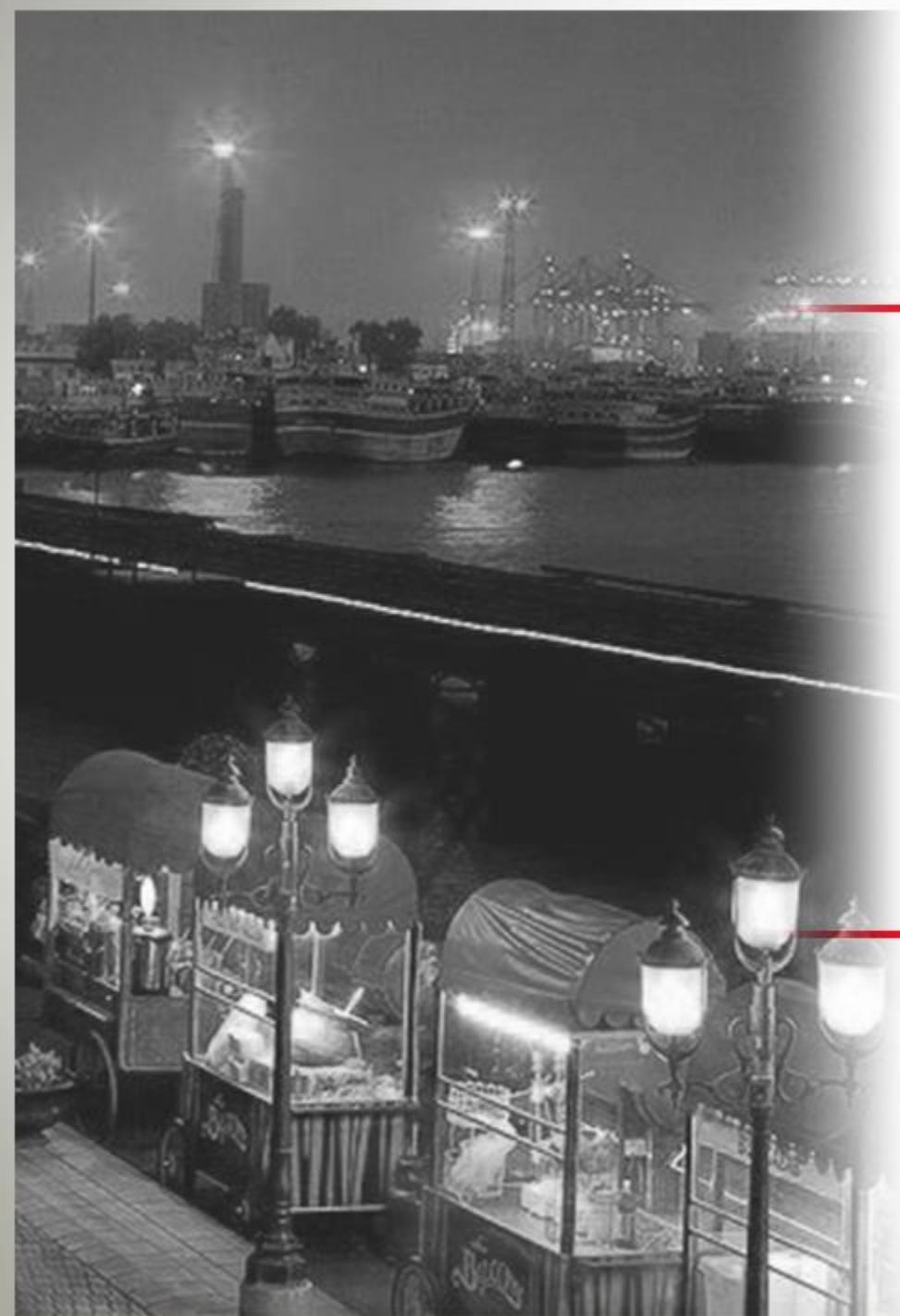
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# PURPOSE

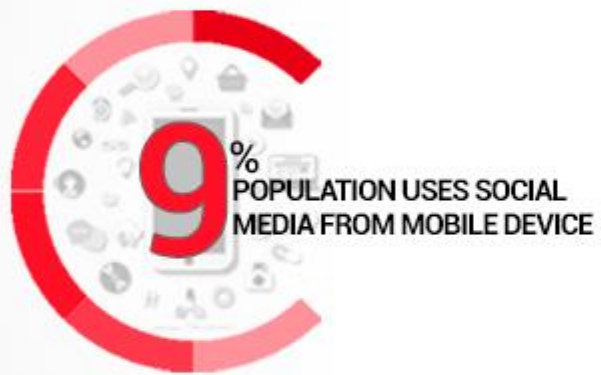
This report is designed to give the readers an overview of the digital industry around the globe. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out to an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.





# DIGITAL landscape

1 29.8 MILLION MOBILE SUBSCRIBERS    50 MILLION ACTIVE INTERNET USERS    15 MILLION SMART PHONE USERS    27.8 MILLION 3G/4G USERS







# WHAT'S new?

Microsoft demonstrates 3D integration  
planned for Windows 10 Creators Update



# Windows 10

# MICROSOFT

## 3D INTEGRATION

Microsoft has a major Windows 10 update scheduled for early 2017, the company revealed at an announcement in New York City on Wednesday. The Creators Update, as Microsoft has dubbed it, is set to be kitted out with all-new functionality intended to allow users to exercise their creativity, with a particular focus on 3D.



# MICROSOFT

## 3D INTEGRATION

The focus on 3D was demonstrated on stage by Microsoft's Megan Saunders. Saunders used her smartphone to scan a sandcastle, producing a 3D model — she used an HP Elite X3 to demonstrate, but noted that other smartphones are expected to support this functionality.





# MICROSOFT

## 3D INTEGRATION

Next, the focus shifted to the “phenomenally popular” Microsoft Paint, which will also receive a major upgrade with the Creators Update. Microsoft is rebranding the software as Paint 3D and adding some functionality that goes far beyond the scope of previous versions.

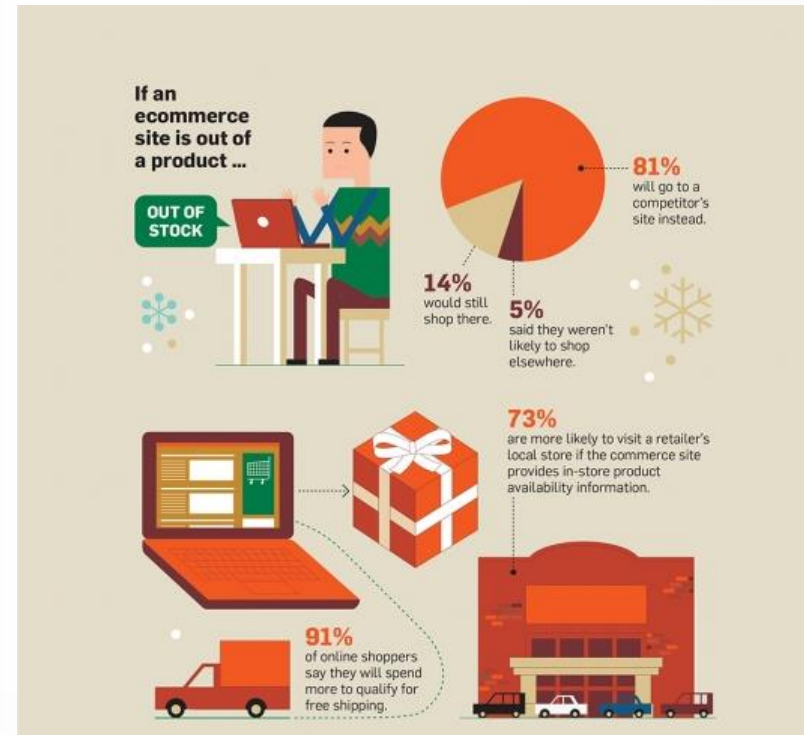
Read More: <http://bit.ly/2fSKyFK>



# INSIGHTS online

What Consumers Want Most in an  
Online Shopping Experience

With online retailers gearing up to meet consumer demands, finding out what shoppers want from their experiences can provide invaluable insight. Radial, an ecommerce-tech company based outside of Philadelphia, recently asked shoppers what they wanted. One of the more surprising findings: Nearly all of them are willing to spend more on a site to qualify for free shipping.





"These findings provide a holistic view of the modern-day consumer and his or her ever-changing expectations ahead of the busy holiday rush," said Radial chief product and strategy officer Stefan Weitz.



She also said "Marketers and advertisers should take note that consumers expect convenience, exceptional customer service and a personalized experience at every stage of the purchase funnel."





# PLATFORM overview

LinkedIn can now help you figure out  
the salary you deserve

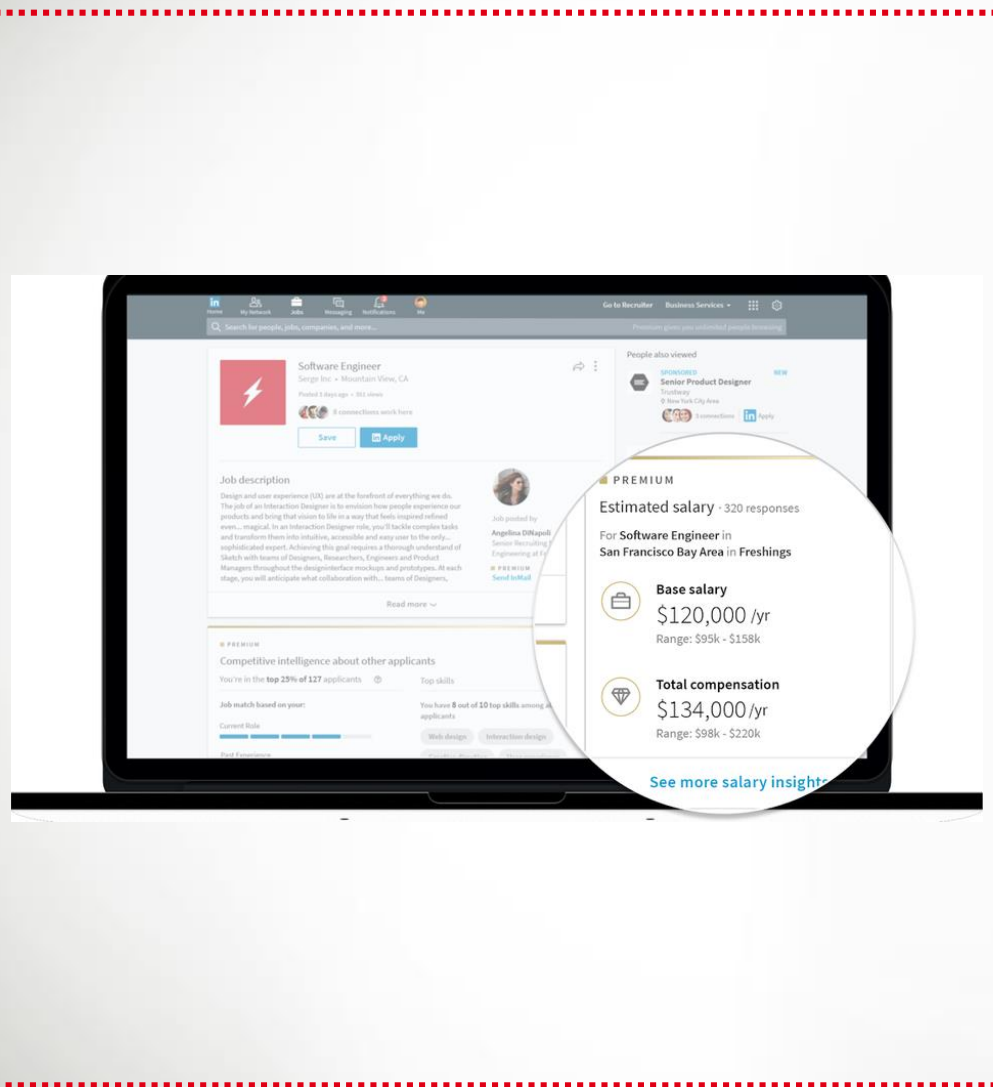




For all of LinkedIn's career-building tools, one area where the professional network has fallen short is in helping shed light on the black box that is salary information. That is now changing.

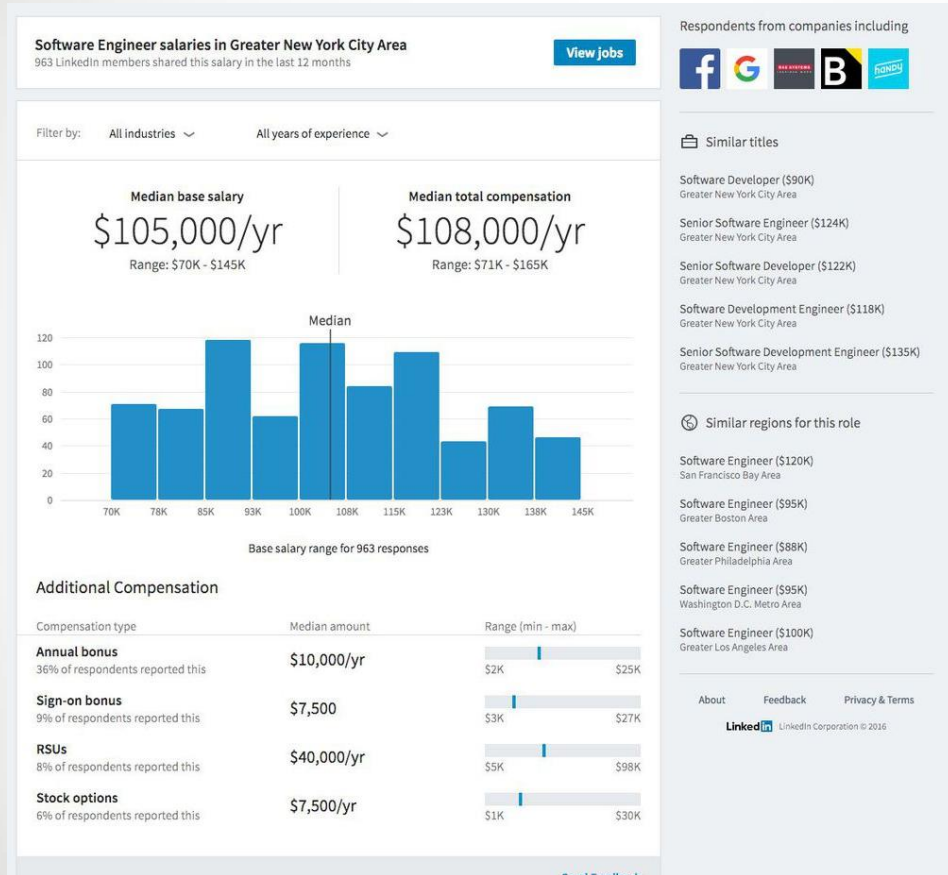
The company introduced a new tool called LinkedIn Salary that aims to help users learn more about the salaries in their industry and how making changes to their current career impacts how much they make.





Enter a job title and a city and the tool turns up results showing the median earnings for individuals with that job title in the city you selected. Besides base salary, it also takes into account other forms of compensation, like bonuses and stock options.





LinkedIn Salary is available to all the site's users, though those who don't subscribe to a paid tier will need to first enter their own salary before they can access all of the information

Know More: <http://on.mash.to/2g9vh4N>





## **SOCIAL BOOKMARKING**

A permalink is an address or URL of a particular post within a blog or website that remains indefinitely unchanged.

## **BURN NOTE**

A message that is erased after a set period of time.

## **SNAPPED**

Verb related Snapchat ("She snapped me a picture of herself and her best friend at that party").

# **DIGITAL 101**

## **SYNCHING**

Process of updating apps and software to or between specific devices.

## **CONFIDE**

An app on which users can post messages that "self-destruct" after being read.



**DIGITAL**  
Worldwide



# Dove “Real Beauty Beats” Campaign



Dove has released its next instalment of the famous “Real Beauty” campaign with a fantastic piece called “Real Beauty Beats” created in Portugal, where men are exclusively connected to heart rate monitors for this new experiment to show their reactions when describing different women’s beauty projected on a screen.

# Introducing The Microsoft Surface Studio



A day before the big a Apple event to introduce new Macs... Microsoft launch this. The Surface Studio PC that looks more like the most amazing Macbook meets iMac meets iPad you've ever seen, but with a killer haptic control device and an amazing hinge that lets the computer become a tablet of sorts.



# Netflix: The Halloween Doorbell Project



Netflix's new Halloween Doorbell gives trick-or-treaters a scream while you continue to stream, with the DIY Halloween Doorbell (comes complete with build instructions) transforming your home into a trick-or-treaters' delight while you never leave the TV...

You hang the Halloween Doorbell right over your existing one, so trick-or-treaters can't find bother you. Then as trick-or-treaters approach your door, a proximity sensor in the doorbell will trigger the theme song from your chosen Netflix show! Then pressing the doorbell initiates a scream-mix from that show and unlocks a customisable message to your visitors on an LCD display screen shown right there in the doorbell. Pretty cool.



# TRENDING videos

## Team Daraz: #MannequinChallenge



Team Daraz does the  
#MannequinChallenge while prepping for  
#DarazBlackFriday!

[Click Here To Watch Video](#)

## Comedians react to Trump's win



Several late-night comedians wasted  
no time getting their jokes in order  
after Trump's unexpected win.

[Click Here To Watch Video](#)

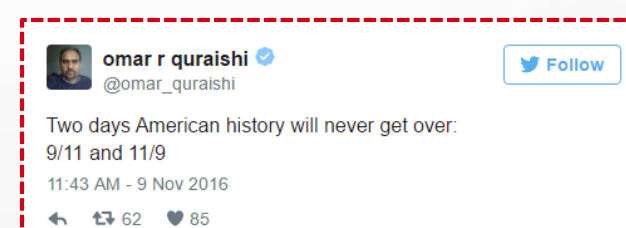
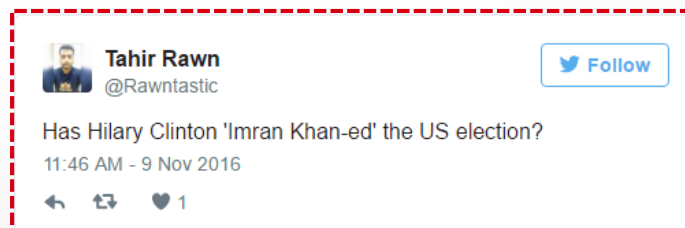
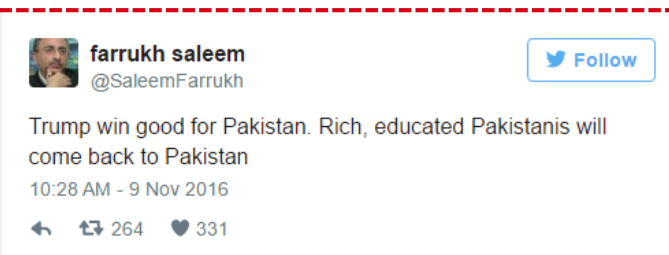
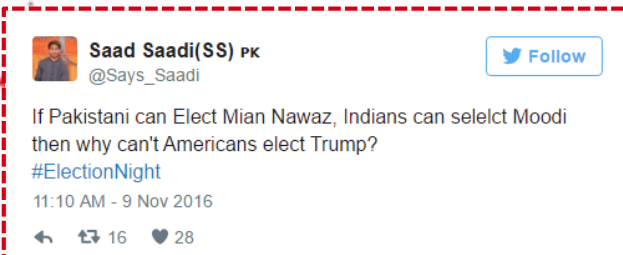




# BEST OF Pakistan



# The Best Internet Reactions on Donald Trump's Win



# Jang's mobile App 'Jang Real'

***Is anyone aware of JANG Group's Augmented Reality (AR) for their Urdu paper readers?***

Jang's Augmented Reality is primarily an Android and iOS app called 'Jang Real – AR' that can be used with conventional newspapers by readers, to enhance their reading experience and see the pages come alive.

## THE PURPOSE OF THIS APP AND THE WAY IT WORKS

By using your smartphone camera, extra and relevant information is served up on your mobile device. This feature is handy if one is hampered by the limitations of traditional media formats. If you want to know more about a news, you can simply use the Jang Real app and point it at the news item on your newspaper.

The app, using your smartphone camera, looks for a marker that's embedded in the newspaper, and resultantly, serve the reader with more information and media about it. This way readers can't miss a beat on news of interest, keeping them abreast of all developments and information.

The app was launched this year in February and currently has around ten thousand android downloads





# Fanta Didn't Sit Back On Halloween

The bubbly, orange, FUN-tastic soda celebrated Halloween on social media; not every brand did that!  
It also asked its fans to celebrate the occasion so that the stories go on and the fun never ends.



[After Pakistan,  
Wall of Humanity  
is Now Going Viral  
in India](#)

[WhatsApp  
Finally Gets 2-  
Factor  
Authentication  
Security  
Feature](#)

[Yayvo.com And  
JazzCash Team Up  
For Black Friday  
2016](#)

[iShopping Friday  
Bazaar, Better  
Than Black  
Friday!](#)

[Local](#)  
**Newsbytes**



#

## HASHTAG CLOUD

[#Khushiyan  
Mukammal](#)

[#Food  
Panda  
Turns4](#)

[#Careeming](#)

[#apple  
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