

Digital Trend Pakistan

Industry Research Report

OCTOBER 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
14.6 MN
3G/4G
USERS



19.2 MN

KHI: 20%
LHR: 22%
ISB: 11%

TOP 10 CITIES
MAKE UP **75%** OF FB
POPULATION



3 MN



2.5 MN



2.5 MN



350 K



150 K

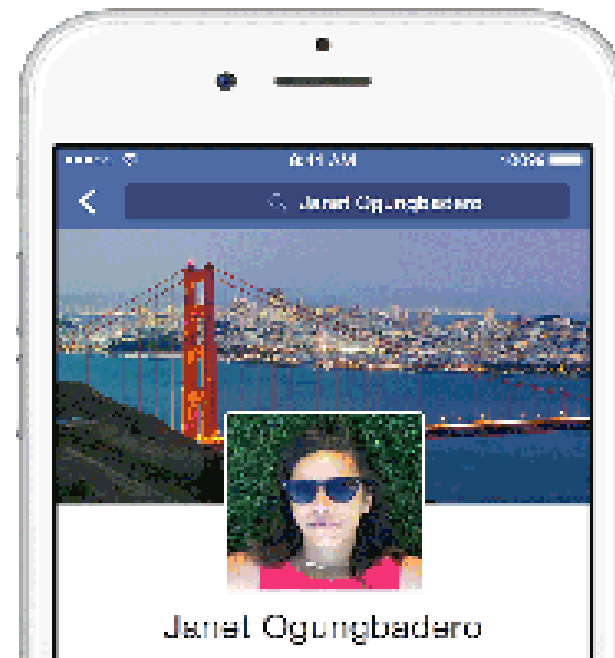
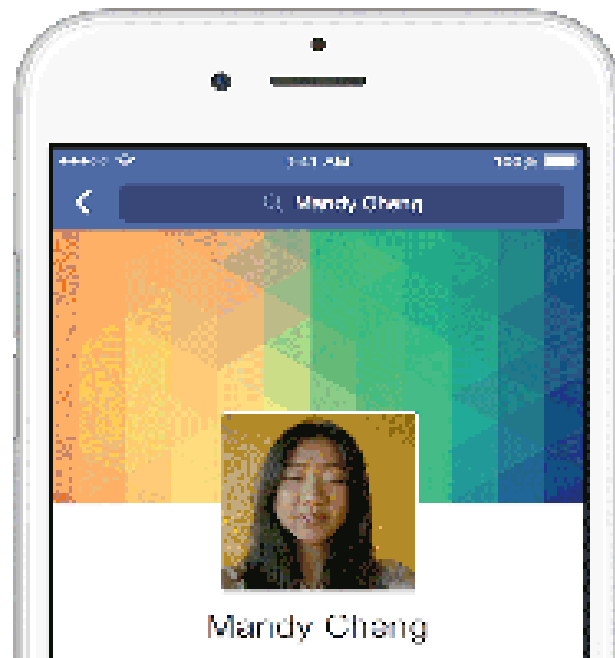


What's New?

**The decade old social media platform
has come up with another tactic to
keep itself lively....**



Five interesting innovations have been introduced to user profiles



You can now:

- Pin featured photos to the top of the profile
- Set a temporary profile photo that goes away after a set number of hours, days or weeks.
- Manage your about info in a simpler manner because of the easier visibility controls
- See a mobile centric design with a bigger section of photos and friends and your profile picture in the center.
- Describe your personality via a 7 second looping video as your profile pic.

[Click here to see how cool can your profile pic look](#)



Digital Insights



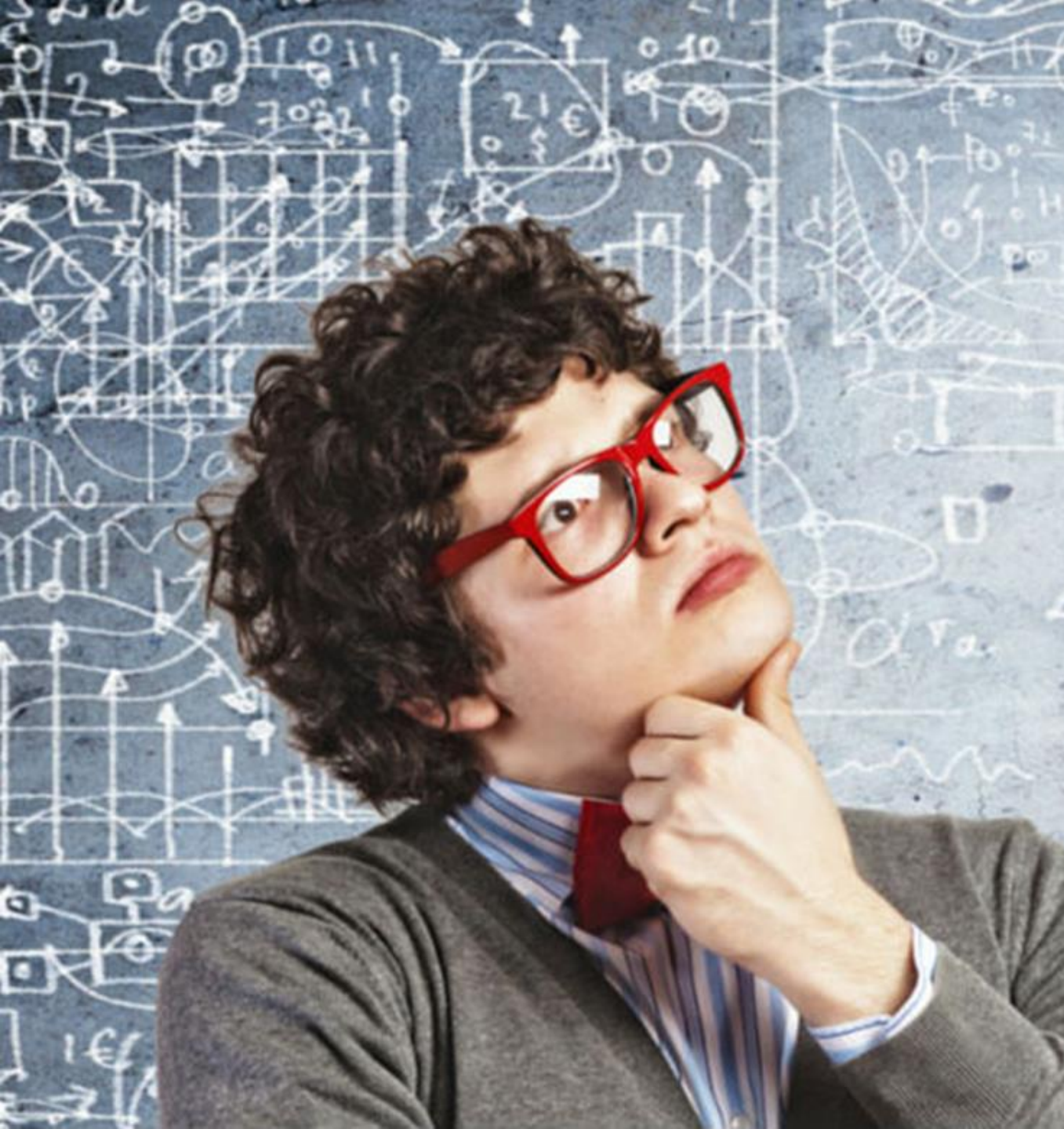


Today's digital consumer expects a great customer experience as they now know more, are more informed, and looks at the competition as a substitute.



The term brand loyalty hardly exists anymore when it comes to services.

Better customer support is what creates loyalty, and companies like Google and Amazon have responded by revamping their operating models.



Six strategies to make your customers remember you

1. Be proactive by providing solutions to predictive complaints
2. Create multiple channels and one customer experience by leveraging existing CRM systems
3. Develop personalized experiences based on customer needs and interests.
4. Deliver 'moments of magic' by delighting them with unexpected interactions, creating value.
5. Encourage interaction instead of reaction
6. Empower frontline support because adding human element leads to a positive customer experience

Follow link for detailed report:

[Use digital to make your customers happy](#)

Platform Overview

**Ads on
Instagram?**

**Like
seriously?**



Companies can now feature their products right next to eye-pleasing, filtered photos and celebrity selfies.

Instagram advertising was initially open to a selected group of brands in the U.S. but now any company in 30 countries can take-up this opportunity.

Further international expansion is still in process.



Instagram
for business

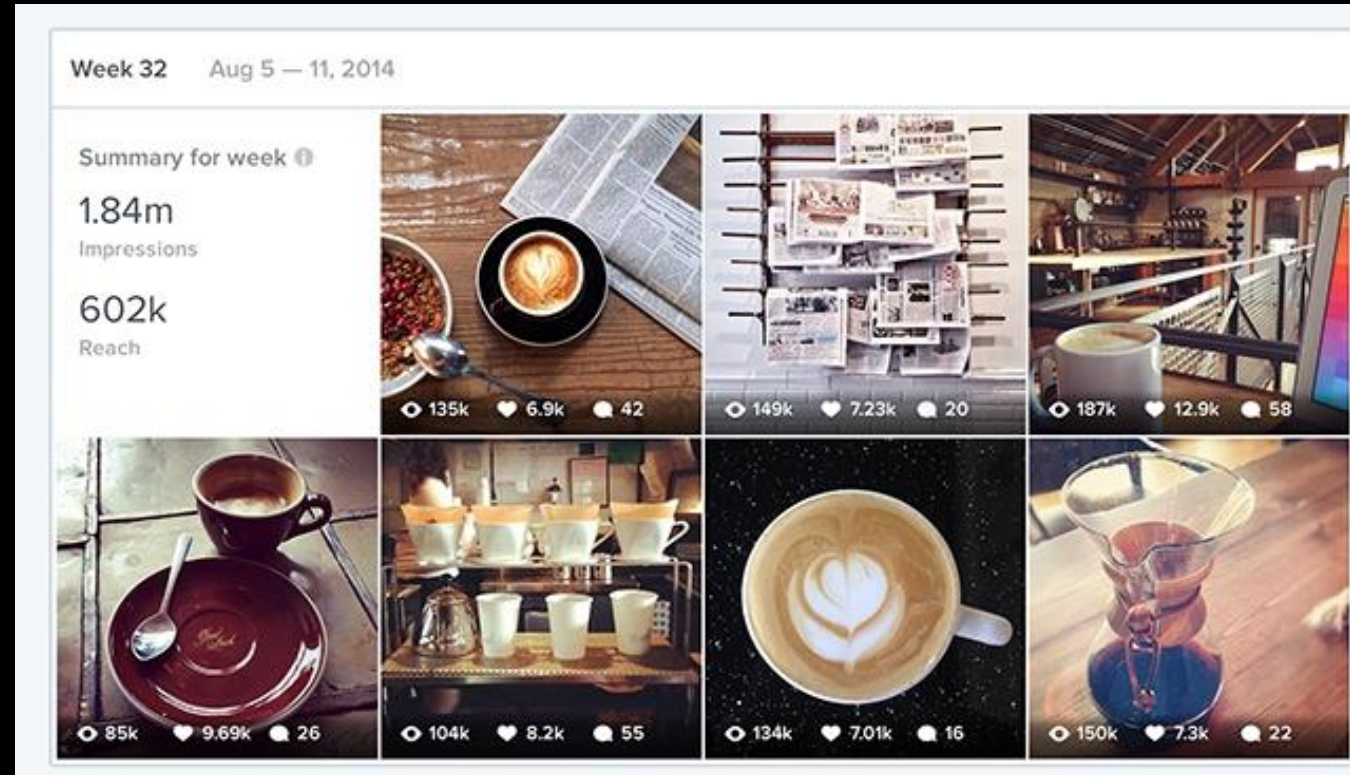
Instagram advertising has a huge potential unlike many mobile advertising platforms as it has the ability to target ads to the correct audience using technology and data from its parent company, Facebook.

However, the pricing on this young social platform has been comparatively high averaging a CPM (Cost per thousand views) of \$6.70 which would probably decrease with the increase in advertisers.



According to experts, users are two and a half times more likely to click on Instagram ads as compared to other social media platform ads, proving the click through rates to be pretty impressive.

The platform, however, is biased towards advertisers as it allows individuals to post 15 second videos but advertiser videos can be 30 second long.



News Bytes



PC Market
Slumps As
Windows 10
Grows

New PASHA
Chairman,
Officers, And
CEC Members
Elected For
2015-2016

Pakistan Needs
Comprehensive
Strategy For Internet
Governance

HEC To Launch
Pakistan School
On Internet
Governance

DIGITAL 101





Digital Glossary

Congoo:

Congoo is a news-sharing social network that offers free subscription content across hundreds of broad and niche topics.

Doorway Page:

A low-content page traditionally created expressly for the purpose of ranking on a search engine. Usually very keyword-heavy and user-hostile, most search engines now frown on these pages.

Jaiku:

Cousin of Twitter, this now-defunct microblogging social network and mobile-phone app was started in Finland and later purchased by Google

Nofollow:

“Nofollow” is an append which is coded into the HTML markup of a hyperlink. It is used to prevent a search engine from indexing a link to a particular Web page.

RSS:

“Really simple syndication” is the process by which content such as blog posts or podcasts can be updated regularly and syndicated to subscribers in feeds. RSS feeds enable users to access content updates from various outlets—e.g. their favorite blogs, news sites, and digital audio/video providers—all in one central location.

Sphinn:

A niche social-bookmarking website for online marketers.



Hashtag Cloud



Trending Hashtags in Pakistan

- [#PAKvENG](#)
- [کھوتے خوریٹواری](#)
- [#GiveTwitterASlogan](#)
- [#NusratFatehAliKhan](#)
- [#HangPunjabPoliceRapist](#)
- [3rd ODI](#)
- [Read](#)
- [PTV News](#)
- [For Details](#)
- [جدید اردو محاورے](#)

Top Favorite Picks From Around The World





TOP FAVORITE PICKS FROM AROUND THE WORLD

Starbucks: The Roastery Mobile Experience

Feed your obsession for coffee now by experiencing the Starbucks Roastery and Tasting room in Seattle. The mobile experience lets the guests enjoy the coffee bean journey from harvesting to roasting and tasting and finally giving them the perfect cup of coffee.

Follow link: [Starbucks Roastery Mobile Experience](#)



Netflix: Chill Button

Netflix displayed its prototype and DIY maker instructions for a physical button called "The Switch" at the World maker fair 2015. This switch put's the phone on Do-not-disturb mode, dims the lights, orders takeout and turns on Netflix. Click below to see the website.

Follow link: [Netflix and Chill Button](#)

Gatorade: 360 Degree Virtual Reality Baseball

Gatorade has launched a first of its kind 360 degree Virtual Reality Baseball Experience from the POV of Bryce Harper. It allows you to test yourself to know if you can hit a 90mph fastball. Sounds fun, doesn't it?

Follow link: [Gatorade's Virtual Reality Baseball](#)



Hot Discussion Topics On Digital





HOT DISCUSSION TOPICS ON DIGITAL

[Tim Cook's Note To Apple Employees On The Anniversary Of Jobs' Death](#)

[Digital Marketing Recap – September 2015](#)

[Facebook Tests Video Feed To Sidestep YouTube With Friendly Discovery](#)

[Google Launches Cloud Datalab](#)

[5 Mistakes SEOs still make](#)



Trending Video To Watch



DESIGN DISRUPTORS



Design Disruptors, a new documentary that emphasizes the importance of customer centric product design, features an elite group of fifteen plus disruptive companies of a combined value of over one trillion dollars. In the documentary, these genius disruptors share their perspectives and sacrifices to disrupt the status quo of age-old industries.

Check out the link below for the trailer.

[Design disruptors – An InVision documentary](#)



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hello@thedigitz.com