



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

October 2016



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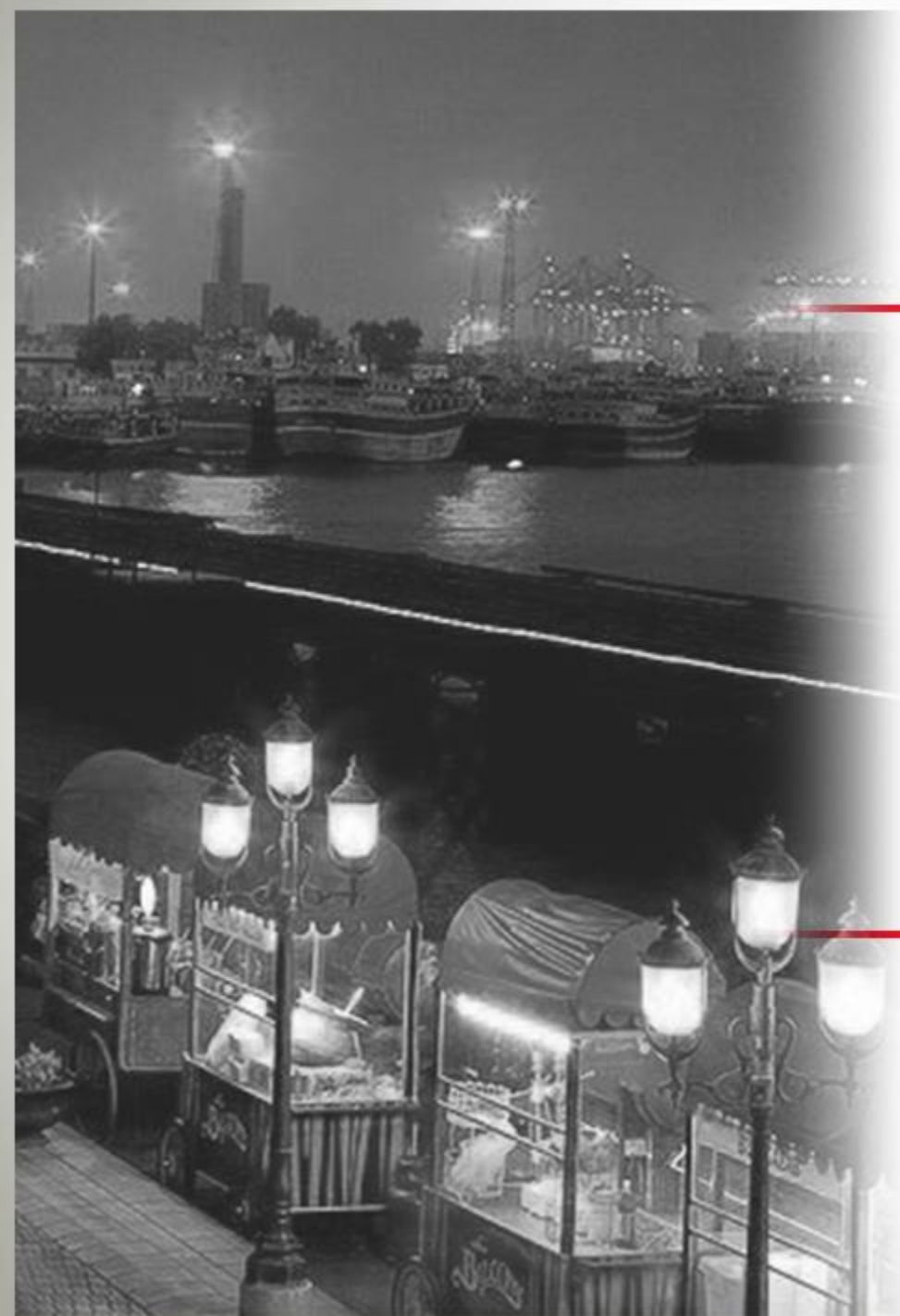
Digital 101

Hashtag Cloud

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.





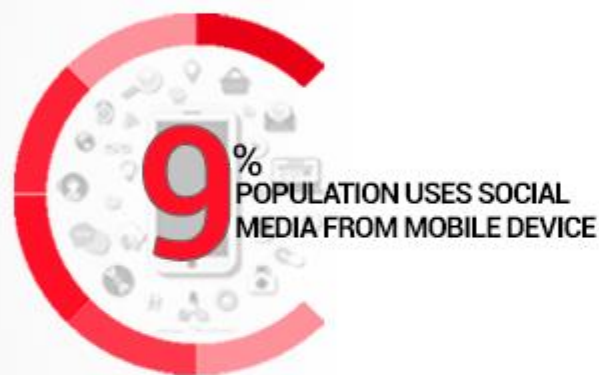
DIGITAL landscape

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

250 THOUSAND

350 THOUSAND

2.5 MILLION

1.6 MILLION

03 MILLION

10 MILLION

25 MILLION FOLLOWERS

20%	KHI
22%	LHR
14%	ISB

A black and white photograph of a person's hands holding a thick, old book. A cloud of dust or smoke is rising from the top of the book, partially obscuring the person's face in the background. The lighting is dramatic, with the dust catching the light.

WHAT'S new?

ATTN: Facebook Marketplace lets users buy and sell items via Android and iOS!



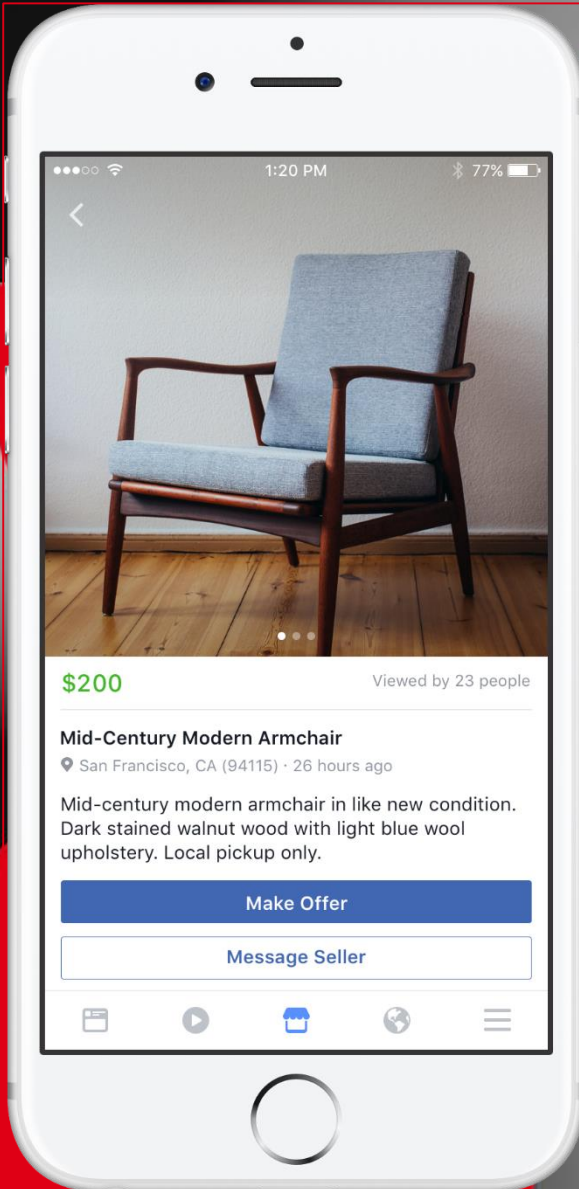
FACEBOOK MARKETPLACE

At last, there's another place to sell items to strangers on the internet.

Facebook debuted a new "Marketplace" for its iOS and Android apps Monday, allowing users to buy and sell items via a new tab at the bottom of their News Feed. Marketplace will let you make offers for items, but no money is directly exchanged on Facebook's platform

FACEBOOK MARKETPLACE

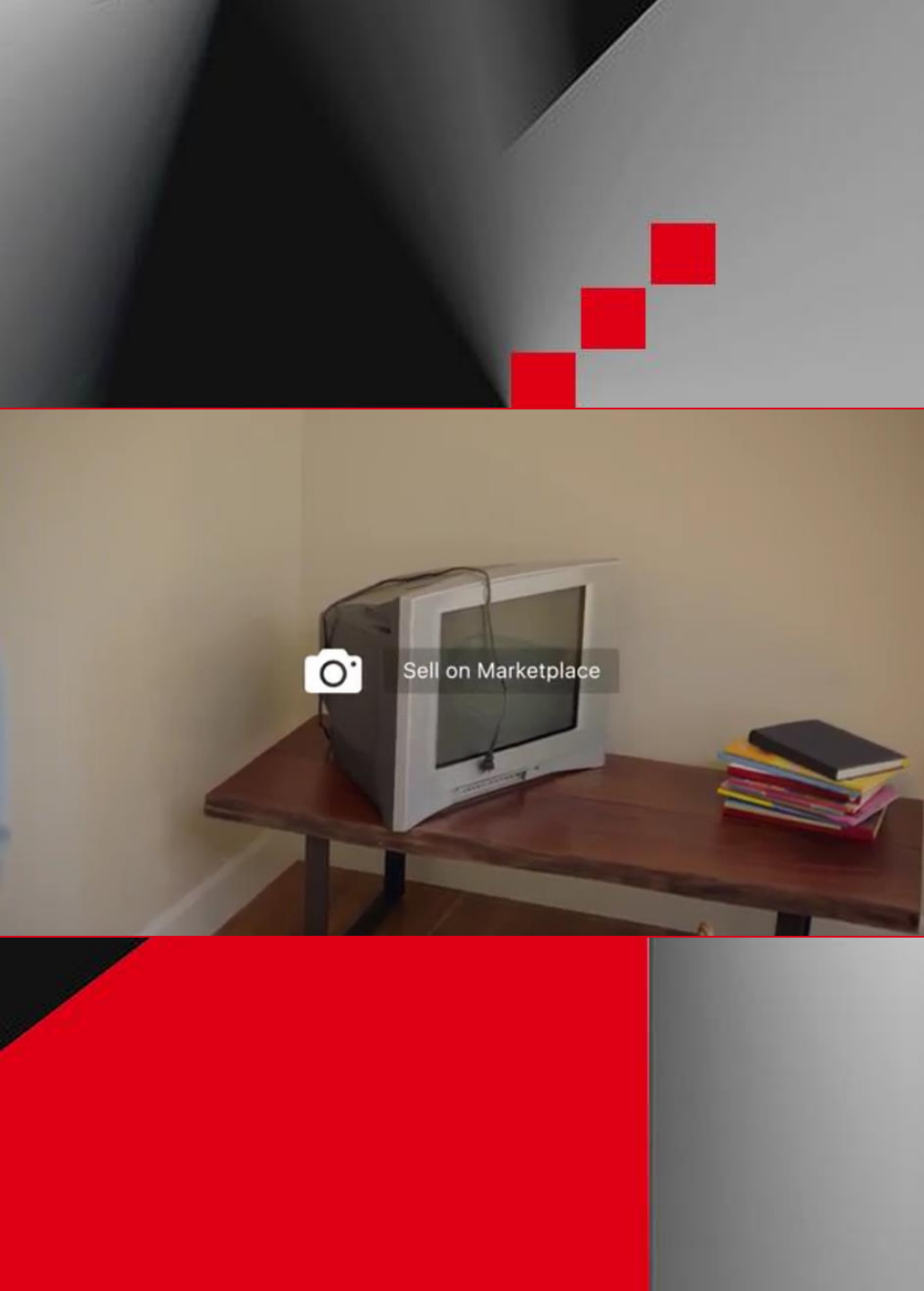
Hit the new Marketplace tab at the bottom of your screen and you'll be taken to a page with listings in your area. You can search according to keywords or categories, and you can also broaden your query to include different cities. Once you've found something you want, you can message the seller directly or tap into their public profile — the same one they use to interact with friends — to make sure they seem legit.



FACEBOOK MARKETPLACE

Selling an item is simple, too: Just hit the "Sell" button, snap a picture and fill out some details.

There are no ads within Marketplace. Facebook also claims that 450 million people already buy and sell items each month via its online groups. The social network just wants "to make this easy and accessible."





INSIGHTS online

Find out how much Instagram fashion bloggers get paid per post in the world

Instagram's fashion stars can be a source of style inspiration, ideas and useful tips.

While fashion bloggers' feeds are replete with effortless-yet-flawless photography, reality couldn't be further from the glamorous lives portrayed via social media.



Whether bloggers are publishing posts sponsored by brands, or parading outfits paid for by brands during fashion week, shrewd bloggers and brands have turned social media into a big-buck business.

"Note to bloggers who change head-to-toe, paid-to-wear outfits every hour: Please stop. Find another business. You are heralding the death of style," Sally Singer — Vogue's creative digital director



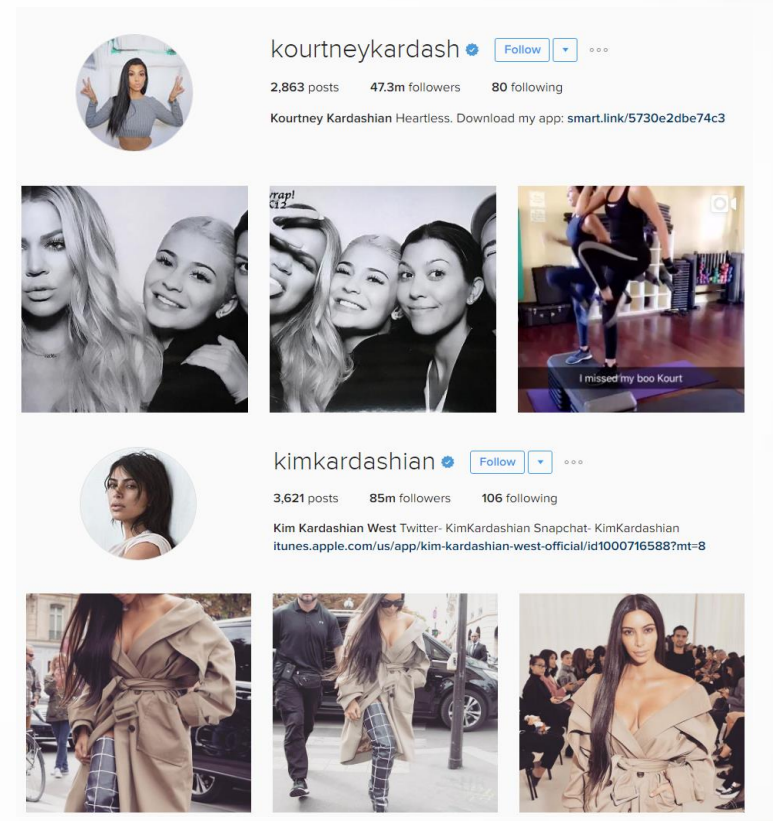
Influencers can earn anywhere from below €100 (\$110) to 100 times this amount (€10,000, \$11,006) for content they create in collaboration with a brand.

For instance, a fashion and lifestyle Instagram star with 1.3m followers was recently paid £5,000 (\$6,104) for an Instagram post.



When it comes to adding a price tag to an Instagram post, the more followers the better. And, the massive reach commanded by social media savvy celebrities like Kim Kardashian West can carry a six-figure sum.

"Now, for \$400,000, you get the Kardashians to post on Instagram,"





PLATFORM overview

WhatsApp update borrows Snapchat's biggest features!



...including drawing on pictures and special front-facing flash!

WhatsApp has added a new update and borrowed almost everything that makes Snapchat's camera so good.

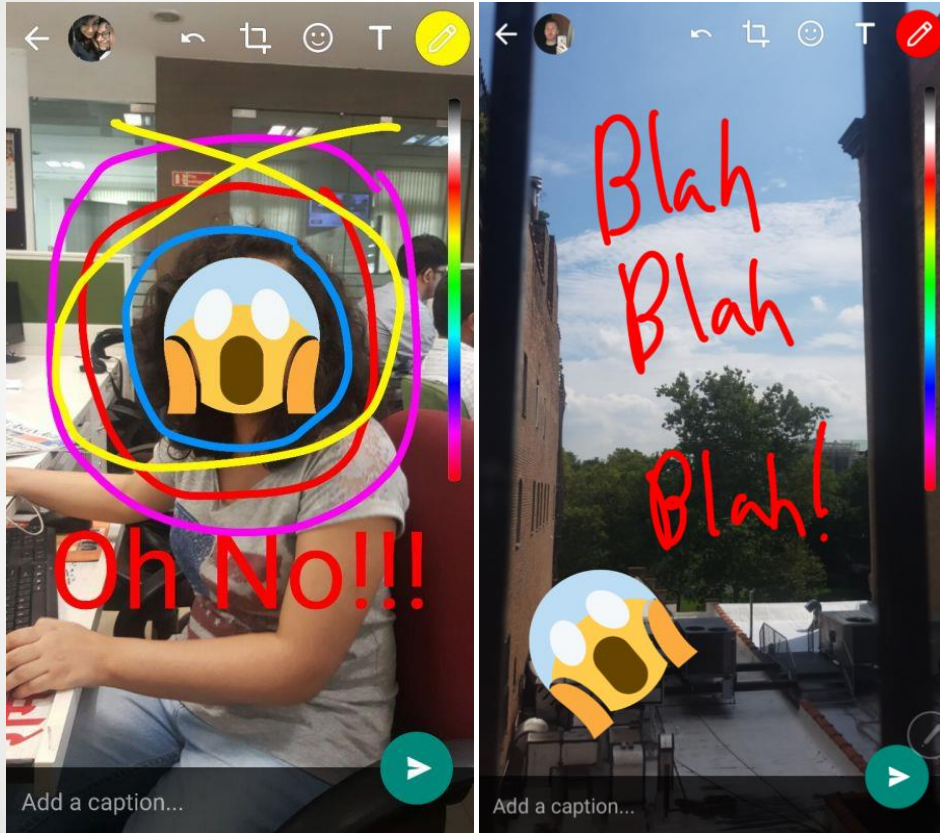




The new version – available through an update in the app store now – is just the latest move by Facebook to copy some of its ghostly rival's biggest features.

Those include new editing and drawing tools. And they also include new ways of taking pictures, too.





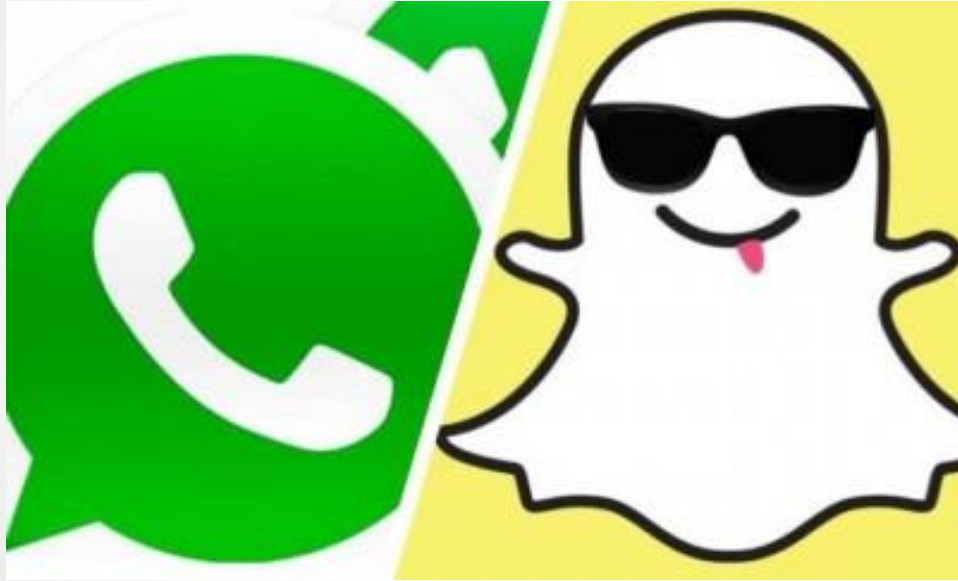
The drawing tools have a functionality and design that's incredibly similar to Snapchat. They're brought up simply by taking a picture. Once that's done, a little series of icons will appear – click the crayon to draw on top of a picture, for instance, or choose the T to write text.



The new feature even allows people to overlay emoji on top of their photos. That's done by clicking the little face. The emoji will even look the same as on Snapchat. And the actual process for taking pictures borrows from Snapchat, too.

The app now supports front-facing flash, so that people can better take pictures in the dark. That brightens up the screen so that pictures using the front camera work much better in the dark.





WhatsApp's blog didn't acknowledge any kind of inspiration from Snapchat, instead introducing the new features only as *"new ways to customize and enhance the photos and videos you share with friends and family around the world"*.



DIGITAL 101

IMPRESSIONS

An impression refers to a way in which marketers and advertisers keep track of every time ad is "fetched" and counted.

PERMALINK

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

SNAPCHAT STORY

A Snapchat story is a string of Snapchats that lasts for 24 hours. Users can create stories to be shared with all Snapchatters or just a customized group of recipients.

REAL-TIME MARKETING

Real-time marketing is a strategy that requires marketers to publish timely content as news breaks.

VLOGGING

Vlogging or a vlog is a piece of content that employs video to tell a story or report on information. Vlogs are common on video sharing networks like YouTube.



DIGITAL
Worldwide

World's Longest Online 'Juggle'



Maurice Lacroix and FC Barcelona have created the world's longest online participative "Juggle".

The "Juggle Challenge" campaign has offered a unique experience to all football fans across the world, enabling them to share their skills and creativity and create a virtual community of "jugglers".

The campaign generated over **500 juggling videos from 35 countries** in the world with 725K interactions and 283K clicks on the website.

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.

The film was viewed **more than one million times** during its first week on YouTube.

Watch Video Here: <https://www.youtube.com/watch?v=wBwkjSRfHtw>

Who Won Booking Summer? #wingityeah



Booking.com came up with a unique idea to inspire its audience to travel spontaneously, creating many assets across different platforms.

They created assets which made frictionless travel possible, but also showed everyone how spontaneous trips could enrich their lives. The hashtag #wingityeah gained over **2500 photo entries over 7 days**, with 91 photos being turned into personalised GIFs by the company, and shared back with the owner all over social media – gaining 16.4 million views.

Watch Video Here: https://youtu.be/iEi_RG7Sq2Y



TRENDING

videos

GoPro HERO5 + Karma: The Launch in 4K



Karma is a complete system for capturing amazingly smooth GoPro footage in the air, handheld or mounted to your favorite gear.

GoPro's founder and CEO, Nicholas Woodman launched the new line of cameras, a cloud-based software, and the Karma drone at an event in Squaw Valley, California. "With these new products, we're delivering on our promise to make it easy to capture and share engaging stories."

[Click Here To Watch Video](#)

The Moto Z "Skip the Sevens" campaign sticks it to Apple and Samsung



Lenovo's Motorola has been on a bit of an aggressive marketing strategy lately. After accusing Samsung of stealing its Always On display idea and taking aim at the company over the ongoing Galaxy Note 7 saga, Motorola is now also turning its attention to Apple's new iPhone 7 range.

The company has just uploaded a video as part of its "Skip The Sevens" ad campaign, in which a focus group of Apple fans are "tricked" into believing that the company's Moto Z is a new iPhone prototype.

[Click Here To Watch Video](#)



BEST OF Pakistan

AMJAD SABRI'S LAST QAWWALI PERFORMANCE

Rahat Fateh Ali Khan and Amjad Sabri collaborated to perform 'Aj Rang Hai' which marked the end of Coke Studio season 9. Recorded in the first and only take, as the song's melodic heart unfolds Rahat's vocals float over the top, forging ahead into well-known territories.

*The Qawwali garnered **over three million views in the first week** of its launch on digital and has continued to become the most memorable performance from the season so far.*



Watch Video Here: <https://youtu.be/Uks8psEpmB4>

Read More: <https://goo.gl/sTUfcQ>

The entire party was live tweeted, snapped and broadcasted LIVE on Facebook; garnering paramount traction on digital



Jang Group In Partnership with Google organized a great online shopping festival in Pakistan



Google held YouTube's launch event to officially resume its services in Pakistan



LUX launches its new product, #LuxLoofahLather, in an evening with bloggers in Karachi



Nescafe celebrates International Coffee Day with 'passing mug' videos generated by users



[Online Passport
Renewal Service
Launched in
Pakistan](#)

[6 Things That
Will Happen If
Self-Driving
Cars Make It to
Pakistan](#)

[Official: Samsung
Kills the Note 7,
Will Lose \\$17
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Local
Newsbytes

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