



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

September 2016



CONTENTS

Digital Landscape

Digital Worldwide

What's New?

Trending Videos

Insights Online

Best Of Pakistan

Platform Overview

Newsbytes

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.





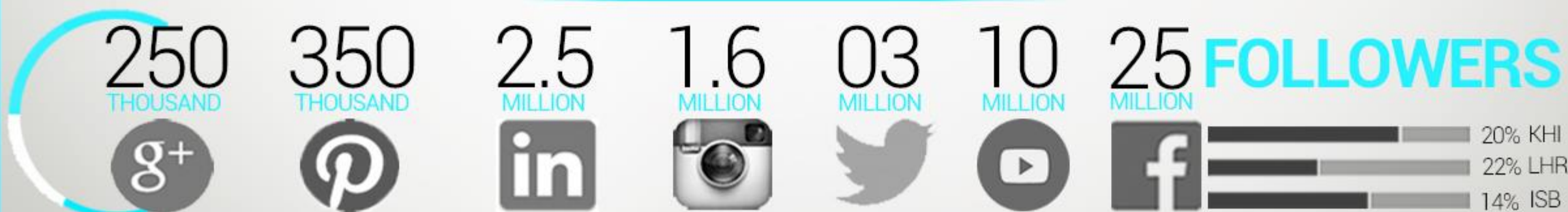
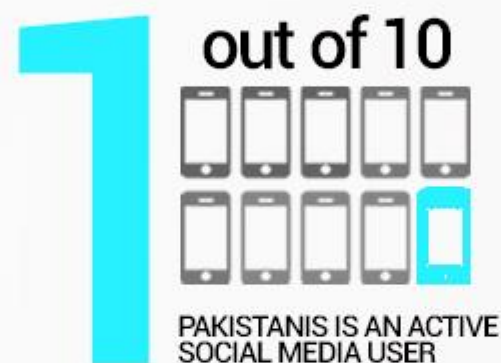
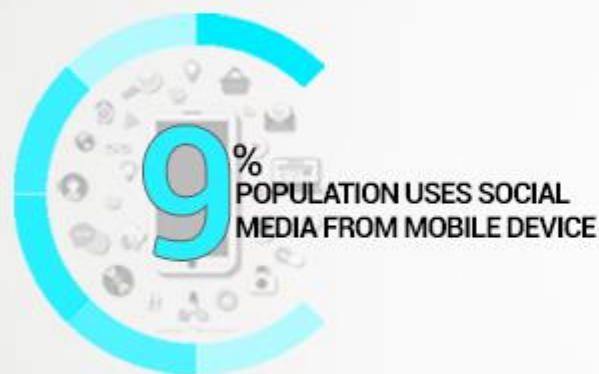
DIGITAL landscape

129.8 MILLION MOBILE SUBSCRIBERS

50 MILLION ACTIVE INTERNET USERS

15 MILLION SMART PHONE USERS

27.8 MILLION 3G/4G USERS





WHAT'S new?

iOS 10 review: It's all about Messages



iOS

10

With the official release of iOS 10, it's hard not to feel a deep sense of nostalgia looking back on 10 versions of iPhone software since Apple's mobile operating system launched as "iPhone OS" on the original iPhone in 2007. iOS has gone from no App Store to App Store to App Store to FaceTime to Siri to Apple Maps to Apple Pay to Health and more.



iOS

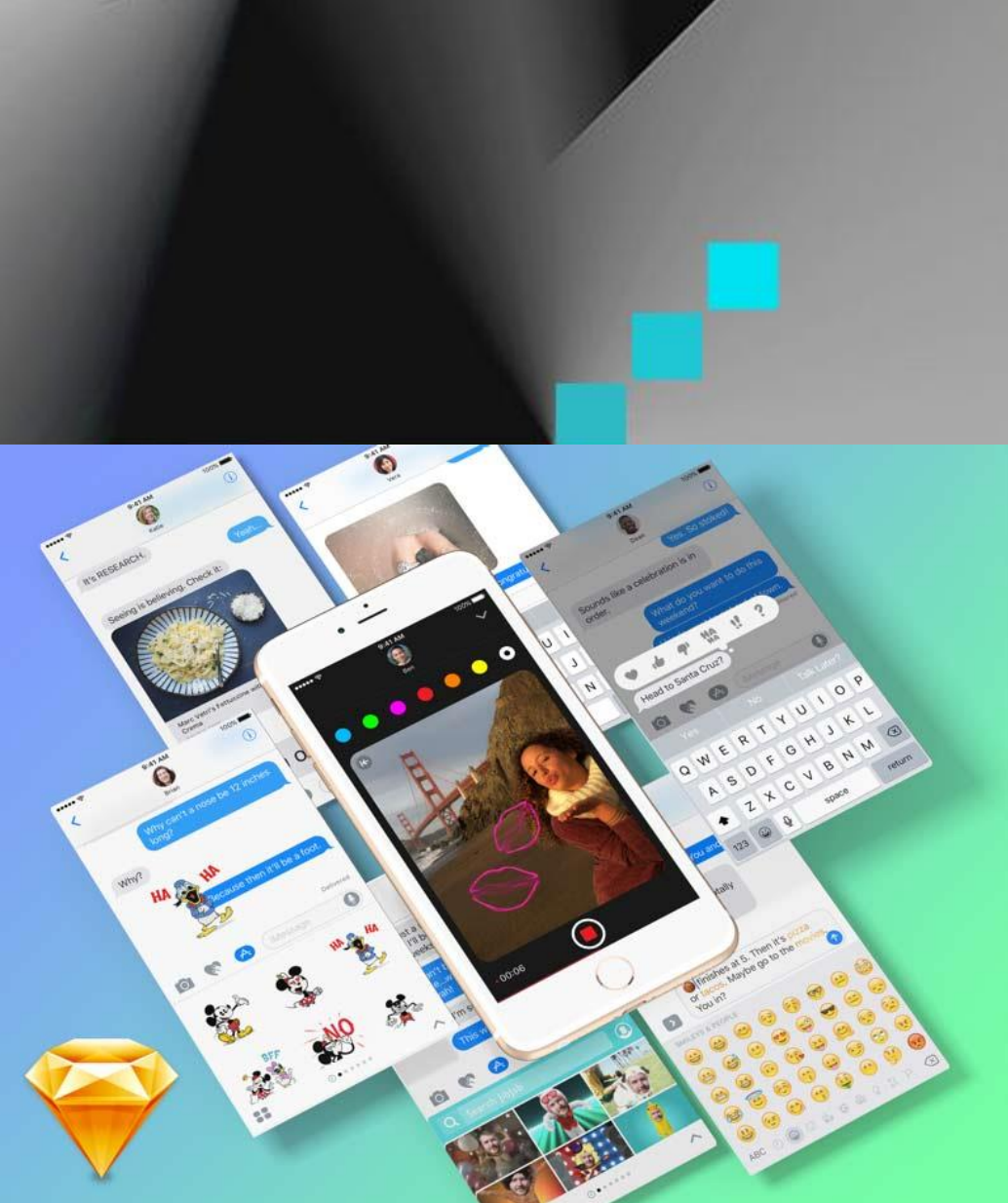
10

Every year, Apple releases a new version of iOS, each with tons of new features and tweaks and security updates. Apple CEO Tim Cook has called iOS 10 the "mother of all releases." It'll be the operating system installed on the iPhone 7 and 7 Plus and all iPads going forward.

iOS 10

iOS 10 brings more powerful features that build on iOS's solid foundation to help users do more, especially with the more robust Messages app. iOS 10 is what a mature mobile OS looks like.

Read More: <http://on.mash.to/2cPHqq9>





INSIGHTS online

Paid **Spotify** users increase by **33 percent** in six months to 40 million

Spotify's paid user base is expanding more rapidly than ever, with the on-demand streaming service now boasting more than 40 million paid subscribers. That's some massive growth since March of this year, when the Swedish service reached the 30-million mark.



Spotify's increased subscription rate, which was previously estimated by industry experts to hover around 1 million new paid users per month, was likely boosted by the company's choice to extend the \$15-per-month family plan to up to six family members. That means that while more users are technically paying for the typically \$10-per-month service, revenues may not have increased proportionally.



Spotify continues to operate the free version of its service as a way to entice new subscribers, and had more than 100 million monthly users signed up as of June of this year. Whether or not it will continue to remain free after the company eventually goes public remains to be seen, but if the massive increases in paid subscribers can float the free side of the service, Spotify will probably continue to be available to paid and unpaid users alike.





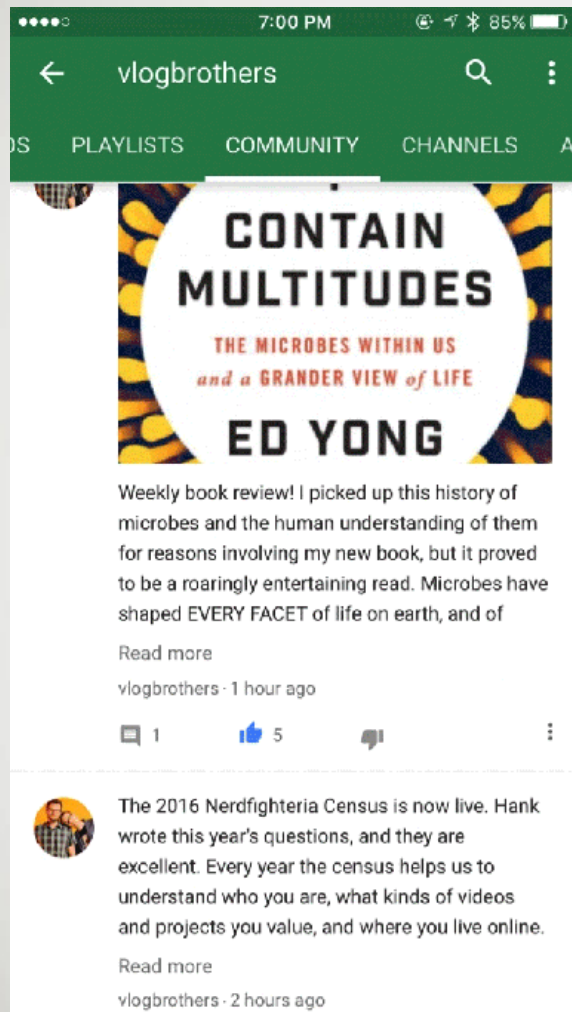
PLATFORM overview

YouTube gets its own social network with the launch of YouTube Community



You Tube announced the launch of YouTube Community, which allows video creators to better engage viewers using text, GIFs, images and more. The goal with the new features is to help keep creators from departing to competing platforms by offering more tools for connecting with their audience, beyond the videos themselves.





YouTube has been testing the new service over the past several months with a handful of creators in order to gain feedback. Today, it's launching the service into public beta with this group of early testers, and will make it available to a wider group of creators in the “months ahead,” it says.





Access to this expanded feature set is made available to the creators and their viewers by way of a new “Community” tab on their channels.

From here, creators can share things like text posts, images, GIFs and other content, which the audience can thumbs up and down, like the videos themselves, as well as comment on.

Read More: <http://tcrn.ch/2cVd vx0>



DIGITAL 101

REL

Someone who navigates the possibilities and pitfalls of the digital world safely, responsibly, and respectfully.

BLOGOSPHERE

A term given to the sum of all blogs on the internet.

CANONICAL

If there are multiple versions of similar pages, the canonical rel tag tells the WebCrawler that the page linked is the definitive version. Each non-canonical page must link to the canonical version with this link.

BITLY

A free URL shortening application. They also provide analytics on your links.

BLEKKO

A relatively new search engine that aims to better Google. It claims to be spam-free, and it also contains functionality that makes SEO easier.



DIGITAL Worldwide

Chevrolet “Positivity Pump” With IBM Watson AI



The world's first “Positivity Pump” that rewards select drivers in four cities around the world to demonstrate the brand's new “global positivity system” which uses IBM Watson AI technology to evaluate how positive people are around the world, and depending on how the world is feeling, and the customer at the pump, is how much free petrol (and what cool experiences) they'll unlock.

Watch Video: <https://youtu.be/Ko9g4czYWDs>

Night Fall: The World's First 360° VR Ballet



With the scale of Virtual Reality content creation now allowing Art to meet Technology more often, we're starting to see a whole new realm of VR content coming to life, and to this example, in some of the most traditional of cultural events being re-imagined through the lens of a 360° Camera.

Take Night Fall. The World's First 360° VR Ballet. Lets people who might never go to the Ballet, enter a fascinating world where the boundary between dreams and reality seems to vanish as you become totally immersed in the story. Even more an enchanting experience for ballet-lovers. Enjoy.

Watch Video: <https://youtu.be/xCp4at6LE0A>

McDonald's Launches Monopoly Mobile Game



This week McDonald's in Australia launched their newly re-imagined Monopoly promotion into a mobile-first gaming experience that converges the digital and physical worlds with an app that scans the 'peen n reveal' tickets to unlock unique mobile games, including an augmented reality play.

Featuring a virtual game board, the app stashes gaming tickets onto the virtual board, and helps players keep track of what they still need to win those major prizes in the world's largest promotion. The stash also doubles as a digital wallet, with players able to swipe-to-redeem prizes in store across the country. Created by VML Australia.

Watch Video: <https://youtu.be/5AprJpOSCiA>



TRENDING videos

Uber debuts self-driving vehicles in landmark Pittsburgh trial



The launch of Uber's self-driving pilot program marks the public unveiling of the company's secretive work in autonomous vehicles and the first time self-driving cars have been so freely available to the U.S. public.

But it is not as if robots are taking over the Steel City. There will be only four self-driving vehicles available to passengers, to start, and two people will sit in the front to take over driving when the car cannot steer itself.

[Click Here To Watch Video](http://bit.ly/2cty9VS)

Source: <http://bit.ly/2cty9VS>

ON YOUR MARKS, GET SET, DRINK!



Beer lovers from all over the world have taken part in a new drinking race - that sees competitors down a bottle of beer before each lap.

Dozens of runners took part in the Beer Mile World Classic in north London on Sunday, which was the first ever intercontinental drinking race of its kind. The rules state that each competitor has to run four laps of the track, covering a one-mile distance, and drink one beer measuring 355 ml before each lap.

[Click Here To Watch Video](http://daily.ai/2cLcvPw)

Source: <http://daily.ai/2cLcvPw>



BEST OF Pakistan

ALI AZMAT VS. UMAIRJASWAL: RED BULL SOUDCLASH

It started with a leaked video where Ali Azmat shared his views about young musicians of Pakistan and seemed quite unhappy with their (young musicians) style of music. In particular, Ali Azmat disapproved Umair Jaswal's style of music and songs.

Fans of both musicians reacted to the leaked video, some agreed with Ali Azmat's viewpoint while some believed he shouldn't have had come hard on Umair Jaswal. The overwhelming support Umair Jaswal received from his fans since the leaked video went viral prompted Jaswal to respond and this resulted in a war of words between both musicians that went on for days. It was finally on August 5th when Red Bull through a post on its Facebook page invited both musicians to settle this on stage before the tension between both musicians escalated any further.

After a couple of days a promo was launched with a bang in the media where the tension between both Umair Jaswal and Ali Azmat was brought to life. Directed by AsadUlHaq the promo brought both musicians with their supporters face-to-face on one platform, thus building anxiety and curiosity amongst fans of both musicians for Red Bull Soundclash.



[Bloggers Can Shake Up
Pakistan's Startup
Ecosystem for the Better](#)

[PIA Bans Samsung
Note 7 on all Flights](#)

[Telenor Puts 8.1% of
VimpelCom Shares on
Public Sale](#)

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Statement on 5G Launch](#)

Local
Newsbytes

#

HASHTAG CLOUD

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[#loveoutfitters](#)

[#GalaxyNote7](#)

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