



DIGITAL TRENDS

INDUSTRY TRENDS REPORT
DECEMBER 2017



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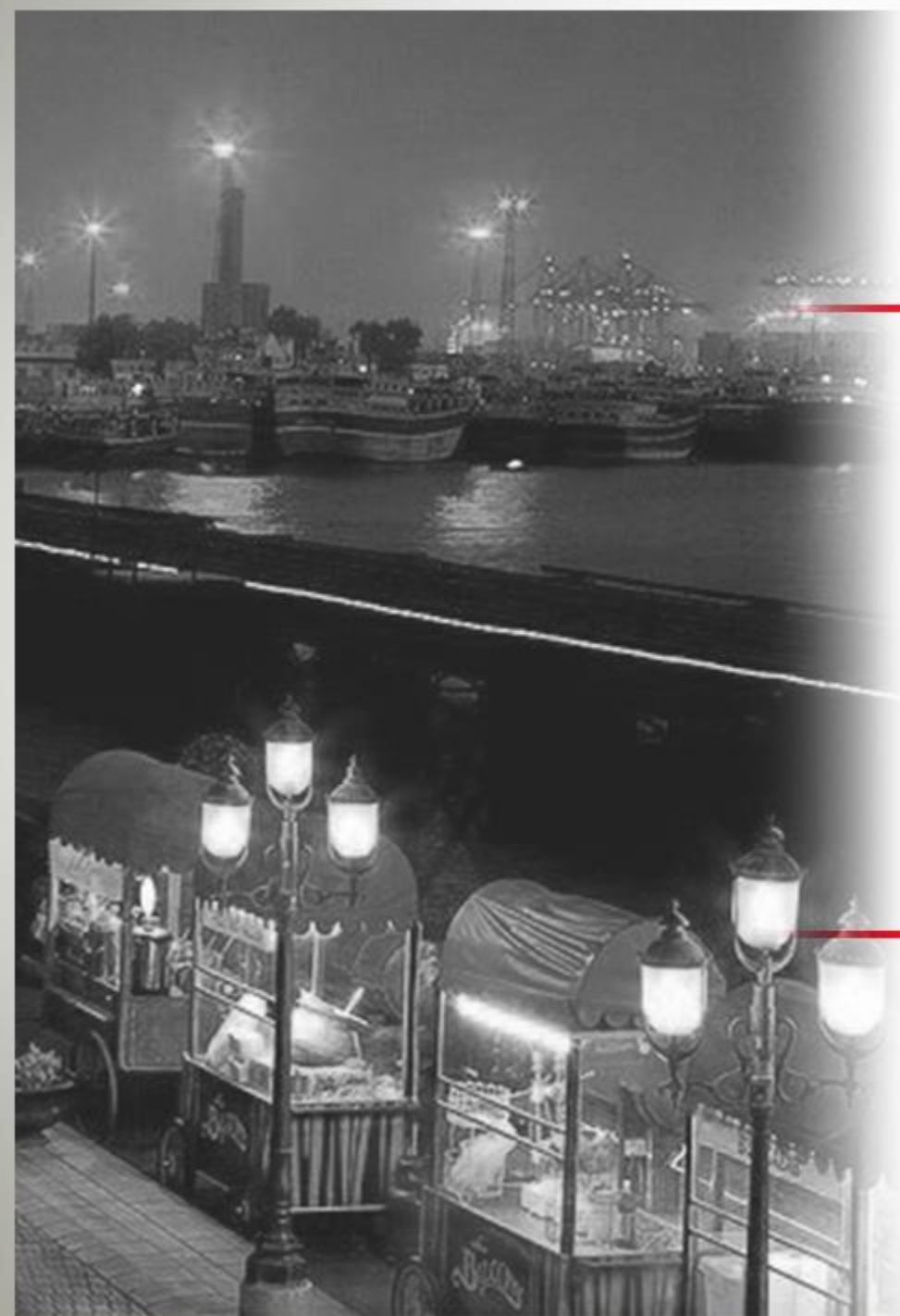
Digital 101

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

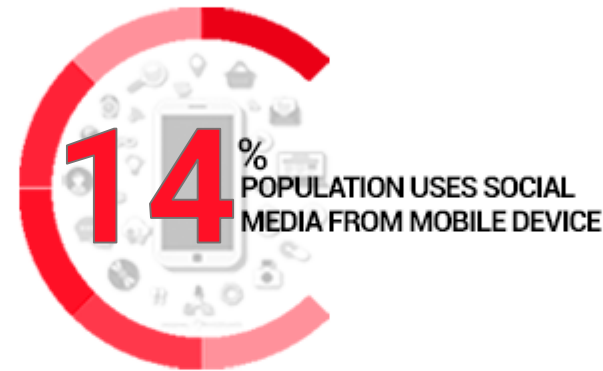
140 MILLION
MOBILE SUBSCRIBERS

46 MILLION
ACTIVE INTERNET USERS

40 MILLION+
SMART PHONE USERS

45 MILLION
3G/4G USERS

16%
PAKISTANIS IS AN ACTIVE
SOCIAL MEDIA USER



47%
since January 2016
GROWTH
IN SOCIAL MEDIA
usage from mobile



02
MILLION

350
THOUSAND

4.2
MILLION

4.9
MILLION

3.5
MILLION

31
MILLION

33
MILLION

FOLLOWERS

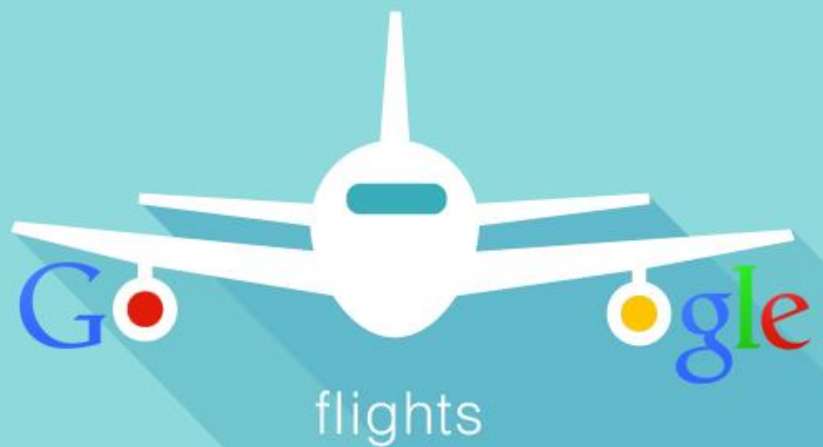


*Snapchat stats : Approximate number; source unknown

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. The background is a bright, hazy white.

WHAT'S new?

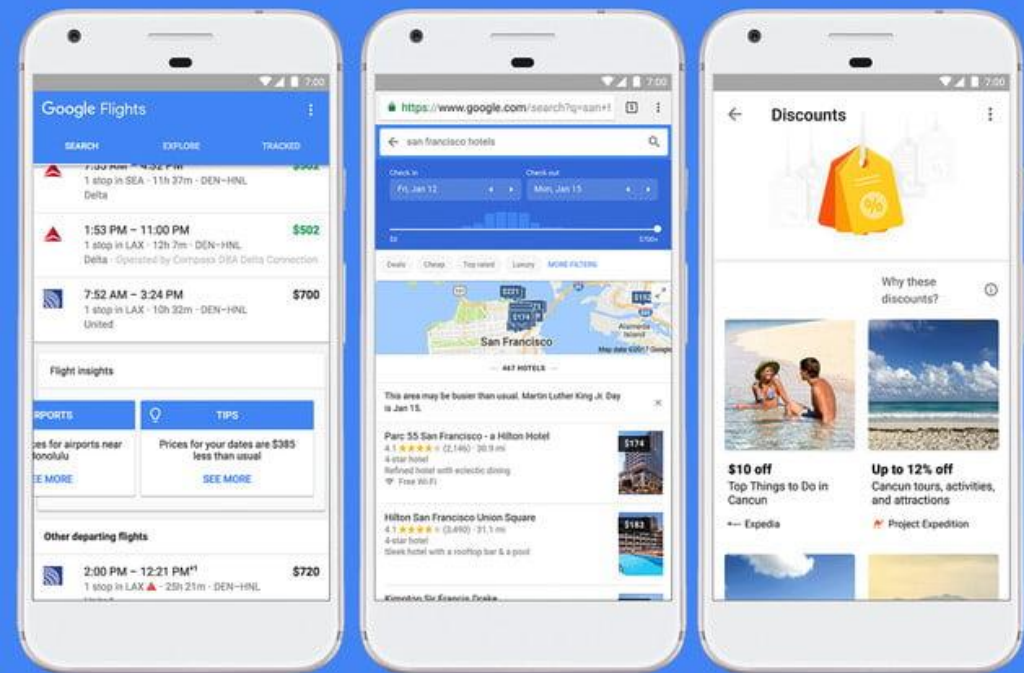
Google Flights will now tell you if you should wait to buy those tickets



GOOGLE

FLIGHTS

Google's travel tools are getting even more budget-friendly. On Thursday, December 14, the company announced new tools for Google Flights as well as saving on searches for hotels and now, attractions.



GOOGLE FLIGHTS

The tools continue an update that launched earlier in 2017 that told travelers if prices were lower or higher than normal. Now, inside Google Flights, the same tool will also tell you how much lower or higher than usual the price is and, even more importantly, whether or not prices are expected to drop or increase between now and the departure date.

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



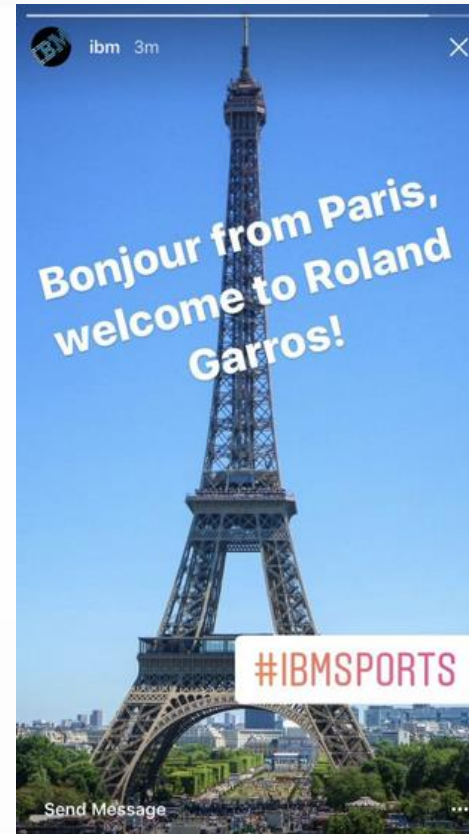
INSIGHTS online

How 5 B2B Brands Are Using
Snapchat and Instagram Stories

B2B brands are usually slow to jump on the latest social media craze train, and with good reason. Their audience might not even be on those social media networks. For example, Snapchat was originally full of teenagers and controversy — not a great place to grow brand awareness or share thought leadership. But my, oh my, how far we've come.



Today, networks like Snapchat, Instagram, Messenger, and other marketing channels are becoming new breeding grounds for B2B brands. But with frequent product updates introducing new features and advertising tools, brands are often left wondering what the best approach is.



One such feature is Stories: timed pictures or video clips that users can deck-out with text, filters, or stickers to spice-up their content. And it seems like every major app is jumping on this trend with Messenger, Facebook, and most recently YouTube creating their own version of a Stories feature. However, the jury is still out on the best ways to use them.

Here are five B2B brands using Snapchat and Instagram Stories and how they're using them to their advantage:

<http://bit.ly/2jvchNG>



The background of the slide features a black and white photograph of several film strips hanging from a string with clothespins. The film strips are arranged in a way that they appear to be drying, with some frames showing different scenes. A red line graphic starts from the top left, goes right, then down, then right again, framing the title area.

PLATFORM

overview

Facebook will no longer pay publishers to create Facebook Live videos



Making money off Facebook Live videos may not be a tenable plan anymore, now that the social media giant has decided to stop paying publishers and video makers to produce content for its news feed. As originally reported by Digiday, Facebook's contracts with a number of publishers are set to expire at the end of the year, and the platform has no intention of renewing them. That means that Facebook won't be paying these folks on a monthly basis to produce live videos any longer.



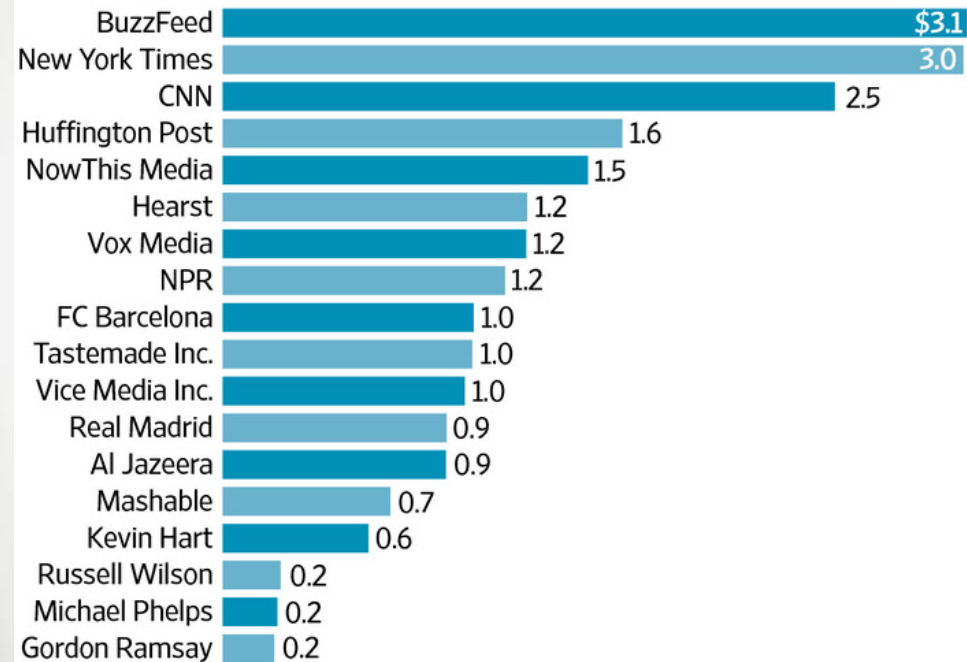


Originally, publishers were compensated for producing a set number of minutes to receive a paycheck from Facebook; these minutes could come from either on-demand or live videos. On-demand videos had to be at least 90 seconds long, whereas live videos had a six-minute minimum. The reason for these time frames? They are the minimum requirements for Facebook to test mid-roll ad breaks, of course.



Now Playing, Live on Facebook

A selection of companies and individuals paid by Facebook to provide live video content. **Amount of contracts, in millions of dollars**



Source: Document reviewed by the Journal

THE WALL STREET JOURNAL.

The decision to end the program is said to affect around 300 publishers, including celebrities and other content producers. While the majority of these deals are slated to expire at the end of 2017, some contracts might go through early 2018. The social media giant only began to pay its video creators in 2016, originally setting aside \$50 million to pay 140 companies and individuals throughout the year. These old-guard producers included BuzzFeed, The New York Times, Kevin Hart, and Michael Phelps. As a result, a number of media partners created entire Facebook Live teams — The New York Times, for example, had six people focused exclusively on creating these videos, whereas Refinery29 is said to have had a team of up to 10 at one point.

Read more: <http://bit.ly/2AFVp1n>





DIGITAL 101

404 Error

The error message that appears when a visitor tries to go to a web page that does not exist.

Dofollow

A phrase that denotes a hyperlink absent of a "nofollow" tag.

Ad Manager Account

An advertising account on Facebook that allows you to run ads on the Facebook Ad Network

Business Manager

A Facebook platform that allows marketers to manage multiple pages and ad accounts in one central location.

Dashboard

A web page that contains and displays aggregate data about the performance of a website or digital marketing campaign.



DIGITAL Worldwide

OK Go's New "Obsession" Music Video



Here is OK Go's latest music video extravaganza; Obsession. The innovative video (another magical piece!) is a collaboration between the band and paper company Double A, and utilises stop-motion, precise choreography and 567 high-speed printers to create the "world's first paper mapping" project. And just so you know, the band added the disclaimer that all the paper was completely recycled and donations have been made to Greenpeace to offset the footprint of creating this very cool video.

Destiny 2: An Amazon Alexa Gaming Wingman



So "Destiny 2" has it's own Alexa Skill. A Ghost Skill if you will... that is embedded into Amazon Alexa devices, to give players some help from the famous A.I. assistant, synced and integrated directly into the game in real time.

The Ghost Skill enables a series of brand new ways to interact with the game, from recommendations for what to play next based on players' real-time current progress through to easy way to talk to your friends in your clan, and even quick ways to equip your favorite gear. Pretty cool.



TRENDING videos

'Change The Clap'



One such example is the currently running campaign Change The Clap, which aims to stop transphobia in Pakistan.

Featuring Kami Sid amongst other known transgender personalities, the initiative is being spearheaded by the Asian Pacific Transgender Network. The campaign video brilliantly focuses on changing 'ridicule into applause' by showing how you can use your voice to be with the community rather than against them.

Find out more: <http://bit.ly/2kXszlG>

'Me. And Comfortable With It'



Celebrating the milestone of 123 years of Bata Shoe Organization, the brand has launched a TV commercial inspired by the modern women of the world. The TVC is a glimpse of the transformation in Bata's image and product line.

Bata's research and insight have revealed that the modern Indian women are comfortable with her choices, emotions, femininity and with challenging gender roles, in essence 'comfortable in her own style and shoes'. This is what the brand's latest TVC is about.

Find out more: <http://bit.ly/2yAePPi>



BEST OF Pakistan

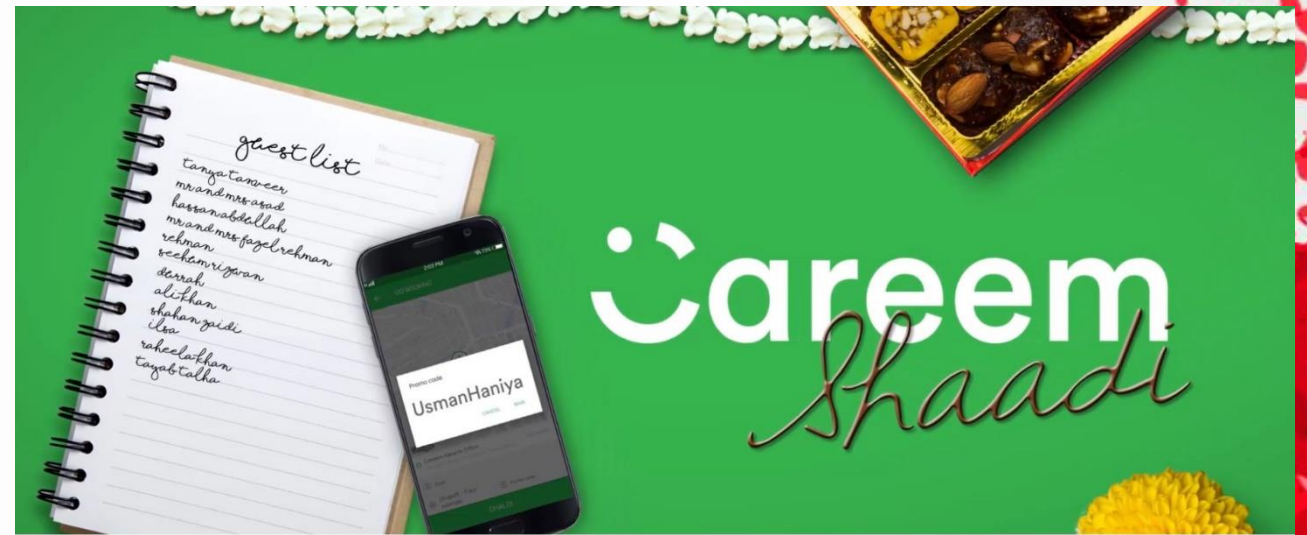
Careem Shaadi

Careem has launched Careem Shadi, an offer that has customized travel packages to help people with their transportation requirements during the Shaadi hassle.

Everyone knows that planning weddings, is a tough job, may it be the shopping sprees or inviting guests or making the big day arrangements everything needs to be managed continuously and effectively to avoid any last moment disasters.

Careem mentioned on its site that its mission behind the launch of careemshadi.com is to make sure that every wedding must be covered the way the people want it, as every wedding is different. Careem claims to take care of everything from the moment guests arrive till they leave.

Careem wrote that Careem Shaadi is committed to providing the best service at every step of the event and asked the hosts to consider it a part of their family.

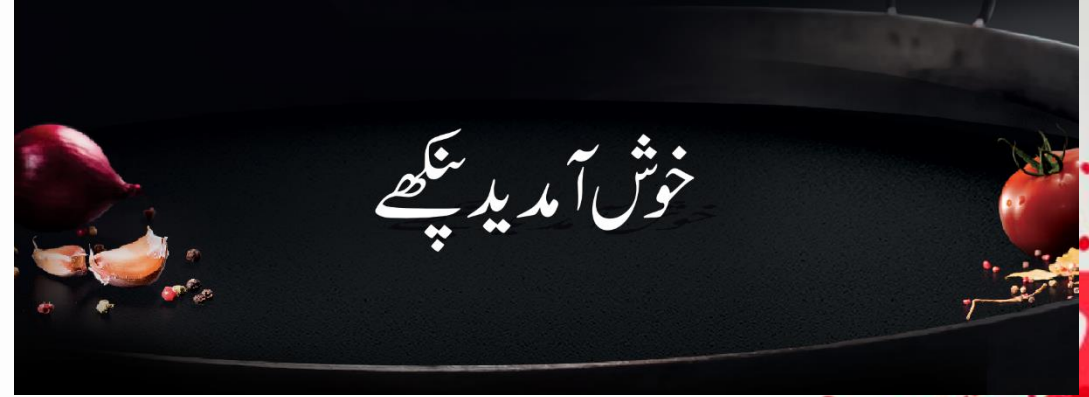


McDonald's Hua Desi

McDonald's to promote its new desi burger, Chicken Chapli, changed all of its online communication using Urdu or Roman language to market it accordingly.

This was a whole new tactic to create disruption on social media by pulling away from its general content strategy and updating posts with desi punch lines and flashy visuals!

Since this campaign has been live, all of its posts are gauging great engagements where people are excited about what McDonald's has in store for them!



[Facebook to Introduce Ads Before Videos](#)

[ProPakistani Giveaway: Get a Free Copy of EaseUS Todo Backup Home](#)

[WAPDA Launches a Simple App for Electricity Consumers \[Review\]](#)

[PTA Starts Survey to Assess Recharge Services of Telcos](#)

Local
Newsbytes

#

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Essential](#)

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