

An aerial, black and white photograph of a cable car (gondola) suspended from a cable, moving over a dense forest. The cable car is white with a dark front panel and has the number '13' visible on its side. The forest below is thick with evergreen trees. A vertical red bar is positioned on the left side of the image, partially behind the title text.

DIGITAL TRENDS

INDUSTRY TRENDS REPORT
NOVEMBER 2017



CONTENTS

Digital Landscape

Digital Worldwide

What's New?

Trending Videos

Insights Online

Best Of Pakistan

Platform Overview

Newsbytes

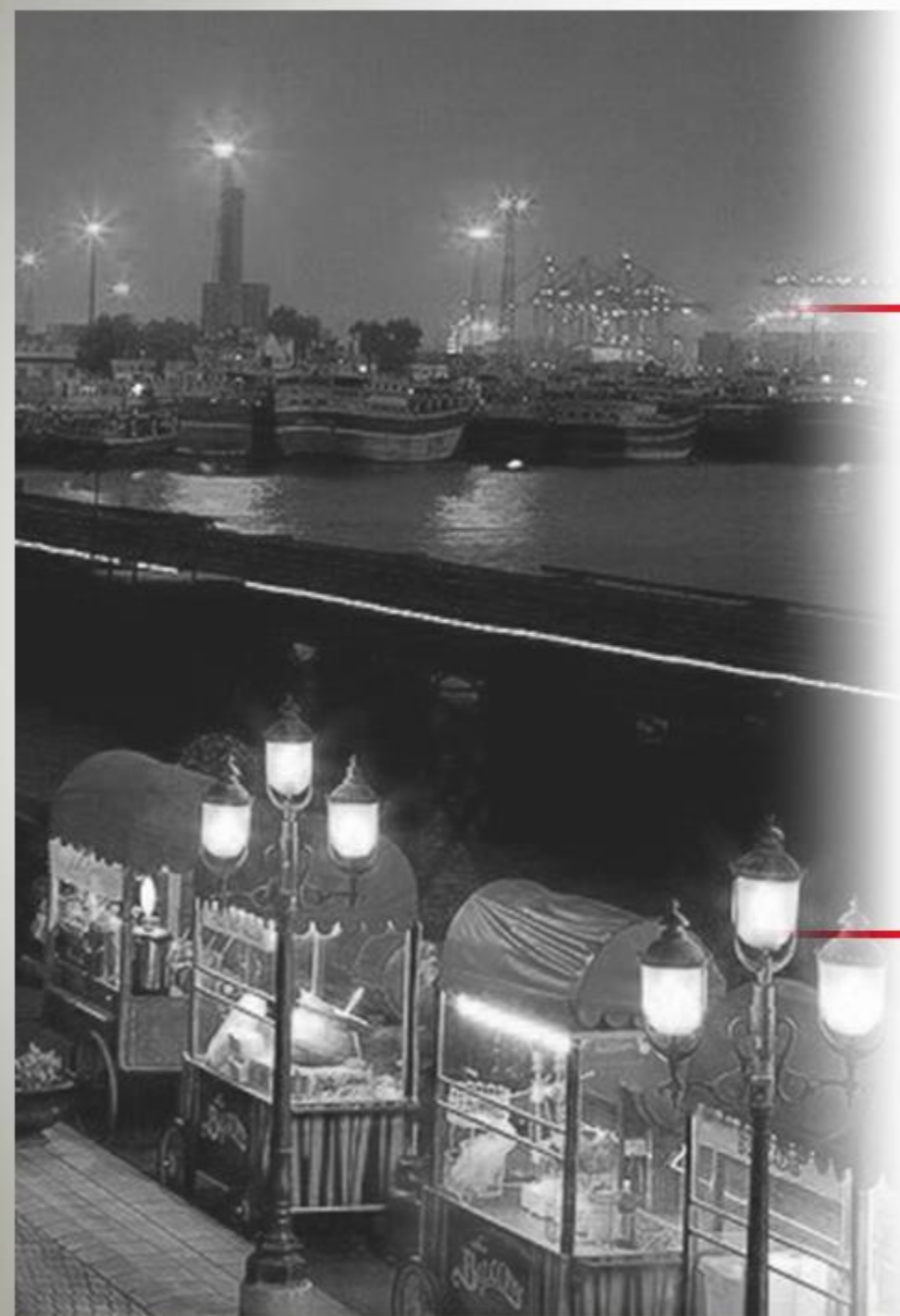
Digital 101

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

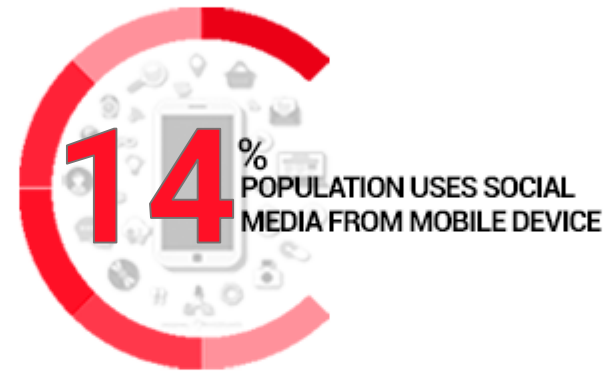
140 MILLION
MOBILE SUBSCRIBERS

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



WHAT'S new?

Tap & Hold to Unlock By Facebook

❖ InSignia

*What is
Fabulously
Fashionable?*



Press & Hold

TAP & HOLD TO REVEIW

Facebook recently launched it's brand new 'Tap & Hold' feature for IOS users. Simply post a series of pictures for brand awareness keeping the first frame as a question in order to generate curiosity.

Once tapped and held, the brand message will pop up. This feature can only be posted via Iphone 8 and above, however an app called, 'IntoLive' can help you create a series of live pictures (this feature is not available in android devices for posting purpose however can be used just to view)



INSIGHTS

online

Consumers need good experience,
not bad, not 'neutral'

Speed and relevance are crucial to customer satisfaction. But it may surprise you to learn that in the mobile marketing arena, a “neutral” experience can be a negative one

More than ever before, people have higher expectations for the experiences they have with brands on their phones. That's likely because it's where they're spending much of their time. In fact, people today have 2X more interactions with brands on mobile than anywhere else—that includes TV, in-store, you name it.



Nearly **9 in 10 smartphone owners** who describe a mobile brand experience as **helpful or relevant** would purchase from the brand again.

When people have a negative brand experience on mobile, they are over 60% less likely to purchase from that brand in the future. And when it comes to negative mobile interactions, one of the top complaints we heard is "slow experience." Making speed a priority for your business is critical. In fact, 53% of mobile site visits are abandoned if pages take longer than three seconds to load. That's why it's so important that the content on your mobile sites and apps load instantly. One of the biggest challenges people told us they have with brand experiences on mobile is "not being able to find the information they need." On mobile, discovery is key. Simple navigation and site search save people time, allowing them to filter by what they're looking for.



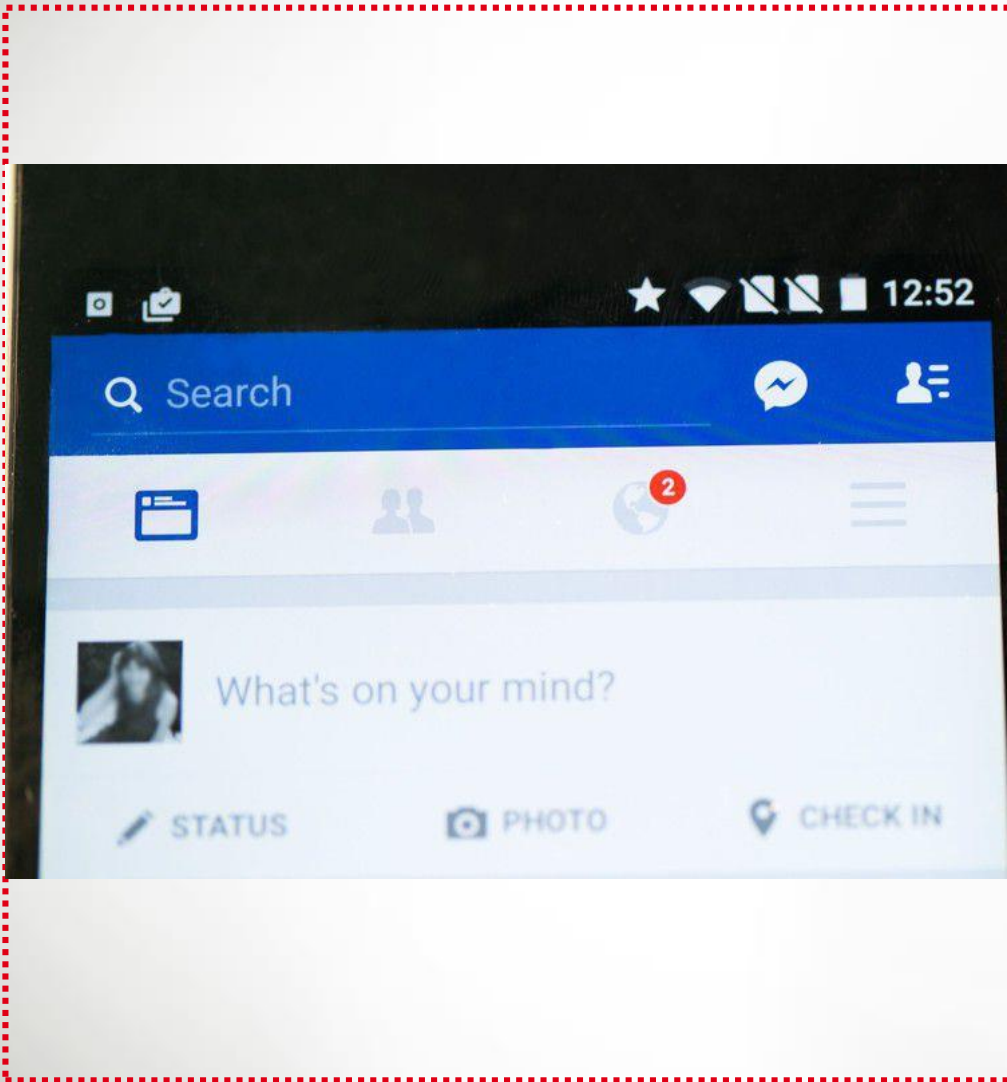
46% of people say they would not purchase from a brand again if they had an **interruptive mobile experience**.

The background of the slide features a black and white photograph of several film strips hanging from a line with clothespins. The film strips are arranged in a way that suggests a timeline or a sequence of events. A red line graphic starts from the top left, goes right, then down, then right again, framing the title area.

PLATFORM

overview

A second timeline?



Facebook's Explore feed is now rolling out after months of testing.

The tab will show posts from Facebook Pages the user does not follow but may fit their interests. These posts can be articles, photos, and videos. Facebook-owned Instagram has a similar feature in its app, which suggests videos the user might like and Instagram Stories

Know more: <http://on.mash.to/2mjYgpX>





DIGITAL 101

Web site traffic
The amount of
visitors and visits
a Web site
receives

Cook Session
A term that
describes when
one or more kids
gang up on
another kid on
social media.

Surround session
Advertising
sequence in which a
visitor receives ads
from one advertiser
throughout an entire
site visit.

**Self-serve
advertising**
Advertising that can
be purchased
without the
assistance of a
sales
representative.

Interstitial
An
advertisement
that loads
between two
content pages.



DIGITAL Worldwide

Eggo - Kellogg's and Netflix



Eggo is the name of the social media campaign and the product the campaign is trying to plug. What's an Eggo, you say? Just to clear things up, an Eggo is basically a frozen waffle from Kellogg's - a product they placed throughout season one of Netflix original show, Stranger Things. To plug the second season of Stranger Things, Netflix and Kellogg's Eggo paired up to open the show with a short clip of the frozen waffles and the social team at Eggo pounced on Twitter to capitalise on the exposure. The Tweet earned more than 9,200 retweets and 20,000 likes as a result of this one savvy social plan - then took to the rest of their social channels to keep the traction rolling. To data, Eggo's Twitter page has 11.2 thousand followers.

Burger King – King will be King



Burger King is becoming famous for throwing its an annual Halloween promo. Last year they turned a store into the ghost of McDonalds. And for 2017 they've created #ScaryClownNight. So On Tuesday, October 31st, from 7PM to close, the first 500 guests that head to select BURGER KING® restaurants in Miami, Boston, LA, Austin and Salt Lake City dressed as a clown get a free WHOPPER®. Pretty cool way to generate a whole bunch of PR. And collect some awesome UGC content at the same time. Well played BK.



TRENDING

videos

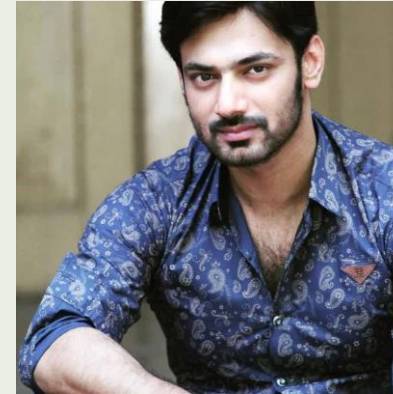
Telenor 4G



Telenor 4G ads on #JoMainChahon has been all over the Youtube pre roll ad. Currently on 3.8m views – portraying the concept a society where every individual is recognized for their individuality and is empowered to bring that inner streak to the forefront

Find out more: <http://bit.ly/2jmC1yz>

Netflix – to make a Pakistani show



NETFLIX

Netflix has grown over people all over the world. You can watch your favourite shows and movies anytime you like and it is not super expensive either, making Netflix and Chill the most used motto these days. Netflix has produced a lot of good shows recently and with the company venturing in Pakistan, we have seen many of our dramas and films making it to the Netflix too. Netflix may produce its first ever Pakistani show and the lead actor will be Zahid Ahmed.

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



BEST OF Pakistan

VEON Officially Launches in Pakistan

VEON today marked its official launch in Pakistan as it partnered with Jazz to offer free of charge usage for 53 million Jazz users.

For those who don't know, VEON can be best described as a platform that will offer a bunch of services, from communication to almost every imaginable thing.

Basic module will offer communication, i.e. chat, calls, and other functions that one may need for basic telephony.

Then there will be additional value additions, such as customers would be allowed to order Careem, Uber or other ride-hailing services from within app, then there could be hotel booking feature, an e-commerce store, peer to peer payments and what not.

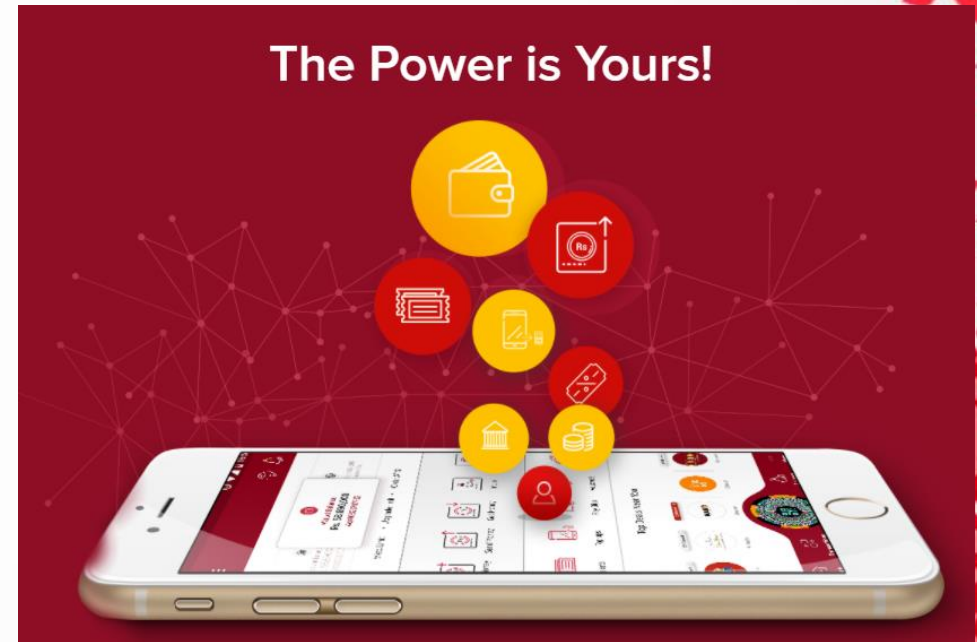


SimSim Celebrates Its Ever Expanding User Base with Rs. 100,000 Prize

SimSim, Pakistan's first free mobile wallet, started the revolution of digitizing money to empower its users. Today, SimSim is close to building a community of 100,000 users and has decided to reward its 100,000th community member with a Rs. 100,000 prize.

SimSim is constantly working towards creating an ecosystem of a cashless community by bringing on board technology enthusiasts who believe in free digital transactions. This will help revolutionize the banking system of Pakistan as there will be a lower dependence upon cash and everyone will be able to make secure payments through their digital wallets; giving every individual the freedom to contribute to the economy.

With only 16% of Pakistanis being connected through an official banking network, SimSim provides its customers with a hassle-free banking system without the paperwork. Having almost 100,000 users on board is a major accomplishment for SimSim, as it marks the acceptance of digital wallets in Pakistan.



[The Yayvo Black Friday Schedule & Offers are Here #AbLootMachegi](#)

[Bank Nizwa Goes Live With IRIS Money to launch Digital Wallets](#)

[Phantom Skinz Protects Your Gadgets and Keeps Them Looking Great](#)

[Careem Lauded for Women Empowerment Efforts](#)

[Local](#)
Newsbytes

#

HASHTAG CLOUD

[#AbLoot
Machegi](#)

[#Shaukat
Khanum
Symposium](#)

[#TerhaHai
ParMeraHai](#)

[#IAKMF17](#)

[#Khushiyon
KayRung](#)

[#Abkhel
6ka](#)

[#Yayvo
BlackFriday
17](#)

[#Karachi
LokMela2
017](#)



We'd love to hear from you

Send us your feedback on this report to

hello@thedigitz.com