

DEC' 2018

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT



UNVEIL THE WORLD OF ART: PAGE 02

DIGITZ WINS **GOLD** AT CAMPAIGN SOUTH ASIA 2018!



campaign
SOUTH ASIA
**AGENCY
OF THE YEAR
2018**

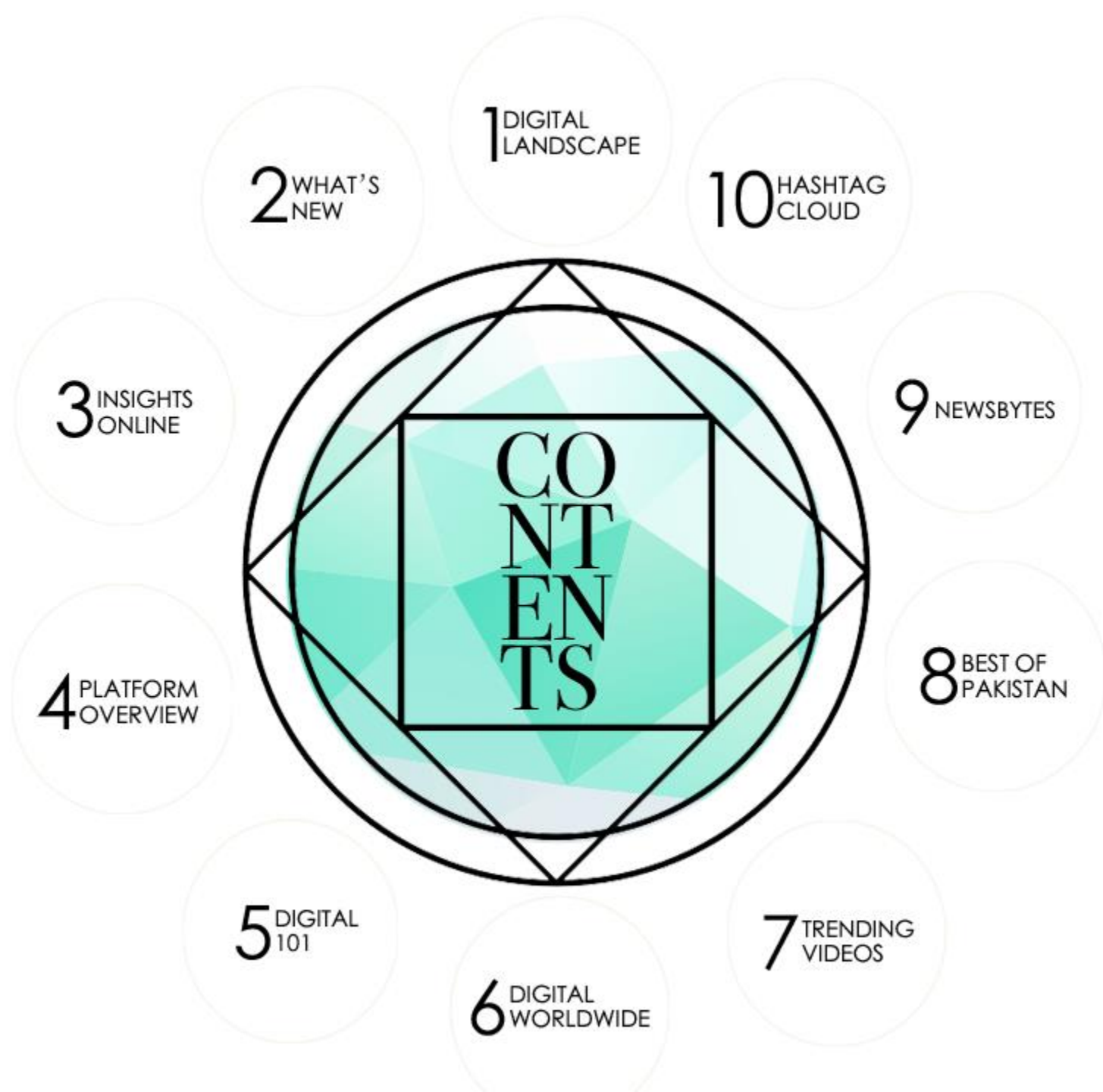
SOUTH ASIA		Judges	Sponsorship	Winners	Gallery	Contact Us
<i>Pakistan Digital Agency of the Year</i>						
Company			Award Type			
Digitz			Gold	🏆		
Ogilvy Pakistan			Silver	🥈		
PHD Pakistan			Bronze	🥉		

Digitz won the **PAKISTAN DIGITAL AGENCY OF THE YEAR** at campaign's AOY awards this year. With just 6 years to its making, Digitz has been able to secure the Bronze in 2015, Silver in 2016 completing the whole set with the gold in 2018!



FEATURED PAINTING: Mian Ijaz ul Hassan

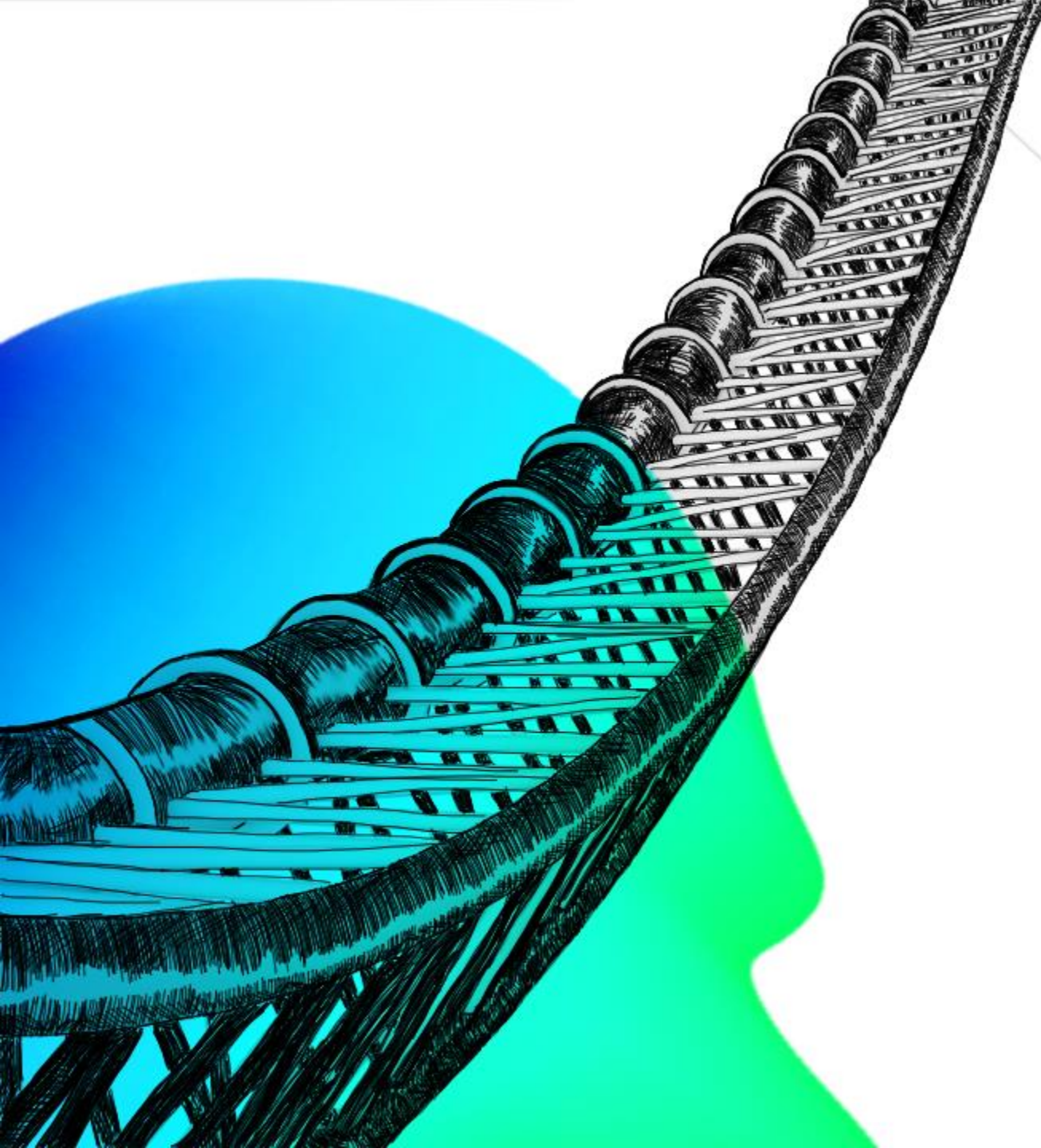
Mian Ijaz ul Hassan is a Pakistani painter, teacher, art critic and writer. His artwork has been exhibited in India, the USA, France, England, Germany, Italy, Brazil, Belgium and Japan. Internationally acclaimed artist working at the height of his powers to give visual embodiment to a lifetime's observations and perceptions about the human condition.



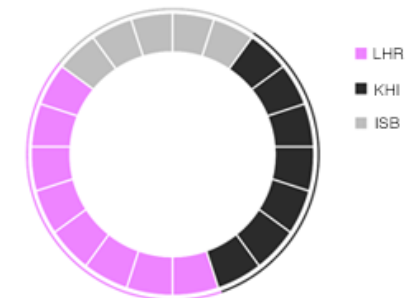
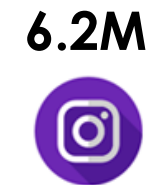
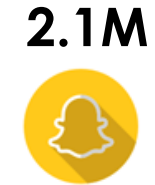
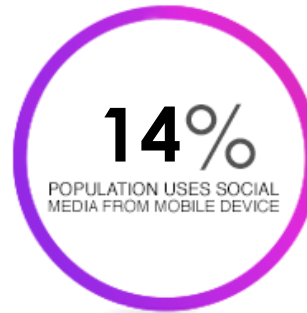
PURPOSE



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 an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.



DIGITAL LANDSCAPE



*Snapchat stats: Approximate number; source unknown



WHAT'S NEW



YouTube Joins the Club, Launches Stories Feature for Creators with 10K Subscribers

In 2015, YouTube launched YouTube Gaming, a stand-alone application and destination for users to watch video-game-related content. Now, the Google-owned video-sharing platform has created a new hub for gamers on the standard YouTube website, which contains some of the features first introduced in the YouTube Gaming experience.

The feature also applies to brands and agencies managing a YouTube channel with sizeable follower numbers.

YouTube creators often double as the platform's more popular influencers, any brand that has a relationship with a creator would benefit from a product promotion within a YouTube Stories video as the content has a longer shelf-life than a regular video

Source: <https://mkInd.com/2P9uehN>



Instagram Introduces Voice Messaging to its DM

Users can hold down the microphone button to record a short voice message that appears in the chat as an audio wave form that recipients can then listen to at their leisure. Voice messages are up to one-minute long, stay permanently listenable rather than disappearing and work in one-on-one and group chats on iOS and Android.

Hands-free Direct messaging could make Instagram a more appealing chat app for drivers, people on the move with their hands full or users in the developing world who want a more intimate connection without having to pay for the data for long audio or video calls

. It also could be a win for users in countries with less popular languages or ones that aren't easily compatible with smartphone keyboards, as they could talk to friends instead of typing.

Source: <https://bit.ly/2G6BZ8D>

The background features a complex geometric pattern of thin, light gray lines forming a series of overlapping triangles that create a sense of depth and movement. On the right side, there is a large, curved shape with a blue-to-purple gradient. A thick, dark rope with a detailed knot is positioned horizontally across the lower half of the image, with its ends extending towards the left and right edges.

INSIGHTS ONLINE

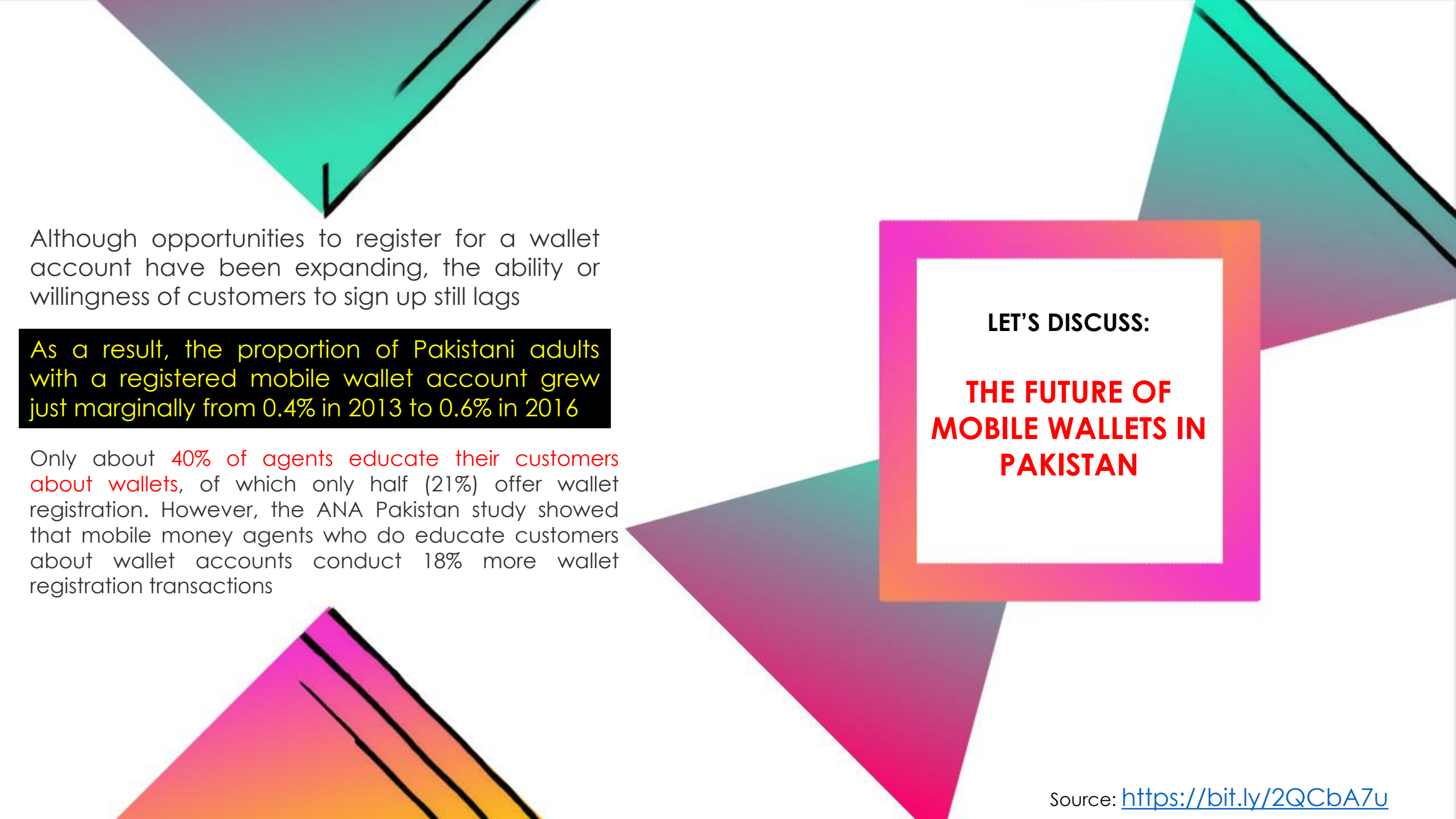
Over the Counter (OTC) transactions in Pakistan account for just over half (52%) of Branchless Banking Transactions by value and less (42%) by volume

However, mobile money account ownership among Pakistanis remains very poor (0.6%), compared to wallet markets in East African countries such as Kenya (67%), Tanzania (53%), and Uganda (38%).

This is in spite of growing number of agents offering wallet registrations (34% in 2017, up from 21% in 2014)

LET'S DISCUSS:

THE FUTURE OF MOBILE WALLET IN PAKISTAN



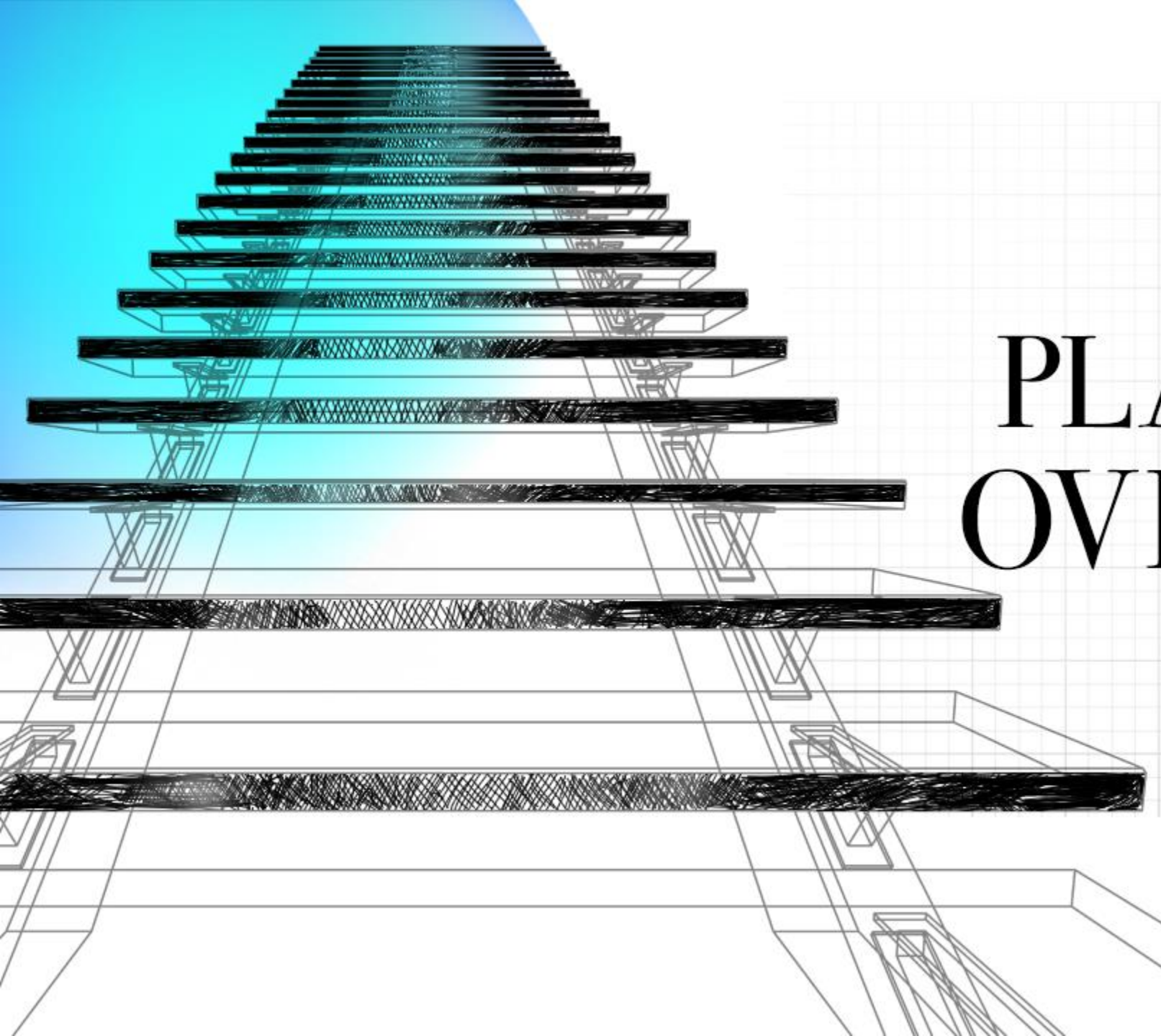
Although opportunities to register for a wallet account have been expanding, the ability or willingness of customers to sign up still lags

As a result, the proportion of Pakistani adults with a registered mobile wallet account grew just marginally from 0.4% in 2013 to 0.6% in 2016

Only about 40% of agents educate their customers about wallets, of which only half (21%) offer wallet registration. However, the ANA Pakistan study showed that mobile money agents who do educate customers about wallet accounts conduct 18% more wallet registration transactions

LET'S DISCUSS:

THE FUTURE OF MOBILE WALLET IN PAKISTAN



PLATFORM OVERVIEW



FACEBOOK REVAMPS ITS LIFE EVENT FEATURE

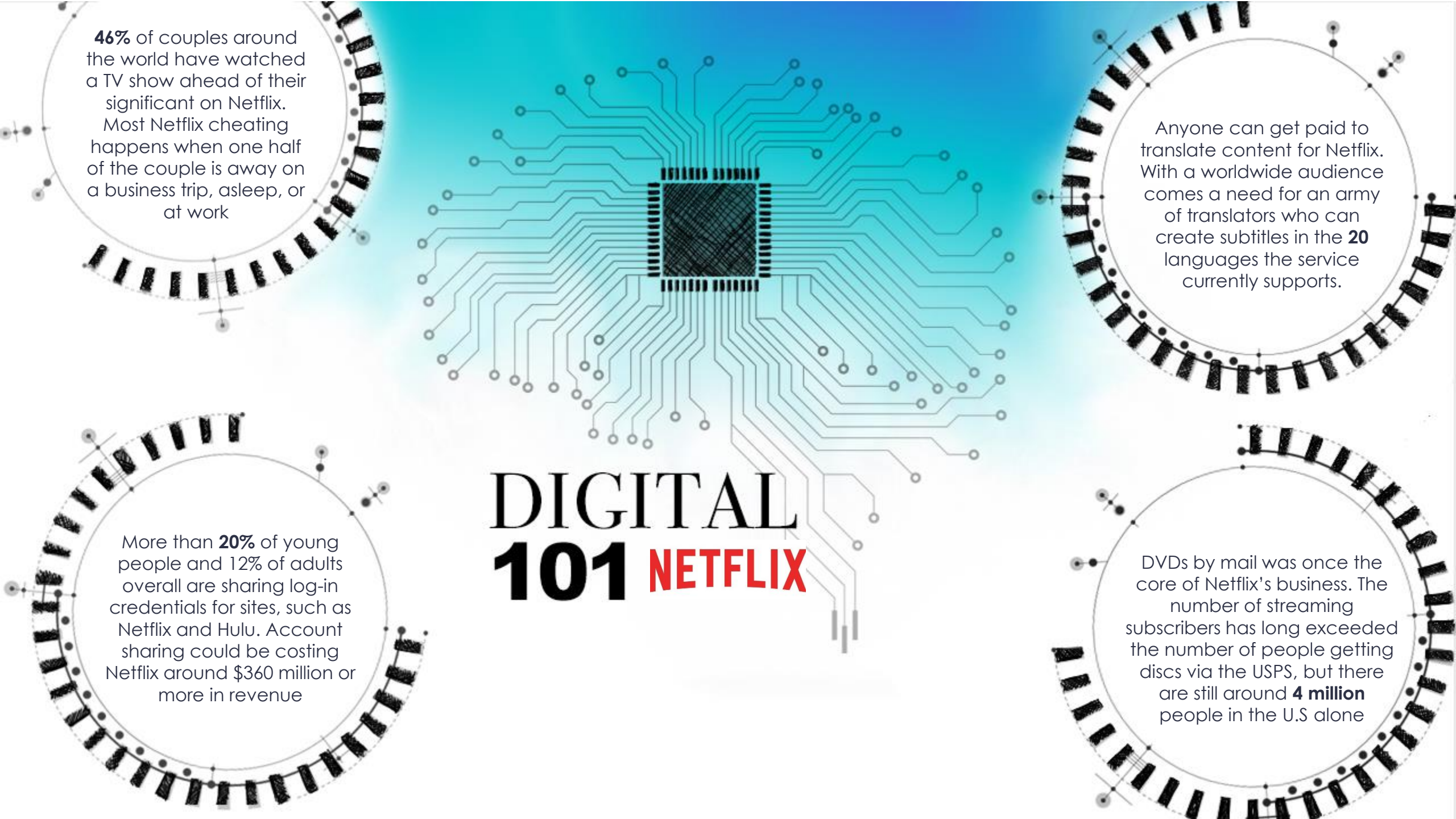
Facebook revealed a thorough revamp of its life events feature, which enables people to easily share important milestones with friends and family.

The redesign will be introduced globally over the coming days on iOS, Android and desktop.

Animated photos and videos can now be added to life events posts, and people can also browse art from Facebook to include in their posts.

Photos from people or pages tagged in life events posts can also be added. Icons can still be used to represent life events.

Source: <https://bit.ly/2Ch1Oz7>

The infographic features a central blue-to-white gradient background with a circuit board motif. A central black square, resembling a microchip, has numerous thin white lines radiating outwards, ending in small circles. Four circular callouts, each with a dashed border and a gear-like outer edge, are positioned around the central motif. Each callout contains text related to Netflix's digital challenges.

46% of couples around the world have watched a TV show ahead of their significant on Netflix. Most Netflix cheating happens when one half of the couple is away on a business trip, asleep, or at work

Anyone can get paid to translate content for Netflix. With a worldwide audience comes a need for an army of translators who can create subtitles in the **20** languages the service currently supports.

More than **20%** of young people and 12% of adults overall are sharing log-in credentials for sites, such as Netflix and Hulu. Account sharing could be costing Netflix around \$360 million or more in revenue

DIGITAL **101** NETFLIX

DVDs by mail was once the core of Netflix's business. The number of streaming subscribers has long exceeded the number of people getting discs via the USPS, but there are still around **4 million** people in the U.S alone



APPLE'S DIGITAL SPOT – SHARE YOUR GIFTS



Lovingly, meticulously crafted through a combination of detailed miniatures and digital animation, Apple's "Share Your Gifts" is the tech brand's most ambitious holiday ad to date

The nearly 3-minute spot has the atmosphere of a fairy tale but is firmly rooted in modern culture, showing a young creative soul named Sofia who spends her free time at her MacBook, working away at...something.

"“Share Your Gifts” is about the fact that sharing your creations, while sometimes terrifying, is vital.

YOUTUBE REWIND 2018



YouTube dropped its annual review, featuring a slew of 2018's popular creators, including Lilly Singh, Trevor Noah, John Oliver, Adam Rippon, and Trixie Mattel.

While makers have always taken the spotlight in YouTube's film, this time, the platform turned to them to help create it too. It opens with Will Smith, uncontested winner of Drake's "In My Feelings" dance challenge, answering the question of how he would control "Rewind."

He calls out tech reviewer Brownlee and this year's gaming megahit "Fortnite," launching a flurry of other suggestions from other YouTubers riding (and then leaping from) a flying YouTube bus.

The image features two detailed black and white line drawings of bald eagles in flight. One eagle is positioned in the upper right, flying towards the left. The other is in the lower left, flying towards the right. They are set against a background that includes a large, bright green circle on the left side and a light gray grid pattern that covers the right side and extends under the circle. The text "TRENDING VIDEOS" is centered in the middle of the image, overlapping the green circle and the grid.

TRENDING VIDEOS

SOOPER HAI PAKISTAN KA JUNOON



As part of its focus on building a strong association with patriotism, Sooper got Junoon reunited. Leading up to the concert, Sooper released a rendition of Junoon's famous "Jaza Junoon". The ad has a patriotic crowd singing the song with a number of people playing different instruments.

Sooper is so invested in this project that it has created a microsite through which tickets to the concert and merchandise may be bought

Video Link: <https://bit.ly/2EhHEX5>

DEW GAMERS ARENA – FINAL SHOWDOWN



Mountain Dew has expanded its association with the sports platform by going beyond extreme sports and into the world of esports. The video it released for the final of the competition has been trending online, especially amongst the Pakistani gaming community. Just on YouTube the final showdown video has amassed 450,000+ views within three days

Video Link: <https://bit.ly/2RWSaHk>



BEST OF PAKISTAN



COCA COLA – COKE FEST 2018-19



Coke fest got bigger by celebrating the love for Food and Music with 7 events in 5 cities. The series kicked off from Lahore in November on the 16th, 17th and 18th followed by events in Faisalabad in December and then Karachi.

Check out videos from the event:

<https://bit.ly/2Brez8D>

RED BULL – MUSIC SOUNDCLASH 2018



Dubbed as the battle of “Pop V Rock”, music industry giants Strings and Ali Azmat brought the house down with their popular tunes on Sunday, 9th December as Karachi’s Gymkhana opened its door to over 3500 people and hosted one of the most vibrant, loud and exhilarating nights of the year

Event Details:

<https://win.gs/2Erwq2r>

Digitz Pvt Ltd wins Gold in the Pakistan Digital Agency of the year category of Campaign South Asia Agency of the Year 2018 awards

<https://bit.ly/2EyPJHM>

Pakistan Telecommunication Company Limited (PTCL) has won the award for 'Best Asian Operator' at the Telecom Review Excellence Awards 2018

<https://bit.ly/2BmEhLg>

In a move which is likely the result of recent Customs Duty imposed by the government, online shopping sites in Pakistan have removed Apple iPhones and Google Pixels from their catalog.

<https://bit.ly/2Qx5Mwd>

LOCAL
NEWSbytes

As Pakistan climbs out of the war against terrorism, it is well on its way to development, both economic and digital, according to a recent article that appeared on the World Economic Forum (WEF)

<https://bit.ly/2rH0lvI>

Microsoft launch AppFactory to empower Pakistani graduates with in-demand digital skills

<https://bit.ly/2zHXcjI>



[#DewGamersArena](#)

[#Cokefest](#)

[#Dettolwarriors](#)

[#YeQudratiDoodhNahi](#)

HASHTAG
CLOUD

[#PoweredByJazz](#)

[#StrongIsBeautiful](#)

[#DigitalHealthSummit](#)

[#SooperJunoon](#)



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