

NOV' 2018

# DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT



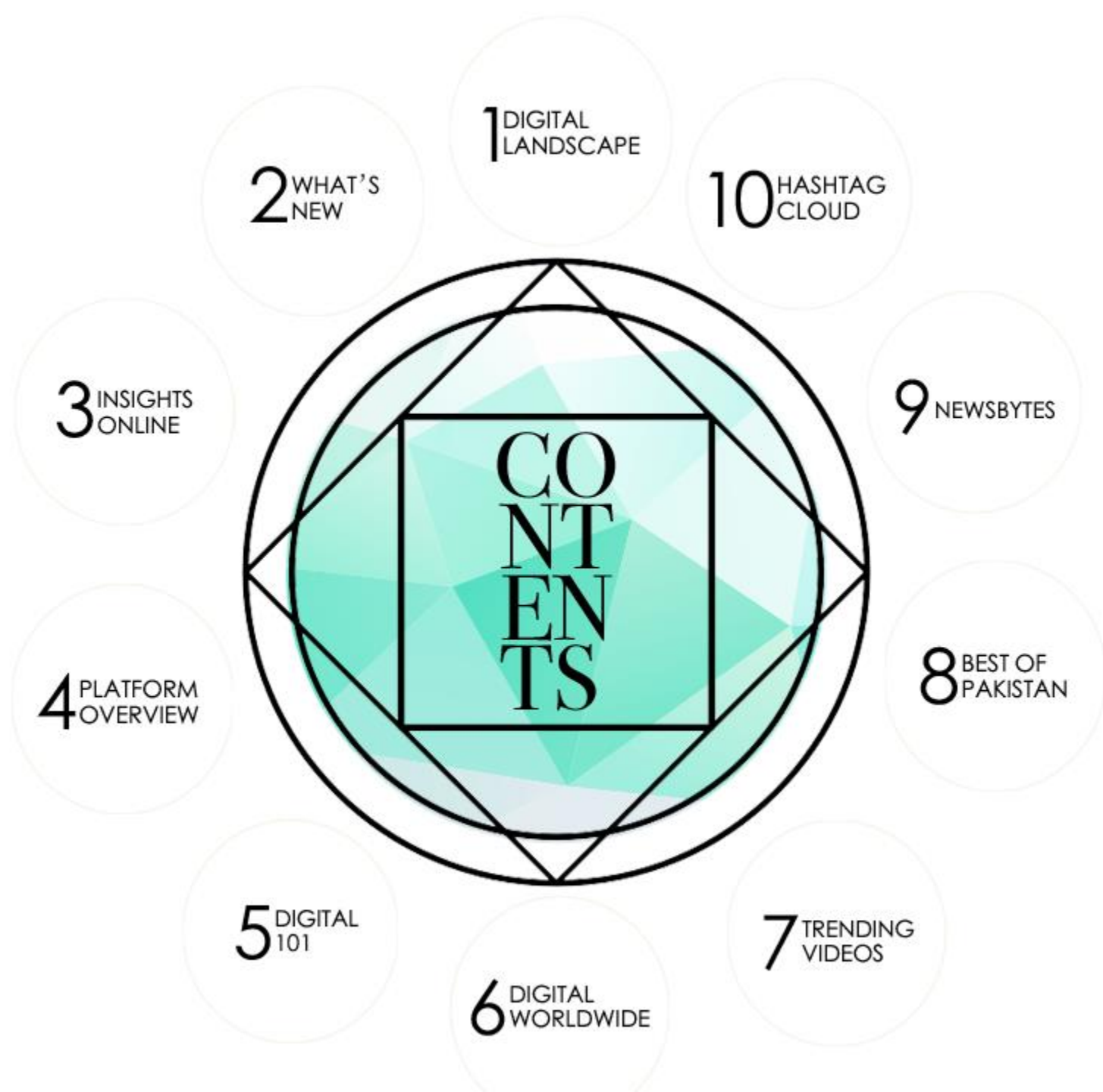
UNVEIL THE WORLD OF ART: PAGE 02



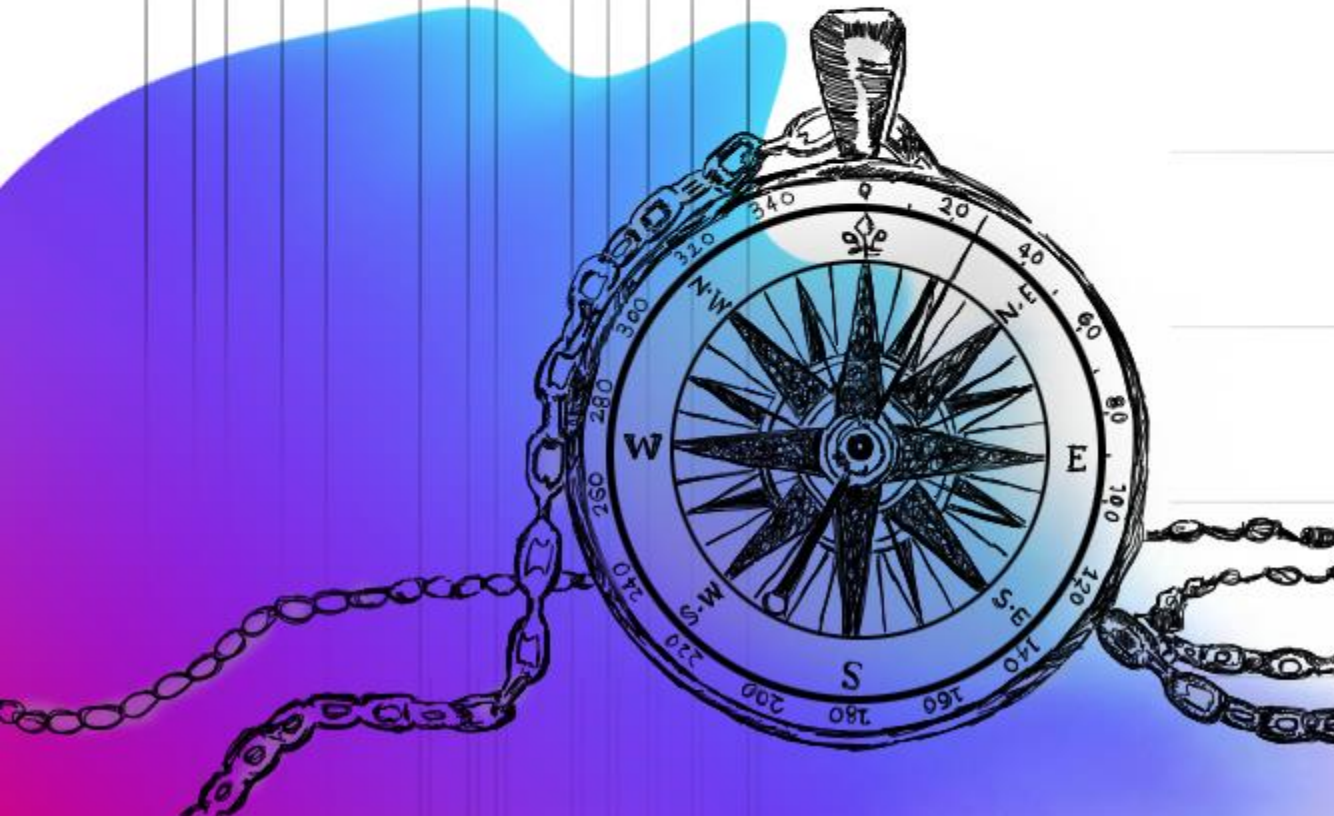
#### FEATURED PAINTING: Sadequain

Sadequain traveled all over the world long before it became fashionable and accessible to his generation. His paintings were widely displayed on all continents and received praise from public and connoisseurs alike and commanded generous press coverage



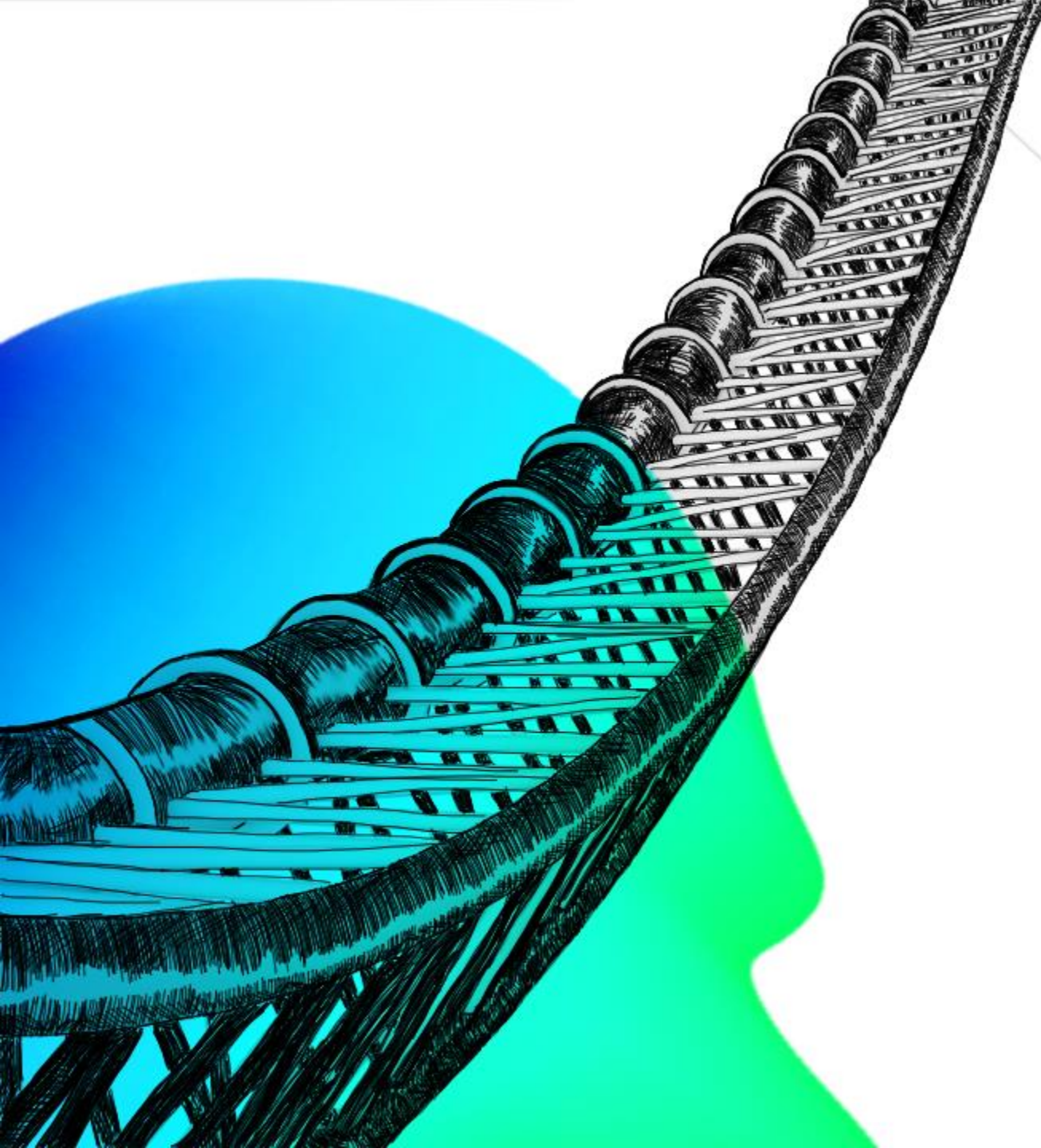


# PURPOSE

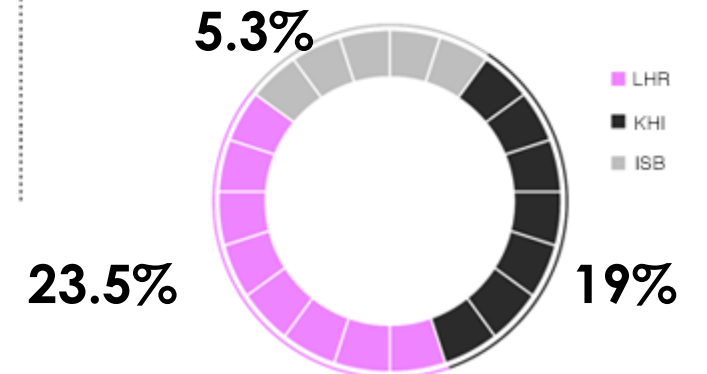
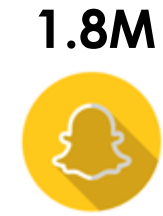
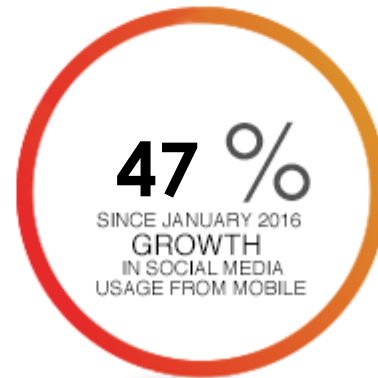
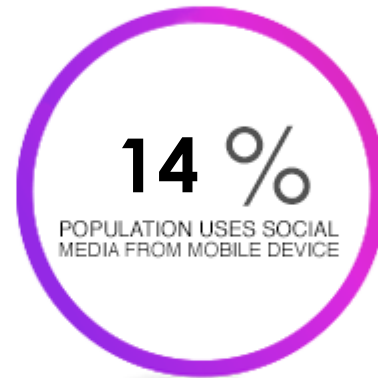


This report is designed to give the readers an overview of the digital industry around the globe. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.





# DIGITAL LANDSCAPE



\*Snapchat stats: Approximate number; source unknown



WHAT'S NEW





## YouTube Just Launched a New Destination for Gamers and Is Shuttering the YouTube Gaming App

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.

**This hub will replace the YouTube Gaming app entirely, as the app will be closed in March 2019**

It will allow users to view personalized game-related content, as well as discover new content. Users can watch livestreams of the “top” live games of the moment, view gaming videos posted by channels they’re subscribed to and browse additional content on game-specific pages.

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





## Google Just Shut Down Google+ For Good

Google is known for its collection of wildly popular products, from Search to Maps to Android. But not everything the company touches turns to gold.

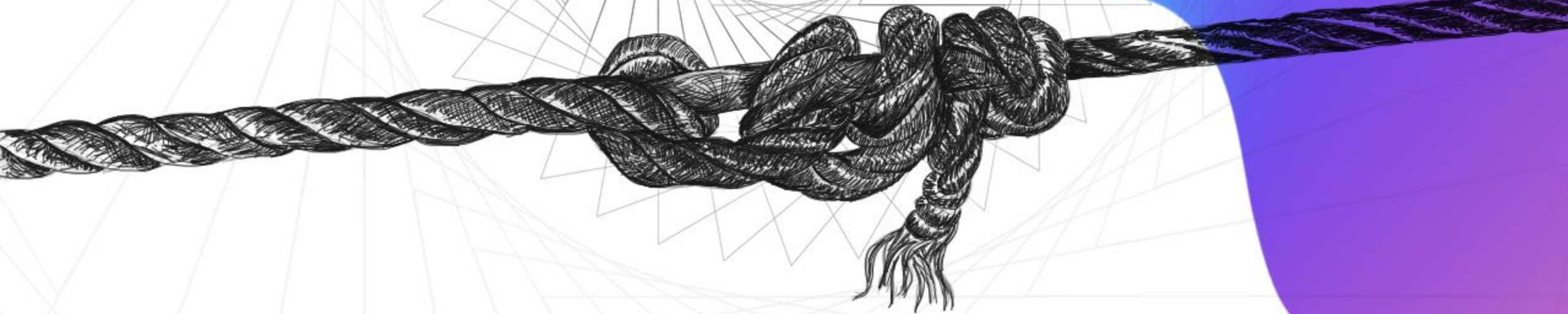
Google Glass was supposed to change the world, but it quickly became a punch line. And remember Google Buzz?

Now, Google is killing off one more product: Google+, the social network that was supposed to take on Facebook and LinkedIn

Google decided to shutter the service after a software glitch caused Google to expose the personal profile data of hundreds of thousands of Google+ users (though the company says nothing bad happened).

Source: <https://read.bi/2OI2gJy>

# INSIGHTS ONLINE





A platform single-handedly changing the content consumption habits of ALL Pakistanis!

**YOUTUBE WATCH TIME AND VIEWS GREW BY 100% IN 2017 IN PAKISTAN**

Long-form has never been so thoroughly enjoyed in the country where the daily views grew to 70% more in the year amounting up to **280 million + video views** garnered daily!

LET'S DISCUSS:  
**THE YOUTUBE  
REVOLUTION!**





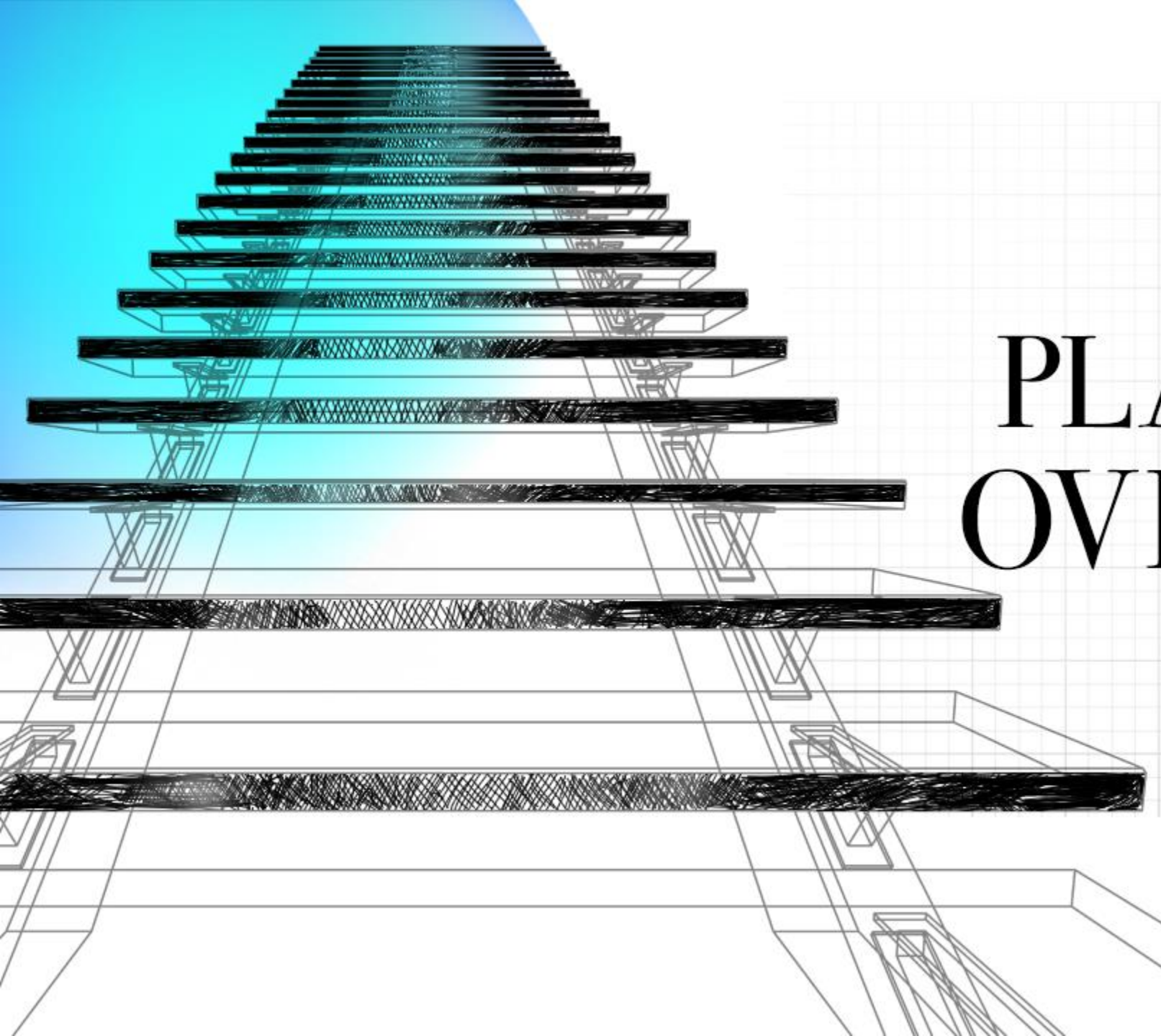
**ENTERTAINMENT** & **MUSIC** are the top most watched content genre on the platform

**KLI contribute to approximately 70% of the total watch time within the region**

YouTube has audience of **32 million + active users** with 80% of the viewers are Urban dwellers

The video-sharing site has evolved into a medium that is challenging TV in a country where it still has the biggest reach!

LET'S DISCUSS:  
**THE YOUTUBE  
REVOLUTION!**



# PLATFORM OVERVIEW



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## FACEBOOK OPENS ITS FIRST SMALL BIZ POP-UP STORES INSIDE MACY'S

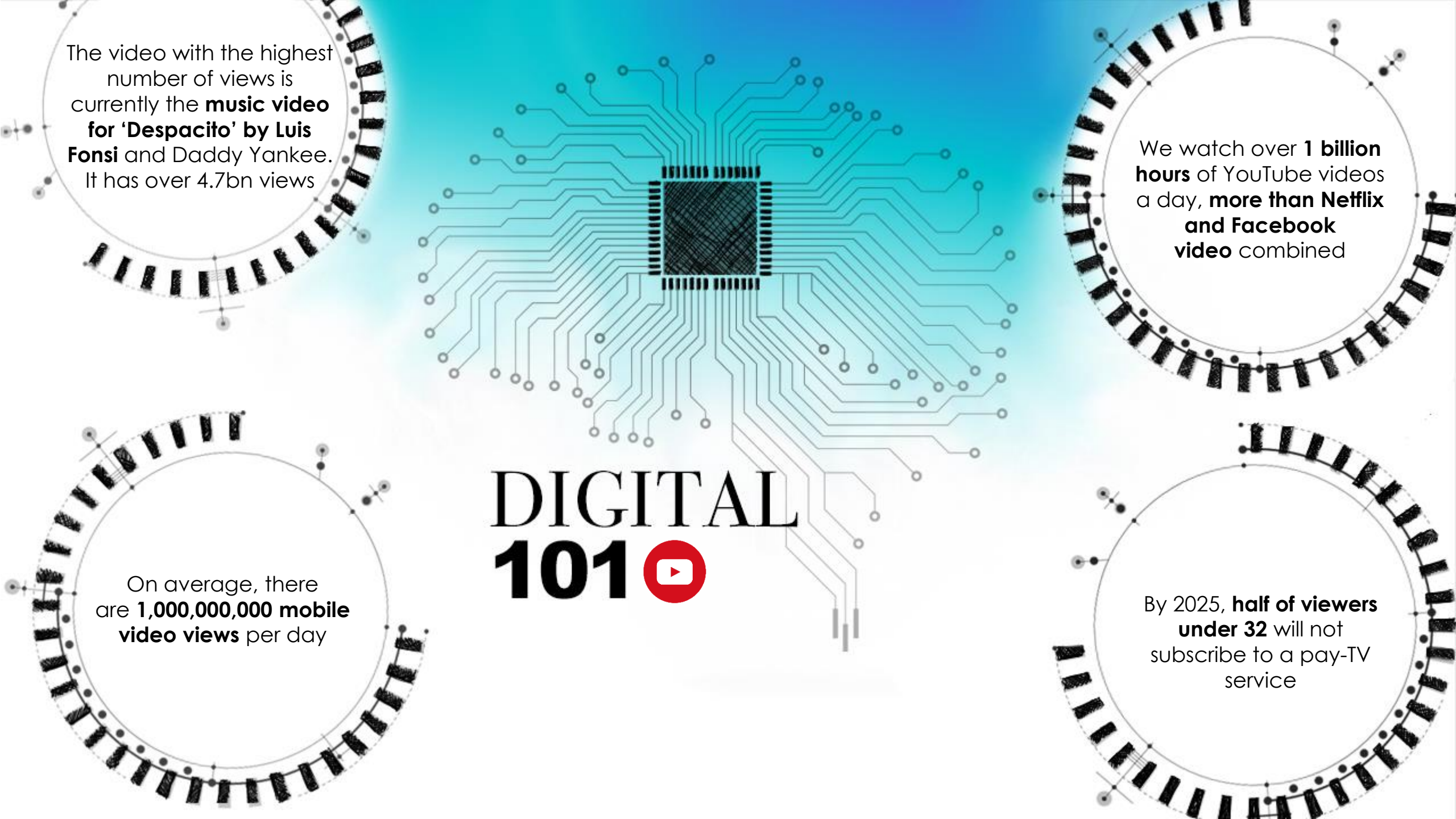
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Facebook is bursting out of the ones and zeros into the physical realm with nine brick-and-mortar pop-up stores that will show off goods from 100 small business and online brands. Facebook organized the merchants to be part of The Market @ Macy's, which first launched earlier this year to create temporary spaces for businesses.

The merchants keep all their sales revenue, with Facebook and Macy's taking no revenue share, and Facebook paid for each merchant's one-time fee that Macy's charges for the space. The stores feature News Feed post-themed displays complete with like button imagery so it feels like you're shopping Facebook in real life.

Source: <https://tcrn.ch/2JGJXni>



The infographic features a central blue-to-white gradient background with a circuit board motif. A central black square represents a microchip, with numerous thin grey lines radiating outwards to form a larger, irregular circuit shape. Four circular callouts, each with a dashed outer ring and a solid inner ring, are positioned around the center. Each callout contains text about digital video trends. The central text 'DIGITAL 101' is prominently displayed below the circuit motif, with a red YouTube play button icon replacing the '1'.

The video with the highest number of views is currently the **music video for 'Despacito' by Luis Fonsi and Daddy Yankee**. It has over 4.7bn views

We watch over **1 billion hours** of YouTube videos a day, **more than Netflix and Facebook video** combined

On average, there are **1,000,000,000 mobile video views** per day

# DIGITAL 101

By 2025, **half of viewers under 32** will not subscribe to a pay-TV service





## DEBENHAMS' CHRISTMAS SPOT – THOUGHTFUL GIVERS



A series of ads created to highlight the moment when the giver realizes they have found the perfect present, and a soundtrack of Kiki Dee's Star begins to soar. Debenhams will also have Christmas markets and food and drink pop-ups in stores across the country. It is part of the retailer's push to "reclaim the joy of shopping" and make shops a social destination.

## AMAZON'S HOLIDAY SPOT – CAN YOU FEEL IT?



Last year, Amazon moved away from political and social commentary and infused some good-natured fun in its holiday ad, personified by boxes singing along to a rendition of the song "Give a Little Bit," popularized by Supertramp in the late 70s.

This time around, the singing boxes are back and jamming along to a remake of The Jacksons' 1981 song "Can You Feel It?"



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, while the other is in the lower left, flying towards the right. They are set against a background that is split: the left side has a large, vibrant green circle, and the right side has a light gray background with a fine, repeating diamond-shaped grid pattern. The text 'TRENDING VIDEOS' is centered in the middle of the image, overlapping both the green circle and the grid background.

# TRENDING VIDEOS

## REDBULL MUSIC SOUNDCLASH - PROMO



Red Bull Soundclash is a live musical concert that happens each year that brings two bands with different sounds, styles and influences together under one roof to compete for a room full of fans. This year the brand is bringing together the legendary STRINGS alongside the dynamic ALI AZMAT to demonstrate what they do best!

Check it out: <https://bit.ly/2OGomCE>

## NDURE- TRY KARO KUCH DIFFERENT TVC



With the brand's new spot, their narrative touches a rather powerful turf, challenging the audience to possess diverse roles in a society that requires one to be rigid. With the hashtag #TryKaroKuchDifferent the brand challenges the status quo by showcasing people from different walks of life deviating from their pre-set roles to show inclusivity and agility!

Check it out: <https://bit.ly/2QBdMrY>





# BEST OF PAKISTAN



# TOYOTA PAKISTAN – STEERING WITH THE STARS



Toyota Pakistan started a mini web series starring popular celebrities to promote the new Fortuner Sigma 4. With complete digital coverage through stories and bloggers, the brand went an extra mile to create an exclusive track for the drivers to experience its endurance and worth!

Check out the webseries:  
<https://bit.ly/2zMZQnq>



# PANADOL PAKISTAN – TOUGH AND GENTLE TALKS



There's no rule-book for parenting. Every day is a learning experience. Sometimes you have to be tough, sometimes gentle. But when it comes to fever, Panadol for Children is tough on fever and gentle on the tummy. The idea behind the 'Tough & Gentle Talks' event was to get moms together to talk about their parenting experience and their tough & gentle moments.



# HOBNONB – BREAD BASKET PR CAMPAIGN



#LoveAtFirstSlice was a sweet gesture by the brand to promote its wholesome bread line, over a 100 beautifully bread baskets with different cheeses and butter were sent to influencers to make their Sundays worthwhile!

A surprising amount of people in Pakistan don't know what Internet is: report

<https://bit.ly/2PTQKQ4>

Over 30 institutional investors, 280 startups, and over 50 speakers participated in the 021Disrupt conference

<https://bit.ly/2OCZEN6>

You will now be given 10 minutes to delete your sent message on FB messenger

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

LOCAL  
NEWSbytes

How to protect your bank account in wake of recent Data breaches

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

OLX Unveils A Futuristic Brand identity along with a ground-breaking tech & product launch

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









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