

APRIL 2019

# DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT



UNVEIL THE WORLD OF ART: PAGE 02

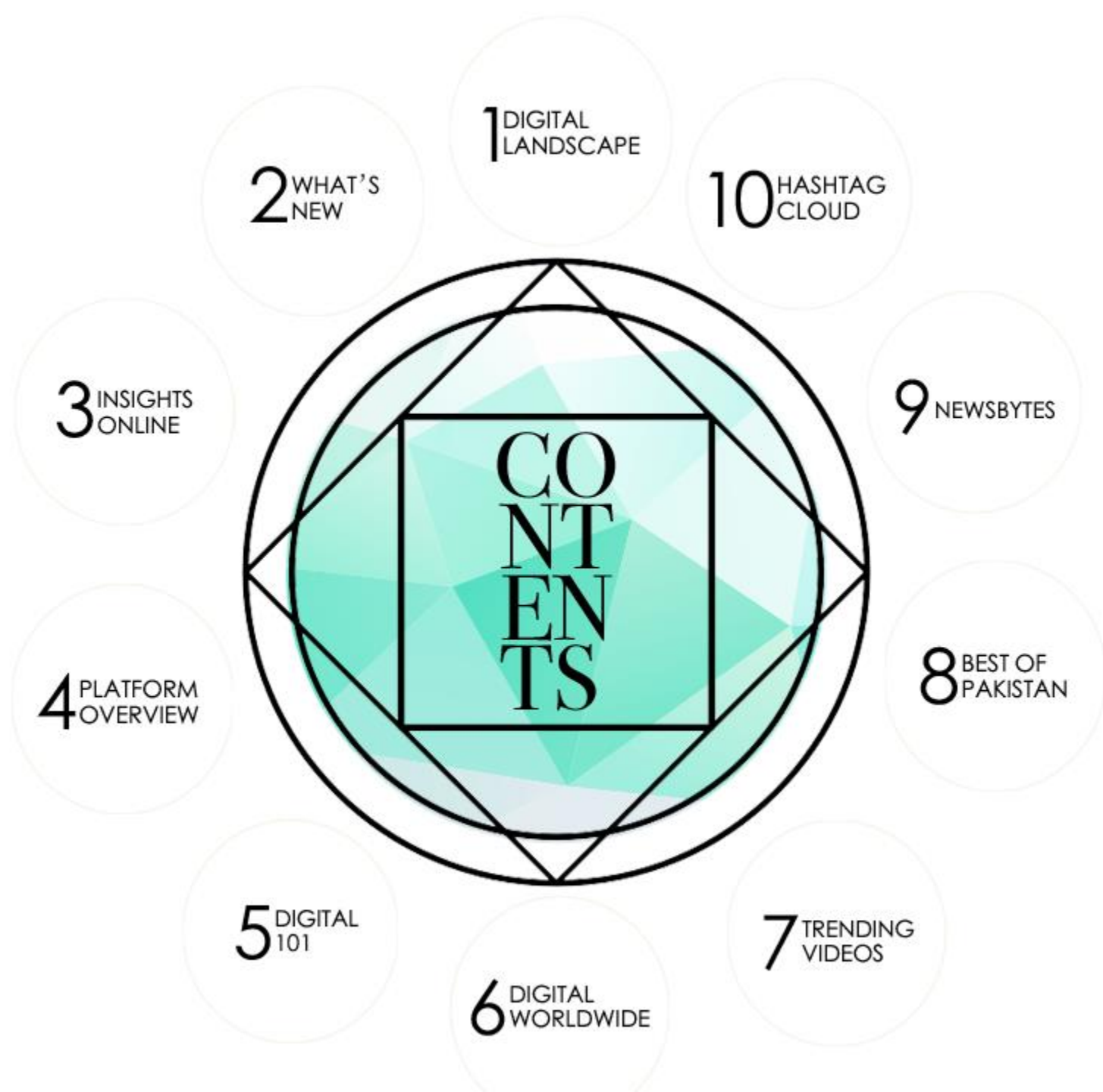




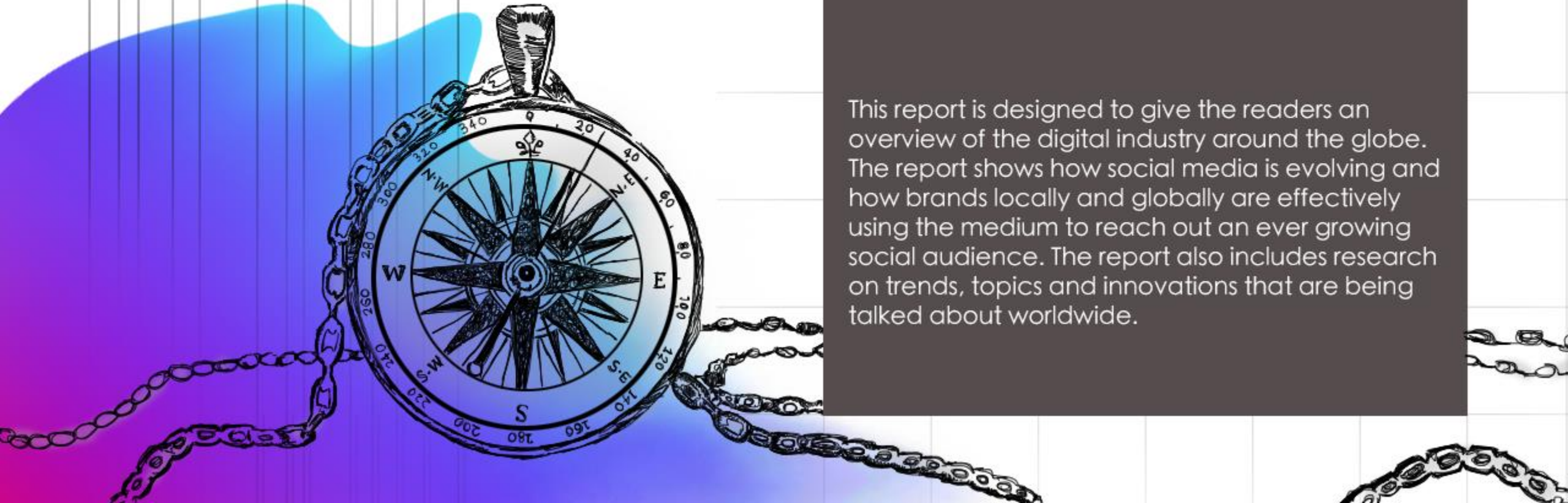
#### FEATURED PAINTING: Mian Ijaz ul Hassan

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.



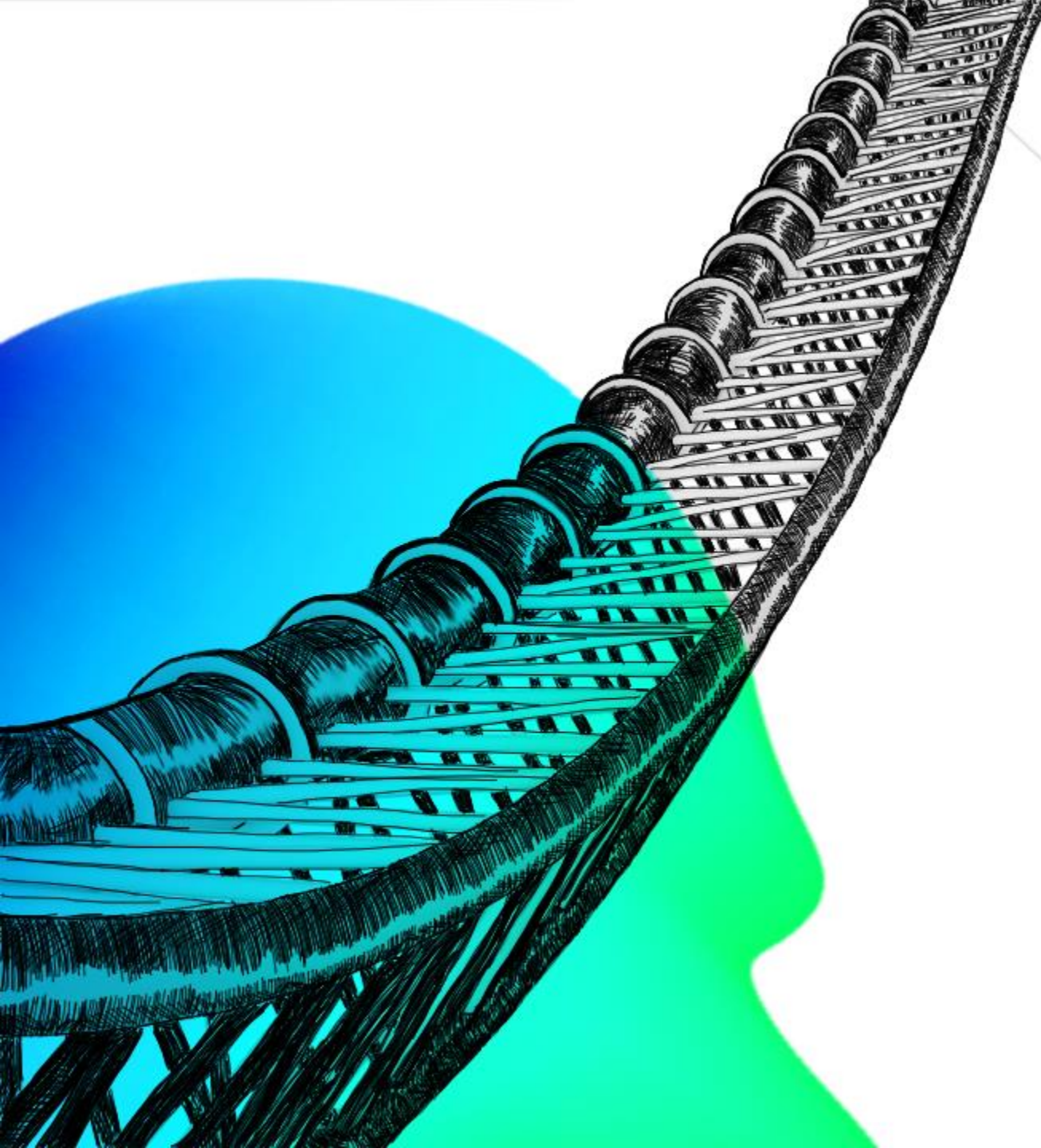


# PURPOSE

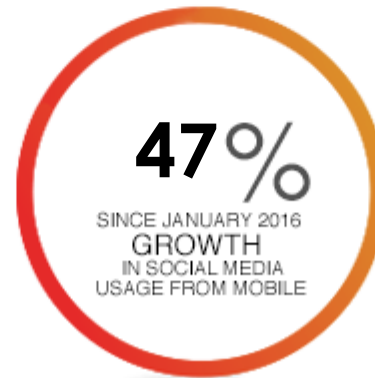
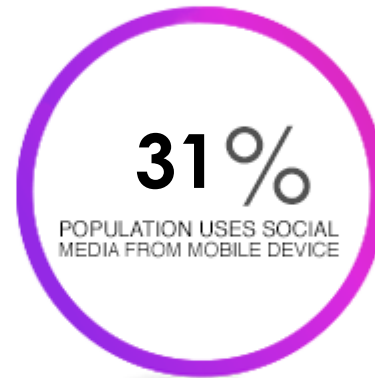


This report is designed to give the readers an overview of the digital industry around the globe. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out an ever growing social audience. The report also includes research on trends,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





# DIGITAL LANDSCAPE



2.1M



400k



5.4M



6 M



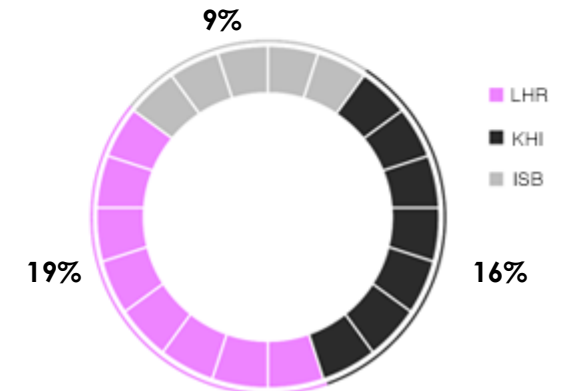
3.5M



49M



32M



\* Reduction in Facebook and Instagram users due clampdown on fake accounts



WHAT'S NEW





## FACEBOOK USING ARTIFICIAL INTELLIGENCE TO BLOCK ONE MILLION ACCOUNTS EVERYDAY

Artificial intelligence has helped Facebook to quickly identify and locate abusive or violating content across the platform, and remove it in bulk.

This helps to quickly stop the offensive content from going viral. Facebook recently banned 2 million accounts from its messaging service — WhatsApp to curb fake news by using machine learning algorithms

Facebook has also started preparing for elections in India almost a year ago, to curb the spread of false news through its platform in light of the criticism it faced during the 2016 US presidential elections regarding fake news

The platform now asks advertisers who run political ads in India to verify their identity and location. The users now can access the information about who paid for a certain ad and its targeted audience through Facebook's Ad library.

Read more: <https://bit.ly/2DfZacT>





## UBER BUYS RIVAL CAREEM FOR \$3.1 BILLION

Uber spent \$3.1 billion to dominate competition in the Middle East

The deal was for \$1.4 billion in cash, \$1.7 billion in loans — and marks the biggest tech industry deal in the region outside of Israel, according to the Associated Press.

The company will operate with its two co-founders under Uber as its own brand — for now. On Careem's website, the company wrote, "We are still Careem."

Uber is expected to go public soon with a potentially record valuation of \$120 billion.

Read more: <https://bit.ly/2PaZXAs>



## SIZMEK FILES FOR BANKRUPTCY AND FACES AN UNCERTAIN FATE

Ad server adtech player, Sizmek, has filed for Chapter 11 bankruptcy as it continues to try and overcome its financial woes in the midst of adtech consolidation.

Sizmek has been a high-profile player in the rapid rise and proliferation of adtech solutions, securing millions in investment and making a number of significant acquisitions to bolster its position in what's been a highly tumultuous space. The most notable of such acquisitions was the US\$145 million purchase of Rocket Fuel, rounding out its programmatic advertising suite capabilities.

"In the months preceding the filing, Sizmek has been in extended discussions with its stakeholders regarding their continued support of the company as it pursued various strategic alternatives to address its over-leveraged balance sheet," the company stated

Read more: <https://bit.ly/2I3FUT2>



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



Today, content can be seen anywhere, at any time, on any device, nearly worldwide. Platforms like Amazon Prime Video and Netflix have exceeded **100 million** users in the U.S. alone. Then there's YouTube, Instagram, and platforms like Twitch, where millions of hours of content are uploaded daily on a global scale.

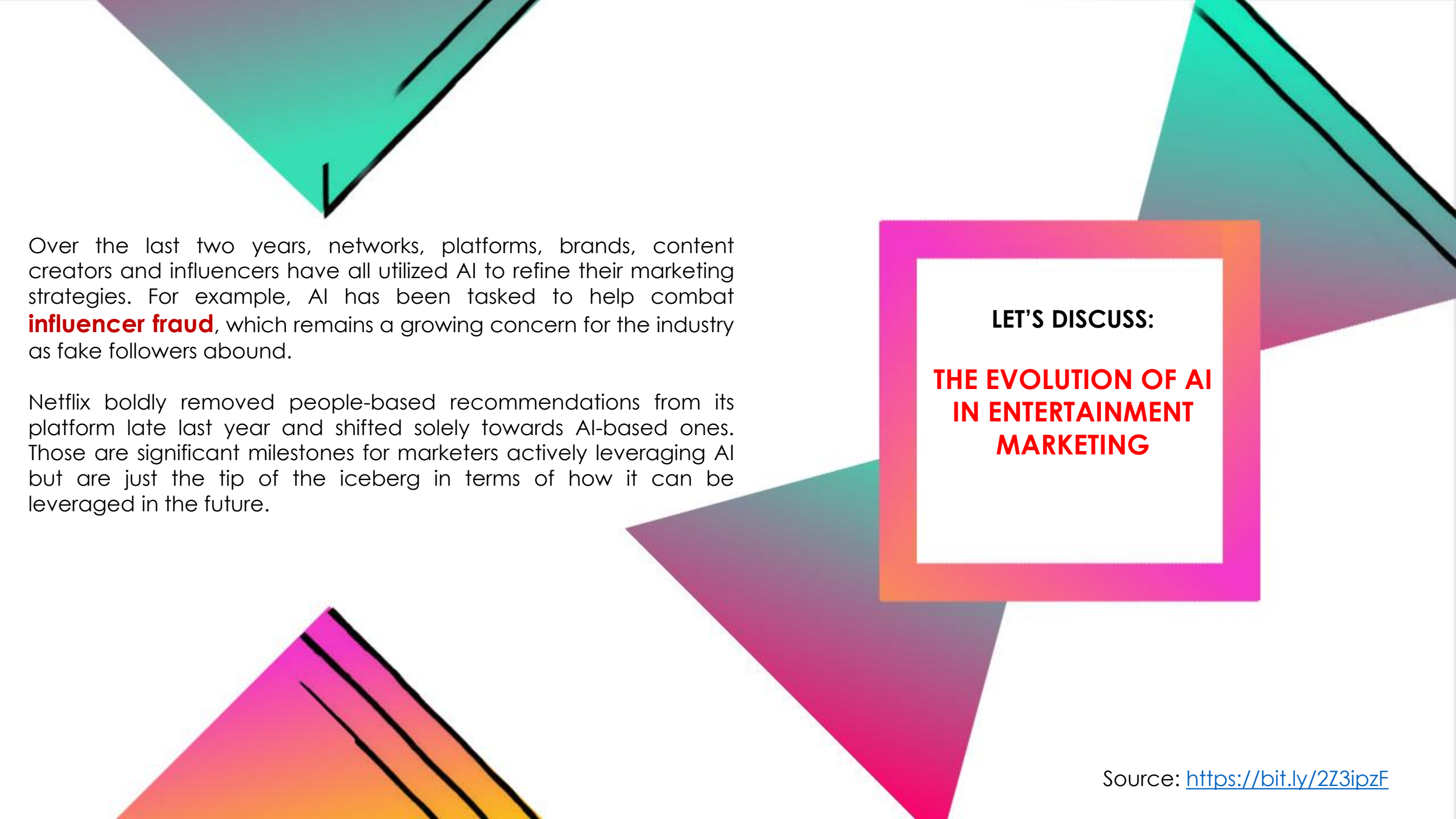
With all of this content comes a massive amount of data which is transforming entertainment marketing today, allowing marketers to predict the outcomes of brand integration campaigns before they even begin.

**LET'S DISCUSS:**

**THE EVOLUTION OF AI  
IN ENTERTAINMENT  
MARKETING**

Source: <https://bit.ly/2Z3ipzF>





Over the last two years, networks, platforms, brands, content creators and influencers have all utilized AI to refine their marketing strategies. For example, AI has been tasked to help combat **influencer fraud**, which remains a growing concern for the industry as fake followers abound.

Netflix boldly removed people-based recommendations from its platform late last year and shifted solely towards AI-based ones. Those are significant milestones for marketers actively leveraging AI but are just the tip of the iceberg in terms of how it can be leveraged in the future.

**LET'S DISCUSS:**

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MARKETING**

### **The promise of deep learning**

The real promise of AI lies within deep learning algorithms that have the ability to think like a human but scale like a machine

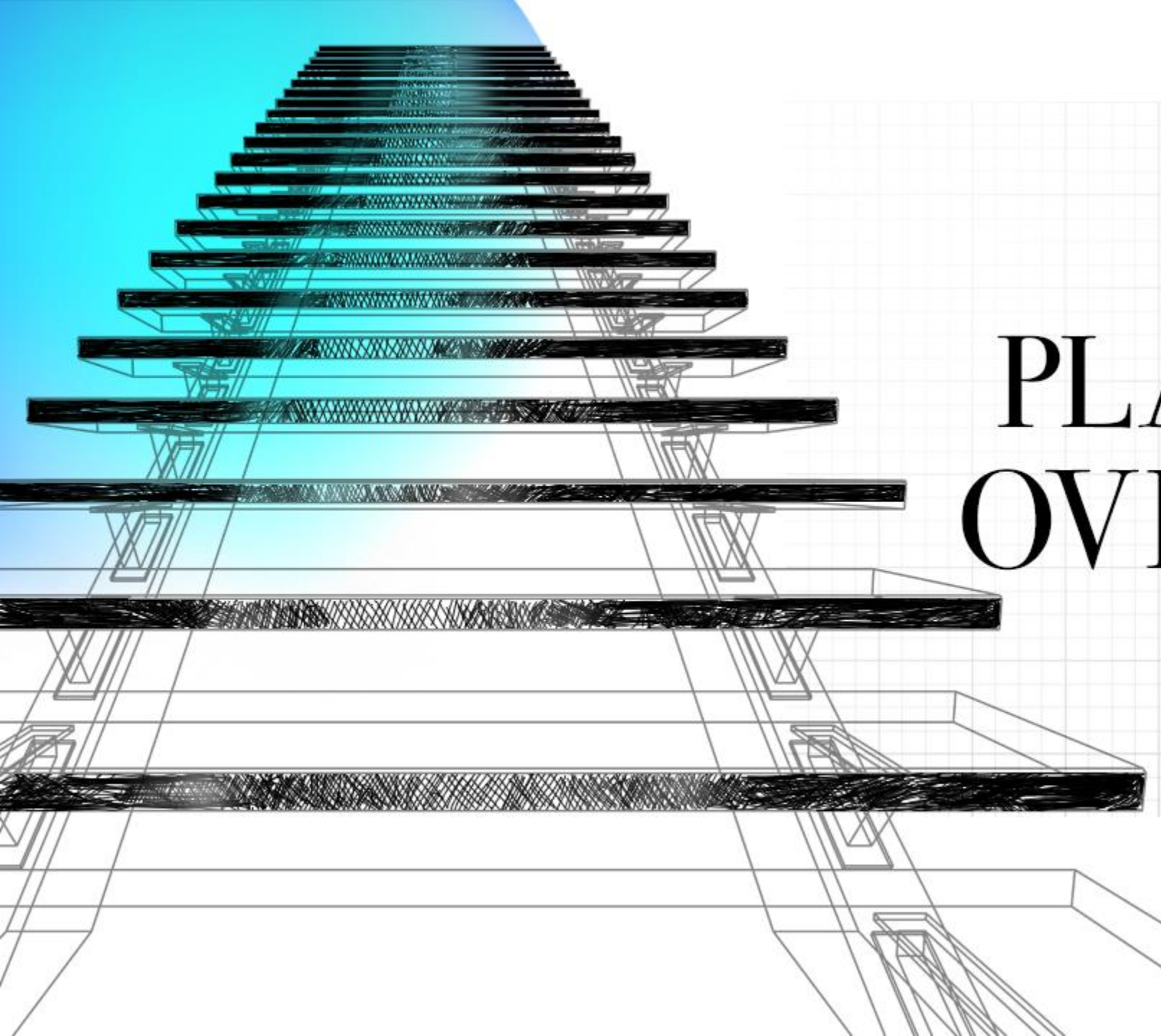
Through deep learning, AI can analyze millions of pieces of content in the time it would take humans to analyze a dozen and uncover insights that bring benefits to both content creators and marketer

Brands are already realizing tangible benefits from deep learning such as increases in click-through-rates of over **170%**, higher engagement rates within their campaigns, or even **10x** increases in subscription conversion efficiency.

**LET'S DISCUSS:**

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# PLATFORM OVERVIEW



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## OPERA LAUNCHES NEW BROWSER WITH BUILT-IN CRYPTOCURRENCY WALLET

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Opera has launched its new web browser “Reborn 3” with built-in cryptocurrency wallet integrated inside.

The cryptocurrency wallet in the Opera’s desktop browser has the ability to sync with the crypto wallet in the browser’s Android app, which means that crypto wallet keys will remain in the user’s smartphone.

The crypto wallet on the Android app follows a two-factor authentication process, which means that while signing a transaction on the blockchain, they will get a notification on their phone which they have to confirm to allow the process to move forward.

By unlocking the smartphone with a fingerprint lock or password, will then confirm the said transaction.

Read more: <https://bit.ly/2GoSV8O>





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## FACEBOOK IS CHANGING NEWS FEED (AGAIN) TO STOP FAKE NEWS

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The biggest change to come from this latest development from Facebook is the introduction of a new metric called Click-Gap, which Facebook's News Feed algorithms will use to determine where to rank a given post.

Click-Gap, which Facebook has launched globally, is the company's attempt to limit the spread of websites that are disproportionately popular on Facebook compared with the rest of the web. If Facebook finds that a ton of links to a certain website are appearing on Facebook, but few websites on the broader web are linking to that site, Facebook will use that signal, among others, to limit the website's reach

Read more: <https://bit.ly/2VAkqkT>



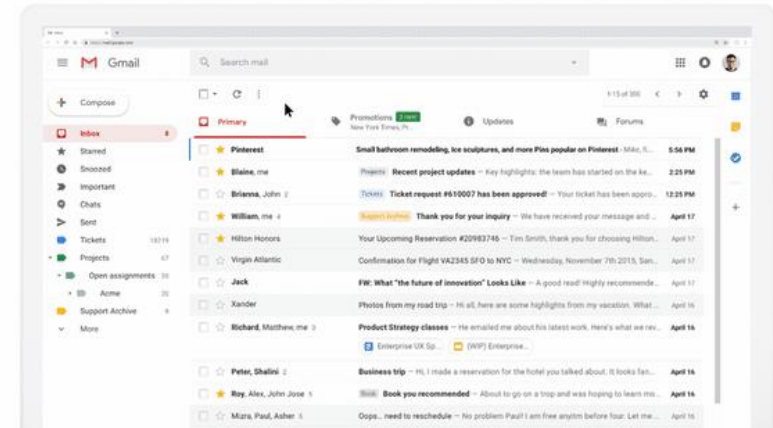
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## GOOGLE INTRODUCES DYNAMIC EMAILS FOR GMAIL


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Since last year, Google has been testing a new innovation that it is referring to as “AMP emails which is now finally coming to Gmail users

Having to click on a link and go to a different Tab can be quite irritating, so this new feature allows one to fill in forms, reply to comments made on Google Docs and even browse through things like product catalogs from within Gmail, making it convenient and time saving



Read more: <https://bit.ly/2l1ym3v>



Travel agencies and airlines often use your computer's cookies to determine what kind of flight you're interested in booking and accordingly raise prices

To prevent this from happening, you can either clear your browser cache or just open an incognito tab before starting the booking process.

Search for one-person flights even if you're booking for multiple people. If the first search you perform for a flight is for multiple seats, the airline might hike up prices.

So instead, start by searching for a flight for just one person, and look into booking for multiple people later.

# DIGITAL 101

ONLINE TRAVEL  
BOOKING HACKS

Take a look at the user-generated Instagram posts on Skyscanner which integrates its hotel search with its user-generated Instagram post.

The posts allow one to get an understanding of the hotels in real time

Use a browser extension for promo codes.

Honey is a browser extension that automatically applies coupon codes at checkout, and it recently launched a travel version that compares prices from Expedia, Priceline, Booking.com, and other sites for both U.S. and international travel. Using it could save you up to 55% on hotels.

Source: <https://bit.ly/2P9y6Rs>

Source: <https://bit.ly/2lhu8Wp>





## KFC'S NEW 'INFLUENCER' COLONEL POKES FUN AT INFLUENCERS



KFC's latest colonel isn't a celebrity. It isn't even a real person.

Meet the Virtual Influencer Colonel, a computer-generated, suave-looking guy posting images on Instagram (well, supposedly doing the posting).

The influencer's talents and services, according to a humorous take on a media kit, include disruptive business deals, inspirational "collabs" and authentic Gen-Z engagement. Through April 22, the account also plans to promote partnerships with brands such as TurboTax and Old Spice.

Source: <https://bit.ly/2G2VRGx>

## GOOGLE ASSISTANT NOW HAS THE SMOOTH, SILKY VOICE OF JOHN



During last year's Super Bowl, Amazon ran an ad that imagined what would happen if Alexa lost her voice and stars like Cardi B and Rebel Wilson had to step in. This week, Google gave its own assistant the voice of a real celebrity: John Legend.

Users of Google Assistant-enabled devices can summon Legend with a simple command: "Ok Google, talk like a Legend." The musician's silky, seductive voice will then speak

The Legend assistant is powered by WaveNet, a deep neural network that creates raw audio waveforms and apparently can produce more life-like speech than previous techniques.

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



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 white background with a light gray 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



## Shangrila– Khaanon Kay Must-Haves



Shangrila aimed to reposition itself as an upmarket, premium, fun, cool and contemporary brand and steer away from its established image. The latest communication just did that and that too creatively without having music and minimal human element.

<https://bit.ly/2V0Bq6F>

## Careem – #CareemBikeKaro



Staying true to keeping its communication humorous, Careem produced yet another content-piece which has the same spirit. This time the ride hailing service partnered with the popular digital influencers to create communication that focuses on its bike service in an amusing way

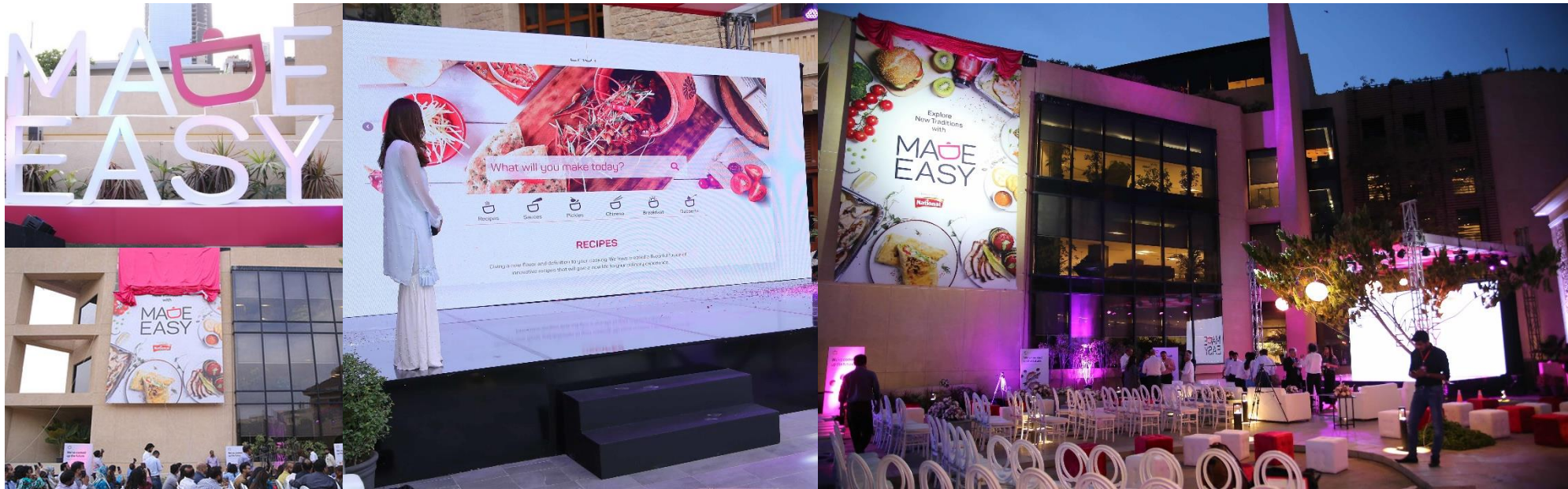
<https://bit.ly/2KE4NYF>



# BEST OF PAKISTAN



# National Foods – MadeEasy Platform Launched



National Foods launched 'Made Easy' in Karachi and it features recipes by Aisha Abrar and Hussain Tariq. With the cooking-at-home culture gradually faltering, Made Easy aims to reintroduce kitchen confidence with some easy and fun recipes, while combining ease and innovation. The launch event took place at National Foods head office and was hosted by Anoushey Ashraf. The event was covered on digital through sponsored articles on digital

Check it out: <https://bit.ly/2Z8uL9T>



# McDonalds – #AndayWalaBurger



What started off as a tiff between Ali Gul Pir and McDonalds turned out to be campaign for the love of “Anday Wala Burger” amongst Pakistanis. The social media spat ended with Ali Gul Pir visiting McDonalds, which also revealed McDonald's launch of its own variant

Check it out: <https://bit.ly/2VO4z28>



# ROAR – READYTOROAR



**Alex Hales** @AlexHales1 · Mar 20  
The throne belongs to the ones who ROAR #ReadyToRoar #LiveLikeALion @roar\_pk

**Stuart Broad** @StuartBroad8 · Mar 20  
Replying to @AlexHales1 @roar\_pk  
Alex Hales Roar!



**Chris Woakes** @chriswoakes · Mar 20  
Replying to @AlexHales1 @roar\_pk  
The roar is the best thing I've seen for a while!!! 🐾🐾🐾🐾  
7 27 399  
2 more replies

**Chris Nash** @chrisnash23 · Mar 20  
Replying to @AlexHales1 @roar\_pk  
Did I actually just see this??? 🐾🐾🐾🐾  
3 1 49

**Luke Wright** @lukewright204 · Mar 20  
I can't stop watching this!!! 🐾🐾

Coca Cola's ROAR has caught people's attention loud and clear and the brand continues to be the talk of the town months after its launch. After PSL 4 ended ROAR released endorsement videos of top cricketers including England's Alex Hales, New Zealand's Collin Munro and West Indian Kieron Pollard. Tweets from Alex Hales endorsing ROAR became so popular that his teammates from the England national team retweeted and commented on them.

Check it out: <https://bit.ly/2lk2yrw>



ISPR releases own PUBG  
spinoff -- Glorious  
Resolve

<https://bit.ly/2v1CRTL>

PTCL customers can now  
pay for Netflix  
subscription via monthly  
broadband bills

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

OLX partners with LUMS  
to train students in  
data science

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

LOCAL  
NEWSbytes

Careem Wallet users  
can now 'Top Up' from  
the Easypaisa app

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

TPL e-Ventures to  
invest in Pakistan's first  
messaging app —  
TelloTalk

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







WE'D LIKE TO HEAR FROM YOU  
SEND US YOUR FEEDBACK ON THIS REPORT TO  
[hello@thedigitiz.com](mailto:hello@thedigitiz.com)