

FEB' 2019

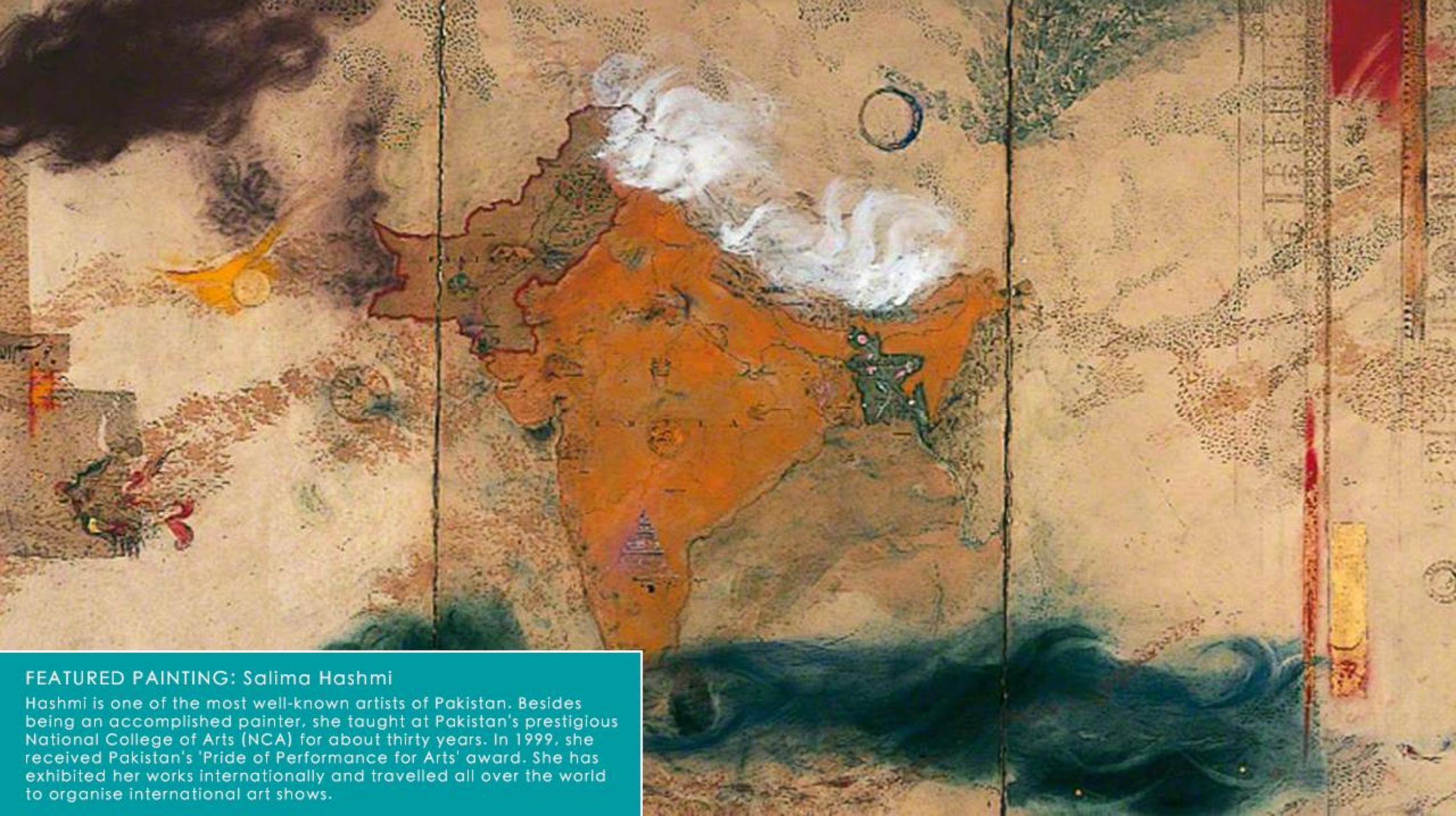
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

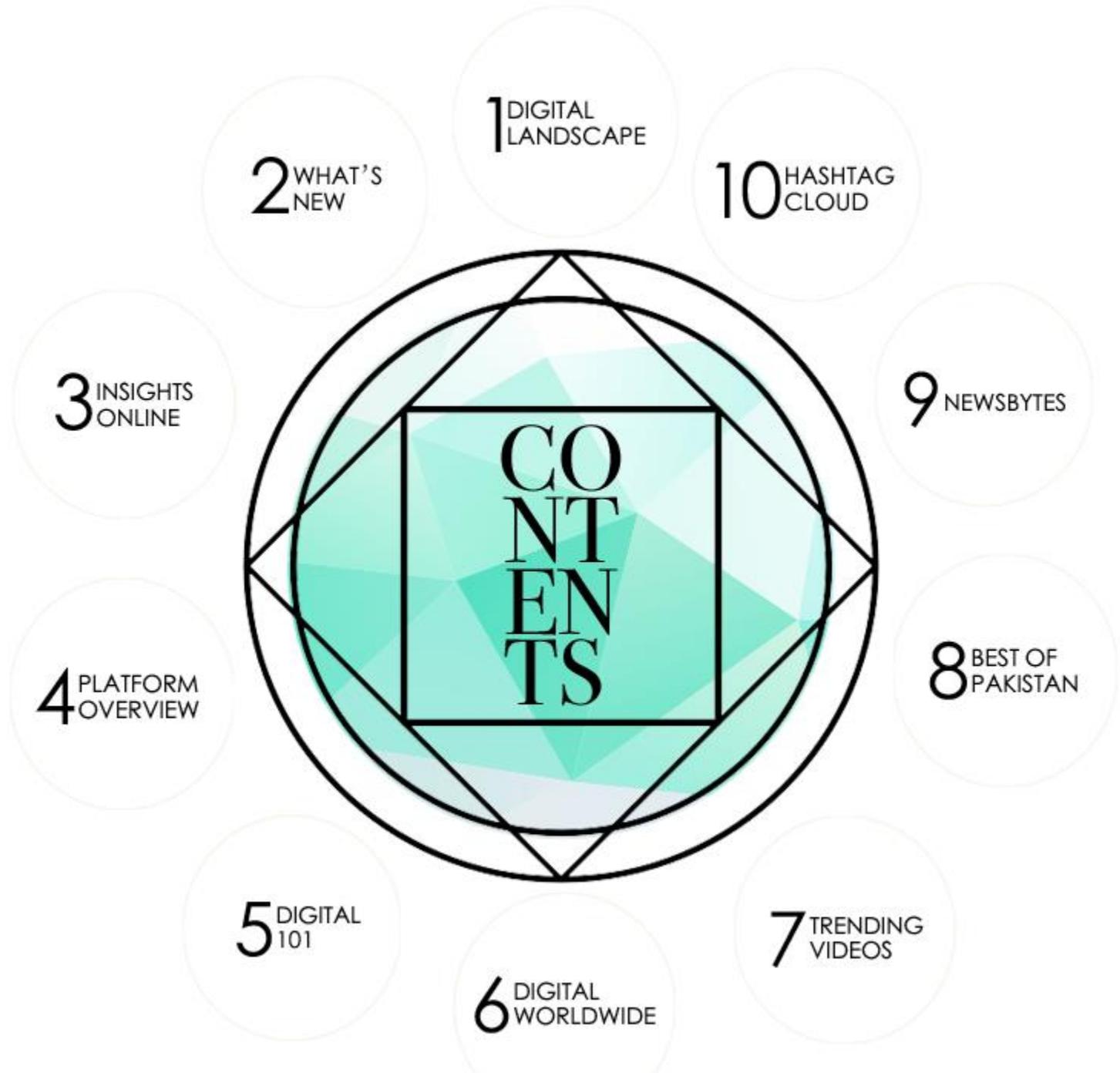


UNVEIL THE WORLD OF ART: PAGE 02

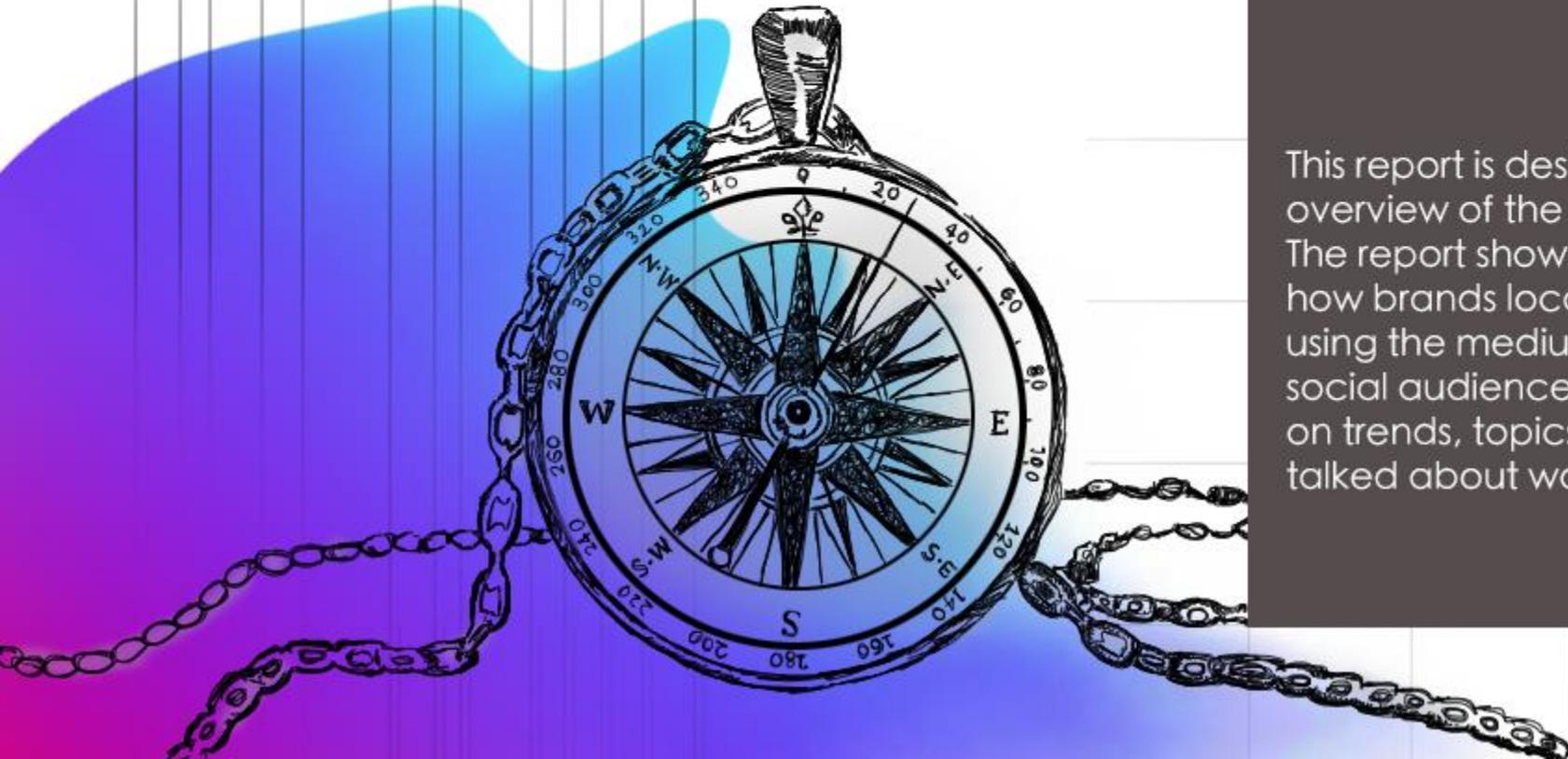


FEATURED PAINTING: Salima Hashmi

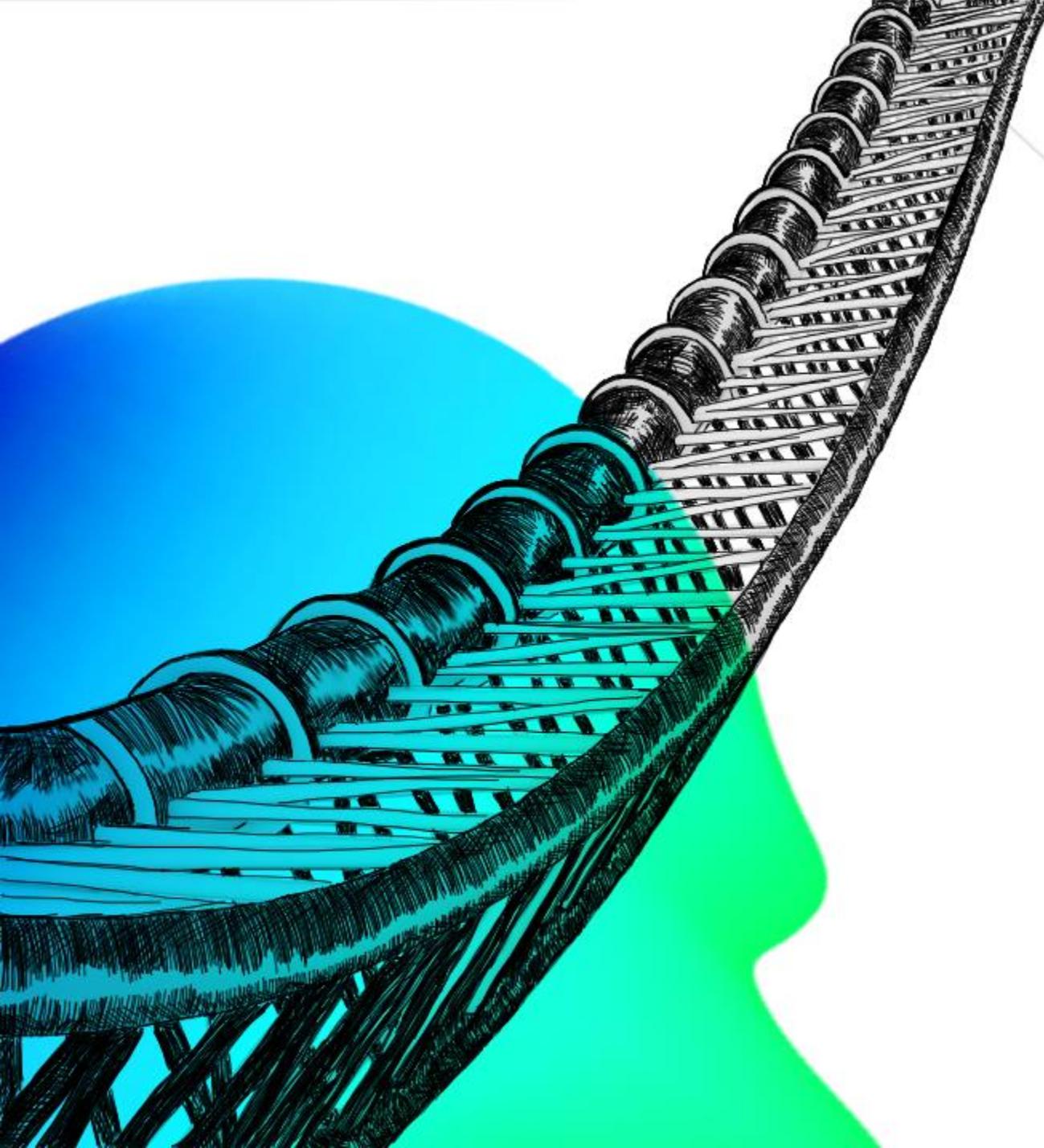
Hashmi is one of the most well-known artists of Pakistan. Besides being an accomplished painter, she taught at Pakistan's prestigious National College of Arts (NCA) for about thirty years. In 1999, she received Pakistan's 'Pride of Performance for Arts' award. She has exhibited her works internationally and travelled all over the world to organise international art shows.



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



MILLION
MOBILE SUBSCRIBERS



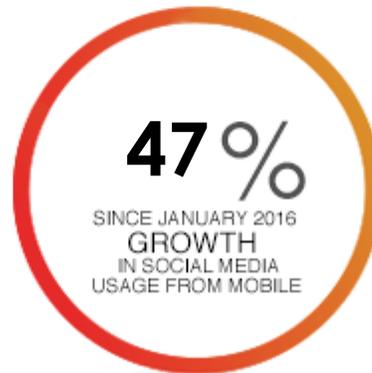
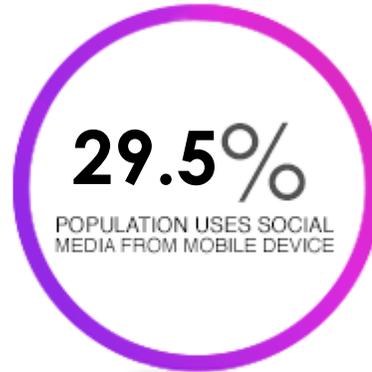
MILLION
ACTIVE INTERNET USERS



MILLION
SMART PHONE USERS



MILLION
3G/4G USERS



2.1M



400k



5.1M



6.2M



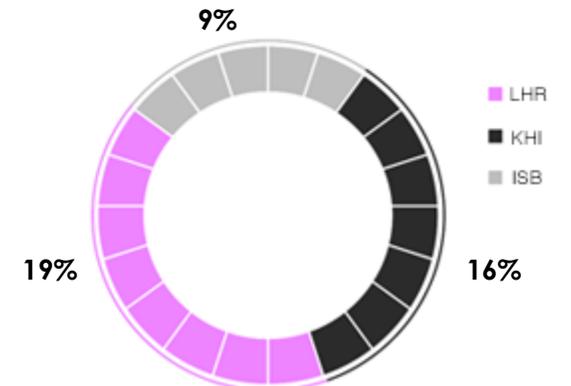
3.5M

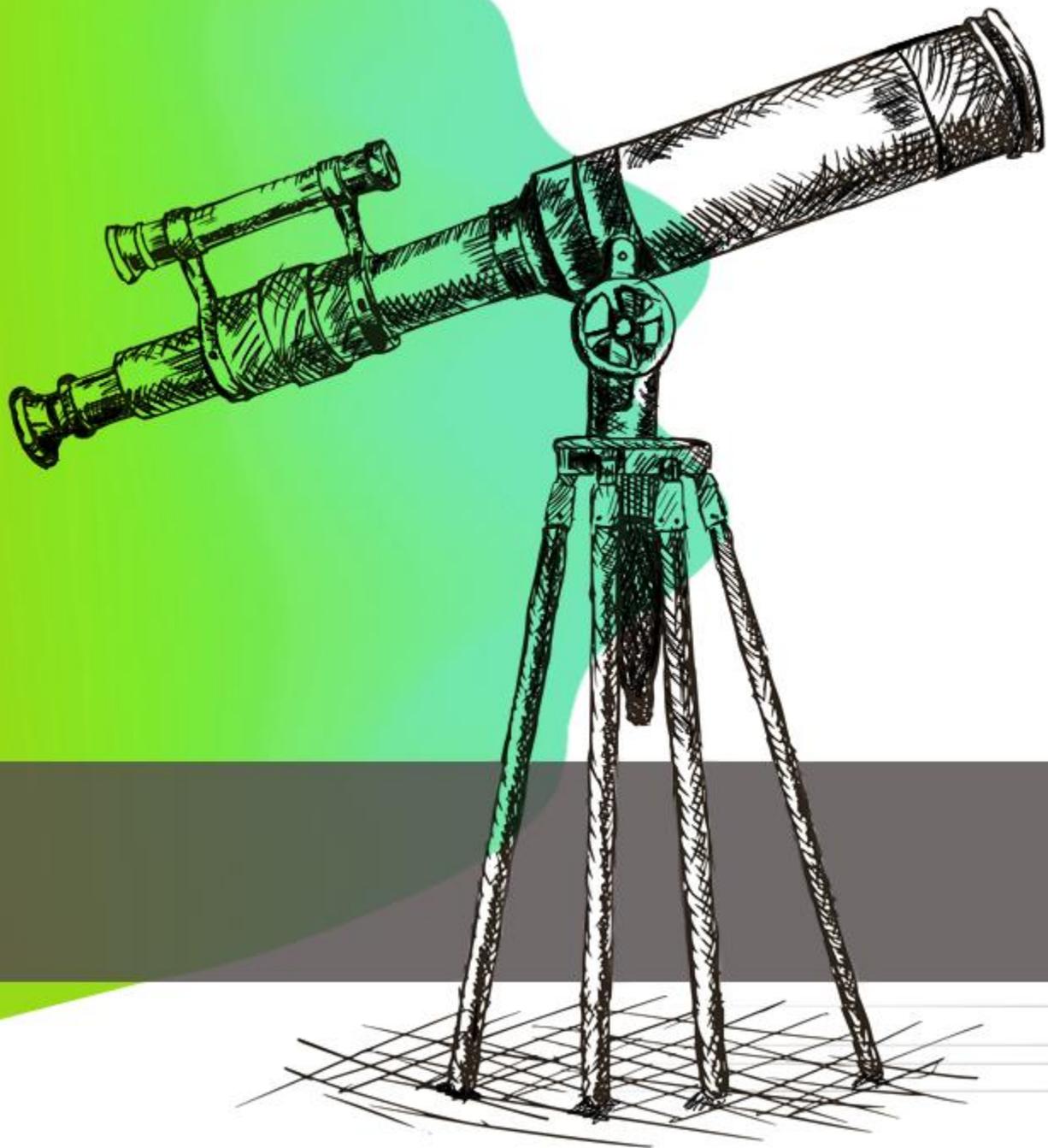


35M



36M





WHAT'S NEW



YOUTUBE PULSE COMES TO PAKISTAN!

YouTube has brought its Pulse event, aimed at advertisers and content creators, to Pakistan. It seems that YouTube is now gearing a strategy shift for Pakistan and is realizing that it's a very attractive market for it to increase its presence among local content creators.

WHAT IS YOUTUBE PULSE?

YouTube Pulse is an event organized by the video streaming giant to showcase brands how they can make most of the platform. It increases awareness among advertisers and brands on how they can monetize their videos and promote their products in a creative way using this enormously popular platform. YouTube encourages brands to invest in the platform by giving some solid numbers about viewership on the platform and promotes some high achieving content creators

The event is an indicator that Pakistan has finally started generating enough activity to make YouTube turn its head towards the long-neglected country.

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



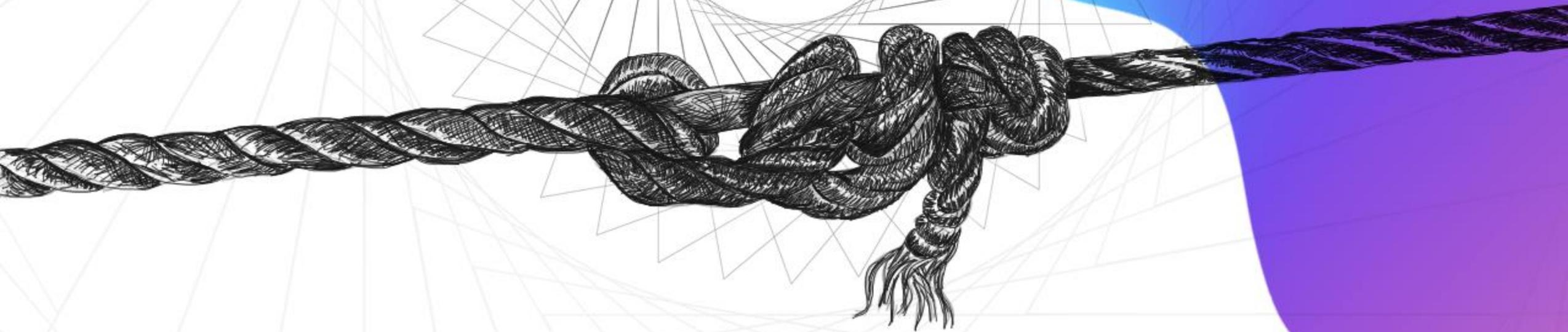
DIGITAL RIGHTS FOUNDATION (DRF) LAUNCHES WEB PORTAL FOR LEGAL AND PSYCHOLOGICAL COUNSELING OF WOMEN

Digital Rights Foundation (DRF) Pakistan has launched, **Ab Aur Nahin**, a pro bono online portal for women seeking legal representation and psychological counseling in cases of harassment and gender-based violence.

The website works by linking victims/survivors to helpful resources and connecting them with qualified and experienced pro bono lawyers so they receive all the help they need to combat the cycle of violence and abuse. In light of the #MeToo movement worldwide and the national conversation around harassment, an unprecedented number of women have been coming forward to share their experiences of gender-based violence and abuse.

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

INSIGHTS ONLINE



The YouTube Profiling Study deliberated the behavior of 1500 users. 1 out of 3 users, hailed from a rural area. Here are some key stats from the study, highlighting the active engagement of Pakistani users with YouTube revealed at the event:

64% of online Pakistanis say YouTube is their favourite video platform

73% of online Pakistanis watch YouTube every month

YouTube reaches the highest number of users during TV's prime time evening hours, that is, 8:00 PM – 11:00 PM

80% of online millennials residing in metro cities in Pakistan are reached by YouTube

78% of users agree that the platform is their first stop when looking for any kind of video

63% of them agree that they often watch YouTube with friends and family

LET'S DISCUSS:

**SOME INSIGHTS
FROM YOUTUBE
PULSE**

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

YouTube also shared the top eight content categories on the platform in Pakistan that are attracting eyeballs. These categories include:

Sports

TV &
Cinema

Comedy

Beauty

Travel

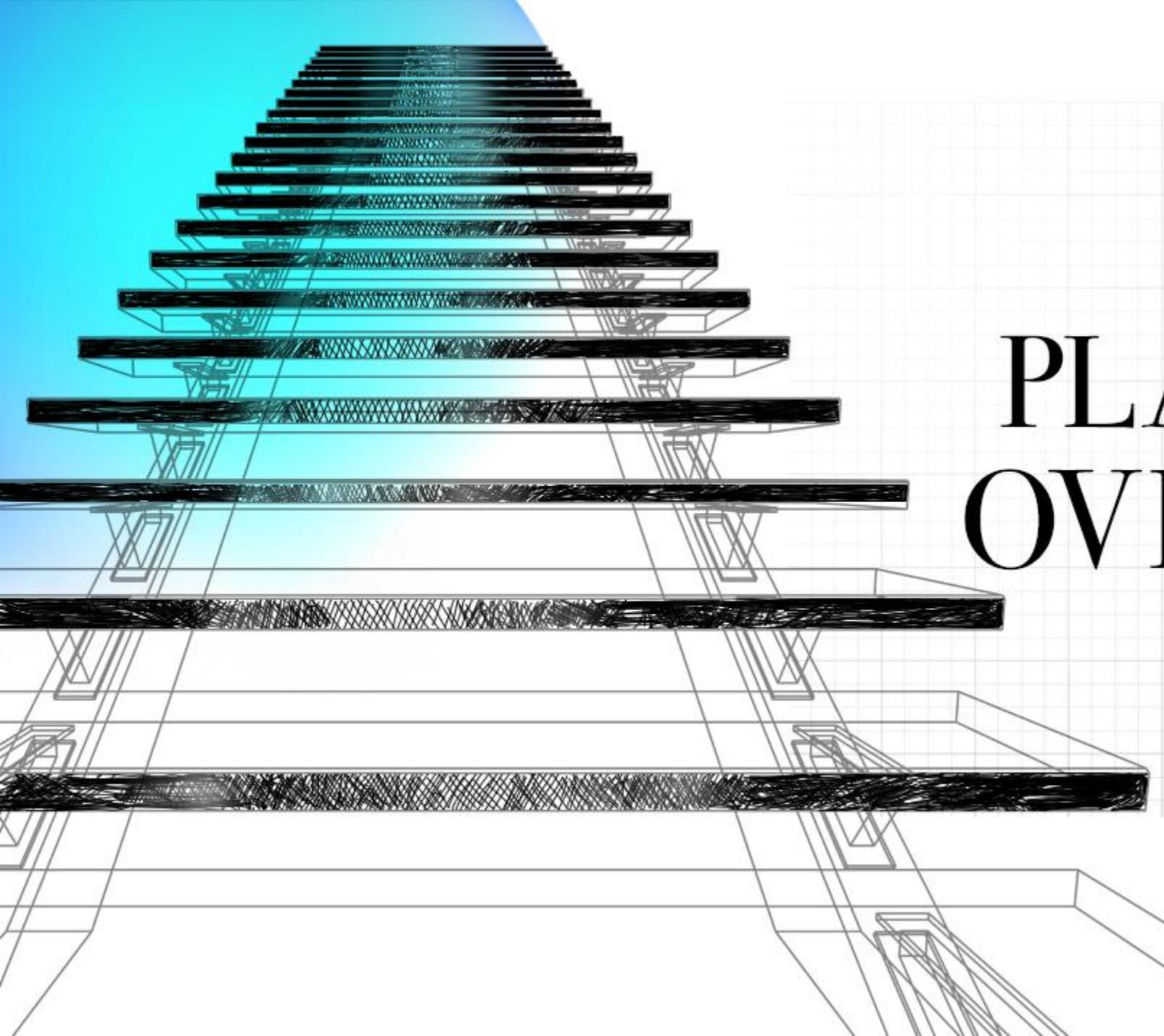
News &
Talk shows

Music

Food

LET'S DISCUSS:

**SOME INSIGHTS
FROM YOUTUBE
PULSE**



PLATFORM OVERVIEW



LINKEDIN FINALLY ADDS LIVE VIDEO STREAMING WITH LINKEDIN LIVE

LinkedIn is the biggest social platform dedicated to professionals and hirings. With around 600 million customers, many have wondered what will LinkedIn do next? Last year, LinkedIn added support for sharing videos on the platform. 18 months later they have now added support for live video streaming.

While live video streaming has been available on platforms like Facebook and Twitch, many have wondered why LinkedIn jumped so late to the party. Unlike Facebook, LinkedIn will use live videos for Q&As, events, conferences, earnings calls, awards ceremonies, product announcements, and similar things. They hope to avoid competition by targeting a different niche. To produce quality content, they have partnered up with third-party services like Wirecast, Switcher Studio, Wowza Media Systems and more.

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



5 NEW FEATURES TO LOOK OUT FOR IN WHATSAPP IN 2019

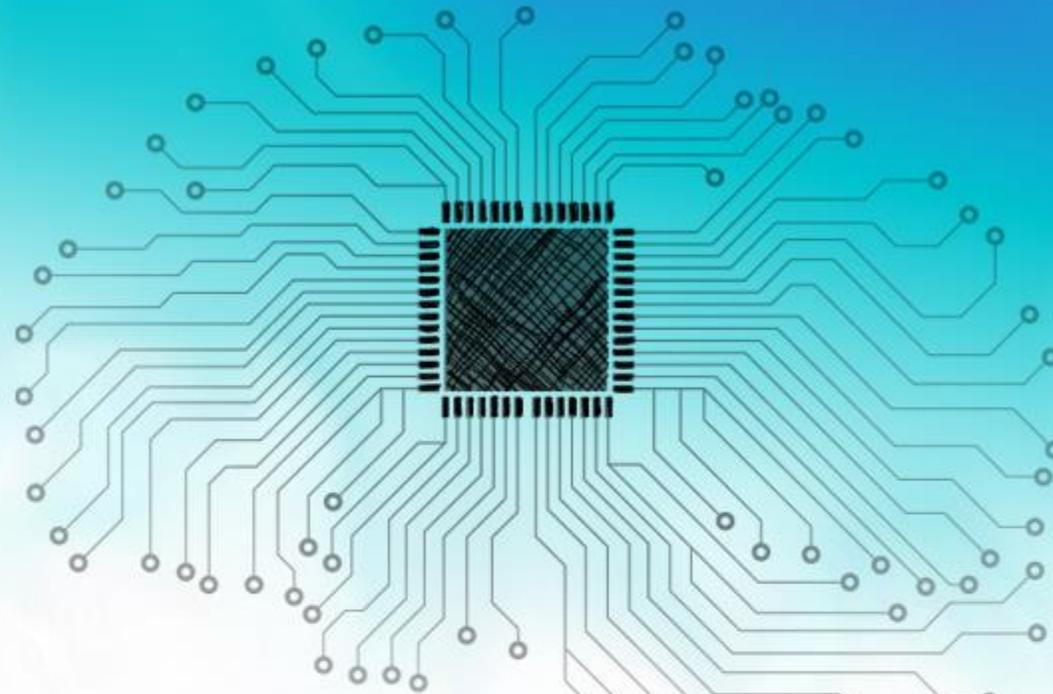
With a whopping [1.5 billion](#) users and 60 billion messages (sent per day), WhatsApp has one of the biggest database of active users in the world. In order to satisfy such a big number of users while staying ahead of the competition, WhatsApp is expected to be updated with five new features in 2019.

- WhatsApp Fingerprint authentication
- WhatsApp Dark mode
- Auto-play feature to voice messages
- WhatsApp 3D check
- Text sticker search and integration

Read more: <https://bit.ly/2X2fPZP>

TO SELL STUFF THROUGH MASS MARKETING

Unlike the traditional method of mass marketing, where the buyer sends messages and emails to the consumers, WhatsApp also provides the option to send images, audio files, short video clips of your products and text messages to users across the world.



FOR BUSINESS CALLS, PERSONAL CALLS AND FOR OVER THE SEAS CALLS

Another ultra-useful feature this platform provides is the ability to call, that call can be a personal call in the local vicinity or an overseas business/private call. However, the best part is that it is free of cost.

A CROSS-PLATFORM BETWEEN THE BIGGEST SOCIAL MEDIA NETWORKS

Provides a seamless connection with social media giants such as Facebook and Instagram. Several online businesses use other social media networks to advertise their brand and leave a WhatsApp number where consumers can chat with the seller

DIGITAL 101

HOW WHATSAPP
REVOLUTIONIZED
COMMUNICATION

HELPS ORGANIZE EVENTS AND CAMPAIGNS

WhatsApp has become an increasingly powerful and influential tool for events and campaigns across the world. Because of its ability to mobilize and communication encryption, the platform has become an unprecedented tool



ONE LOVE FOUNDATION - #LoveBetter



See all the flavors at joinonelove.org/lovebetter

We all love a box of chocolates on Valentine's Day, but a new campaign from the One Love Foundation contains some candies that have some bitter aftertastes. That's for a reason: the special-edition box of chocolates, which was conceived, designed and developed by TBWA\Chiat\Day New York alongside a team master of chocolatiers, contains eight confections created to spark conversations about positive and negative relationship experiences.

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

BUTTERFINGER – BETTER BUTTERFINGER



Butterfinger is bringing back its "Nobody better lay a finger on my Butterfinger" tagline—last used in a big way in 2012—with a couple of twists, including having an alien deliver what is now a slightly different tagline. After somehow hearing about an updated Butterfinger, the alien escapes a lab, takes a terrorizing joyride in a dust-covered Corvette, finds the candy bar and uses her/his powers to grab it before declaring, "Nobody lays a finger on my better Butterfinger."

Source: <https://bit.ly/2V3Xr11>



TRENDING VIDEOS

CANDYLAND – TOSS Flavor Ka Boss



Candyland Toss's upcoming TVC featuring the new variant 'Double Flavor' is a cuteness overload for the viewers! Showcasing the crossover of flavors, the ad displays kids battling it out in a war zone. Paired with the perfect jingle, the ad definitely makes it to the creative list in Pakistani advertising.

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

AL MEEZAN INVESTMENT & Irfan Junejo Collaboration



Weird Flex but definitely okay.... Al Meezan investment collaborated with the popular vlogger Irfan Junejo in their new TVC/ Vlog copy to promote their savings plan and services. With fun and quirky commentary, Irfan explains how he needs to get his act together of managing money better, now that he is getting married! Wanting to recruit younger audiences, this was a smart move by the brand.

Go watch it here: <https://bit.ly/2EHXcA9>

NESTLE FRUITA VITALS – Valentines Day TVC



The ad starts off like the same old cheeky Valentine's Day story, but the message in the story soon reveals a depth that is bound to give you all-the-feels. Paying tribute to all kinds of love that could be celebrated on Valentine's Day, this ad shows the beautiful bond that a grand child has with their grand parent.

Watch it here: <https://bit.ly/2TOjngn>



**BEST OF
PAKISTAN**



NATIONAL FOODS LIMITED – SAUCE FACTORY ACTIVATION



To launch their garlic-flavored mayonnaise and promote their sauce category, National Foods Limited held a fun-filled, interactive activation at all the major malls in Karachi. The activation included a set of steps and interactive digital screens that let the people choose ingredients where the fourth step will be a sandwich with their desired options! The activation was an instant hit, people readily participated to get their desired sandwiches.

Check it out: <https://bit.ly/2UVEbT6>

PSL
BEGINS...

SPRITE - #PYAASSAYPHADDALAY



The Coca-Cola Company writes history by supporting yet another youth platform that is the revival of cricket in Pakistan. Sprite, partnered with four franchises of Pakistan Super League, namely Karachi Kings, Quetta Gladiators, Islamabad United and Peshawar Zalmi. The partnership was announced at a press conference in Karachi. The event was addressed by Abbas Arslan, Marketing Director Coca-Cola Pakistan & Afghanistan and Rizwan U Khan, General Manager, Coca-Cola, Pakistan & Afghanistan Region with all the star power from the relevant teams to witness this mega event!

Read more about the event here:

<https://bit.ly/2tm8B54>

PSL
BEGINS...

SCENE ON - #CRICKETKASCENEON



Scene On the popular snack brand of National Foods Limited announced its support for Karachi Kings in the mega sporting event, Pakistan Super League. The brand is an official platinum sponsor of the team and actively promoted its association with the team in a closed event held in Karachi last week. The big surprise was Ali Noor's appearance and dynamic performance at the event in front of the audience that included the whole team of Karachi Kings!

Check out videos from the event:

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

Science and Technology
park to be setup in
Islamabad, 50M Rupees
allocated

<https://bit.ly/2Gqotw7>

Total number of registered
companies in Pakistan reaches
95,000

<https://bit.ly/2StmU70>

Pakistan Post enters
ecommerce with its new
facility

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

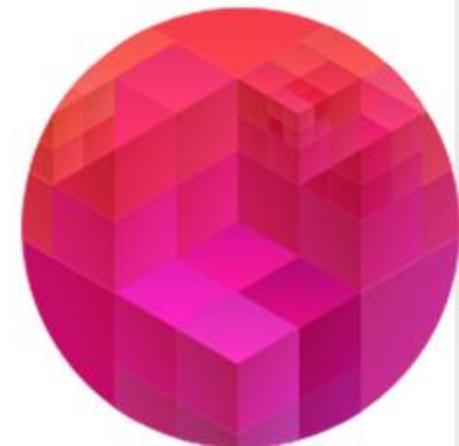
LOCAL
NEWSbytes

Ufone is finally enabling
4G/LTE services in Pakistan

<https://bit.ly/2E0lyGN>

Jazz partners with Careem
for SIM Card delivery
service in Islamabad

<https://bit.ly/2N5AGH8>





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hello@thedigitz.com