

JUNE 2019

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

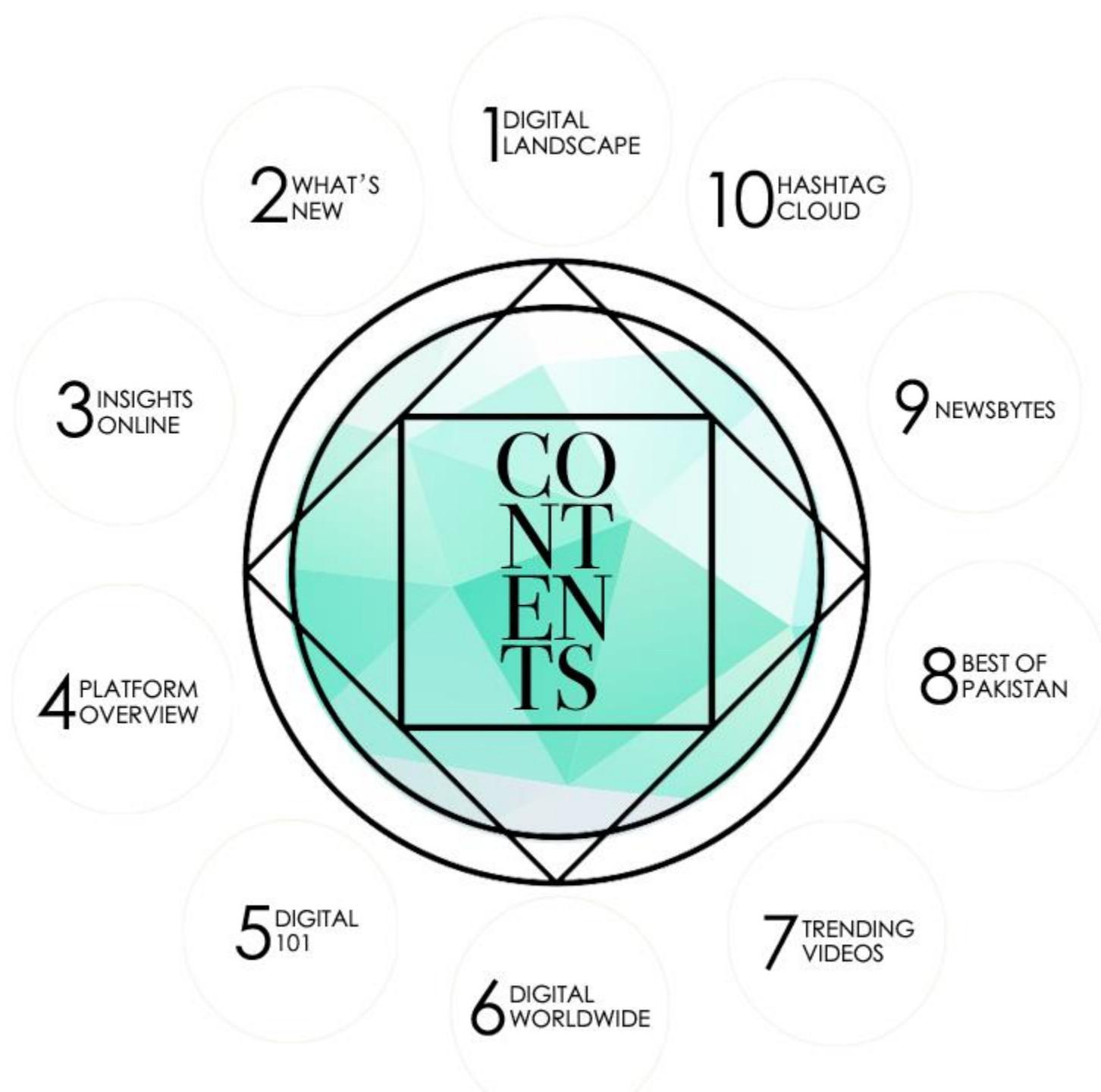


UNVEIL THE WORLD OF ART: PAGE 02

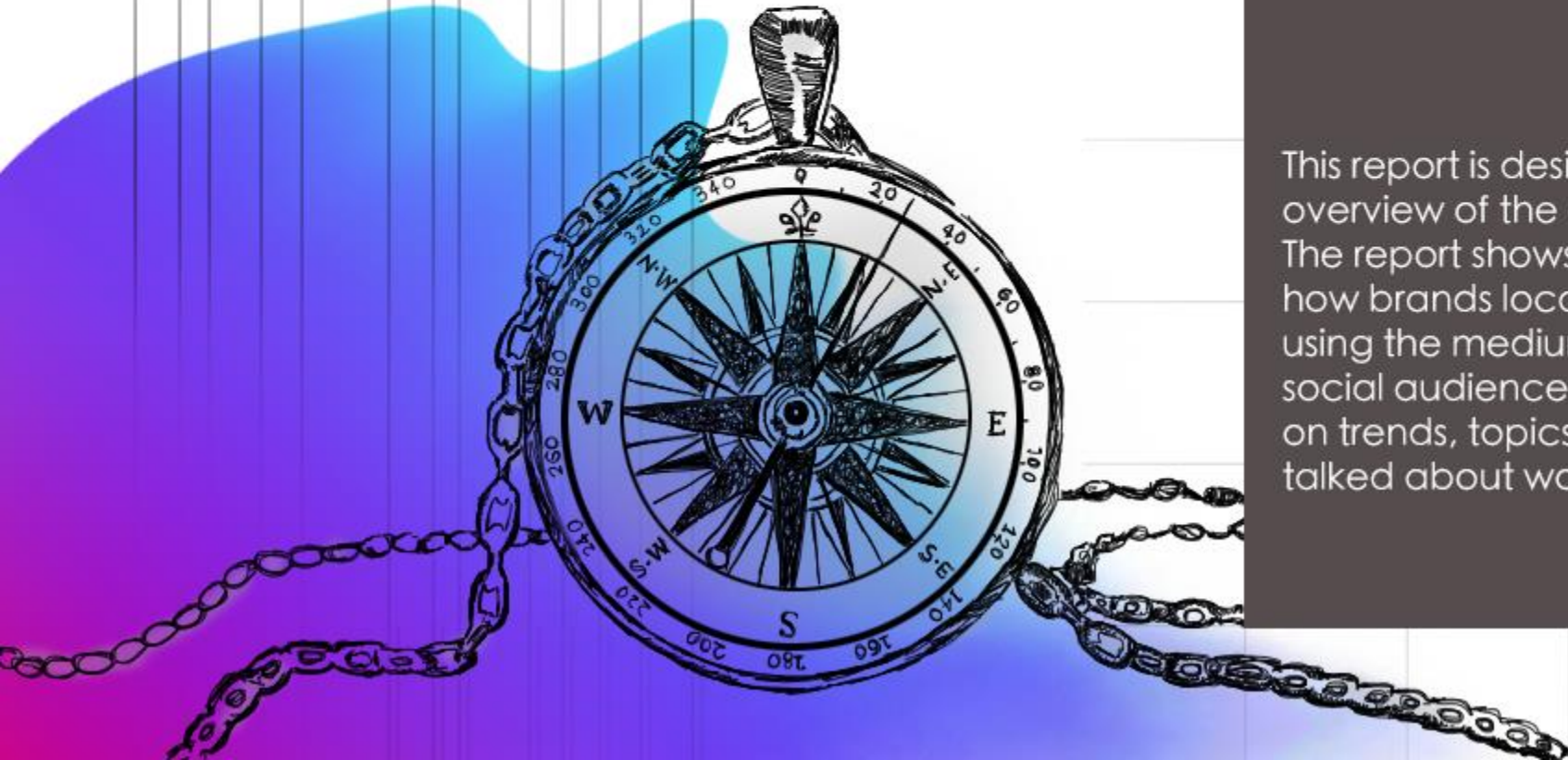


FEATURED PAINTING: Sadequain

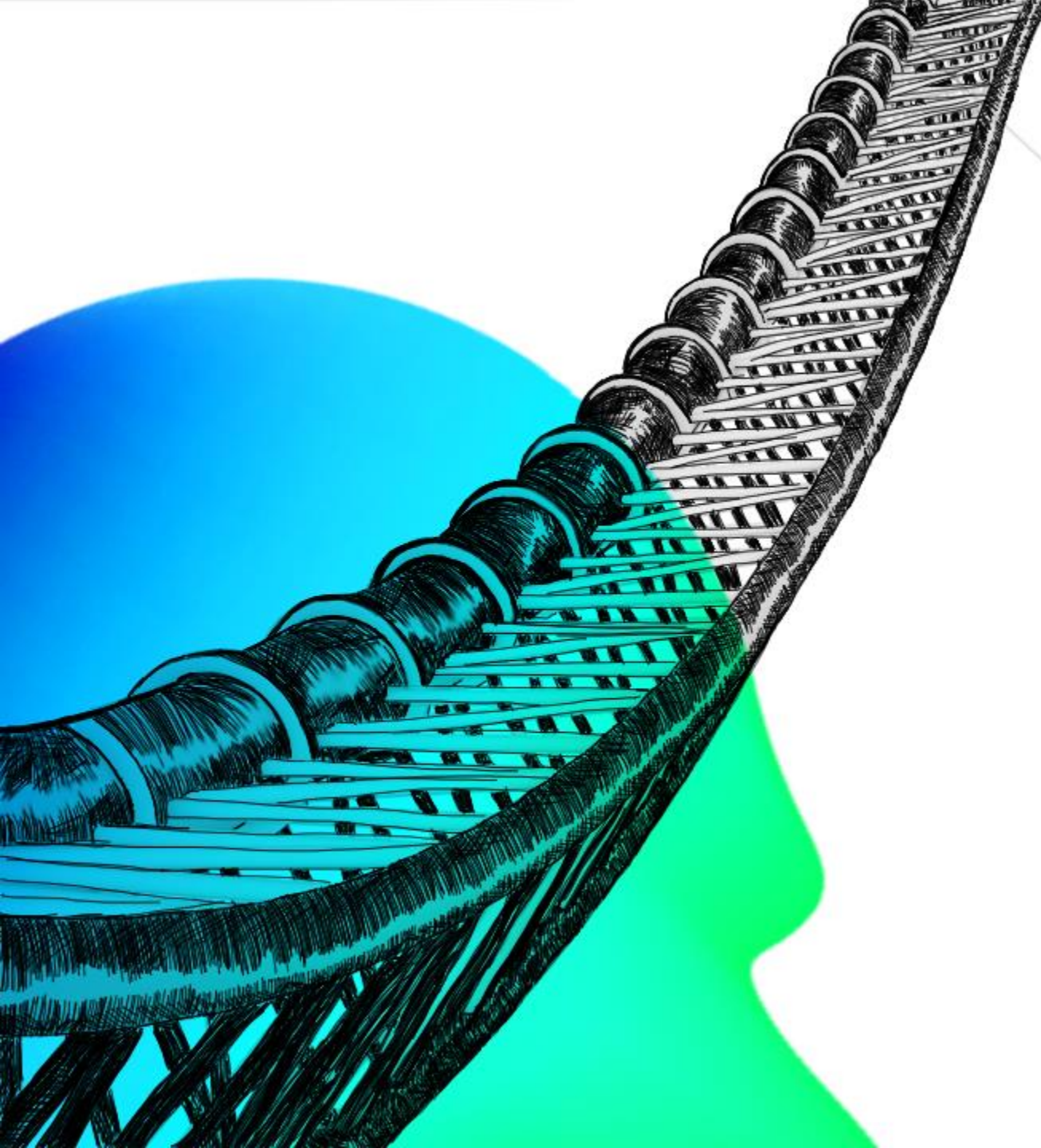
Sadequain traveled all over the world long before it became fashionable and accessible to his generation. His paintings were widely displayed on all continents and received praise from public and connoisseurs alike and commanded generous press coverage



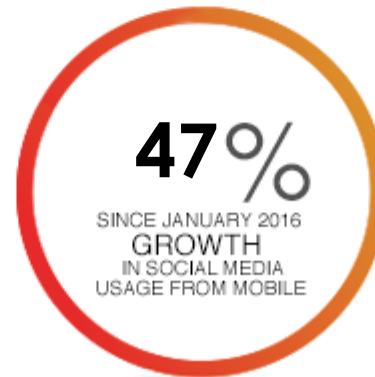
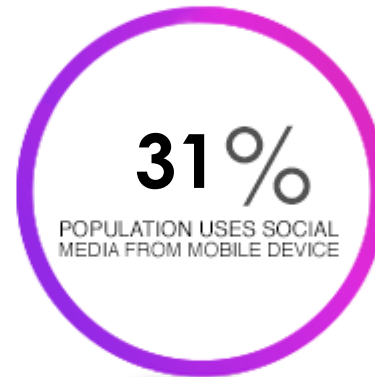
PURPOSE



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



2.1M



400k



5.4M



5.4 M



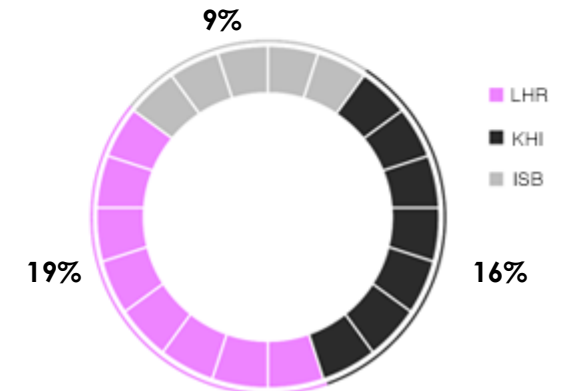
3.5M



51M



32M



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



WHAT'S NEW



DARAZ MAKES BUYING AND SELLING EASIER BY INTRODUCING DARAZ SHOPS ACROSS 19 CITIES

Following the acquisition by Chinese e-commerce giant Alibaba Group, the leading online marketplace in Pakistan, Daraz has been actively developing various productive tools and features to make the online shopping experience more convenient for its millions of customers across Pakistan.

What is Daraz Shop and how it's helpful for consumers and sellers?

Daraz Shop is the most favorable option for those people who think online shopping is confusing and exhausting. Daraz Shop will offer a one-on-one experience with a Daraz Guide; who will guide the shopper through the product assortments with a summary of all the options and information a person needs to know before placing an order. With on spot help from a Daraz guide, customers can easily order their preferred product online and make sure that they have made the right decision. Buyers can also specify the Daraz shop as a pickup point for their products in case they will not be available at home during the delivery hours.

Read more: <https://bit.ly/2MeNb6m>



GOOGLE IS SHUTTING DOWN THE YOUTUBE GAMING APP THIS WEEK

Google is finally shutting down the YouTube Gaming app on 30th May after it caused confusion amongst customers regarding its main purpose and what it was intended to be. The core functionality of the app has long been integrated into the main YouTube site and can now be viewed through the dedicated Gaming channel.

As a part of the merger, YouTube has combined existing subscriptions and the gaming channel followings as well. According to an updated help page, the main purpose of the gaming app was to test out new features based on the gaming community's feedback. *"We want to continue to build a stronger home for the gaming community that thrives on YouTube, not just the YouTube Gaming app. More than 200M of you come to the main YouTube app to engage with your favourite games and creators every month."*

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



SNAPCHAT TO GET ITS OWN “EVENTS” FEATURE SOON

Snapchat is soon going to copy another feature from Facebook i.e. *Events*. The new feature has been reportedly discussed by various tech media outlets and now according to the latest tweet by Jane Manchun Wong, Snapchat may get support for events very soon.

Wong seems greatly interested in upcoming features of Snapchat and has been discovering them for quite a while now. And this time, the screenshots she posted on Twitter reveal what the interface for Snapchat's events feature is going to look like. At this point, not much details have surfaced, though, so it's unclear how this feature is actually going to work.

The new feature will essentially allow users to assign events to specific locations, so the feature is likely going to integrate with Snapchat's Snap Map.

Read more: <https://bit.ly/2KWMf11>

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

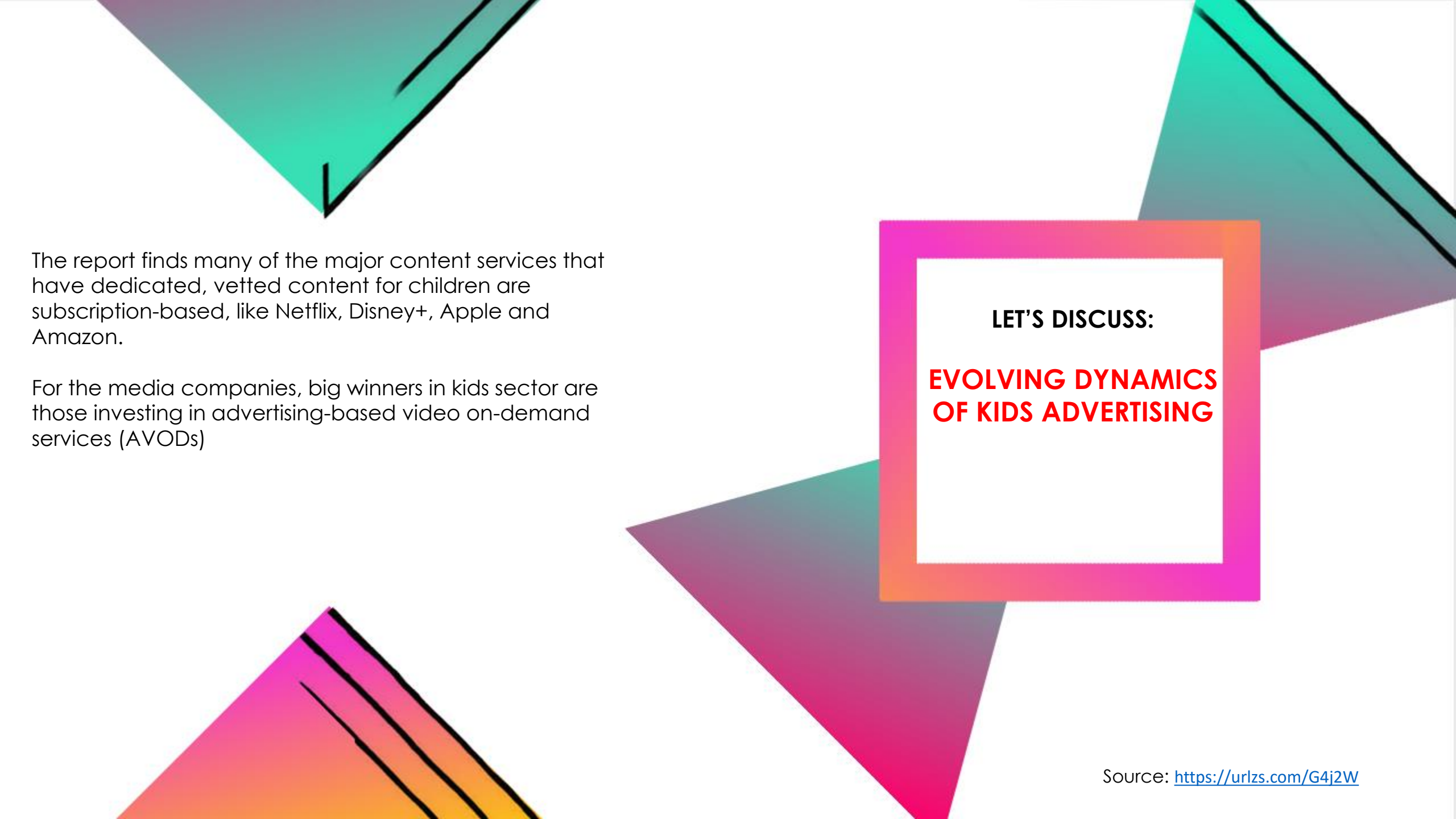
YOUTUBE ADVERTISING FOR KIDS

A new report from PwC finds that by 2021 more children's advertisers will shift their budgets away from YouTube and channels that are non-compliant with children's privacy laws.

Why it matters: Almost a billion kids will be covered by digital privacy laws by 2021 around the world, thanks to new regulations being introduced in Europe (GDPR Kids), India (PDPA) and China (PIS), per the report, commissioned by SuperAwesome, a platform used to power kid-safe technology.

LET'S DISCUSS:

**EVOLVING DYNAMICS
OF KIDS ADVERTISING**



The report finds many of the major content services that have dedicated, vetted content for children are subscription-based, like Netflix, Disney+, Apple and Amazon.

For the media companies, big winners in kids sector are those investing in advertising-based video on-demand services (AVODs)

LET'S DISCUSS:

**EVOLVING DYNAMICS
OF KIDS ADVERTISING**

Source: <https://urlzs.com/G4j2W>

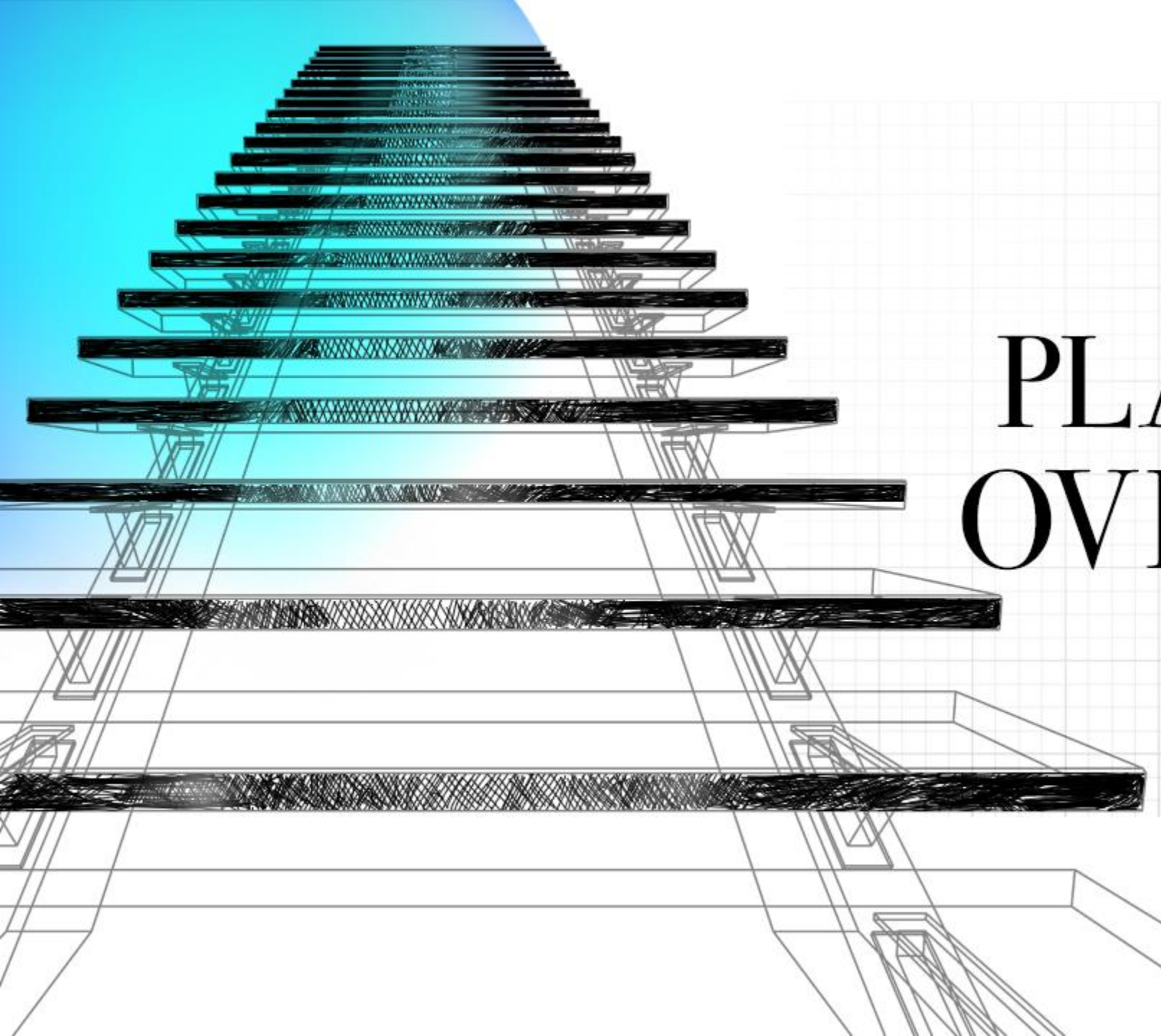


The report estimates that kids digital ad spend will reach \$1.7 billion worldwide by 2021, roughly 37% of total kids ad spend. This number projected to grow even further as more investments are made in kids tech.

To date, YouTube is the largest kids digital entertainment and advertising platform. While YouTube Kids has gained some traction with children, the report finds that the app has had little traction with advertisers to-date.

LET'S DISCUSS:

**EVOLVING DYNAMICS
OF KIDS ADVERTISING**



PLATFORM OVERVIEW



FACEBOOK IS STOPPING HUAWEI FROM PRE-INSTALLING ITS APPS

Facebook won't allow Huawei to pre-install its apps on smartphones anymore. It's the latest example of Western tech companies cutting ties with the beleaguered Chinese telecom giant after President Trump issued an effective trade ban against it.

Huawei phone owners will still be able to download and use apps like WhatsApp, Instagram, and Facebook's main app itself, and they'll continue to receive updates through the Play store.

The implications aren't necessarily as worrying for Huawei as other prior decisions from Google and ARM, which respectively restrict its ability to use core Android services and develop its own chips.

Read more: <https://urlzs.com/Cdu2o>



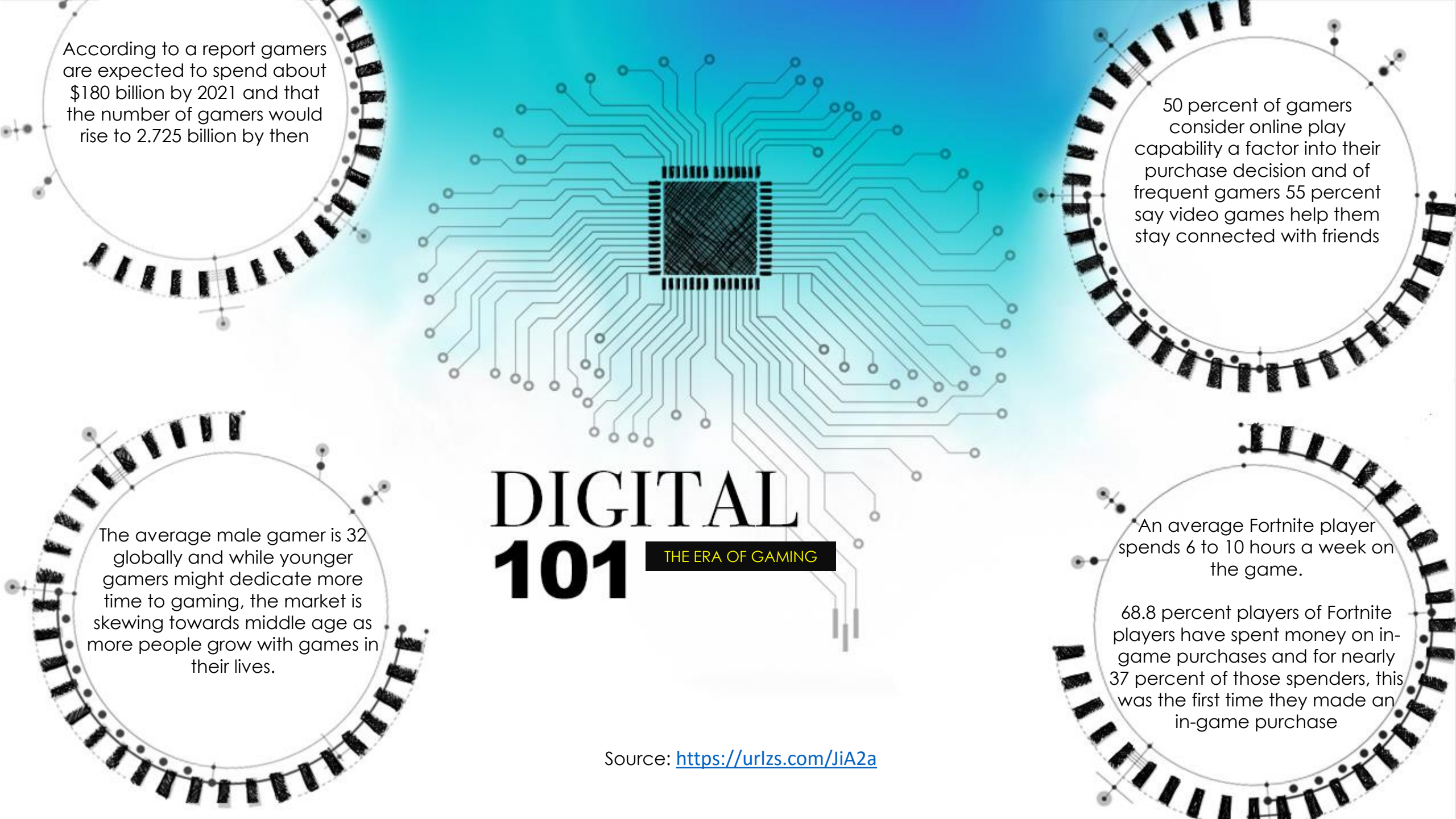
INSTAGRAM'S LATEST UPDATE WILL SHOW INFLUENCER CONTENT EVEN IF YOU DON'T FOLLOW THEM

Instagram has come with an update that will allow influencers to have their posts seen by people who never and may never follow them

This means that if you only follow your family and friends your feed will now feature content from influencers who are trying to gain more interaction and views on their posts.

The rollout of influencer branded content will start appearing in your feed "in the coming weeks" and for Stories, they will appear "over the coming months."

Read more: <https://urlzs.com/pMZiV>



According to a report gamers are expected to spend about \$180 billion by 2021 and that the number of gamers would rise to 2.725 billion by then

50 percent of gamers consider online play capability a factor into their purchase decision and of frequent gamers 55 percent say video games help them stay connected with friends

The average male gamer is 32 globally and while younger gamers might dedicate more time to gaming, the market is skewing towards middle age as more people grow with games in their lives.

DIGITAL 101

THE ERA OF GAMING

An average Fortnite player spends 6 to 10 hours a week on the game.

68.8 percent players of Fortnite have spent money on in-game purchases and for nearly 37 percent of those spenders, this was the first time they made an in-game purchase

Source: <https://urlzs.com/JiA2a>



MCDONALD'S: AROUND THE WORLD IS NOW AROUND THE CORNER



Around the world is now around the corner is McDonald's latest campaign as part of which it is bringing some of their most popular international items from around the world to participating U.S. restaurants nationwide.

Inspired by customer curiosity and enthusiasm for McDonald's international menu items and its global scale and diverse menu offerings, the campaign centers on how easy it is for customers to try these delicious menu items at their local McDonald's.

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

STANDARD CHARTERED: HERE FOR GOOD: PROTECTING WILDLIFE



Standard Chartered has launched a new global integrated campaign that tells the powerful story of elephant trafficking and the role financial institutions can play to fight the system that fuels the practice of illegal wildlife trade.

The campaign marks the next chapter in Standard Chartered Bank's brand campaign 'Here for good' which demonstrates the Bank's belief that a financial institution can be a force for good by promoting economic activity that makes a positive impact in the world.

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

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 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

JazzTV App – Pakistan VS India



Keeping up with the fervor that is around the World Cup JazzTV released quirky communication focusing on the Pakistan India match. The trend first started with the “Mauka Mauka” campaign by StarSports India and has now has turned into a recurring theme for such matches

Video Link: <https://urlzs.com/tsTuz>

Sooper – Choolein Aasman



In the most awaited cricket season of all, Sooper celebrates the diversity of Pakistan with a patriotic song made from Junoon. Sooper has invested heavily in terms of media and the song is being actively pushed on conventional and digital platforms

Video Link: <https://urlzs.com/RcZNS>

Dettol #HogaSaafPakistan – #OneBottleChallenge



With the righteous mission of #HogaSaafPakistan - Reckitt Benckiser, makers of #Dettol took the initiative of cleaning the sacred mosques of Pakistan this Ramzan and encouraged others to join them too

Video Link: <https://urlzs.com/MemKv>



BEST OF PAKISTAN

TEN Sports Pakistan – #HumaariBaari



Ten Sports Pakistan launched its World Cup coverage with a passionate and youthful rap that stirs excitement and enthusiasm amongst Pakistani cricket fans. The chant “Humaari Baari” also perfectly captures the mood of each and every Pakistan cricket fan.

Check it out: <https://urlzs.com/fkadm>

Coca Cola Pakistan – Hum Aik Hain



Coca Cola's Hum Aik Hain is an upbeat version of the classic national song "Is Parcham K Saye Talay" which celebrates extreme Pakistaniat and highlights that there is more to Pakistan than extremism. The song beautifully portrays the rich culture of Pakistan and aptly captures the spirit of World Cup

Check it out: <https://urlzs.com/YnVrt>

UBL Digital App – #TheNewYou



UBL recently introduced new communication for its Digital App and the exciting feature that falls under it as part of it's "The New You" narrative. Each of the communication pieces focus on different features of the app such as Face ID, Mobile Insurance, QR Pay and Pay to CNIC. The communication is refreshing for the banking category which otherwise has banks communicating in a serious tone.

Check it out: <https://urlzs.com/ELGSS>

Pakistani Female-led AI startup gets selected for Startup Chile

<https://urlzs.com/AEauT>

Citibank officially invites Pakistan to international fintech competition

<https://urlzs.com/2EAvM>

An online system for issuing land ownership being developed by Punjab Govt.

<https://urlzs.com/9yUQo>

**LOCAL
NEWSbytes**

Google's biggest event for developers to kick off in Islamabad on June 15

<https://urlzs.com/re6VM>

Govt allocates Rs. 100 million budget for technology parks in federal capital

<https://urlzs.com/hNnug>





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