

MAY 2019

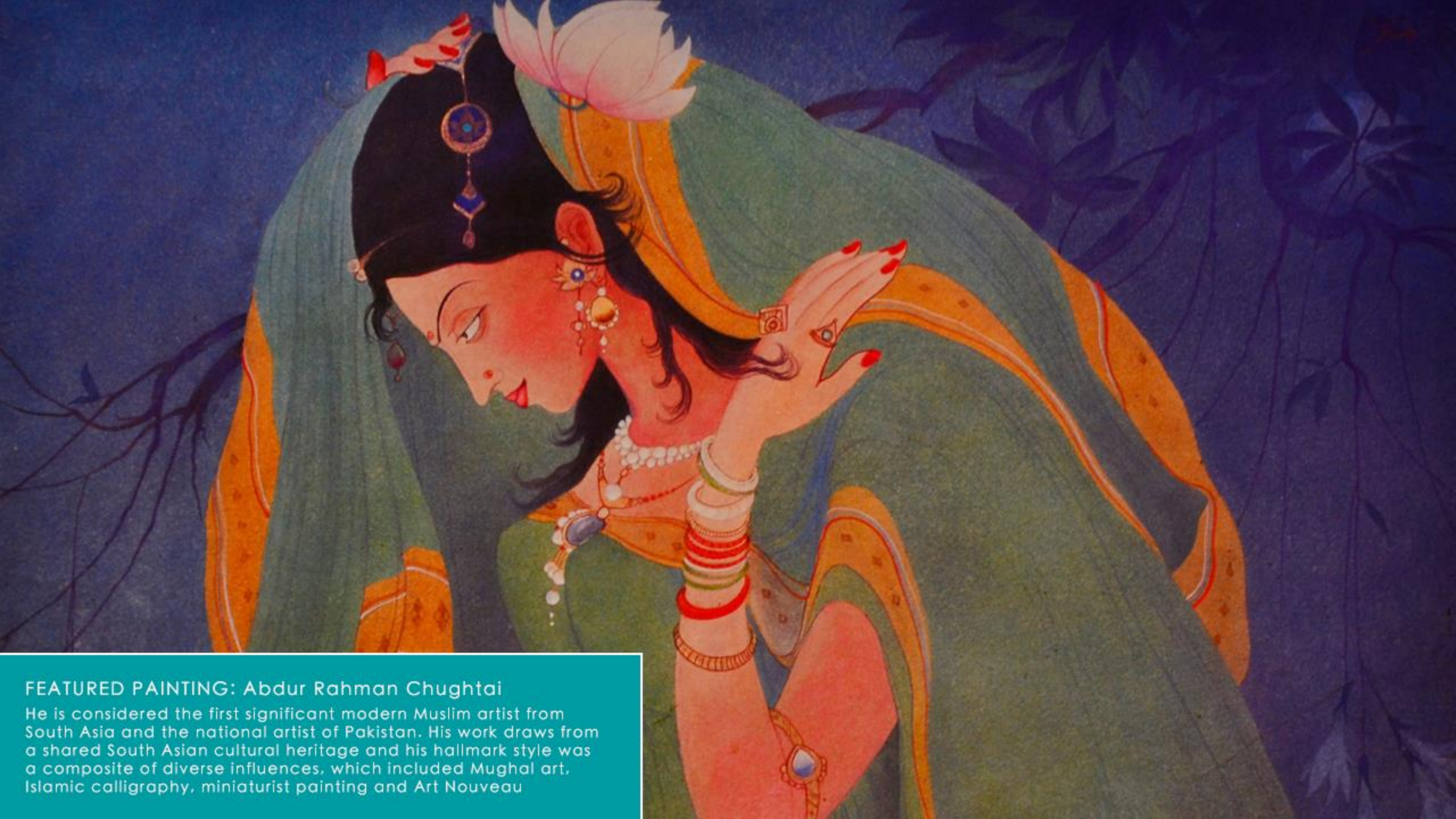
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

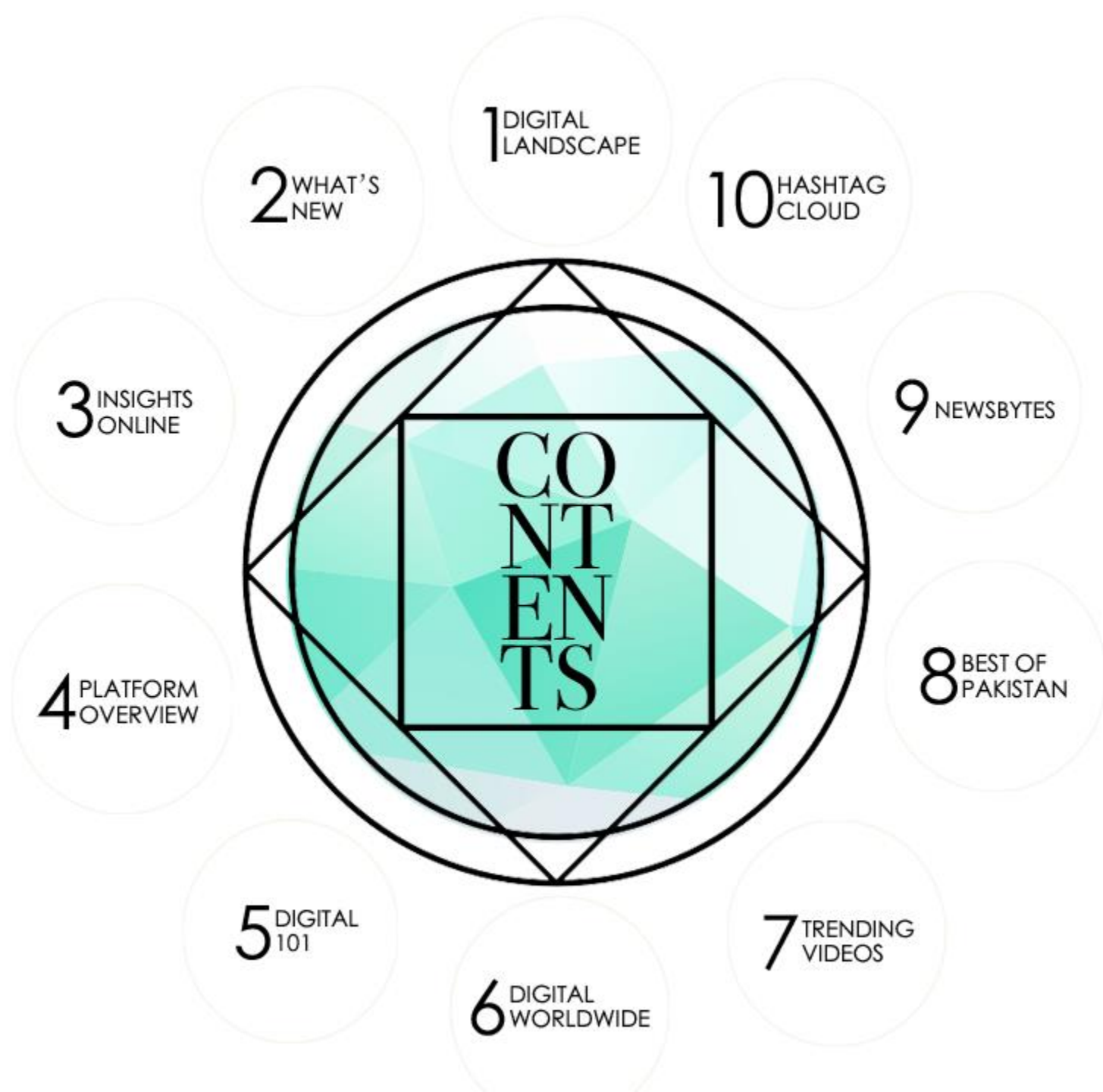


UNVEIL THE WORLD OF ART: PAGE 02

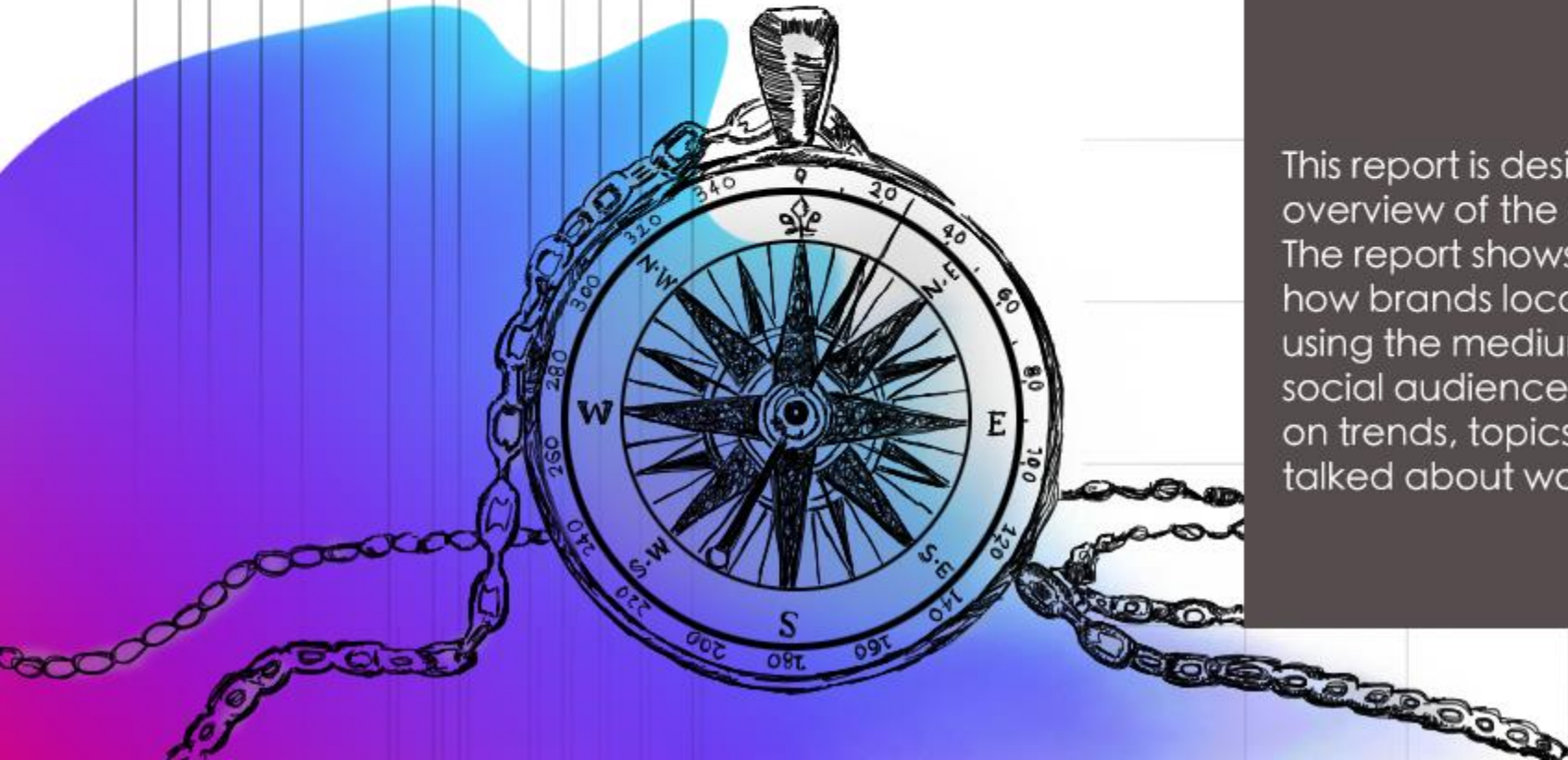


FEATURED PAINTING: Abdur Rahman Chughtai

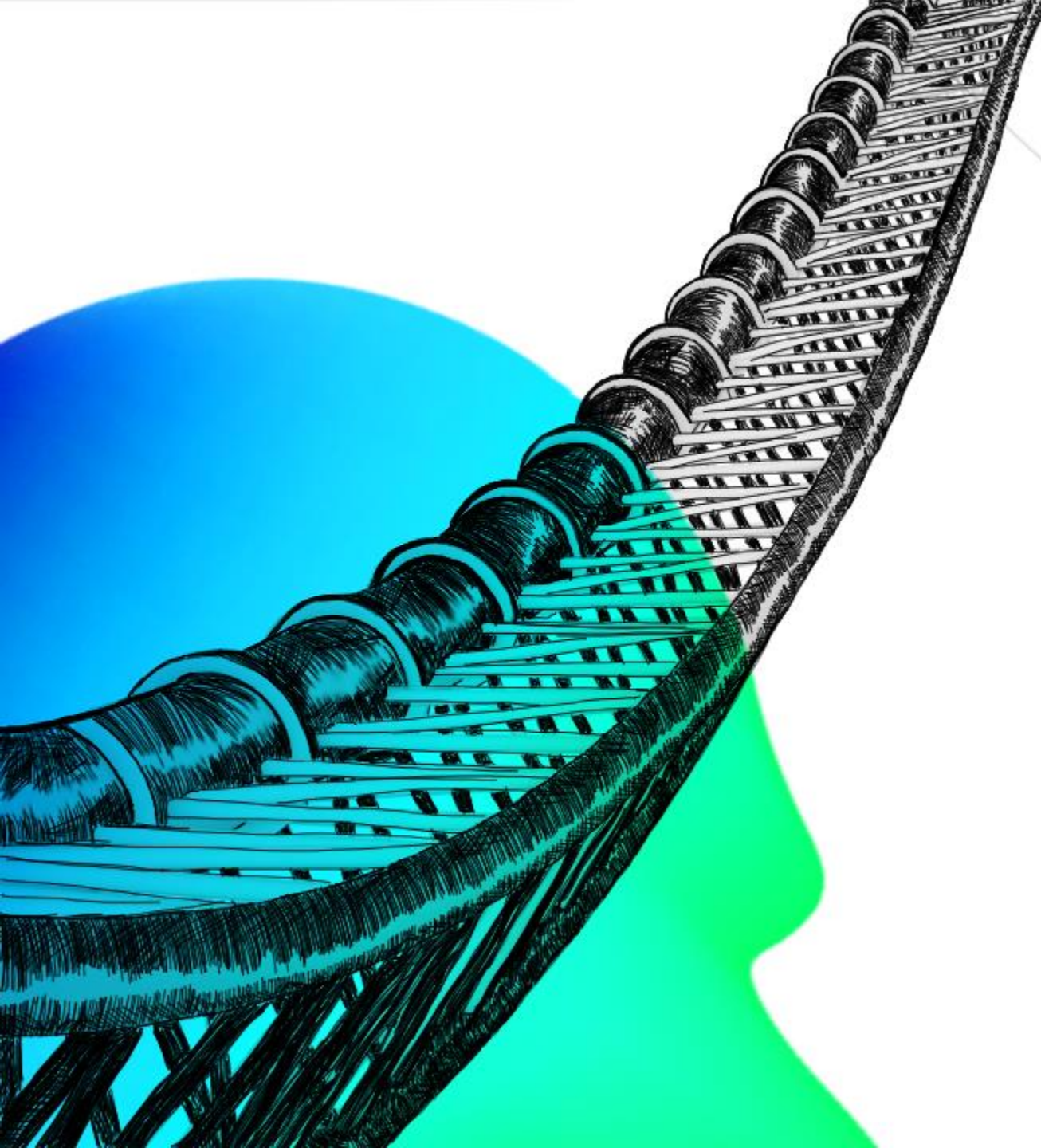
He is considered the first significant modern Muslim artist from South Asia and the national artist of Pakistan. His work draws from a shared South Asian cultural heritage and his hallmark style was a composite of diverse influences, which included Mughal art, Islamic calligraphy, miniaturist painting and Art Nouveau



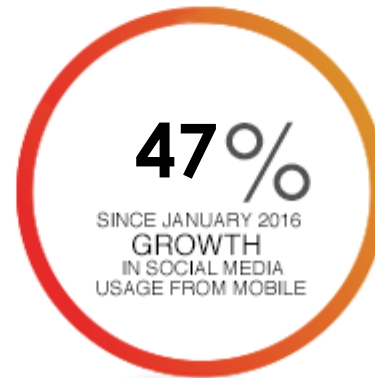
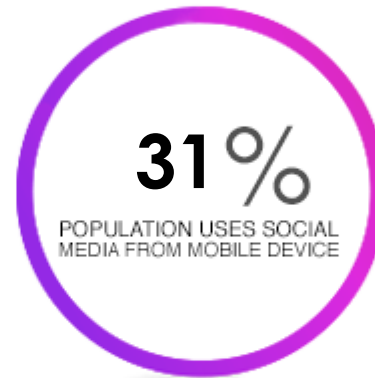
PURPOSE



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



5.6M



5.4 M



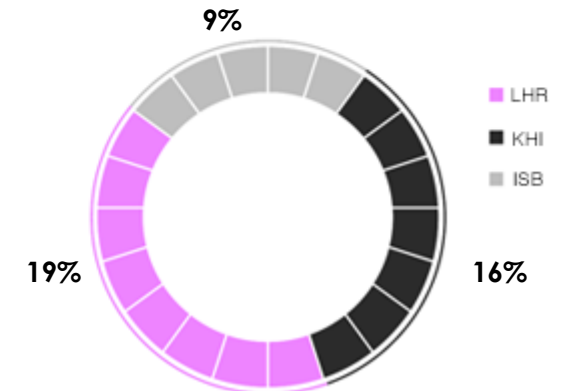
3.5M



51M



33M



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



WHAT'S NEW



INSTAGRAM OFFICIALLY TESTS HIDING LIKE COUNTS

Would we feel less envious, shameful and competitive if Instagram didn't tell us how many Likes a post received? That's the idea behind Instagram now hiding Like counts from both a post's viewers as part of an experiment in Canada. A post's creator can still open the Likers window to see the names of everyone who hearted their post. Instagram has also recently redesigned the profile to make follower count much less prominent, the app's head Adam Mosseri says.

Even though Like totals would still impact how the algorithm ranks a post in the feed, if rolled out, the change would refocus Instagram on self-expression instead of being a popularity contest. Users might be less likely to delete a photo or video because it didn't get enough Likes, or resort to their Finsta account to post something authentic but less "perfect."

"We are testing this because we want your followers to focus on the photos and videos you share, not how many likes they get", an Instagram spokes person revealed.

Read more: <https://tcrn.ch/2DAquAT>



GOOGLE ANNOUNCES INCOGNITO MODE FOR MAPS

Google has announced the Incognito mode for Maps, the feature which was first launched in the Google Chrome will now be available in the Maps as well. It will allow users to access the app without having their data linked back to their Google account

One could always use their Maps privately while launching the Incognito mode in your Chrome browser, but with this dedicated option inside the app, it will become easier to use than before. By tapping on your profile icon, you can choose the "Turn On Incognito Mode" option and the app will stop tracking your location and search data.

With this privacy mode turned on, the places you search on your Maps and navigate to won't be linked to your account, and a gray bar will appear at the top in addition with the usual icon in place of your account profile photo to display that you have gone into Incognito mode

Read more: <https://bit.ly/2YrTq8g>



FACEBOOK ANNOUNCED THAT IT'S REDESIGNING THE CORE APP

Facebook announced an overhaul of its main mobile app today that puts more emphasis on two of its most critical features: events and groups. The company says it's placing groups front and center as a cornerstone of how it wants users to think of the main Facebook app, while events is getting a fresh coat of paint as one of the most-used parts of the app that keeps users coming back day in and day out

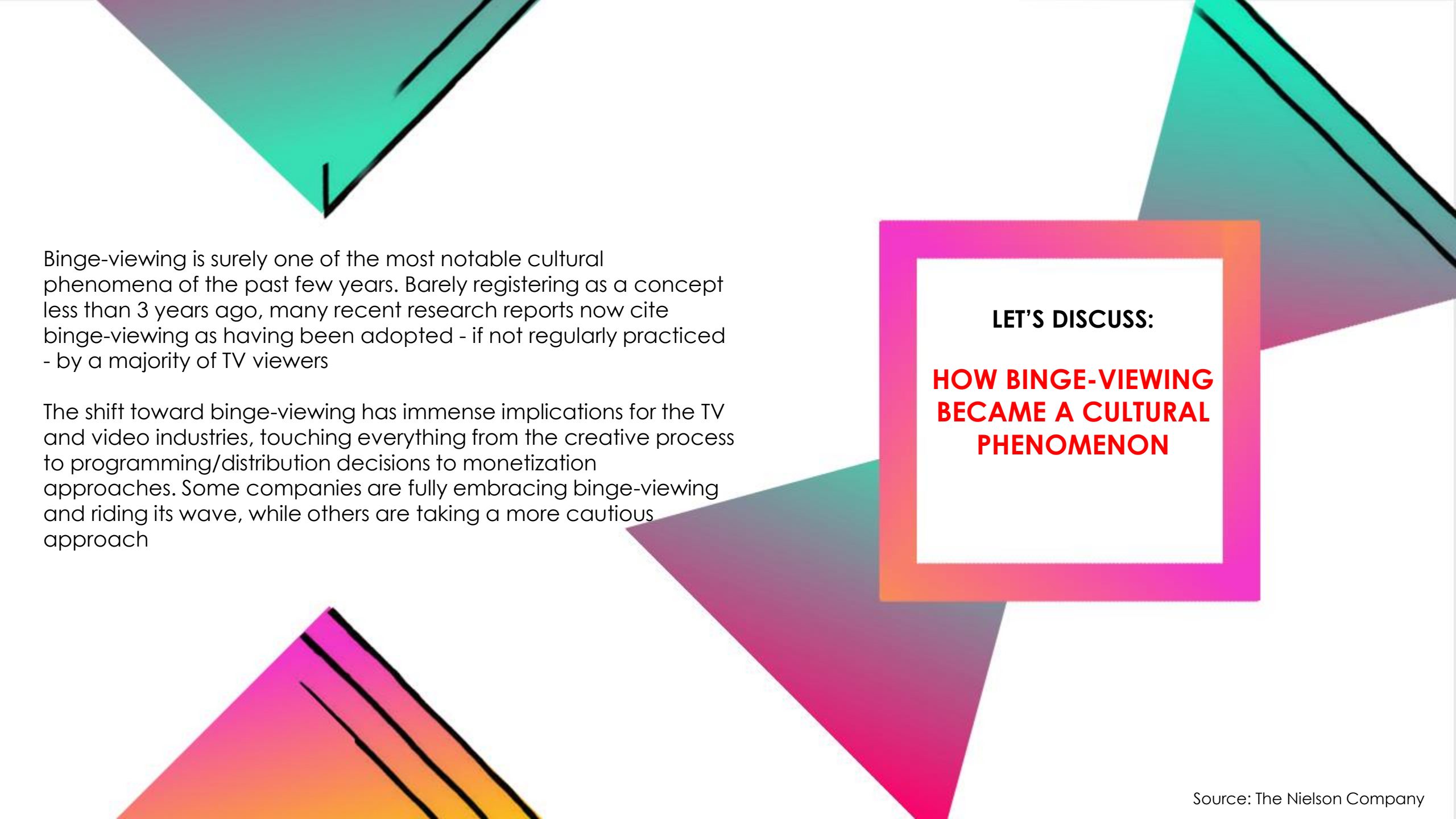
Facebook says the mobile redesign will start rolling out immediately on iOS and Android around the world. It's also working on a desktop redesign that will arrive in the coming months. The biggest change to note is the new groups tab that's now placed in the middle row of the redesigned menu bar.

When tapping in, users will now get a personalized feed of updates from their various groups as well as recommendations to join new groups based on their interests

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

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 end trailing off to the right.

INSIGHTS ONLINE



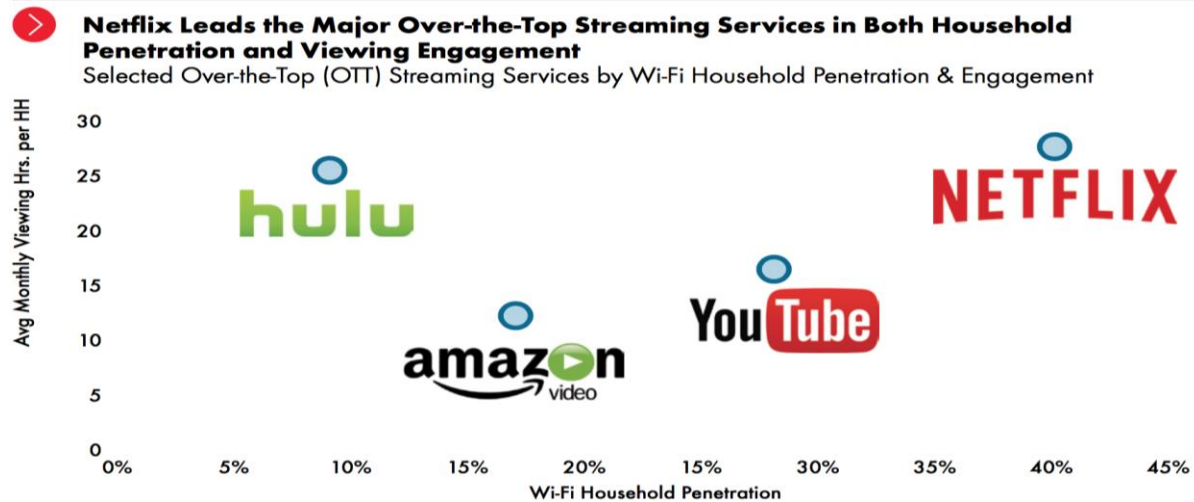
Binge-viewing is surely one of the most notable cultural phenomena of the past few years. Barely registering as a concept less than 3 years ago, many recent research reports now cite binge-viewing as having been adopted - if not regularly practiced - by a majority of TV viewers

The shift toward binge-viewing has immense implications for the TV and video industries, touching everything from the creative process to programming/distribution decisions to monetization approaches. Some companies are fully embracing binge-viewing and riding its wave, while others are taking a more cautious approach

LET'S DISCUSS:

**HOW BINGE-VIEWING
BECAME A CULTURAL
PHENOMENON**

With the rapid growth of Social TV inaugurated by YouTube, other brands like Netflix, Hulu and Amazon Prime have turbo-charged this behavior as well! According to a Nielsen report, 361,000 Americans watched all nine episodes of Stranger Things: Season 2 within the first 24 hours after it's release on Netflix.



Source: comScore OTT Intelligence, U.S., December 2016

Factors why online streaming platforms are popular among younger audiences:

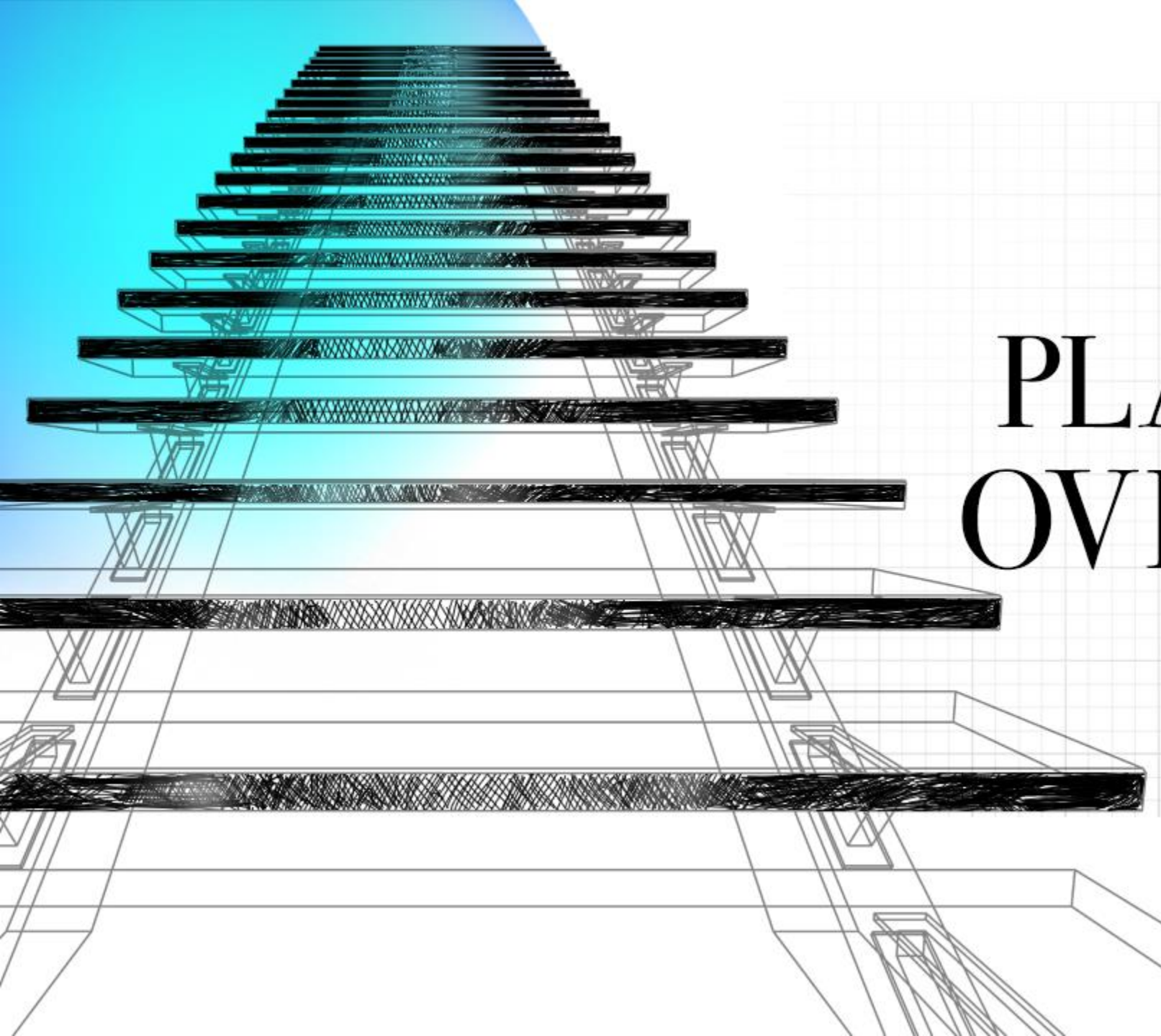
Pay per
view
model

More
control
over
content

Easy
access
&
consumption

LET'S DISCUSS:

HOW BINGE-VIEWING
BECAME A CULTURAL
PHENOMENON



PLATFORM OVERVIEW



FACEBOOK DATING OPENS TO FRIENDS WITH SECRET CRUSH

Facebook built Dating to be privacy-safe, hoping to avoid the awkwardness of friends or family checking out your romance profile. But now Facebook has found a way to let you silently express your affection for a friend without them knowing unless they reciprocate.

Facebook announced at its F8 conference that Dating is opening in 14 more countries, bringing the total to 19. It will launch in the U.S. before the end of the year. Dating brings with it a new feature called Secret Crush that expands it beyond strangers and friends-of-friends. Choose up to 9 friends you like-like. If they've opted into Facebook Dating, they'll get a notification that some friend has a crush on them. If they add you as a Secret Crush too, you're both notified and can chat on Messenger.

Source: <https://tcrn.ch/2lRWy9v>



GOOGLE PLAY IS CHANGING HOW APP RATINGS WORK

Google announced it's making a change to how its Play Store app ratings work, too. But instead of giving developers the choice of when ratings will reset, it will begin to weight app ratings to favor those from more recent releases.

"You told us you wanted a rating based on what your app is today, not what it was years ago, and we agree," said Milena Nikolic, an engineering director leading Google Play Console, who detailed the changes at the Google I/O Developer conference today.

She explained that, soon, the average rating calculation for apps will be updated for all Android apps on Google Play. Instead of a lifetime cumulative value, the app's average rating will be recalculated to "give more weight" to the most recent users' ratings.

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

Send Spotify Songs Through Messenger

Speaking of Spotify, you can also send songs to Facebook Messenger directly from the music-streaming service. Find a song or album in Spotify you want to share and tap the share button. Select Messenger in the options; this will open the Messenger app, where you can select a recipient.

Supersize Your Emoji

Sometimes a simple emoji won't do the trick and you need to SUPERSIZE it. Easy enough to do. Tap or click the smiley face emoji icon on mobile or the web, and long-press (or click) on your emoji of choice. When you release your finger, the super-sized emoji will send.

Scan a Code on Facebook Messenger

Facebook Messenger also features Scan Codes. Users can scan these personal codes and instantly be linked on the app. The whole feature was designed to eliminate the awkward "who are you" aspect of trying to chat with a person you don't know. Just scan your new friend's Scan Code on their profile and you're connected!

Send and Receive Money Through Messenger

Messenger also lets you send and request money.

From inside a conversation, choose the dollar sign icon next to the text field to send money to your contact. Fill out the amount, and add your payment information if it's not yet added to the account.

DIGITAL 101

FACEBOOK
MESSENGER TRICKS
& FEATURES



EXTRA GUM'S GIVE EXTRA CAMPAIGN BUILDS ON UNEXPECTED FRIENDSHIPS



The sharing of a game and gum makes for an emotional cross-generational friendship in Extra's latest chapter of its 'Give Extra' campaign.

The story supports the launch of Extra Refreshers gum, and the spot is a heartwarming story of an unlikely friendship between two strangers, and how small, unexpected gestures – like sharing gum – can help form a lasting relationship regardless of age, race or gender.

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

BEATS BY DRE RELEASES STAR STUDDED “UNLEASHED” CAMPAIGN



Apple's Beats brand released its new Unleashed campaign promoting Powerbeats Pro, Apple's upcoming wire-free earbuds that are similar to the AirPods, but designed with fitness and sports in mind

The star studded video having the likes of Serena Williams and other prominent athletes show them wearing a set of white Powerbeats Pro while playing their respective sports, ranging from gymnastics to basketball.

Source: <https://bit.ly/2Xditev5>

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 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

KFC LABOR DAY – MAD MEHNAT



KFC Pakistan celebrated Labor Day by not just offering special deals, but by taking a completely different route, giving one of its employees a chance to show their talent.

Enter Ibn-e-Ali, a cashier at KFC who is also a talented artist. He raps pretty well and KFC gave him a chance to show his talent through a music video.

<https://bit.ly/2JE6q6k>

SURF EXCEL – EESAR EK IBADAT



Surf Excel keeps up with its tradition of creating Ramadan-specific communication with an emotional hook and a message

The latest TVC of Surf Excel is titled "Eesar Ek Ibadat" (*sacrifice is worship*) is based on an interesting plot involving the elements like praying for others, bond of friendship and the power of innocence.

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

RELIANCE SMART – MAA SE SEEKHA HAI



India's Reliance Smart released its Mother Day's campaign #MaaSeSeekhaHai campaign that tell us that we learn so many things from our mothers, but there are some lessons that become the guiding light of our lives

.The communication with its absorbing story reiterated that a mother's confidence in a child helps the child progress and succeed in life

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



BEST OF PAKISTAN

MAYBELLINE – BRAND DAY



Maybelline celebrated its Brand Day on Daraz on May 3 as part of which the brand was exclusively promoted on Daraz for the day with discounts up to 70 percent, touting it as the biggest makeup sale ever

The brand day went live to discuss all the deals and discounts to on offer and all the products that were up for grab, generating a lot of engagement on digital

Check it out: <https://bit.ly/2YrZiy5>

SENSODYNE – HASAAS RISHTAY



Sensodyne Pakistan tapped onto the Mother's Day occasion through a heart-teaching DVC that focused on the topic of sensitivity but in terms of relationships

The DVC has been so well-received that it has garnered over 800K views on YouTube within a week since its launch

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

COCA COLA – CRICKET WITH COKE



Coca Cola has revealed itself as an official partner of ICC for this year's cricket World Cup, further strengthening its association with sports lovers after its successful association with FIFA World Cup 2018

Coca Cola also brought the World Cup trophy to Pakistan giving the opportunity to passionate Pakistani fans to view it personally and take selfies with influencers sharing the event details on social media

Check it out: <https://bit.ly/30oae1o>

NUST team's energy efficient car wins big at the Shell Eco-marathon 2019, beating India among others

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

OLX Launches Xsellerate, a Startup Acceleration Program at Momentum Tech Conference

<https://bit.ly/2LINo1e>

Telenor Pakistan and P@SHA to collaborate in Cloud Services, IOT and Business Development

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

LOCAL
NEWSbytes

Pakistan Blockchain Association launches training courses for AI & Blockchain

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

Daraz offers best prices to purchase Ramadan ration packages online

<https://bit.ly/30jocBR>





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