



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

April 2017



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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 to an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.





DIGITAL landscape



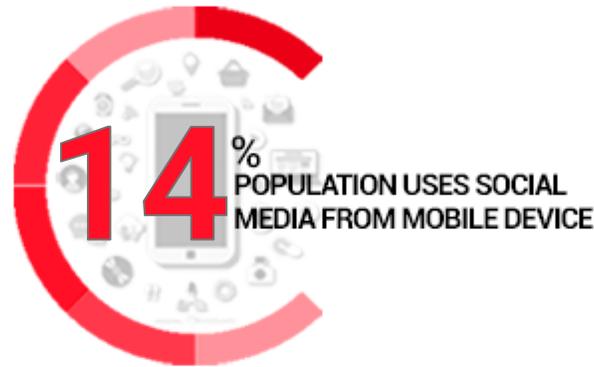
137.8 MILLION MOBILE SUBSCRIBERS

41 MILLION ACTIVE INTERNET USERS

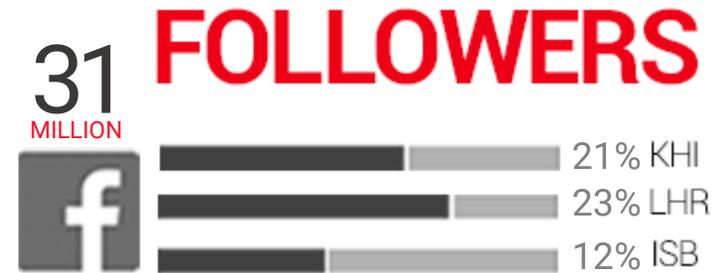
40 MILLION+ SMART PHONE USERS

39 MILLION 3G/4G USERS

16% PAKISTANIS IS AN ACTIVE SOCIAL MEDIA USER



47% since January 2016 GROWTH IN SOCIAL MEDIA usage from mobile



*Snapchat stats : Approximate number; source unknown



WHAT'S

new? YouTube creators can now only monetize
when they reach 10,000 views



YOUTUBE CREATORS

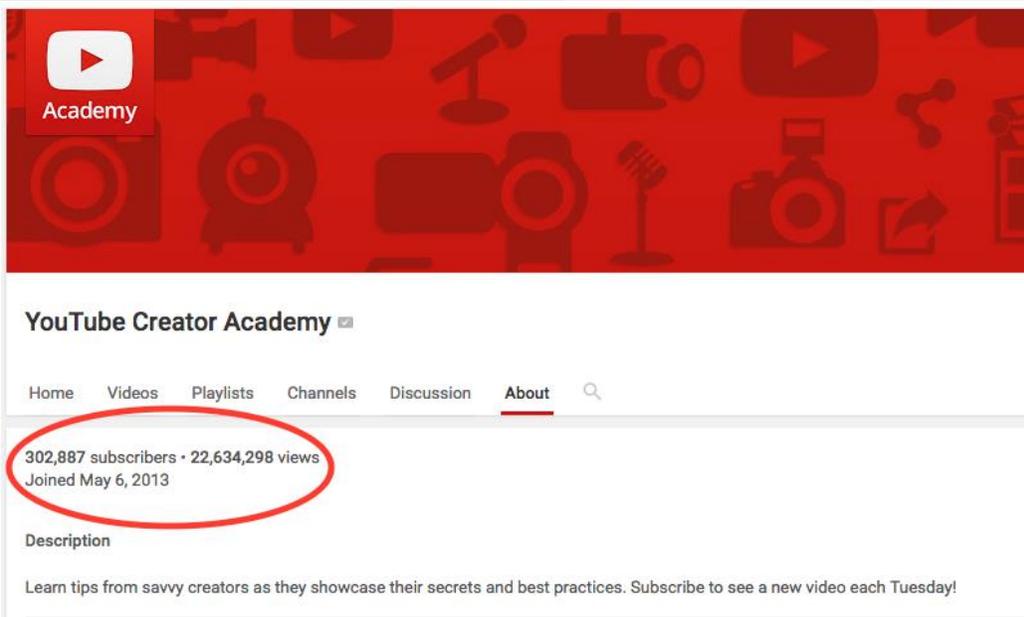
YouTube wants to make sure its creators are legit before giving them the opportunity to make money off videos. The video giant announced a big change to its partner program on Thursday that now requires creators to reach 10,000 lifetime views before it can run ads on channels.

The YouTube logo is displayed in white on a red background. To its right, a series of red squares of varying sizes are arranged in a staircase pattern, ascending from left to right. Below the logo, the word 'ADVERTISING' is written in white capital letters on a red background. The background of the entire left side of the image is a dark red gradient with a black diagonal shape in the top left corner. In the center, three tablets are shown overlapping each other, displaying various YouTube interfaces. The top tablet shows a car video with 'Beside videos' ads. The middle tablet shows a 'Before videos' ad. The bottom tablet shows search results with 'In Search Results' ads. White lines connect these ads to the 'ADVERTISING' text.

ADVERTISING

YOUTUBE CREATORS

The YouTube Partner Program was first created in 2007 as a way for producers of very popular content to monetize their videos. In 2012, YouTube opened it up to all creators. The changes come after recent backlash over ads that run on extremist channels and hateful videos. The company announced last month a handful of changes to its advertising systems designed to give brands more control over where their ads appear.



YOUTUBE CREATORS

But a YouTube spokesperson said the platform has been working on revamping the Partner Program since November of 2016. The change is a response to repeated user complaints over unlicensed re-uploads of popular videos aka “freebooting.” Facebook also often faces this issue with its videos.

Source: <http://on.mash.to/2nH6gBz>



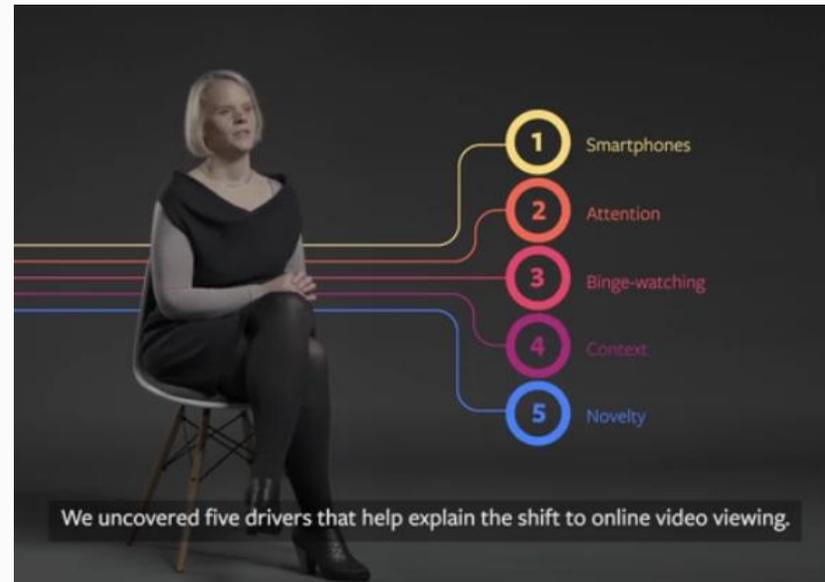
INSIGHTS

online Moving Pictures: The Persuasive
Power of Video

Why is mobile video skyrocketing around the world? It may be that our eyes just can't look away. Through a biometric analysis of how people in the UAE and the UK consume content in their personal mobile feeds,* we discovered that people gaze 5x longer at video than at static content on Facebook and Instagram.

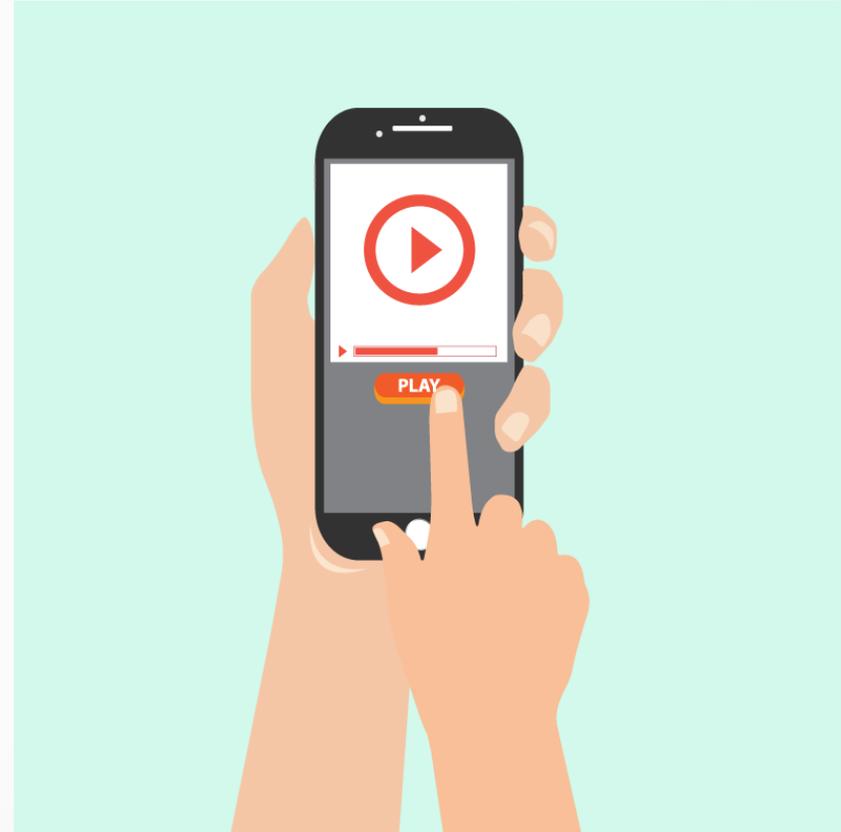


The five factors related to the rise of online video viewing:
smartphones, shorter attention spans, binge-watching, the importance of context and the thrill of novelty.



What It Means For Marketers?

- Create video for mobile
- Make It short and sweet
- Build to surprise and delight

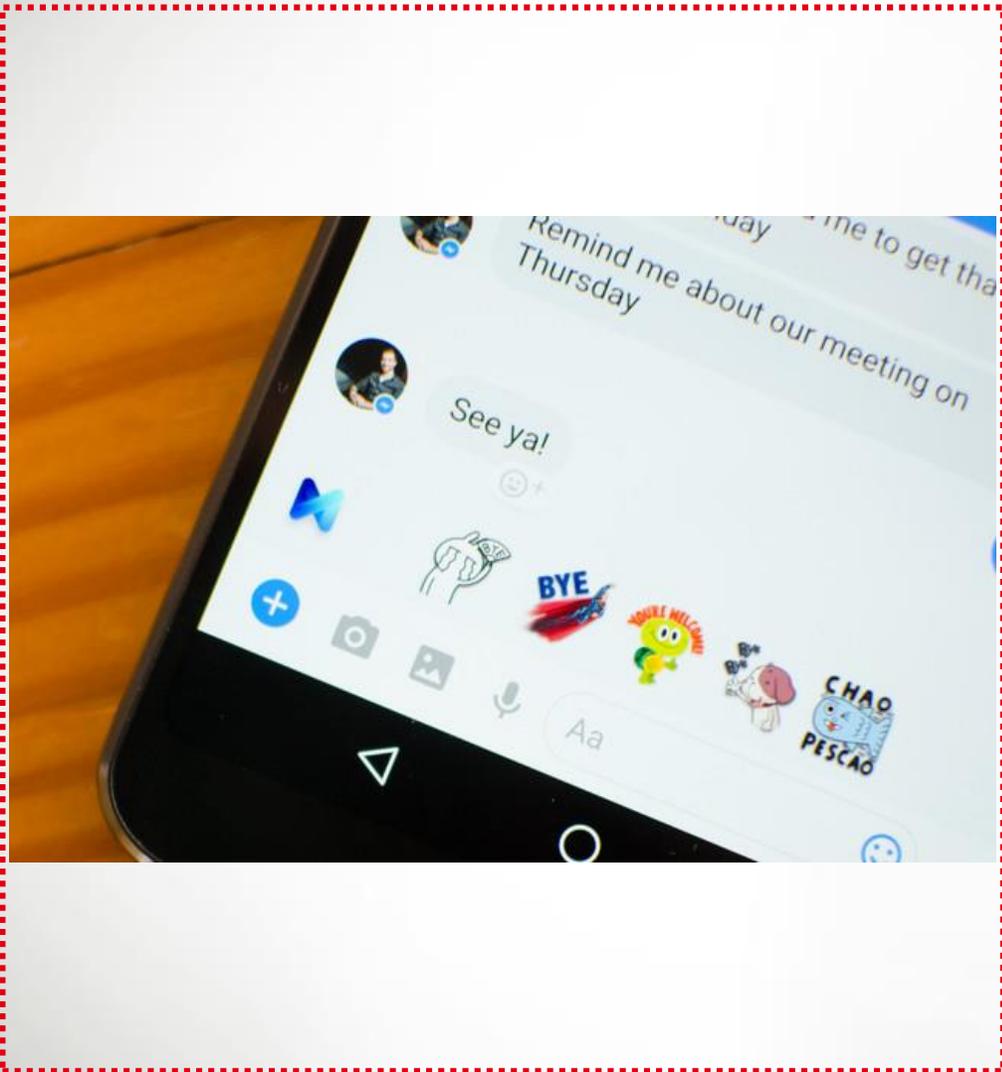




PLATFORM

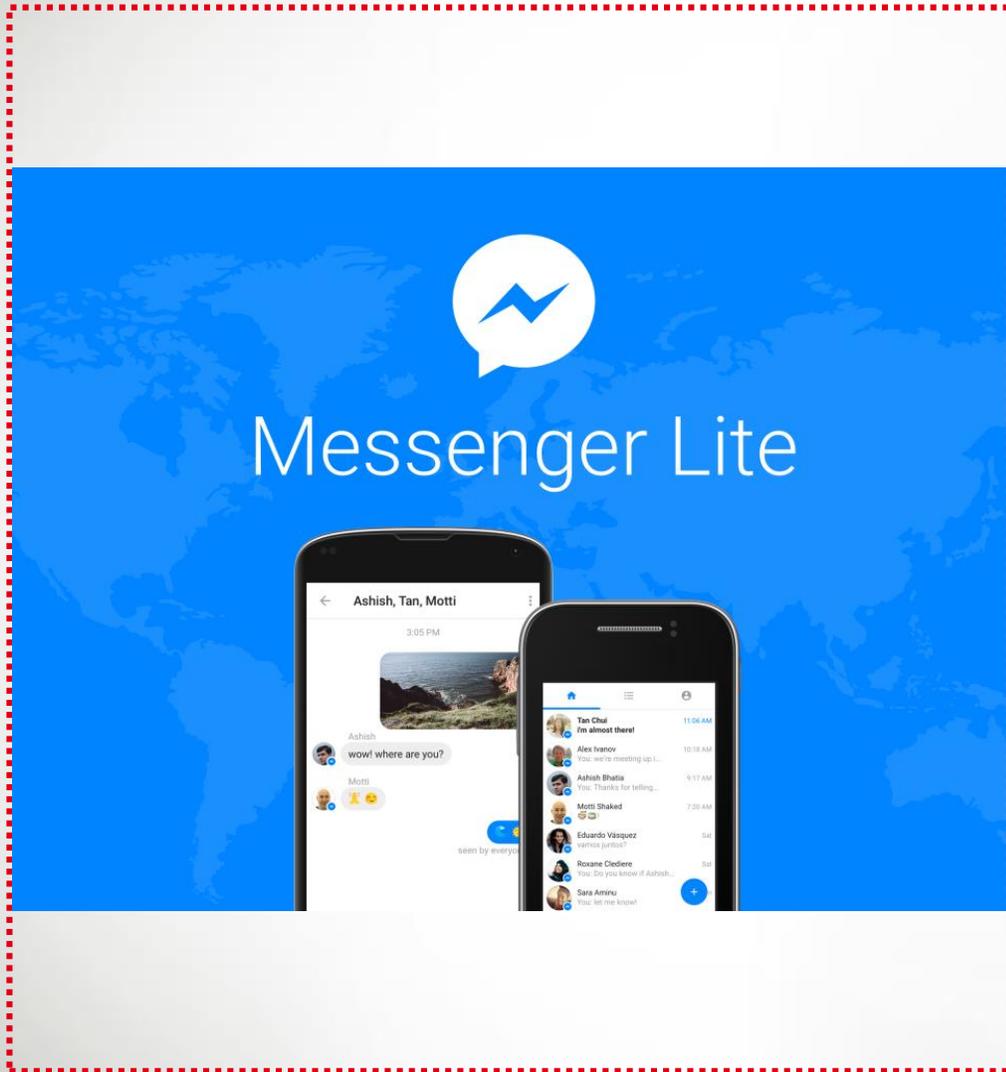
overview

Facebook Messenger keeps on growing, now boasts a whopping 1.2 billion users



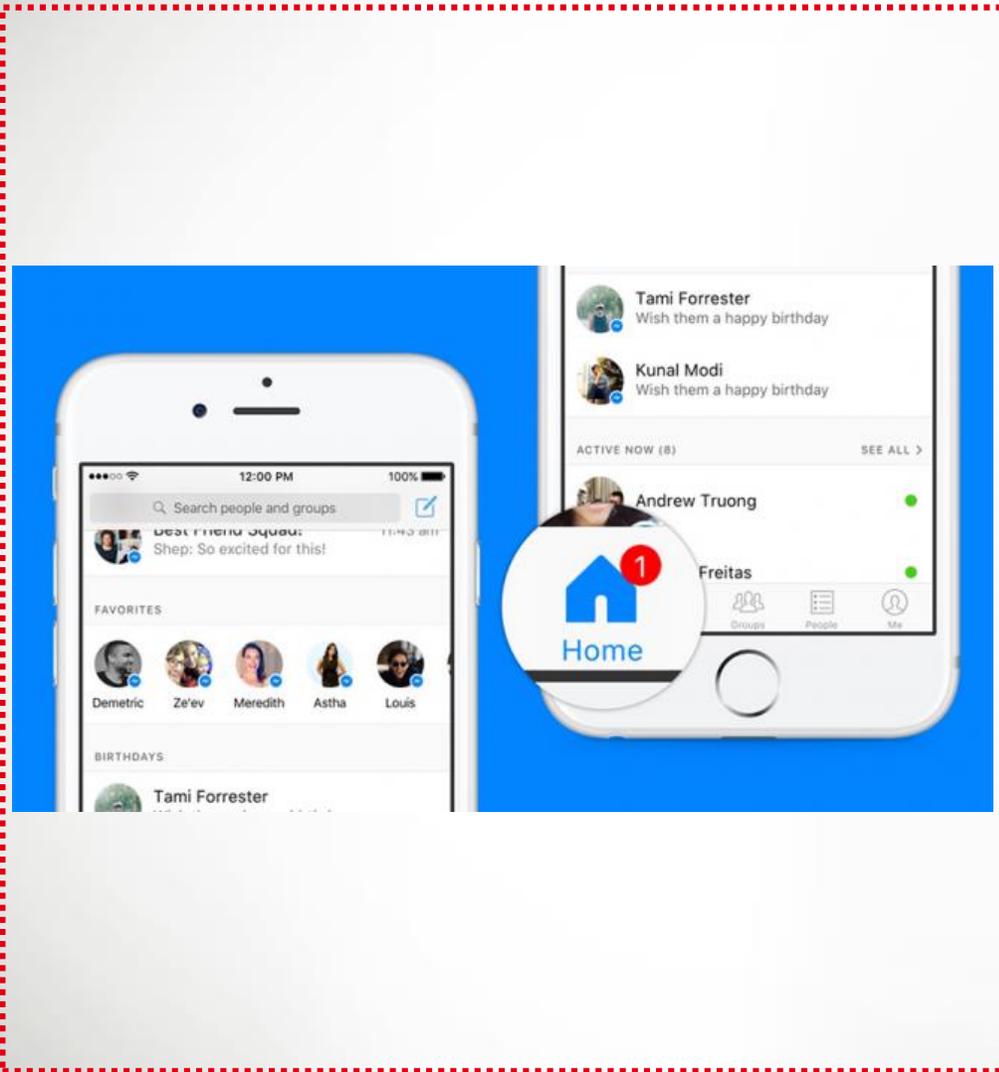
Facebook Messenger's popularity is showing no signs of abating. Facebook reported in July that Messenger boasted a massive 1 billion users. Now, less than a year later, its up to 1.2 billion users. That's despite the group of Messenger haters that still exist after Facebook forced users to download the stand-alone Messenger app if they want to message people – rather than just using the Facebook app.





So what's the cause of all the growth? Facebook attributes it to the launch of Facebook Messenger Lite, the lightweight version of Messenger that's targeted at regions with slow connections and older phones. Facebook says the growth can also be attributed to rapid expansion of new features.





Some have criticized the slew of new features, arguing that Messenger is becoming a little bloated. Despite the negative feedback, it's likely that we'll see more features added to Messenger as time goes on.



DIGITAL 101

Calculator%

The app appears to be just a regular calculator app until you enter your secret code. The user can then access private photos. The app has been reported as being used among teenagers as a way to hide risqué images.

Down to Lunch

A meet-up app designed to help users see who is free to hang out.

Chatroulette

Online service that allows users to video chat and exchange messages with random users. Users arrive at the website, enter their interests or keywords, and are anonymously paired with another user with the same keyword.

Streetchat

An anonymous local bulletin board where users can post messages to people close to them using geolocation.

HMU

Hit me up. Used as a way to ask for someone's social media handle or personal phone number to directly message.



DIGITAL
Worldwide



Amazon's Launches "Petlexa" Skill For the Echo



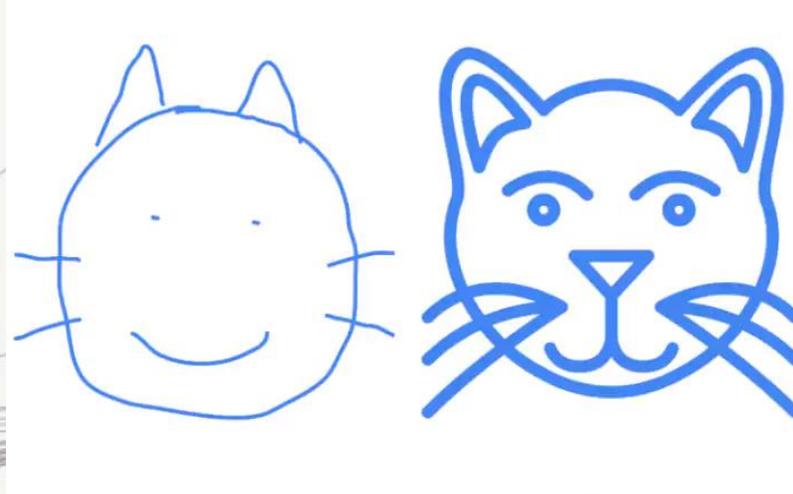
Here we go. April 1st. And wasting no time was Amazon; Introducing the Petlexa skill for the Echo home device. The Petlexa feature allows dogs, cats, and other animals to communicate with Alexa just like you do.

FORD Launches The Smart Crib



Is this the world's first smart-crib? Ford says so, and now babies can get to sleep at home the same way they sleep in a car as the smart crib reproduces your car's movements and sounds once you train it in your car via the connected app experience, on trips around town. The app lets you record your real life journeys, movements, turns and vibrations to allow the smart crib to replicate the subtle movements and motion that help put so many people to sleep so quickly in the car!

Google's AI Drawing App



AutoDraw, a new website from the internet giant, uses artificial intelligence to recognise what you are drawing, and suggests a professionally-made version, turning your amateurish sketches into works of art.

When you begin drawing something, AutoDraw starts to recognise what you're trying to accomplish from your crude doodles, and can turn them into drawings that actually look something like the real thing.



TRENDING
videos

Pepsi's Kendall Jenner Ad



Pepsi was the latest brand to wade into politically charged territory, as the fizzy drinks maker was forced to apologize for an advertisement that depicted Kendall Jenner, the reality television star and model, joining a protest and offering a can of Pepsi to a police officer. It quickly drew widespread condemnation on social media from critics who said it trivialized Black Lives Matter protests over police killings of black people.

[Click Here To Watch The Ad](#)

Source: <http://on.ft.com/2onVEVh>

Vicks #TouchOfCare



The new advertisement for Vicks keeps the brand out of the advertising film till the very end. It also packs a twist in the tale, appeals to fine human instincts, and joins a well-intentioned cause – all of this wrapped in a message of caring to signal the brand position.

[Click Here To Watch The Ad](#)

Read More: <http://bit.ly/2nuhSna>

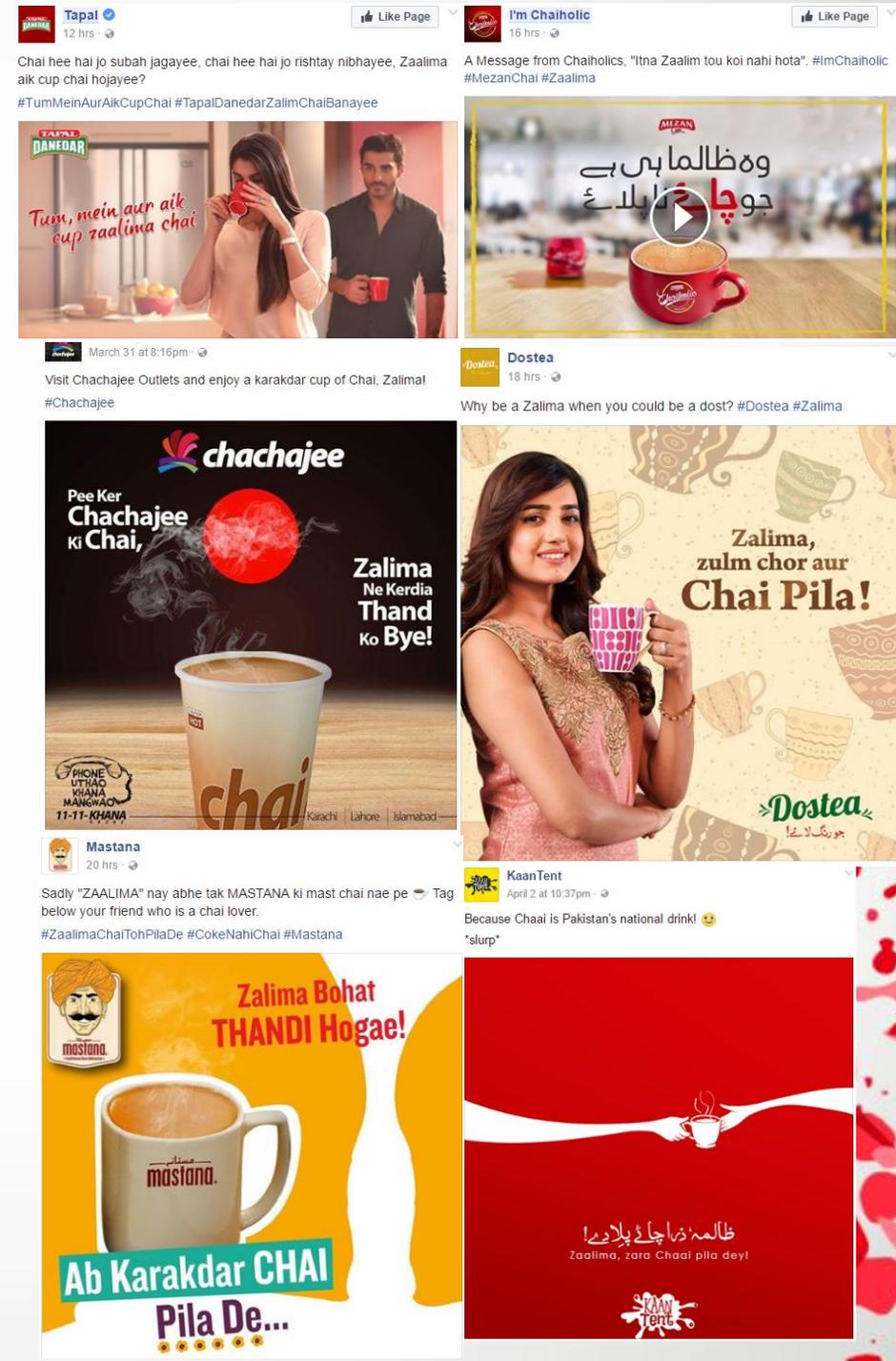


BEST OF
Pakistan

Zaalima Chai Nahi Coca-Cola Pila De

Social media networks are buzzing after Coca-Cola Pakistan rolled out its latest TVC titled, 'Zaalima Chai Nahi Coca-Cola Pila De'. For the first time in Pakistan, a fizzy drink has been shown to be a preferred alternate over tea. To a tea-loving nation, this substitution comes as a surprise, one which is difficult to accept. The spark that the brand has created has led to various reactions from the targeted audiences and a few players in the Pakistani tea industry. The brands have all smartly placed the word 'Zaalima' in their ads which was is a coined word used by Coca-Cola in their campaigns.

Read More: <http://bit.ly/2nXFv7b>



Mortein Introduces Innovative Mosquito-killer Boards

Mortein has introduced innovative mosquito-killer boards to reduce the incidence of Dengue and other mosquito-borne diseases in Pakistan. The killer-boards are well capable of killing several species of Aedes mosquitoes every day. The initiative is in continuance to their 'Dengue Se Paak Pakistan' campaign aimed at reducing Dengue along with other mosquito-borne diseases across Pakistan. These mosquito-killer boards attract mosquitoes as humans do: they release carbon dioxide and produce the effect similar to the smell of sweat (through lactic acid foams). The UV lights present serve as an additional attraction for the mosquitoes. As the mosquitos get attracted towards the board, they are sucked inside through exhaust fans where they eventually dehydrate and die.

Read More: <http://bit.ly/2ooJuNU>



Mortein Pakistan

Sponsored · 🌐



It's a board! It's a billboard! Oh wait...it's a mosquito killing billboard!!!

#Mortein #DengueSePaakPakistan



👍❤️😱 31K

1.2K Comments 5.7K Shares 2.3M Views

Watch Video: <http://bit.ly/2nYSiHq>

Uber just became a lot cheaper in Karachi, Lahore

The digital cab calling service, Uber, just made its service a lot more affordable by slashing prices by up to 20 per cent. UberGo riders in Lahore and Karachi will pay 20 per cent less for their trips. However, driver-partners are expected to earn more through increased demand. The new service is expected to feature premium cars at reasonable prices and goes in line with Uber's philosophy of providing riders with multiple options at different price points, and generating more economic opportunities for drivers-partners.

Read More: <http://bit.ly/2nAmfBs>



Local Newsbytes

Uber Reduces Fares for Lahore and Karachi by 20%

The Digital Youth Summit 2017 to Be Held Next Month

Iflix To Offer Unlimited Access to PTCL's Broadband and Smart TV Users

PTA Asked To Block Booking.com & Similar Direct Selling Websites

#

HASHTAG CLOUD

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2017](#)

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[Pepsi](#)

[Turkish
Airlines](#)

[#Bol
Pakra
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2017](#)

[K electric](#)



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