

The background of the entire page is a grayscale image of the Pakistani flag waving. A solid green vertical stripe is superimposed over the left side of the flag, partially covering the white field and the green field.

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

August 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

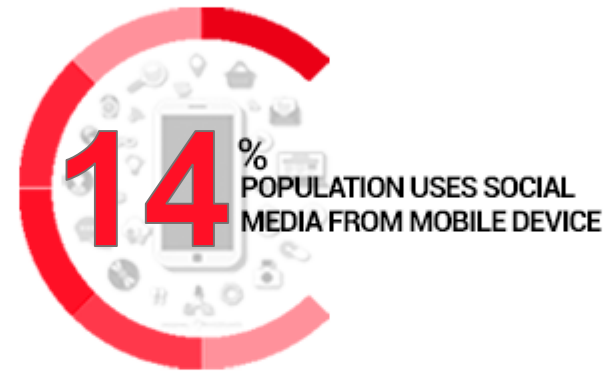
140 MILLION
MOBILE SUBSCRIBERS

44 MILLION
ACTIVE INTERNET USERS

40 MILLION +
SMART PHONE USERS

42 MILLION
3G/4G USERS

16%
PAKISTANIS IS AN ACTIVE
SOCIAL MEDIA USER



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



02
MILLION

350
THOUSAND

3.8
MILLION

4.8
MILLION

3.5
MILLION

31
MILLION

33
MILLION

FOLLOWERS



*Snapchat stats : Approximate number; source unknown



WHAT'S new?

Facebook Gets Brands Ready for 6-Second Video Ads



6-SECOND VIDEO ADS

Facebook is working with some of its advertisers to develop video ads as short as 6 seconds. Facebook has already been telling its video advertisers to hit people with faster messages. 6 seconds emerged as an ideal ad length in a recent test conducted with Tropicana.

Tropicana compared the results from Facebook ads that were 6, 15 and 30 seconds long. The shortest saw "higher brand metrics across the board".



Bumper Ads
6 secondes non skippables

6-SECOND VIDEO ADS

Six-second ads are becoming a standard format in digital media, championed by YouTube and recently embraced by Fox, to combat consumers' ad avoidance. Facebook is refining its video ad products as part of a broader overhaul of the platform. It has expended its experiments with mid-roll ads that interrupt live video and video on demand to include more U.S. publishers.

6-SECOND VIDEO ADS

The company is also bracing for a squeeze on ad inventory in the second half of the year, partly because it has almost saturated its main News Feed but also because its emphasis on video could transform how people use Facebook. More time watching video means less time scrolling through the News Feed, and fewer opportunities for ad impressions along the way.

Read More: <http://bit.ly/2w1kZa3>

See More: <http://bit.ly/2utGQXs>

Know More: <http://read.bi/2vzWEL6>





INSIGHTS

online

Advertisers Need to Stop Chasing
Engagement and Get Back to
Focusing on Awareness

Fifty years ago, Most advertising was not yet about things like unique selling propositions or higher-end emotional benefits. And in a media landscape dominated by interruptive media and captive audiences, no one was talking about “brand engagement.” The job of big brands was to hammer home their brand names, again and again. Reach was guaranteed, so frequency was everything. If you owned a big brand, it was “media-driven.”



Today, despite all the industry's talk of engagement, awareness has become king again. And there are two things that are vital about its resurgence: It is reoccurring for entirely different (and almost polar opposite) reasons, and most advertisers do not yet realize that in a world dominated by on-demand and interpersonal media, awareness should be their primary (and perhaps only) marketing objective.



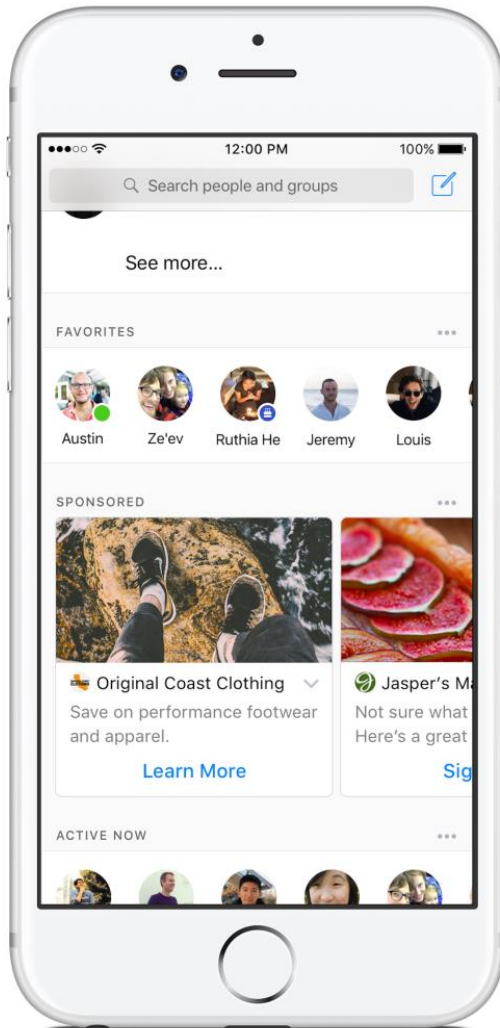
Awareness, now, matters because of a preponderance of content and advertising clutter, buffeted by the usual suspects: fragmentation, social media and native advertising. People are seeing and hearing advertising messages from an almost unlimited number of products and brands all day long. The role of advertising in our society has changed fundamentally, yet many are still playing by the same rules because clients and agencies consider “brand building” to be job No. 1 from a strategy standpoint, when it is in fact in a distant second place.



The background of the slide features a black and white photograph of several film strips hanging from a string with clothespins. The film strips are arranged in a way that they appear to be drying, with some frames showing different scenes. A red line graphic starts from the top left, goes right, then down, then right again, framing the title area.

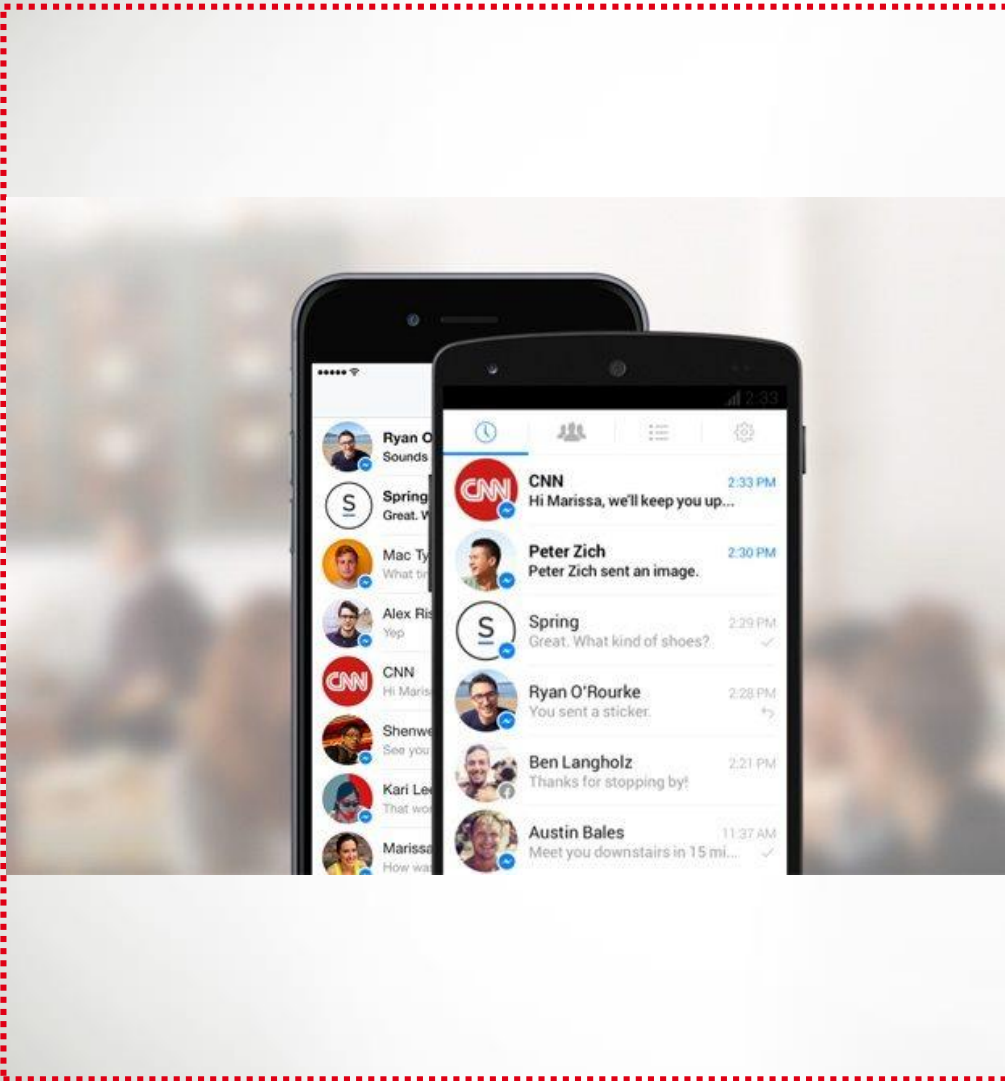
PLATFORM overview

Messenger ads becoming available to
advertisers globally



Messenger is dedicated to building new and creative ways to help businesses and developers connect with the more than 1.2 billion people around the world who use the platform every month. People already spend time on Messenger interacting and conducting commerce with businesses and brands they love, and now with Messenger ads, they have an opportunity to discover experiences directly on their home tab.





For developers, having a variety of ways to surface the conversational, visual and social experiences they've built for businesses and people is crucial. Messenger ads offer developers and businesses a way to use Facebook targeting to extend their reach to people around the world. Their suite of ad products in Messenger now include Messenger ads, Click to Messenger ads, Sponsored messages





Some advertisers will begin to see Messenger ads as part of automatic placements within Power Editor and Ads Manager. Advertisers will be able to add Messenger to campaigns using the Traffic and Conversion objectives and leverage existing targeting options. A small percentage of people will begin to see ads in their Messenger Home tab towards the end of this month



Authority

The more popular a website is (the more traffic it receives), the more authority it has.

Google Bot

The search crawler/bot software developed by Google to spider the web and index it.

Scrape

When a software “bot” goes through a website collecting information and content.

DIGITAL 101

Rich Snippet

HTML tags to influence Google to show certain information in search results.

Penguin

The name given to an update of the Google website ranking algorithm.



DIGITAL Worldwide

HEINZ: Instagram Posts You Can Eat



Now this is a cool social play from Heinz. Who've launched a campaign called "Irresistible Posts" in Sao Paulo that uses geolocation to target local users looking at Stories in Instagram around lunch time, and serving up delicious burgers made by chef Santi Roig from Underdog Meat & Beers restaurant. The catch was, that if you liked the look of that post, swiping upward triggered the ability to order the contents of the post, which Heinz would then deliver to them in a personalised box.

Dunkirk: An Immersive WebVR Experience



The new Dunkirk movie is meant to be epic. And EPIC is this: the new WebVR Experience for the feature film. This co-play experience requires two people to play. You can ask a friend to join, or team up with a random player from around the world – your choice!

Players become Allied troops on the beach deep in enemy territory. Players have to work together to save the other, just as they would have in the war, showcasing the camaraderie and teamwork that ultimately fuels the storyline of the amazing film. This project was created by Warner Brothers who worked with Google Zoo and the Google Chrome VR team.

Miyubi: Oculus' Feature-Length VR Experience



The world's first feature length VR film for Oculus. Picture this. You're in the 80s and you're a robot. Yes. A Robot called "Miyubi". The immersive VR film puts you as the lead, a robot who is now loved by a very typical American family after "dad" gets back from Japan. The story explores things like love and obsolence, it's almost Toy Story like to some degree. Created by Felix & Paul in partnership with FunnyorDie.



TRENDING

videos

Independence Day 'gift'



As India and Pakistan both gear up to celebrate their 70th Independence Day this week, a group of Indian a capella singers from the band Voxchord have a heartwarming present for our neighbours. In a beautiful video, the band teamed up with The Voice of Ram and released a music video wherein they're singing Pakistan's national anthem.

[Check it out](#)

Asim Azhar's Sabz Safaid Rang



Music scene in Pakistan is flourishing again. Cornetto Pop Rock is also such a platform which provides many new tunes for the public of Pakistan. It was season 2 of the show and many good singers are playing their parts in it. Asim Azhar has sung a patriotic song which was released on 14th August and currently has 2.6 Million views.

[Check it out](#)



BEST OF Pakistan

Coke Studio Pakistan Season 10

Creating a mighty legacy, Coke studio has managed to single-handedly bring back to life a dying industry and given it a new soul. In its 10th edition, celebrating Pakistan's 70 years, this year Coke Studio has paid a series of tributes to the icons of our music Industry. These icons include singers, lyricists, poets and composers which have helped to shape the Pakistani Music Industry through their untiring contributions over the last 70 years.

Earlier, it was also rumoured that the show was a ten-year deal to begin with, and after Strings' third, Rohail Hyatt will come back in season 10 to give a farewell. However, the multiple-producers format was a hit previous year and it made the show to be returned with the same format, despite Strings' claim that the show will follow the original format. The show has been promoted in media by the hashtag #CokeStudio10.

CS10 have garnered 4.9 Million YouTube views on their first episode.



Highlights of 'Pepsi Battle of the Bands'

The new talent hunting show of Pakistan that is grabbing everyone's attention is 'Pepsi Battle of the Bands', the reality TV show has an array of high end judges including Pakistani star Fawad Khan, Internationally acclaimed singer Atif Aslam and Meesha Shafi. The opening episode of the show was based on the auditions where judges Meesha Shafi, Fawad Khan and Aaroh band's lead singer Farooq Ahmed evaluated bands quite critically both on their vocal skills and instrumental playing.

Interestingly all judges once competed in the same show in their struggling period, Entity Paradigm (EP) was Fawad's band, Overload was Meesha Shafi's band and Aaroh was Farooq's band that won the show. Fawad Khan is coming back on the music scene after a long time. Atif Aslam is all set to join the show in the later part, where the real battle of bands begins.

They have so far gained 1.1 Million views on their first three episodes.



Strepsils Stereo brings A Capella to Pakistan for the first time

After Coke studio, Pepsi Battle of the Bands and Red Bull Soundclash, the latest musical sensation to hit the town is Strepsils Stereo. What sets it apart is that they are introducing the art of A Capella for the first time in Pakistan. What better time to do that than now when everyone is humming azaadi anthems? Strepsils has joined forces with Ali Noor BIY Music for the first season, so you know they've got some interesting plans for the show. For the launch of Strepsils Stereo, the show has featured a cover of song 'Khayal Rakhna' by Alamgir. The artists are creating the melody and beats along with singing vocals and back up, all without any instruments. The video is bright and colourful and precisely the way most A Capella videos are made, showing that the artists did their research. With switching shots and vivid hues, the video keeps you engaged through out. You can really hear how each artist harmonises their tunes to complete the song.



[Pakistan IT Exports Break All Records](#)

[Celebrating Pakistan's 70th Independence Day \[In Pictures\]](#)

[Ali Gul Pir & his Army Go on #AzadiFoodRun with Panda](#)

[Pakistan Imports Over \\$1.35 Billion in Telecom Products for FY17](#)

Local
Newsbytes

#

HASHTAG CLOUD

[#Shukriya
a
Pakistan](#)

[#Pepsi
BatteOfThe
Bands](#)

[#Sooper
Hai
Pakistan](#)

[#Life
Needs
Flavor](#)

[#Coke
Studio10](#)

[#Google](#)

[#EFULife](#)

[#Coke
Studio](#)

[#CS
Qaumi
Tarana](#)



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