



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

January 2017



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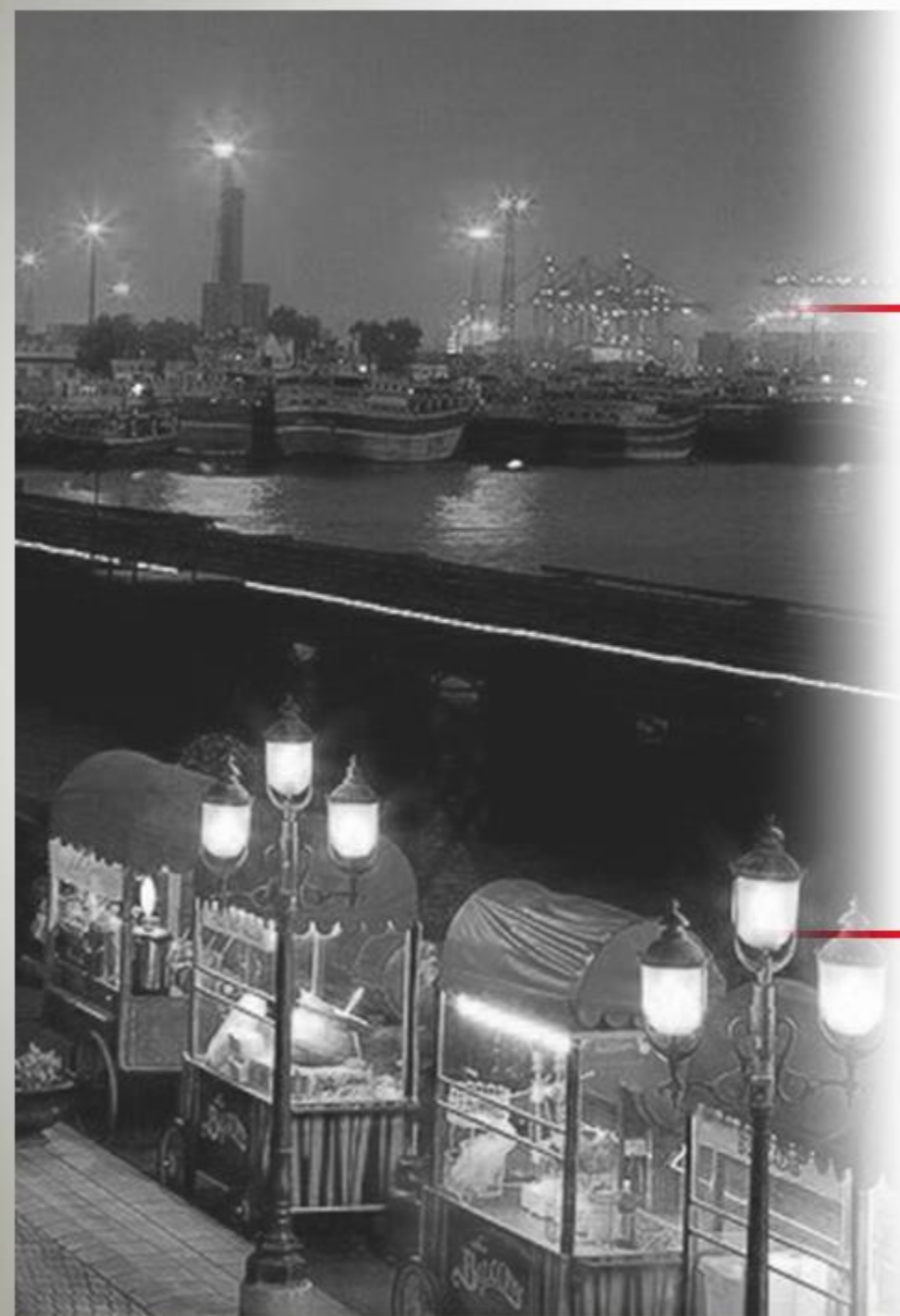
Digital 101

Hashtag Cloud

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.





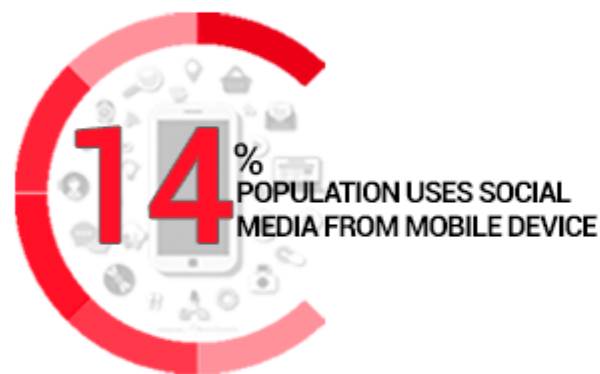
DIGITAL landscape

136.4 MILLION
MOBILE SUBSCRIBERS

54 MILLION
ACTIVE INTERNET USERS

35 MILLION
SMART PHONE USERS

37 MILLION
3G/4G USERS



FOLLOWERS



*Snapchat stats : Approximate number; source unknown



WHAT'S new?

Facebook meets with record labels in bid to steal YouTube's music video crown



FACEBOOK MUSIC

Facebook is working hard to bring more user-generated music content and professional music videos to its site.

Facebook is chasing music licensing deals as part of its ramped up video strategy.



FACEBOOK MUSIC

Facebook's plan is in its early stages and reportedly involves assuring the industry it has the infrastructure to fight copyright infringement in user-generated videos. In October, the president of industry trade group the National Music Publishers Association, David Israelite, urged Facebook to track unlicensed content and compensate publishers and songwriters. Israelite added that user-generated music videos (comprised of fan-made covers) on the social network were amassing hundreds of millions of views.

The image features a geometric background with blue, red, and grey sections. The Facebook logo is on a blue section, and the YouTube logo is on a red section. A staircase of red squares is visible in the upper left.

facebook.



YouTube

FACEBOOK MUSIC

Fast forward three months and word leaked that Facebook is working on a music copyright tracking system. The tool is envisioned as its gateway to mending ties with the music industry and will also see it use its user-generated music content to position itself as a viable competitor to YouTube. Facebook has thus far declined to comment on its music strategy.

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



INSIGHTS online

Snapchat users are ignoring media outlets and ads on the app, reveals survey

Despite Snapchat's efforts to add more news publishers and ads to its platform, these are exactly the types of content its users are not interested in seeing, according to a new survey



Snapchat publishers are having a hard time finding an audience for their content, according to a new survey from customer acquisition firm Fluent.

Despite the fact that Snapchat is home to traditional media outlets such as CNN, The Wall Street Journal, and The New York Times, its users are not seeking out news on the app. Overall, 61 percent of the 3,327 American adults surveyed by Fluent said they did not follow a news organization on Snapchat.



Fluent CMO Jordan Cohen told Digiday the following about user behavior on the app: “I asked lots of millennials this question. It’s really about exclusive short, fun content. In addition to communicating with friends, they follow celebrities. They don’t really engage with ads or mainstream news outlets.”

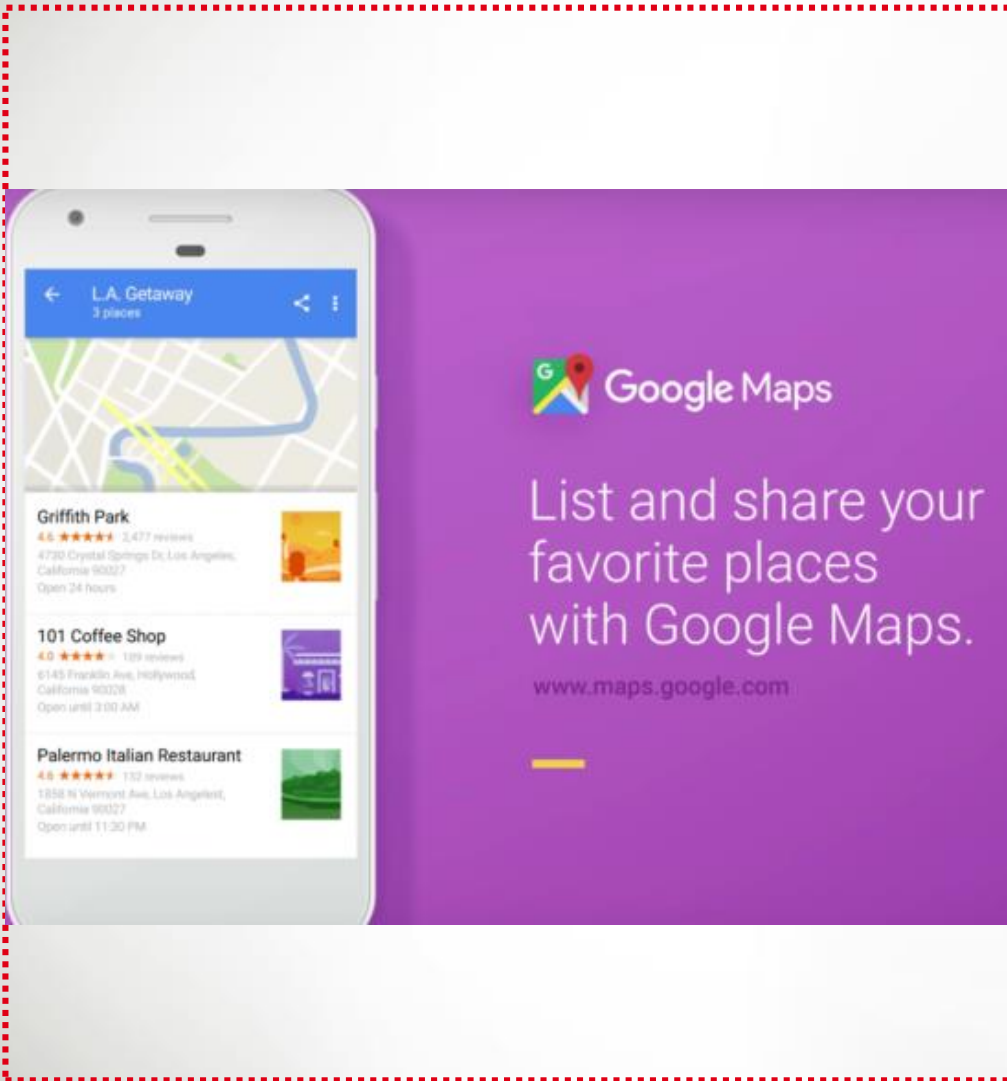


The background features a light gray gradient. In the top-left corner, a black clothesline with several black clothespins is visible. In the bottom-left corner, several black and white film strips are hanging from thin white lines. A red L-shaped line connects the clothesline to the text area.

PLATFORM

overview

Create and Share Lists
of Favorite Places



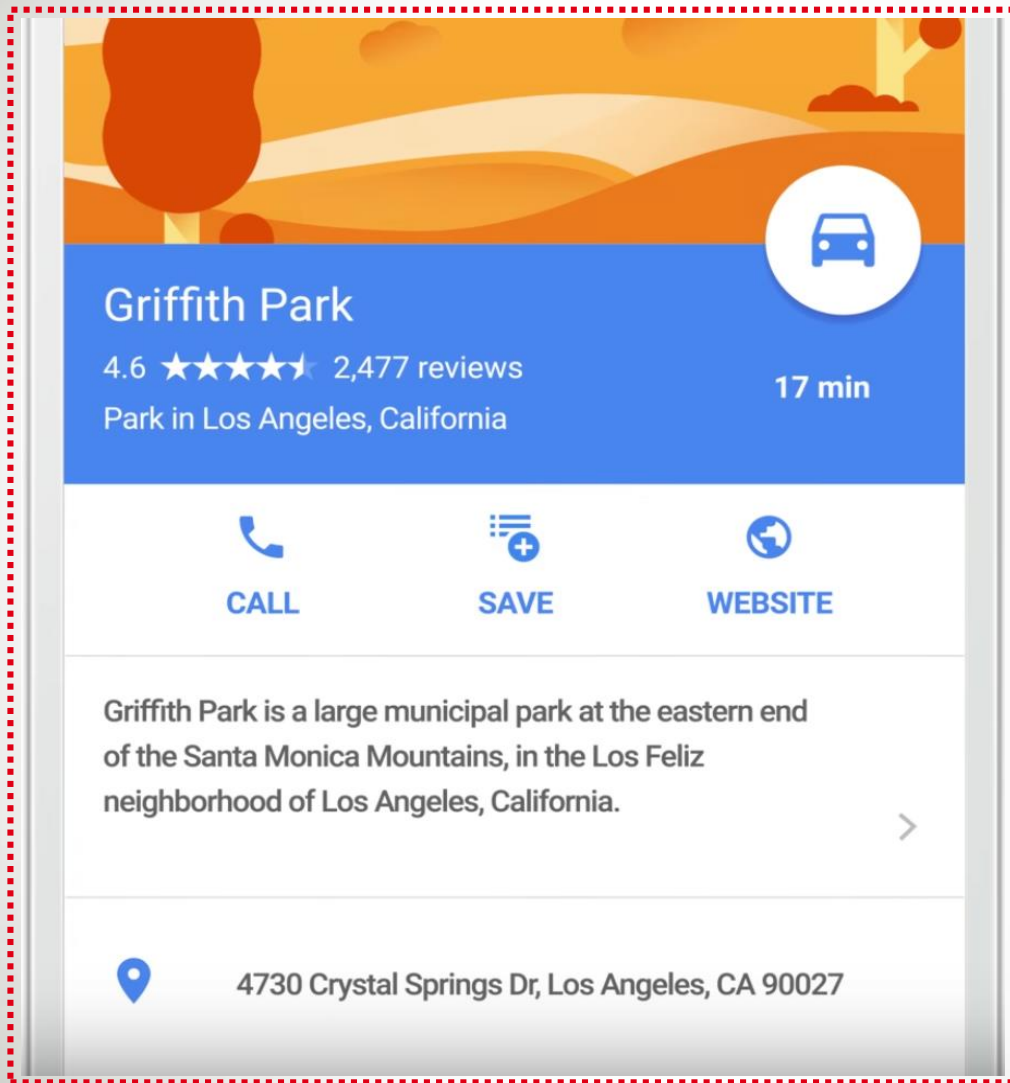
In an update to the Google Maps app for iOS and Android, you can now create lists of your favorite places and share them with others. In addition, you can also follow lists created and shared by your contacts.

Creating a list is relatively simple:

- Open Google Maps
- Search for a place
- Tap on the name of the place to expand the card
- Click on the new 'save' button

From there you'll be prompted to either add the place to an existing list, or create a new list starting with the place you just saved.





When a list is shared, the person on the receiving end can add it to their lists by tapping 'Follow'. Saved lists can be viewed on desktop and mobile, you can even view lists offline if you're using the mobile app. However, getting the full experience of browsing a saved list offline requires you to download the offline maps of that particular area.

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



FACETUNE

A photo-editing app frequently used by celebrities to edit photos for other social media. It allows users to heavily retouch pictures, distort one's face and body proportions, etc.

STREETCHAT

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

STEALTH CAM

An app that is designed to secretly take photos. The user can turn off the shutter sound and can take photos all while having the screen appear as though it is off.

DIGITAL 101

PEEPL

Often referred to as the “Yelp for humans,” the app allows users to review others with a rating between 1 and 5.

HMU

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



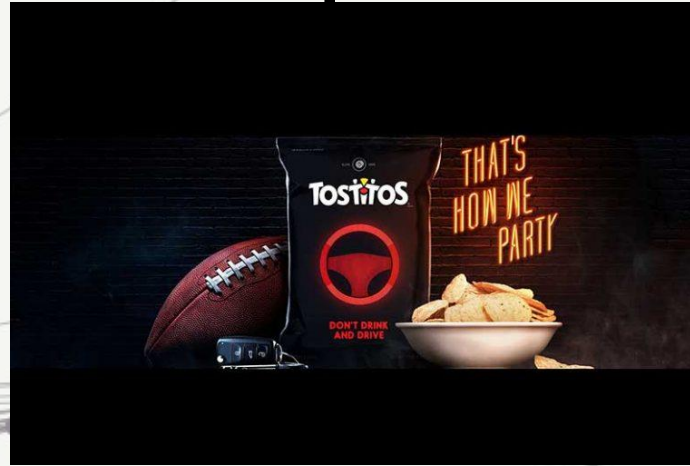
DIGITAL Worldwide

Burger King Selling 'Adults Meal' for



Burger King Israel offered an “Adults Meal” on Tuesday to celebrate Valentine’s Day. The deal, was available from 6 p.m. to closing, included two Whoppers, two packs of French fries, two beers and a romantic adult toy. “Kid’s Meal? That’s for kids,” the company said in a YouTube video. “Burger King presents the Adults Meal with an adult toy inside.” The meals were only sold to guests 18 and older and were only available in Israel.

Tostitos “Party Safe Bag” For The Super Bowl



Tostitos have launched limited-edition “Party Safe” bags that act as drink-driving deterrent to become the first bag of chips that gets you home safe after the super bowl. It contains a sensor calibrated to detect small traces of alcohol on a person’s breath, so that when any trace of alcohol is detected, the LEDs turn red and form a steering wheel to alert you to give up the keys and not drive home. That red-alert also reveals a unique Uber code along with a “Don’t drink and drive” message. Created by the guys at Goodby Silverstein & Partners.

Apotek: The Coughing Billboard



There are billboards and there is this, Apotek's Coughing Billboard that detects cigarette smoke within a proximity range of the digital screen, and triggers an interaction, or perhaps more on point, a repulsive cough at the near by smokers. It's a pretty fun way to get people to quit smoking for the new year in Sweden, with the pharmacy promoting nicotine replacement products as the pay off.



TRENDING

videos

FPS Mannequin challenge



Trends come and go, but rarely do they have an impact on the viewer like a recent mannequin challenge. Created by AS-level students in Karachi, the video already viewed over 1.4 million times and shared over 36,000 times, raises awareness about violence against women and it drives the message home.

[Click Here To Watch Video](#)

Read More: <http://bit.ly/2kRH6wY>

Samaa's New mashup



Samaa's new acoustic cover which is a mashup of Zalimaa, Afreen, Sajde Kiye Hain Lakhon gained more than 1 million views within five days. The song gained attraction mainly via Facebook.

[Click Here To Watch Video](#)

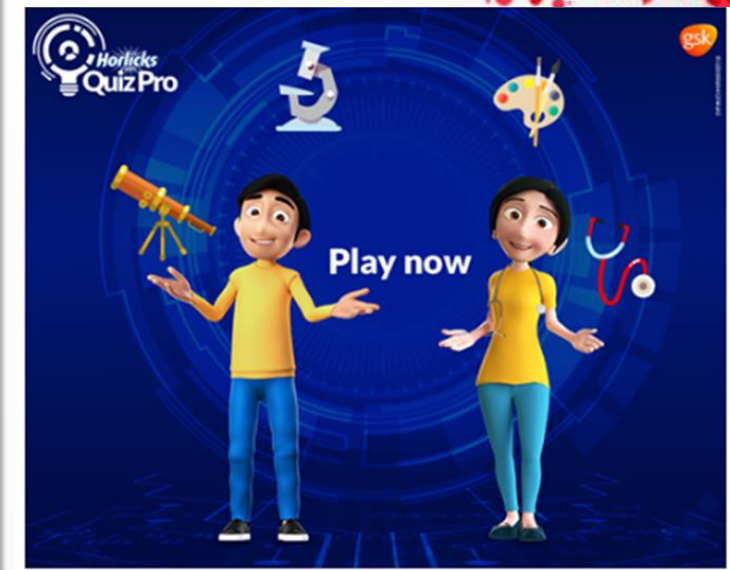
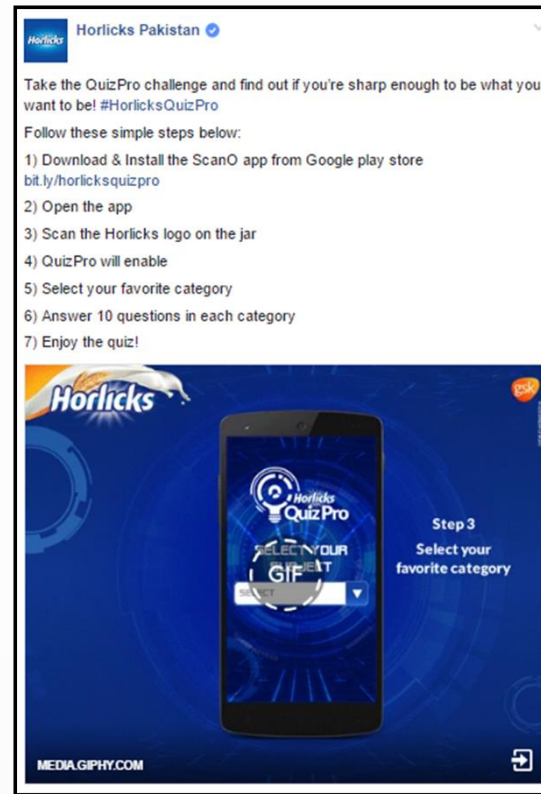
More videos from Samaa: <http://bit.ly/2fsLr6V>



BEST OF Pakistan

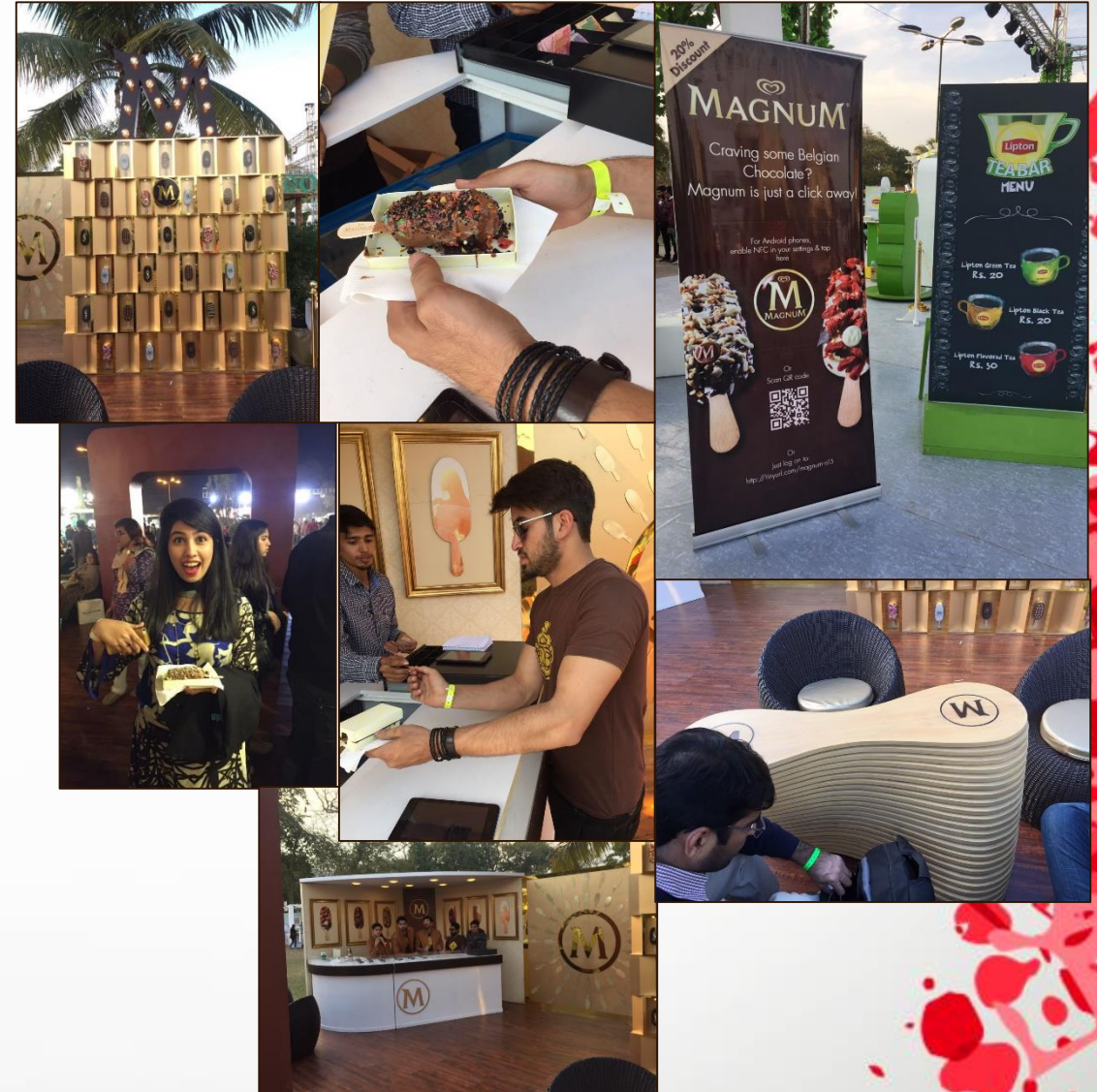
Horlicks Quiz Pro

Every kid nowadays have screens in their hands either personal or belonging to their parents/older siblings. For these Digital savvy kids, Horlicks Pakistan has come up with an Augmented Reality Quiz. It works by simply scanning Horlick's jar via Scano app. Once one scans it, two characters Zain and Arya pop up on the screen from which the user has to choose any one. The selected 3D character then welcomes the user into the quiz and gives a variety of occupations to choose from in order to proceed with the quiz. Once the ten questions in the quiz are answered, it tells the user if they have what it takes to be what they want to be.



Magnum NFC At KEF

One of the most popular stalls at Karachi Eat Festival 2017 had a different kind of technology in their menu. Magnum used NFC technology for people to place their orders. Each table carried a Magnum NFC tag. People would just have to tap their phones (with NFC on) on the tag to get access to an online Magnum menu from where they could make their customized Magnums from the convenience of their table.



[TPL Set to Introduce Voice-Based Navigation in Urdu Language](#)

[Xiaomi is Launching in Pakistan on Feb 20th](#)

[An Intelligent Call Center Solution from a Pakistani Software Company](#)

[Nokia to Launch the Legendary 3310 & Three Other Smartphones This Month](#)

Local
Newsbytes

#

HASHTAG CLOUD

[#shell
Tameer
awards](#)

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NIC](#)

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IsSafe](#)

[#GoCareem
Go](#)

[#Pepsi
CatchA
Crore](#)

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Internet
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[#Google](#)



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