



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

January 2017



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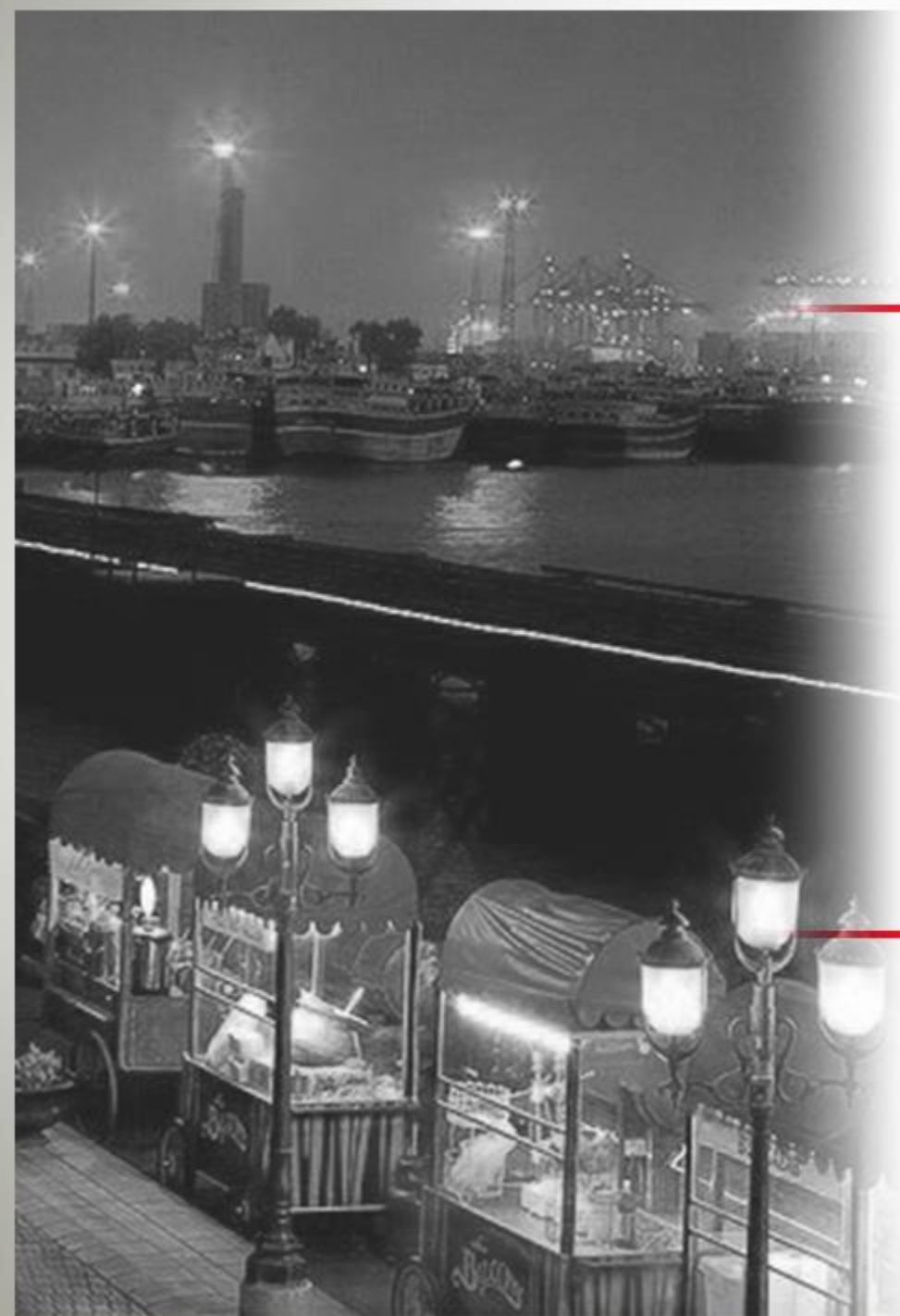
Digital 101

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.





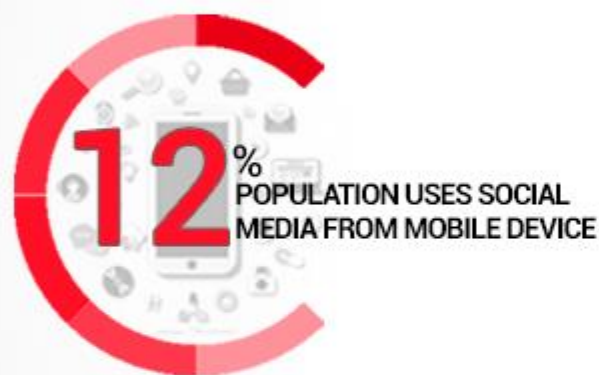
DIGITAL landscape

134.9 MILLION
MOBILE SUBSCRIBERS

34 MILLION
ACTIVE INTERNET USERS

31.7 MILLION
SMART PHONE USERS

35.4 MILLION
3G/4G USERS





WHAT'S new?

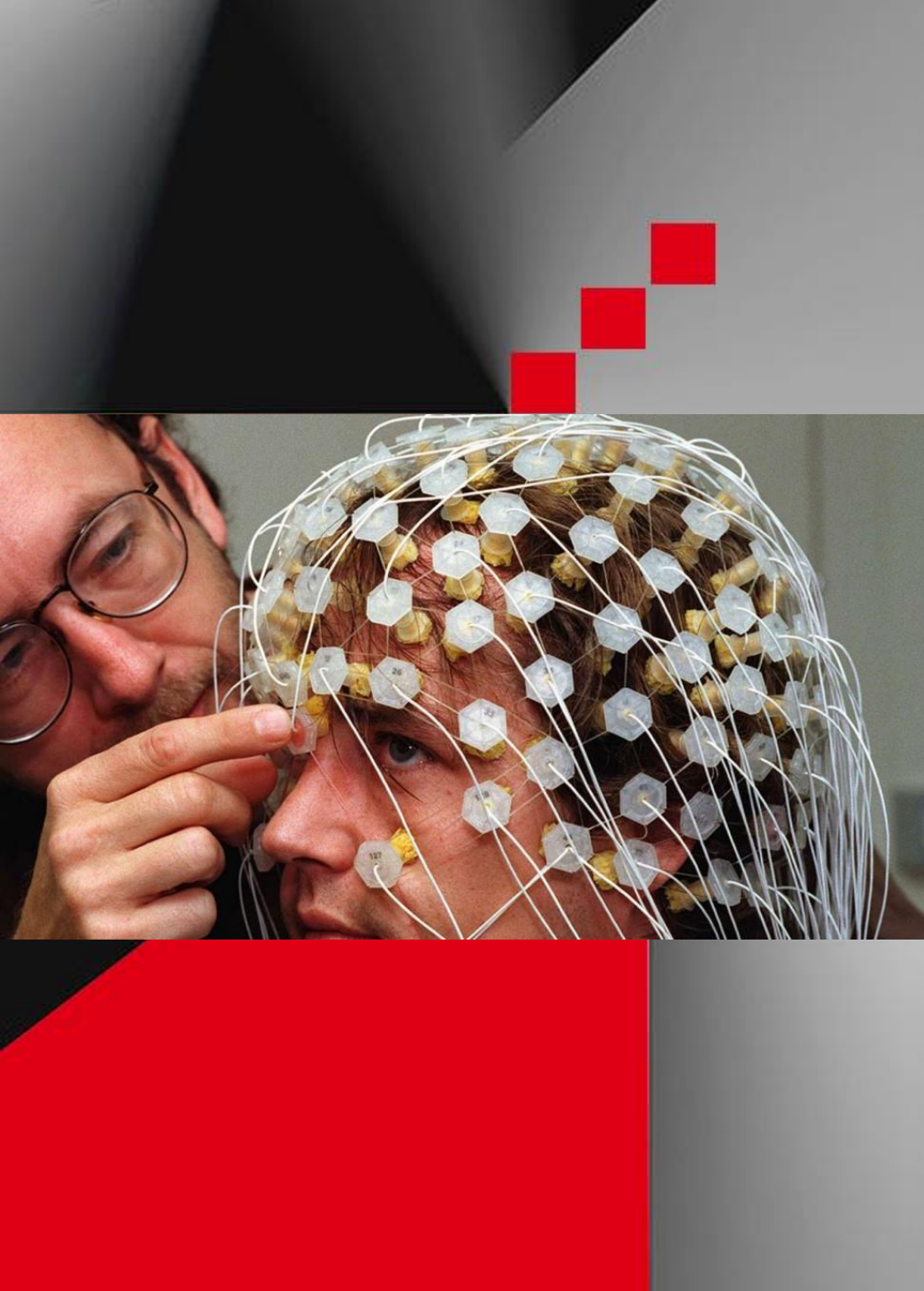
Facebook is working on a way to read brain waves that could let you send your thoughts to people



BRAIN COMPUTER INTERFACE

Mark Zuckerberg's dream of gadgets that let humans read each other's thoughts and communicate with brain waves may be moving closer to reality.

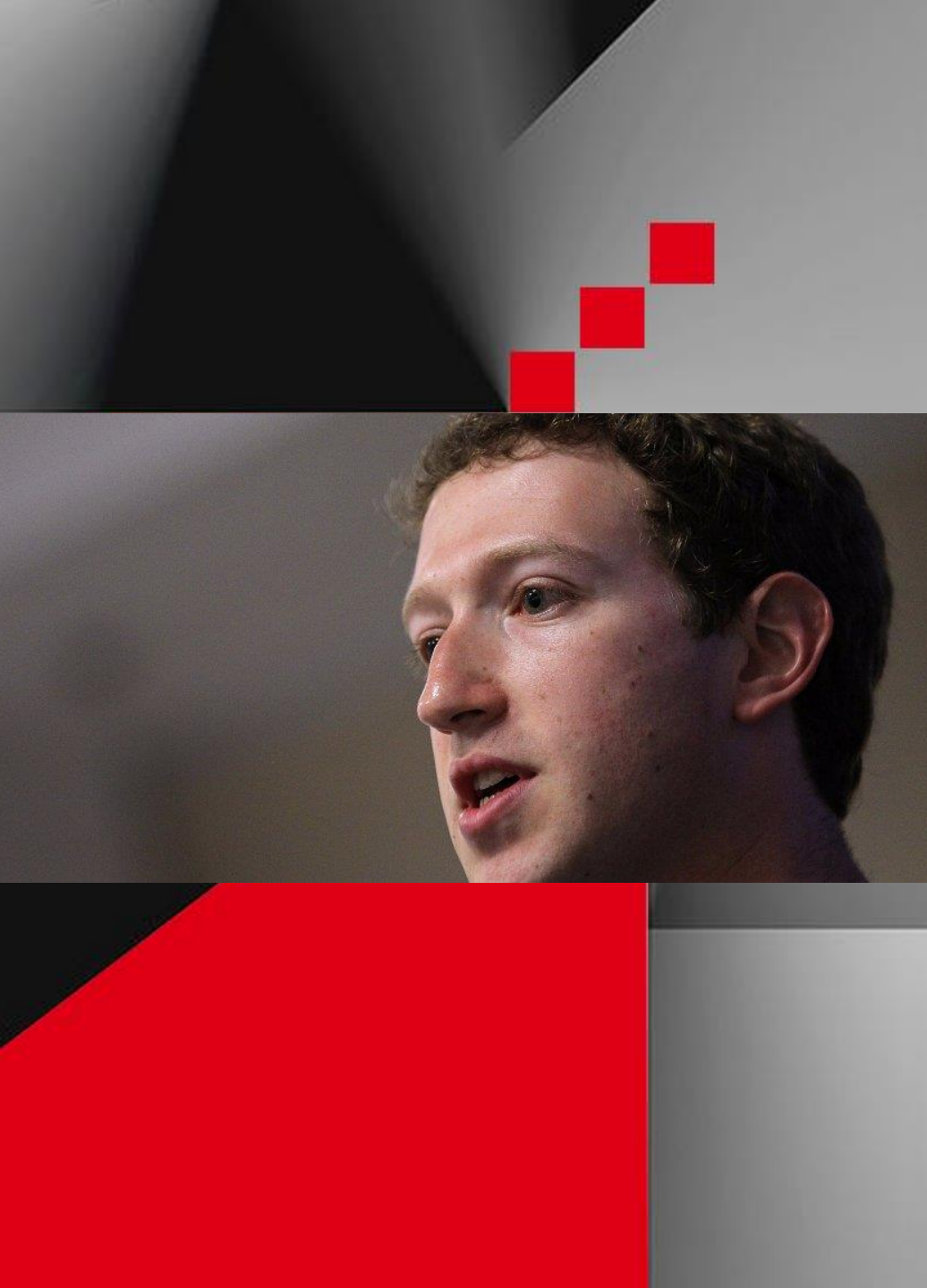
A secretive new research division that Facebook created last year is developing "brain-computer interface" technology that sounds a lot like the telepathy of science fiction movies.



BRAIN COMPUTER INTERFACE

Several recent job postings listed by Facebook's Building 8 group describe a project involving "neuroimaging" and "electrophysiological data" to create a "communications platform of the future."

An open position for a brain-computer interface engineer seeks a Ph.D. in neuroscience who can help with a related project from "inception to product" over a two-year period. Another listing seeks an engineer who can "develop audio signal processing algorithms" for a "communication and computing platform of the future."



BRAIN COMPUTER INTERFACE

Facebook declined to elaborate on the job listings, but a 2015 comment from CEO Zuckerberg suggests that the company could indeed be working on some kind of brain-controlled, telepathic communication device.

"One day, I believe we'll be able to send full rich thoughts to each other directly using technology," Zuckerberg said during a June 2015 Q&A. "You'll just be able to think of something and your friends will immediately be able to experience it too if you'd like."

Read More: <http://read.bi/2iiDHmc>



INSIGHTS

online

The future is mobile video:
How advertising must adapt or die

It's well known that digital media audiences have increased their consumption of mobile video in recent years, but it might be more accurate to say that mobile video is consuming digital media.



This past September, Facebook told The New York Times that a full three quarters of the video views on its platform are occurring on mobile devices. And according to Cisco, the mobile video takeover will extend far beyond social media. According to the technology giant, video will account for 75 percent of all mobile traffic data by 2020, a year when overall mobile traffic is expected to be 10 times higher than it was in 2015.



Overall, the future of mobile and mobile video marketing will look much more like a great consumer experience than what we think of as traditional advertising. No matter what, advertisers should be proactive about meeting consumers at the touch points they're most comfortable with and providing a service that gives people real value.



Source: <http://bit.ly/2hmgQan>

Read More: <http://bit.ly/2i0IZUt>



INSIGHTS

online

Predictions for Digital 2017

Automation Surging

Facebook Messenger Bots are driving a consumer-facing uptick. There are tens of thousands of bots now in the wild.

And many more are on the way. Yet, the most significant moves are arguably hidden from view.

Ogilvy



bot” you’re doing it wrong. Think of a business problem first, consider where your consumers are today, then see if a chatbot could be the right solution. If it is, your agencies should be all over it.

The Numbers Are Crazy

33,000

The number of chatbots on Facebook Messenger (as of Sept 2016)

1bn

Monthly Active Users on Facebook Messenger

1bn

Monthly Active Users on WhatsApp

80%

The percentage of marketing leaders* who said they were planning on chatbot and/or AI solutions by 2020 (that's only three years away!)

Ogilvy

*100 marketing / CMOs / sales execs across Netherlands, France, UK, South Africa in manufacturing, tech, online retail, telecom



Trend #2

The Abduction Of Ethical Decision Making




“What happens when we handover our choices to robots and algorithms?”


We have to embrace automation while still protecting the ethical frameworks that make and keep us human. Businesses (especially manufacturers) need to define the basic principles of human ethics that must sit at the core of any bot, fridge or car they create. In the rush to market, we can't overlook the importance of the choices that we'll be asking others to abdicate.

 BUSINESS INSIDER UK

TECH

Why Mercedes plans to let its self-driving cars kill pedestrians in dicey situations

 Lindsay Dodgson  

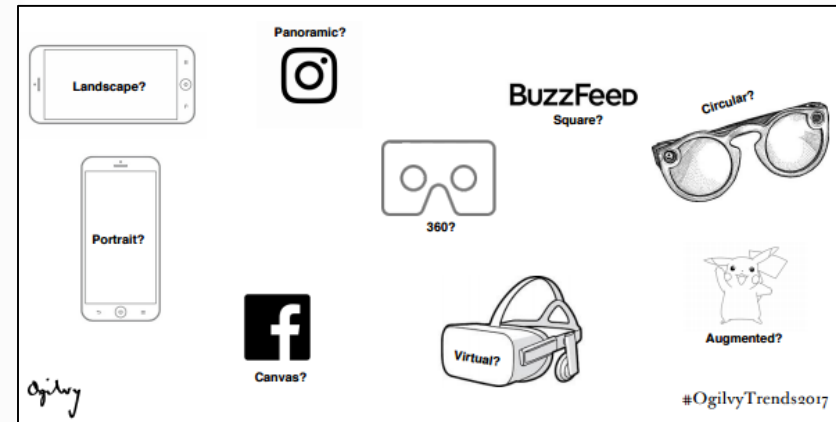
© Oct. 12, 2016, 3:49 PM  3,615

“You could sacrifice the car. You could, but then the people you’ve saved initially, you don’t know what happens to them after that,” he told *Car and Driver*, “So you save the ones you know you can save.”

Trend #3 A Video First World

*"You know, silent video means they
can't hear you screaming"*

Video first means video will get the priority. No matter the platform. All our apps and services means everything that Facebook owns: the Facebook platform itself, Messenger, WhatsApp, Instagram, Oculus...
All of it: video-first - because Mark Zuckerberg said so.



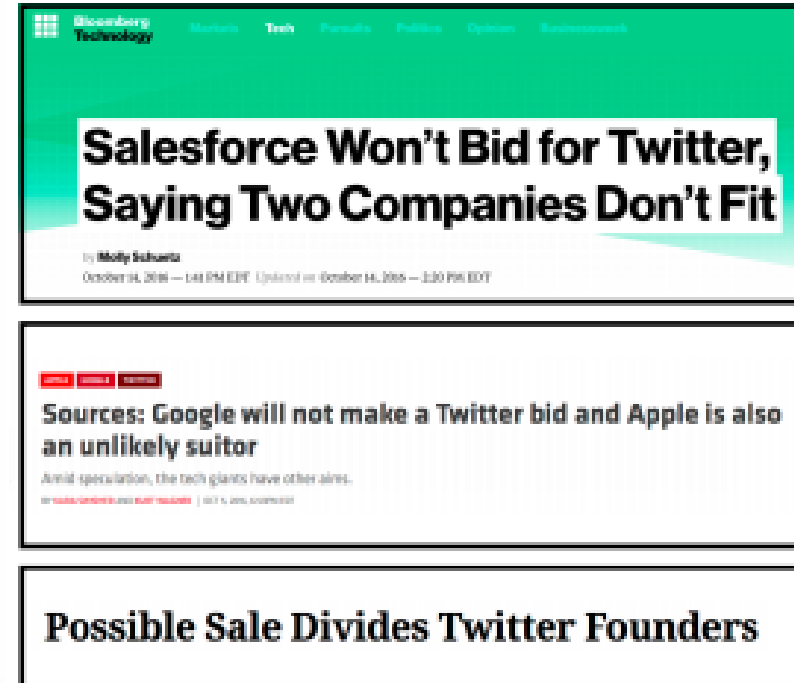
Trend #4

Twitter Retrench

"The time is now, before it's too late."

After recognising that it was time to sell, Twitter couldn't find a buyer in 2016. Google, Apple and Salesforce, along with a rumoured bevy of other interested parties, took a pass. We're over reliant on Twitter right now for data on audience interests and the real-time conversation. More than 80% of reported social conversation volume in commonly used tools like Sysomos, Brandwatch and Crimson Hexagon comes from Twitter. If access to Twitter data was reduced, too many brands (and the data tools that inform decision-making) would be flying blind.

Brands must widen their sources of data and insight. That might mean paying more for a wider range of data.



The screenshot shows a Bloomberg Technology article. The main headline is "Salesforce Won't Bid for Twitter, Saying Two Companies Don't Fit" in large, bold, black text. Below the headline, it says "by Molly Sullivan" and "October 14, 2016 — 1:41 PM EDT Updated on October 14, 2016 — 1:20 PM EDT". Below this, there is a sub-headline "Sources: Google will not make a Twitter bid and Apple is also an unlikely suitor" in bold black text, followed by a smaller line "Amid speculation, the tech giants have other aims." and "by Molly Sullivan and Matt Mullenbach | OCT 14, 2016 1:20 PM EDT". At the bottom of the article preview, there is a section titled "Possible Sale Divides Twitter Founders" in bold black text.

Trend #5

Facebook's Proprietary Metric Problem

"Maybe they hope it'll just go away "

Brownie points for coming clean, Facebook (although you have to wonder exactly how much additional money it made in regards to the miscalculation of viewing times for TWO WHOLE YEARS), very admirable. However, to convince media buyers that there's genuine gold left in them hills, in 2017 Facebook will have to give itself up to objective third-party measurement and verification of its numbers. Especially if there's a lingering issue about how it measures - something that its competitors must be acutely aware of.

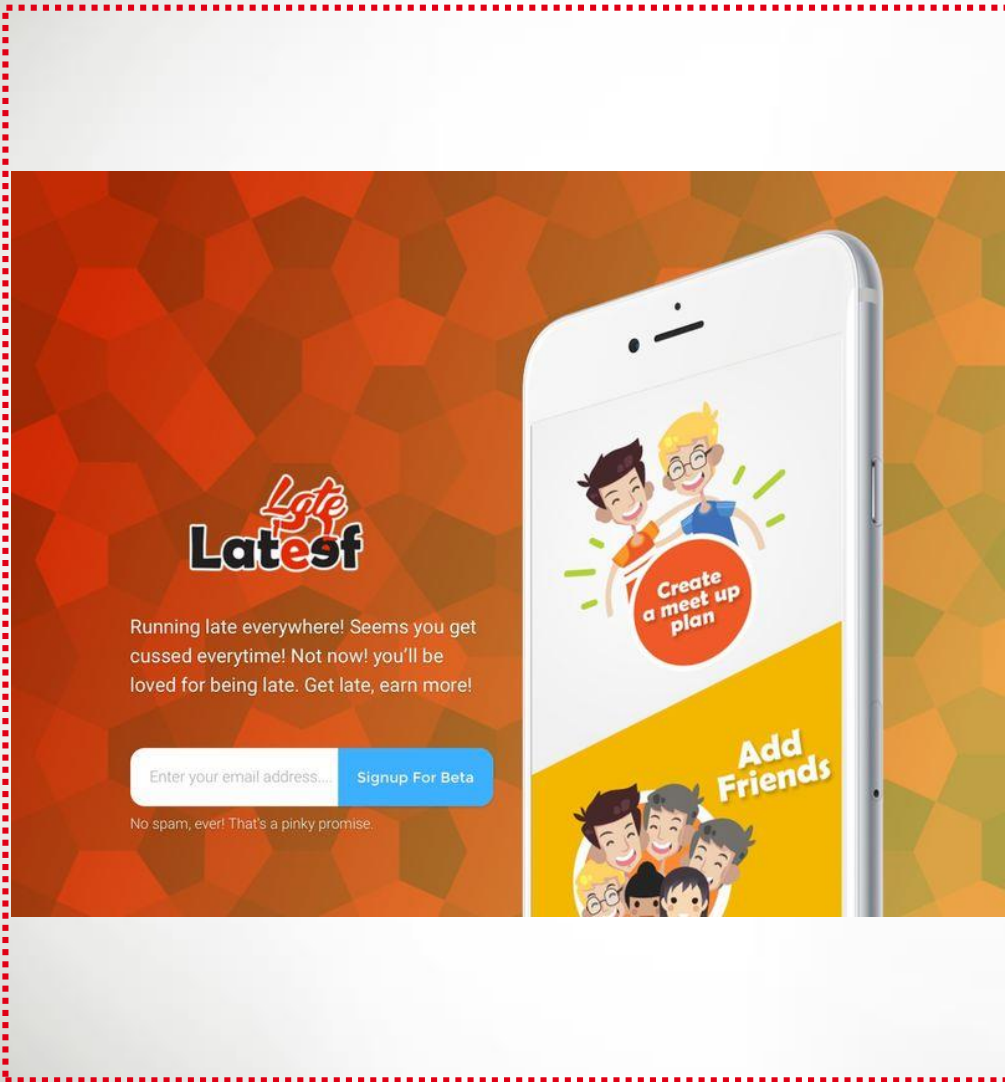




PLATFORM

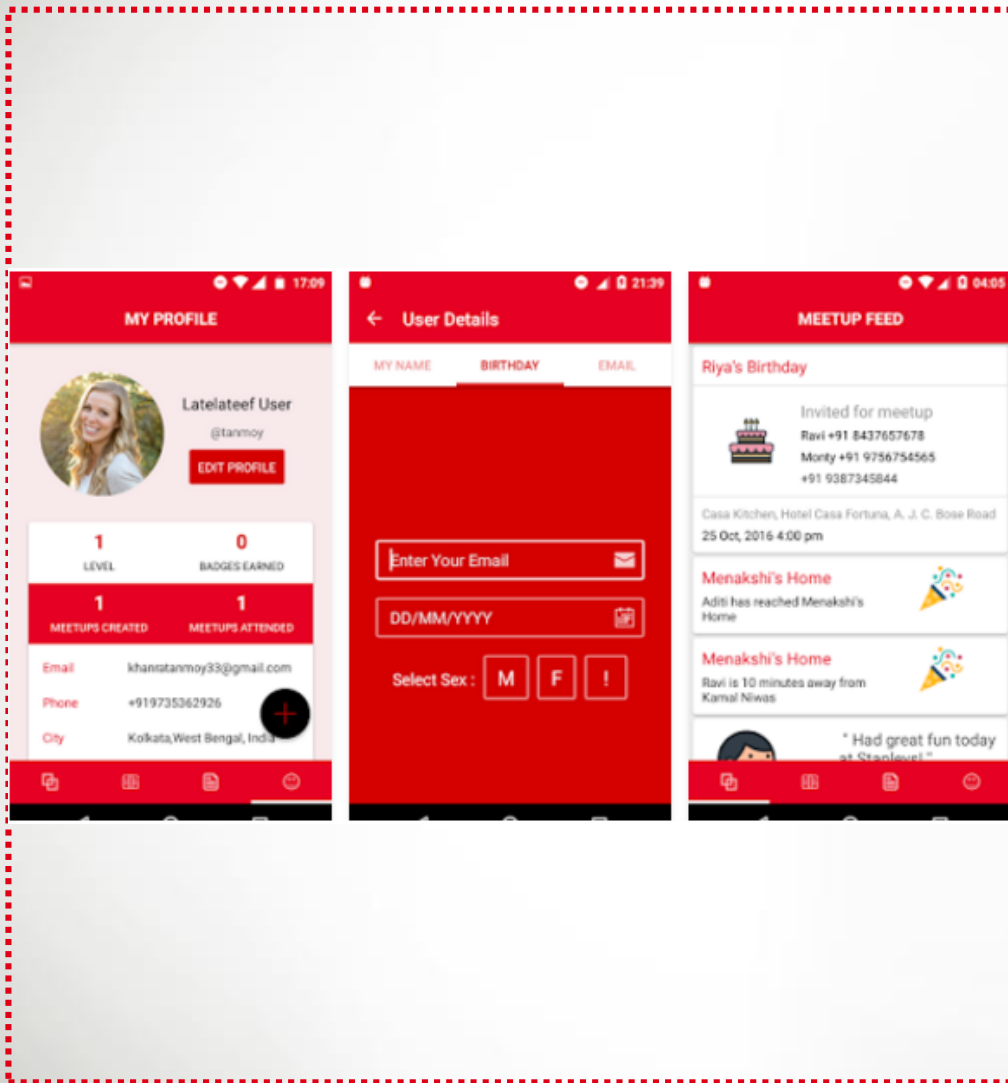
overview

The 'LateLateef' Mobile App Helps
Users Organize Friend Meetups



Aiming to make the experience of friend meet-ups more fun prior to actually getting everyone together, the 'LateLateef' app is designed with a gamified experience in mind. Users can partake in the 'LateLateef' app by inviting their friends out to a meet-up and even get discounts at local shops where the meet-up is planned.





'LateLateef' is a great app for existing friends, but can also be used to bridge the disconnection that can be present for those who only know each other online. Users can partake in friend meet-ups with a gamified twist in order to add a digital level of integration for users that gets the fun going before everyone meets up at the selected destination.

DIGITAL 101

CYBERBULLYING

Online harassment or cruelty, often characterized by repeated or ongoing incidences.

DOWN TO LUNCH

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

1-TO-1 TECHNOLOGY

One device per student in the classroom with the goal of making learning more individualized and to extend academics beyond the four-walled classroom.

ON FLEEK

It's essentially a synonym for the phrase "on point" but was originated by a Vine user in a video known as "Peaches Monroe," wherein she refers to her eyebrows as being "on fleek."

PAP

An acronym for "post a picture."



DIGITAL Worldwide

Meet The HyperSuit: A Flying VR Installation



This is the HyperSuit. A VR installation that puts you into a “flying” position with arm extensions designed to drive the experience, providing motion control as if you were flying in a wing suit, or perhaps as an astronaut?

It’s just one of the (I’m assuming) million VR plays at CES this year, and forms the base controller of perhaps any gaming or training experience you could create.

Introducing Tinder VR: A Perfect CES 2017 Troll



CES is the world's premier tech-product and innovation show, and bigger than ever this year, will of course be AR/VR goggles, glasses, headsets... you name it, it will be there in some form! So, of course Tinder, who's stepping up to the plate of late with provocative PR worthy stunts. And it's not just a video, the multi-user VR experience is on show at CES in Las Vegas right now, where you can "look into the eyes of another person"... "We created our multi-user VR headset with the Tinder experience in mind. Real people having a real experience, and like the app, it only works with a double opt-in."

Watch Nike's Ads That Hate Smartphone Addicts



Well, it's New Years Eve and you're probably connected far too much with your smartphone right now. So, as 2017 approaches tonight, Nike has a message for you. Ok, they have a bunch of messages for you in the films below. And they all take aim at smartphone addicts. So, are we running today?



TRENDING

videos

We Are Proud Of You



A video surfaced on the internet featuring a group of very excited girls in Mall Road, Murree alongside a news reporter. He goes around entertaining answers from the group of girls who made a few....bloopers on air. One of them says, "aspire to inspire" while the other interjects, "bohot maza aaraha hay, we are proud of you". The phrase soon caught on as the next meme sensation, with various online forums reposting the video.

On the other hand, the girl left her education and feared to face people just because of all that humiliation.

[Click Here To Watch Video](#)

Read More: <http://bit.ly/2ior669>

Nasir Khanjan



"I fear people will kill me," says Nasir Khanjan, a rising social media sensation who thinks he is being targeted by the society for exercising his right to freedom of expression.

Khanjan, who hails from the largely conservative mountainous region of Lower Dir in Khyber-Pakhtunkhwa (K-P), has been ridiculed and even abused for posting 'funny' videos which he believes are "not against the cultural norms and traditions of the Pashtun society".

[Click Here To Watch Videos](#)

Read More: <http://bit.ly/2jvuE3l>



BEST OF Pakistan

Round-up of year 2016

Chai Wars

Tapal vs. Lipton

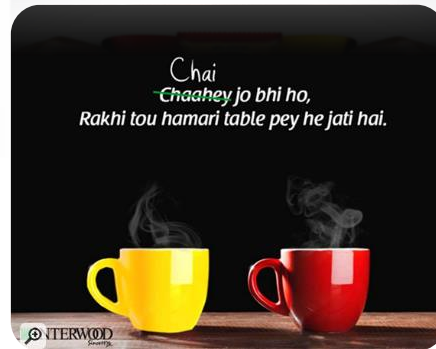


Tapal took the lead in discrediting their competitor with a quirky piece where it says ***“Chai ka label Yellow ho ya Orange, strong chai to Tapal Danedar hi hai”***.

Lipton stroke back, bringing in their big guns with the controversial star Hamza Ali Abbasi as the face of their campaign and responded to Tapal with ***“Lipton ek baar, bhool jaogay Daanaydaar. Maza na aaeey to paisay wapas!”***



To which Tapal retorted ***“Thak jaogay paisay waapis kar kar kay. Jo peetay hain tapal daanaydar din raat, wo suntay nahi kissi aur ki baat”***



After-Effects of the Chai Wars

Many other brands jumped on the Chai Wars band wagon with their quirky responses to the incident and leveraging their brand along with it. This generated major traction from the audiences. While some brands succeeded, some were just criticized on their desperate attempt to come in the spotlight.

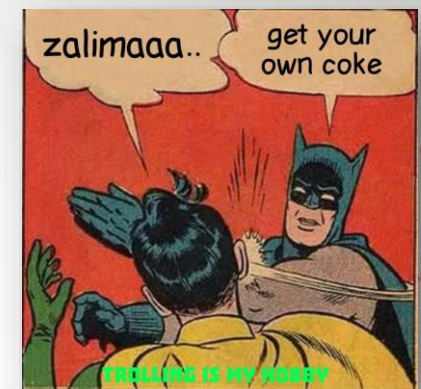
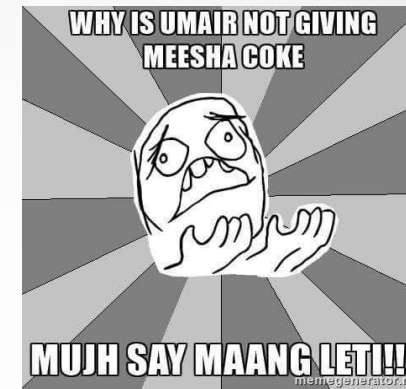
Zaalima Coca-Cola Pila De

Zaalima Coca-Cola Pila Dey launched on the 3rd of August, 2016 featuring Umair Jaswal and Meesha Shafi. It became an overnight sensation. It generated conversations, memes, articles and dubsmashes on the new viral trend.

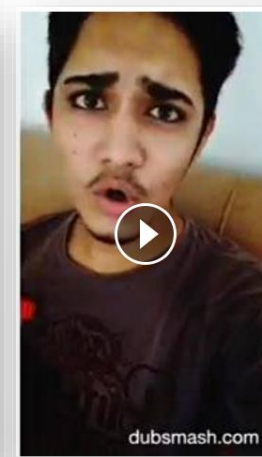
Articles



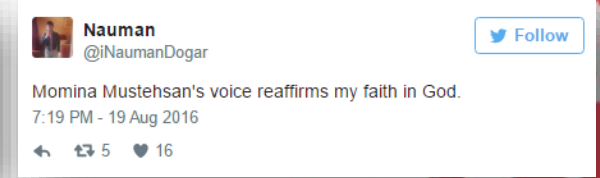
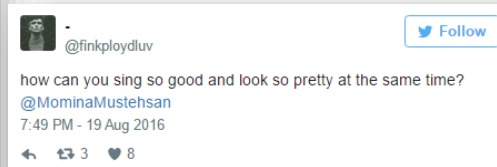
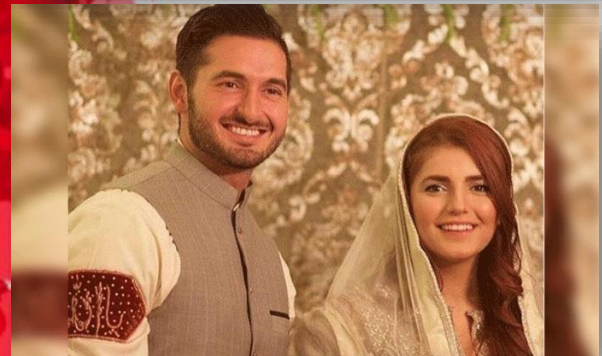
Memes



Dubsmashes



Momina Mustehsan



Conversations

All thanks to the Coke Studio's rendition of NFAK's "Afreen Afreen", Momina Mustehsan is almost a household name in every Pakistani family. Past her debut in Coke Studio, pretty much everyone was in awe of her singing talent.

She received an overwhelming response, and was seen trending across Pakistan on Twitter. Everyone on the social media was talking about her. People were sharing memes, tweets, and were also seen writing blogs and articles on her.

Assassination Of Amjad Sabri



The entire world mourned the tragic assassination of Amjad Sabri. People were left in a state of shock with the news of his death, many people were seen posting condolences on social media platforms. Many were left broken hearted after the news, while many were also seen changing their DP's to black as a symbol of grief.

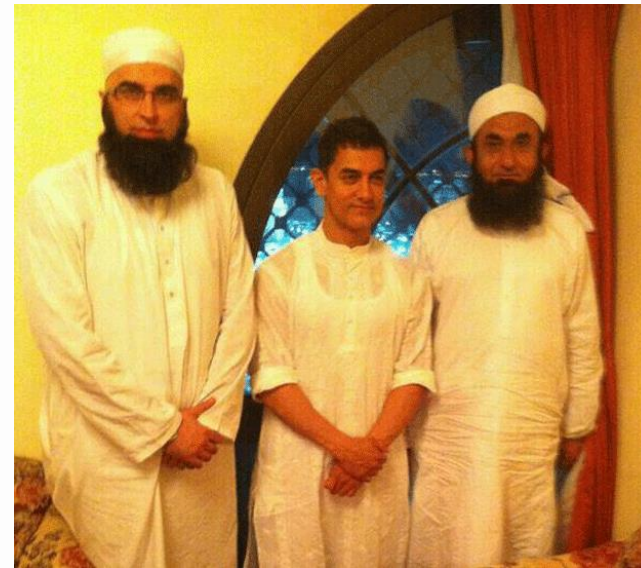
Sad Demise Of Abdul Sattar Edhi



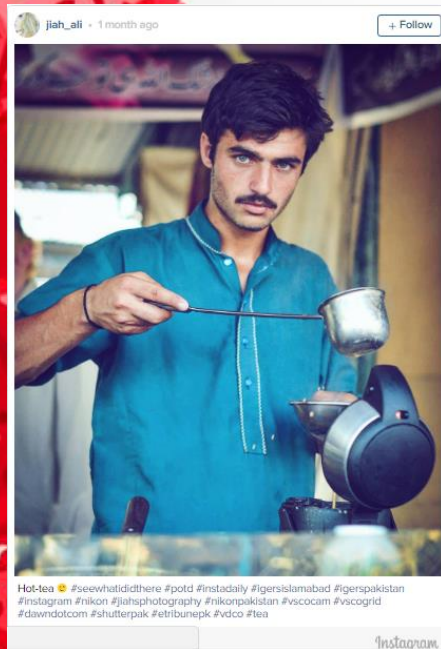
2016 saw the demise of a noble man, Abdul Sattar Edhi. From leaders to activist, artists to celebrities; there was no soul on earth who was not shattered by the death of Edhi. Many were seen sharing their emotions on the social media while tributes were pouring in for Pakistan's most loved humanitarian from all over the world.

Junaid Jamshed's Plane Crash Death

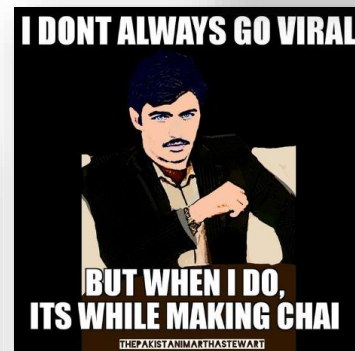
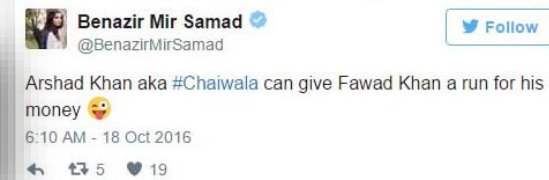
The recent death of Junaid Jamshed left celebrities and fans mourning not just in Pakistan but across the border as well. Bollywood stars Sophie Chaudhary, Rishi Kapoor, and Aamir Khan expressed their sorrow over his death according to Express Tribune. The pop star who turned into a religious scholar was travelling from Chitral to Islamabad in a PIA airplane which crashed near Abbottabad, killing all 48 people on board. JJ's appearance completely changed as he as he switched from leather jackets and stonewashed jeans to a more traditional attire and a beard.



“Chai Wala” Arshad Khan



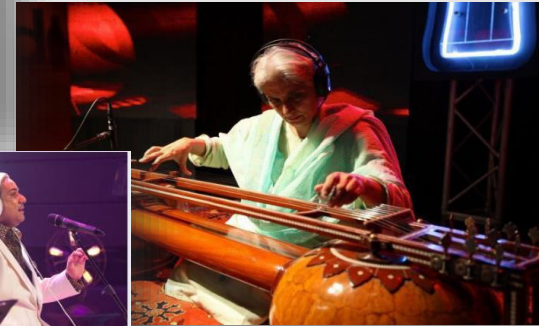
3 #ChaiWala
@Rubab023, @iamAkifKhan and 26 more are
Tweeting about this



18-year old, Arshad Khan hails from Mardan and was suddenly catapulted to fame when Islamabad-based photographer Jiah Ali instagrammed a photo of him pouring tea. The Instagram post went viral and caused a sensation with #chaiwala being among the top Twitter trends. The story was soon picked up by the international media. Twitteratti had been abuzz with comments on Arshad's good looks. The famous Chai Wala from Pakistan also had become an Indian Social Media sensation. The picture was shared more than 25,000 times. People were seen clicking selfies with them, many news channels also invited him to their shows.



Coke Studio 9



Coke Studio 9 was one of the most talked about things this year. Coke Studio this season has been rather divisive. One would say, like most seasons, because it is music we are talking about here and everyone has different choices, but this year, people have been particularly vocal. While some on the social media had fallen in love with Momina Mustehsan, Ali Sethi and Ali Hamza, others had found the season to be rather underwhelming, with old guards like Abida Parveen and Noori being the only saving race.

Mohsin Abbas Haider Just Sang His Way Into Pakistanis' Hearts On Coke Studio

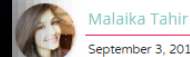


Sarmad Amer

September 2, 2016

The Internet Can't Stop Talking About How Cute Ali Hamza Is!!

Meesha Shafi Set Fire To The Coke Studio Stage And People Can't Handle It



Malaika Tahir

September 3, 2016

18 Things Everyone Was Thinking About Coke Studio This Season



Sarmad Amer

September 10, 2016

Quratulain Balouch Was A Queen On Coke Studio Finale And We're Crying Happy Tears

Momina Mustehsan Just Sang A Love Song And Everyone Has Too Many Thoughts



Haadia Paracha

September 16, 2016

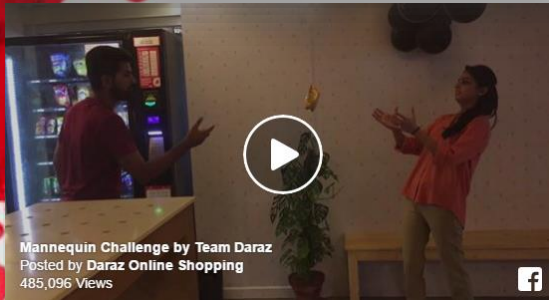
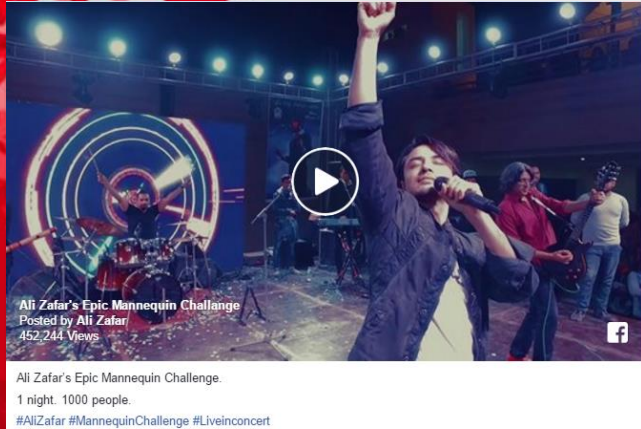
Amjad Sabri Sahab's Last Performance Ever Closed Coke Studio 9 And We're Shaken



Malaika Tahir

September 23, 2016

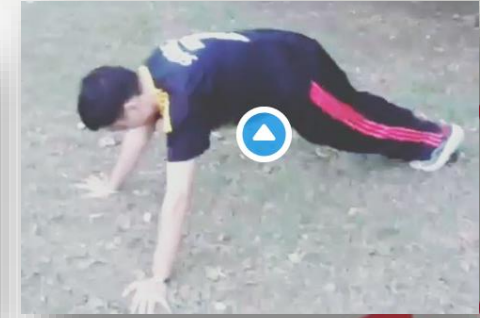
#MannequinChallenge



The Mannequin Challenge is a viral video craze featuring people imitating mannequins and freezing for the camera while music plays in the background. Many people are sharing videos using the hashtag #MannequinChallenge. Though the mannequin challenge was, um, born in Florida, USA, virality being virality the trend soon made its way to Pakistan. The hashtag #MannequinChallenge was seen trending on Instagram and Twitter.



Pushups by Pakistani Cricket Team



After scoring a hundred in the Lord's Test against England in July, veteran batsman and Test team Captain Misbah Ul Haq went on to get down on his hands to perform push-ups as a tribute to the people who'd trained him and his team at the army boot camp. The action was applauded and appreciated from all corners of the country and the entire team took the lead. Also the celebration style became an instant hit as Lord's groundsmen, a television commentator and many copied it. Fans in Pakistan even went on to make videos of themselves doing the push ups that later went on to be called "The push ups challenge."



“Jeena Ke Maa Baap”



The popular drama ‘Man Mayal’s character named Jeena was one of the social media trend going viral this year. The character was disliked so much by the viewers for uttering a single dialogue over and over again that people started making fun of it. People started to make memes to express their feelings about the characters and the situations in the play. The famous line that the character used to say was – “Mere tou Maa Baap bhi nai hain”. Which started a trend on the social media as “Jeena ke Maa Baap nai hain”

Desi Bombshell: Shumaila

Here’s How This Desi Bombshell From Pakistan Is Breaking The Internet!



Shumaila Bhatti aka Desi Bombshell, the latest social media sensation is taking the internet by storm. Shumaila, as she puts it, is a modern Pakistani girl from “the Lahore, Pakistan”. With Snapchat video at her disposal, she utilizes Facebook and talks to her audience about her problems in life. The daily rants about the hurdles in her life and her aspirations are quickly catching everyone’s attention on social media and have managed to garner over 10,000+ likes in just under a week.

#TryBeatingMeLightly



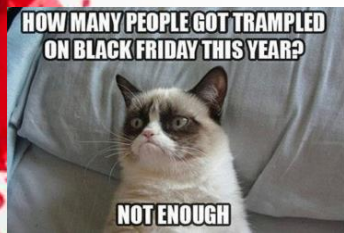
A Pakistani group has drafted a women's protection bill that says that a husband can "lightly beat" his wife if needed. In response, numerous gutsy women are protesting with a photo-based social media campaign under the hashtag #TryBeatingMeLightly. The campaign was started by Pakistani photographer Fahhad Rajper. He began the project with a series of twelve portraits of women posted on Facebook and Twitter on Sunday. Each portrait was tagged with #TryBeatingMeLightly and the subjects' defiant quotes against the bill. The hashtag has since proliferated across social media, transforming into a digital movement.

#BeatMe-UN Video



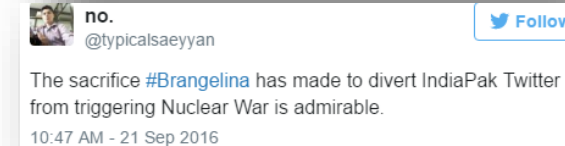
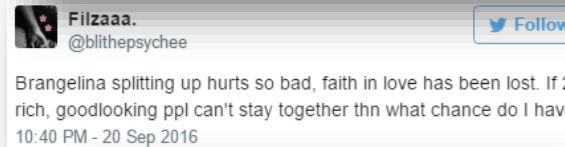
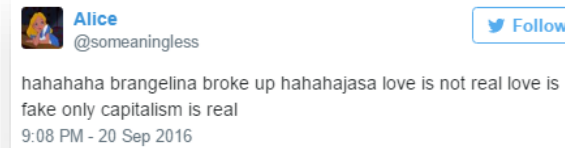
Actresses, athletes, journalists and musicians; Pakistan's female celebrities joined hands to relay a powerful message challenging men to 'beat me' in their latest video for UN Women Pakistan's anti-violence campaign. Pakistan's female celebrities which include Sana Bucha, Sarwat Gillani, Aamina Sheikh and Momina Mustehsan made it quite clear which side of the fence they were sitting on, in their latest 'beat me' video which is a part of UN Women Pakistan's anti-violence campaign.

Black Friday Sales

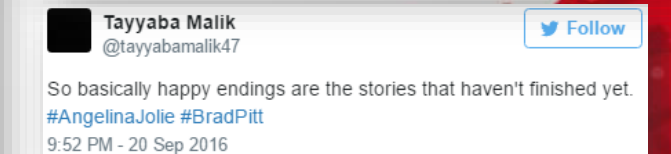


While Black Friday sales are a popular phenomenon all over the world, the trend of post-Thanksgiving shopping frenzy has also hit Pakistan since past couple of years. Black Friday falls on the last day of November. Various online startups bombard the social media to inform people about the event and to avail the opportunity to shop more and pay less. Many people are seen sharing memes and articles regarding the event, while others make videos of the bizarre fights that happen due to black Friday discounts.

#Brangelina Break Up



#Brangelina break-up sends Twitter into meltdown



Angelina Jolie and Brad Pitt decided on getting a divorce after 12 years. The split took a toll on Pakistanis as they had a meltdown on social media. Which gave birth to many Facebook and twitter conversations, memes, articles, etc.

False Surgical Strike



Saiber Bullie
@QasimZaidi_

Follow

Remember when Shoaib Malik conducted a surgical strike in India, in 2010?

2:48 PM - 29 Sep 2016

109



Rana Talha Asfar
@RTAluvzAfridi

Follow

Pakistan doesn't even need to do surgical strikes your jokes will kill Indians anyway. twitter.com/virendersehwa...

2:39 PM - 29 Sep 2016

73



Shabbir Kazmi
@HaayeShabbir

Follow

Indian chief: "Commandos, prepare for a strike against Pakistan."

Commando: "surgical karlein, aaj bohot dar lag raha hai."

12:56 PM - 29 Sep 2016

India claimed that they had conducted a surgical strike in the region, a development that turned out to be untrue. The term itself and India became the butt of many jokes on social media. Indians were seen celebrating surgical strikes done by their army on militants in Pakistan, although the claim was refuted by Pakistan army.

But Indians celebrated on Twitter like they had found a fast bowler. Pakistanis didn't stay behind and replied strongly to their claims of a surgical strike in Pakistan.

India-Pak: War on Social Media



False accusations of a surgical strike and the Uri incident was accompanied by a lot of negative after affects. The growing Pak-India tension has turned social media into a battleground where one side is declaring Pakistan a terrorist state while other is furious on brutal action against innocent civilian Kashmiris.

Local Newsbytes

[Serene Air to Begin Flight Operations Across 7 Cities in Pakistan](#)

[Revenues from the iPhone Set to Hit \\$1 Trillion This Year](#)

[PIA Launches New Intranet Facility for Selected Flights](#)

[Wateen & SECMC Announce the First Ever Free WiFi Villages of Tharparkar](#)

#

HASHTAG CLOUD

[#MeatOne
AtKEF](#)

[#ChaiWala](#)

[#MissVeet](#)

[#Time
To
Change](#)

[#Karachi
Eat2017](#)

[#more
With
visa](#)

[#Let
YourSkin
Talk](#)

[#CES2017](#)

[#Amazon](#)



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