INDUSTRY TRENDS REPORT July 2017



ALINA ANAS - Digital Strategist



Digital Landscape What's New? Insights Online Platform Overview Digital 101

Digital Worldwide

Trending Videos

Best Of Pakistan

Newsbytes

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.





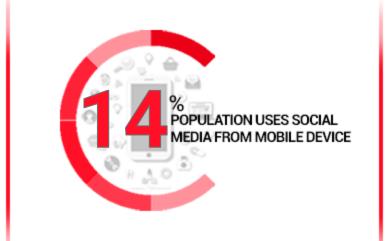


MILLION ACTIVE INTERNET USERS

MILLION + SMART PHONE USERS

MILLION 3G/4G USERS













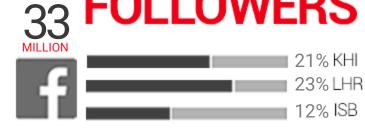
3.8
MILLION





31 MILLION





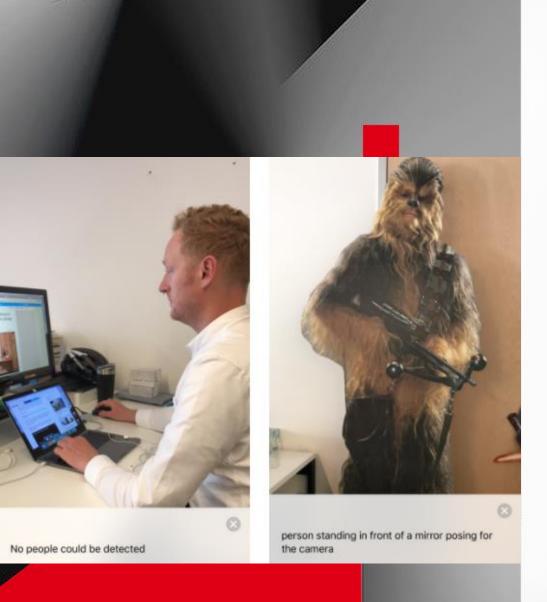
*Snapchat stats: Approximate number; source unknown





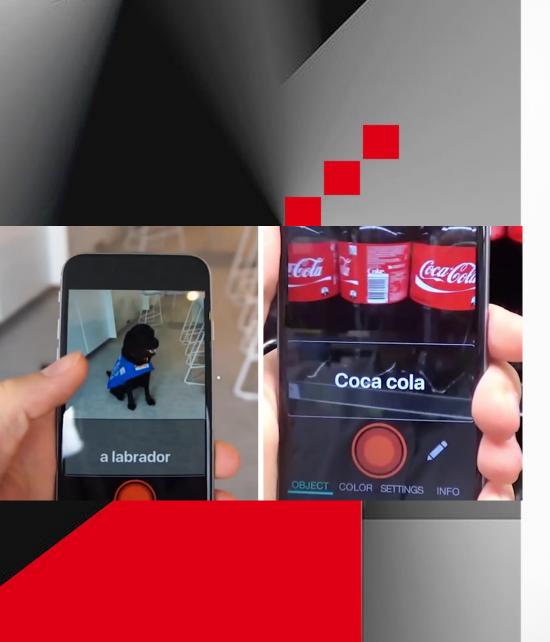
MICROSOFT'S TALKING CAM APP

company released Seeing AI, a "talking camera" app for iOS meant to help the visually impaired navigate their surroundings. Its list of features sounds almost too good to be true: it will scan documents and read you their contents, tell you which denomination of bills you have in your hands, scan barcodes to let you know exactly what you're holding, learn the faces of people you know, read their expressions, and even attempt to describe whatever's in front of you at any given moment.



MICROSOFT'S TALKING CAM APP

However, it's clear that Microsoft still has a lot of work to do before Seeing Al will actually be a useful tool for the visually impaired. The company is well aware of this, too: the first thing that appears when you launch the app is a warning that "Seeing Al is not always accurate."



MICROSOFT'S TALKING CAM APP

Apps like this require a huge amount of training data and algorithm tweaking before they can be anything close to reliable.

This type of technology really could be life changing for someone who's visually impaired if it indeed gives them the ability to navigate their surroundings more confidently.

Read More: http://on.mash.to/2umusLo



Instagram now allows you to prioritize your favorite filters at the beginning of the list and leave the ones that you don't use often at the end. However, each user has their own individual style on Instagram and a single filter will not represent that. Plus, it takes a lot of time and energy to go back and add the same exact preferences to almost every photo.



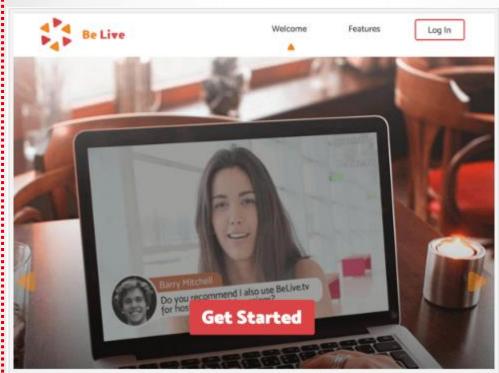
Imagine having your own filter that is a combination of your favorite Instagram effects, color tones, filters and levels. Users could then share those individually built filters with each other. Not only would this be a convenient feature for users, but it offers Instagram another possible revenue model.



Pro photographers and top-level
Instagrammers often use the same exact
Photoshop effects on almost all of their photos.
This gives their photos that unique quality that
makes them individualized and recognizable to
their fans. VSCO, which is used by many of the
big names on Instagram, already offers preset
user filters, but the interface is relatively
difficult to use. It would only benefit Instagram
to let big-name Instagrammers and average
users alike customize the app to their individual
preferences. Plus, pro photographers could
build out a revenue model for themselves and
Instagram by potentially selling these filters as
in-app purchases.

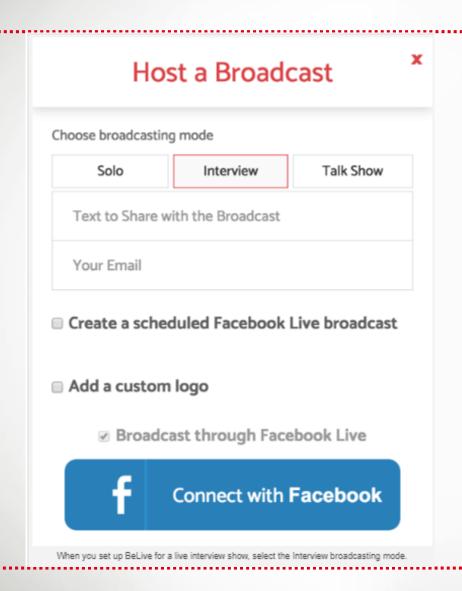






Click Get Started to set up your live show with BeLive.

Facebook pre-announced three new big product updates for Facebook Live, their live-streaming platform built into Facebook. The platform will soon let you do two-person remote broadcasts, preschedule your streams and create a virtual waiting room for viewers and broadcast with MSQRD's face masks.



The first upcoming update is the ability to stream a broadcast with two people in different locations — sort of like a remote interview. Essentially, you can invite a friend to "drop in" on your broadcast and join the conversation. The ability to stream with a friend will let content creators incorporate things like remote interviews and duets into their live videos, which will greatly expand the creative possibilities offered by the platform.

Create a scheduled Facebook Live broadcast

Note: Once you create this broadcast, your audience will receive notifications

Broadcast Start Time (required)



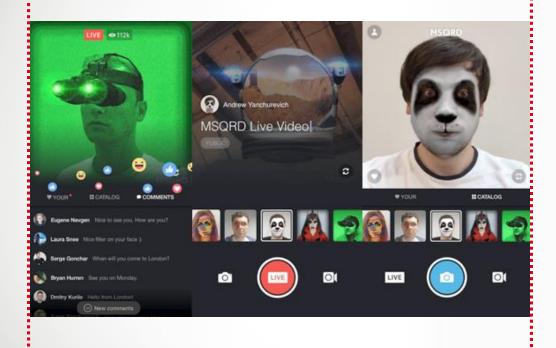
Broadcast Cover Image



After you click the checkbox to schedule your broadcast, you can choose a date, time, and cover image.

The company is also introducing waiting rooms, letting users hang out and wait for a broadcast to start.

Content creators can pre-schedule the time they are going live, which will allow Facebook to send users a notification before the stream starts so they can be waiting when you go live.



Lastly, and on a more fun note, Facebook is adding the ability for users of the MSQRD app to go live on Facebook directly from the app.

MSQRD is the video filter app (similar to Snapchat's lenses product) that Facebook acquired in March. Once the update launches, users will be able to try on different masks and effects from within MSQRD, all while the footage is being broadcasted live to your friends.





Aggregator

A tool or website that collects content from various websites. Many popular news websites are aggregators

Surround Session

Advertising sequence in which a visitor receives ads from one advertiser throughout an entire site visit

Remarketing

A system for showing your ads to people who have visited your website while they are browsing other websites

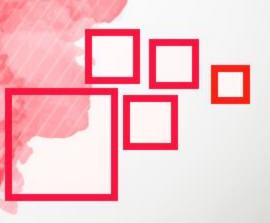
DIGITAL 101

Disavow

Telling Google which backlinks it should ignore when calculating your site's ranking. You use Google's Disavow Tool to do this

Stickiness

The amount of time spent at a site over a given time period



Source: http://bit.ly/2szTW7P
http://bit.ly/2tlfBgC

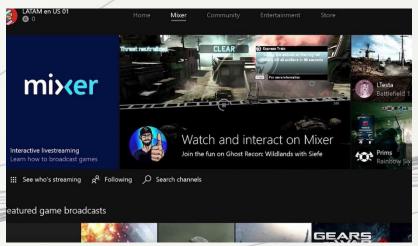




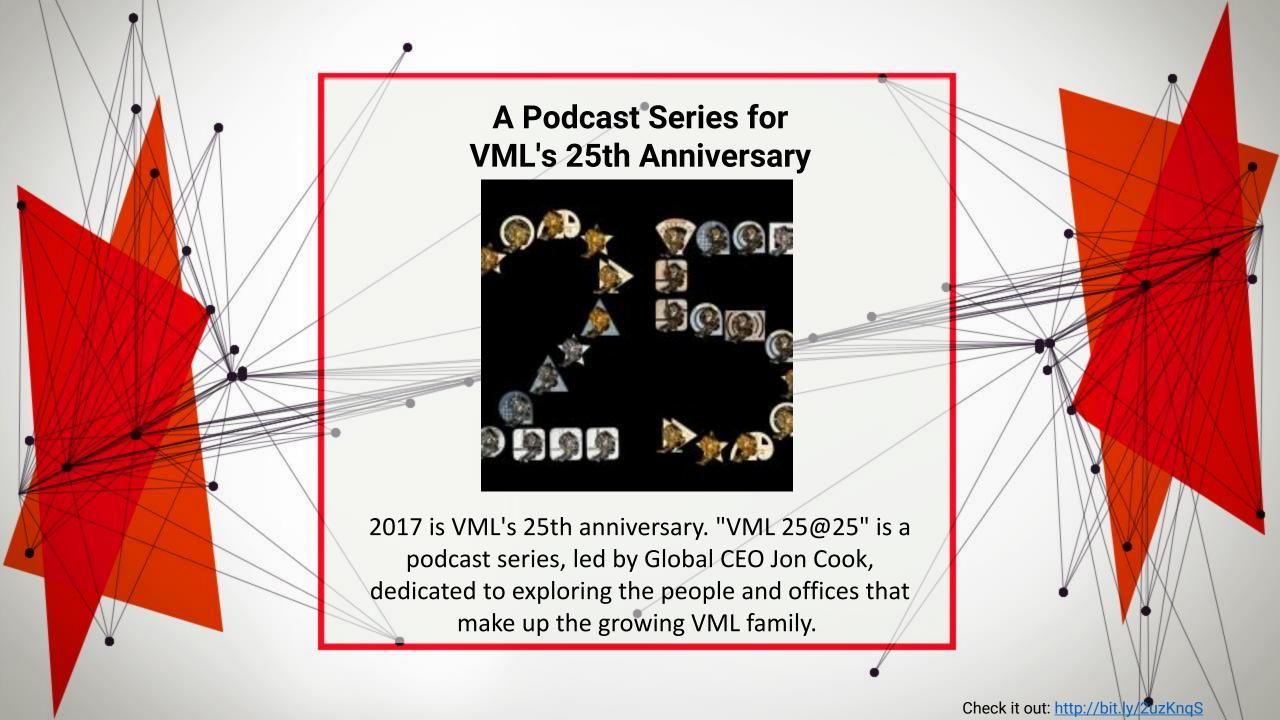


There are city guides on Google, and then there is this. The KLM Care Tag. It's a smart audio luggage tag that now automatically provides tourists with GPS activated voice assistance and guidance across Amsterdam. It's somewhat seamless no matter if you're walking or cycling through the city, offering up the perfect location based tip automatically at the right time. Mapped across the entire city of Amsterdam, KLM plotted the voice of their famously caring and helpful crew at every key spot where people can use some extra assistance.





Meet Microsoft's "Twitch" Competitor. Called Mixer. In a very cool live stunt to introduce its "Mixer" game streaming platform, Microsoft put on a fireworks display that viewers could control themselves, with the viewers choosing the colours, shapes and sizes of fireworks in real time on the platform.





Blue Band Achai Barhne Do



Another heart touching and emotional Ad by Blueband based on the theme "Achai Barhane Do" hit the mind to the heart. A social issue on disability was raised in this commercial. A heart warming theme didn't care about any issue of disability or obsticle in making friends and playing together. Learn with the good values of the kids. Watch the video below.

Check it out

Master MoltyFoam A tribute to Women Empowerment



Master molty Foam New TVC a sequence of meri Nanhi Pari inspired by a gold medal rowing champion Areej Amir, to encourage women to excel in all areas of life. The most haunted phrase "Larki ha, log kya kahain gay" is right on target. It is good to see that more and more brands are talking about women empowerment.

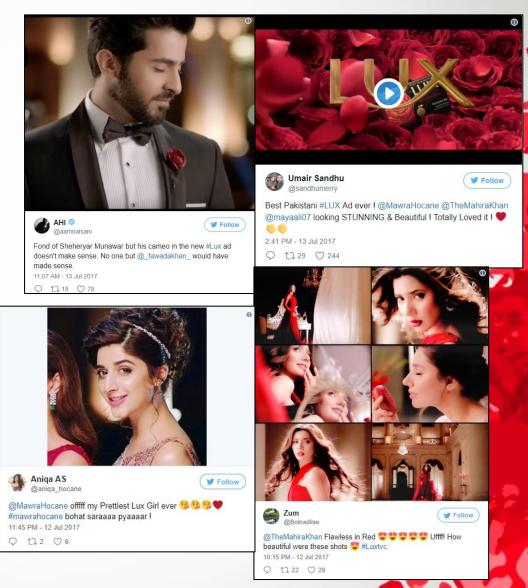
Check it out



Lux TVC ft. Mahira Khan, Mawra Hocane & Maya Ali: Social Media Reacts!

Back in April 2017, lux unveiled two divas as the new face of the brand. The bubbly Mawra Hocane and the sweetheart Maya Ali have been roped in to join the ranks of all the lux beauties. Lux finally rolled out its much-hyped commercial, featuring the three m's-Mahira, Mawra and Maya. As soon as the TVC made its way on social media, there was a crazy amount of buzz regarding the advert. There was an immediate outcry from Fawad khan's fans questioning his absence from the commercial.

This was followed by a short contest asking who looked best in the ad. Its choice of celebrity endorsement has bestowed special attributes upon the brand that it may have lacked otherwise. Once more, lux has strived to choose the best stars to keep the lux rituanl of celebrity endorsements alive.



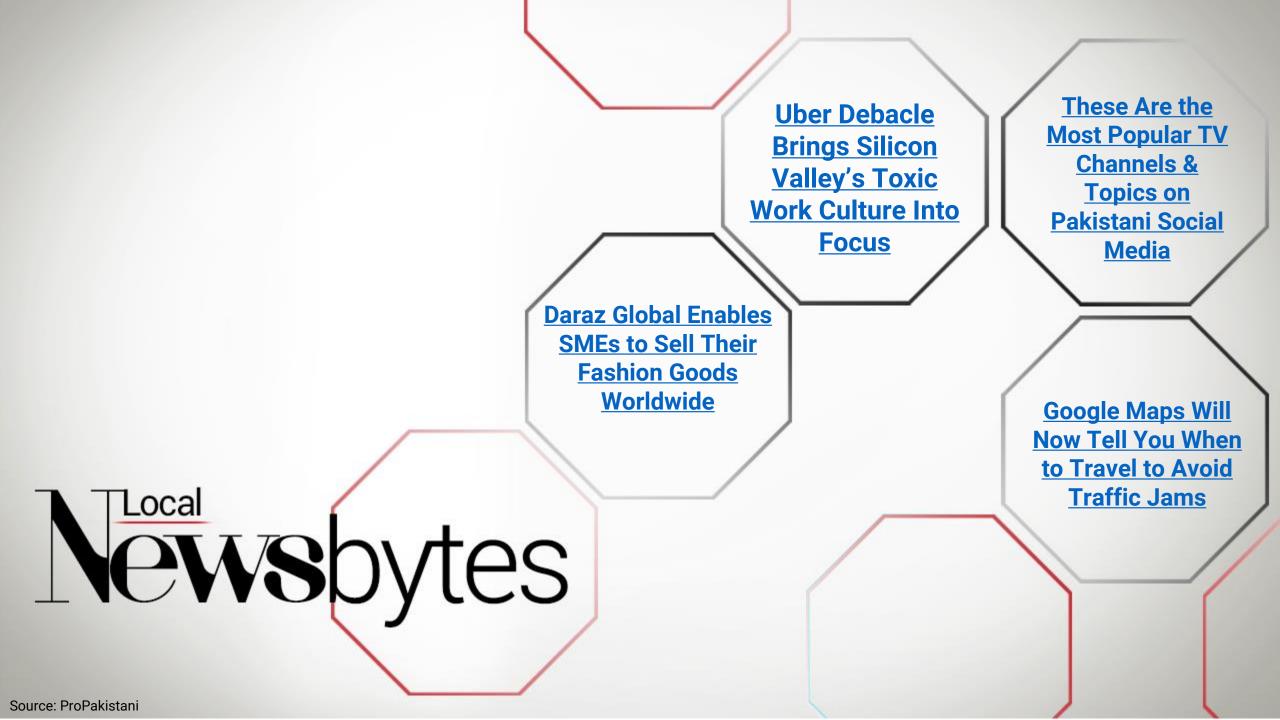
Source: http://bit.ly/2v9skol

Atlas Battery's Ramadan Recharge Campaign is Helping Pakistan to Beat the Heat

Pakistan's sizzling weather is showing no signs of taking it down a notch! The nation is clearly witnessing the hottest summers ever. Nevertheless, pakistanis now have an innovation in town to relieve themselves from the indignation of the scorching sun! Atlas battery transformed bus stops across karachi, multan, peshawar and rawalpindi into comfortable resting places for travelers with their state- of-the-art misting fans powered by AGS batteries. This initiative was a part of 'selfie lou eidi dou' campaign. Every selfie taken at these bus stands and uploaded on facebook #ramadanrecharge gave a chance to an orphan to receive eidi and gifts from atlas battery. Every one loves to take selfies, and doing it for a cause is even better.



Mist fan protecting



#
HASHTAG CLOUD



