



# DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

March 2017



# CONTENTS

Digital Landscape

Digital Worldwide

What's New?

Trending Videos

Insights Online

Best Of Pakistan

Platform Overview

Newsbytes

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



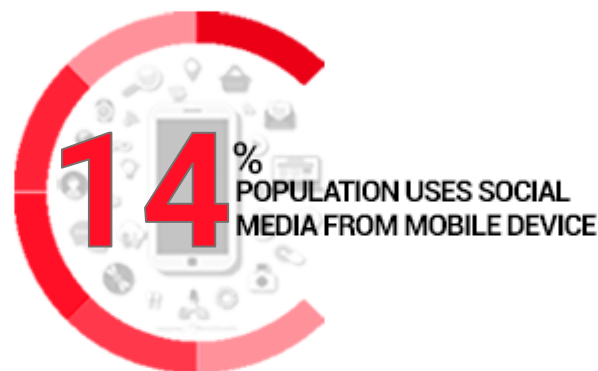
137 **MILLION** MOBILE SUBSCRIBERS

40.7 **MILLION** ACTIVE INTERNET USERS

39 **MILLION** SMART PHONE USERS

38 **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

4.2  
MILLION

3.5  
MILLION

30  
MILLION

31  
MILLION

**FOLLOWERS**



\*Snapchat stats : Approximate number; source unknown



# WHAT'S new?

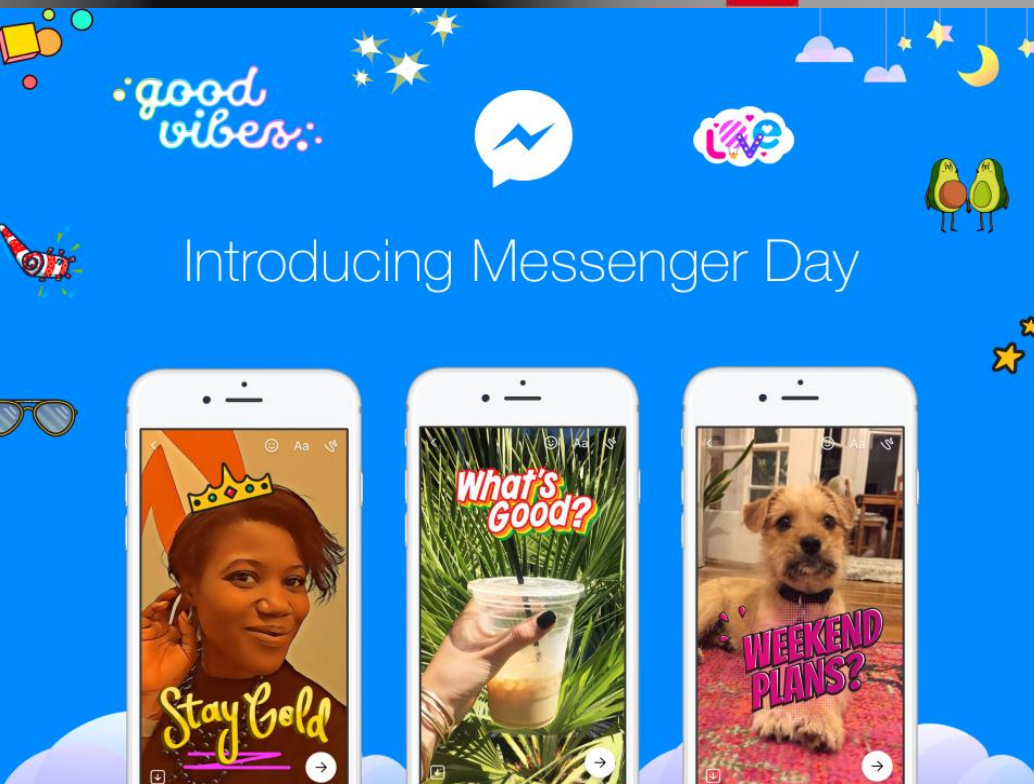
Messenger Day, Facebook Messenger's Answer to Snapchat Stories, Is Officially Here

Instagram rolls out controversial photo album feature on iOS and Android



# FACEBOOK MESSENGER DAY

After several months of testing, Messenger Day, Facebook Messenger's answer to Snapchat Stories, began officially rolling out to iOS and Android users worldwide.



# FACEBOOK MESSENGER DAY

Messenger Day allows users to curate photos and videos in a single destination and choose who to share their Messenger Day creations with and, just like Snapchat, everything disappears after 24 hours.





# FACEBOOK MESSENGER DAY

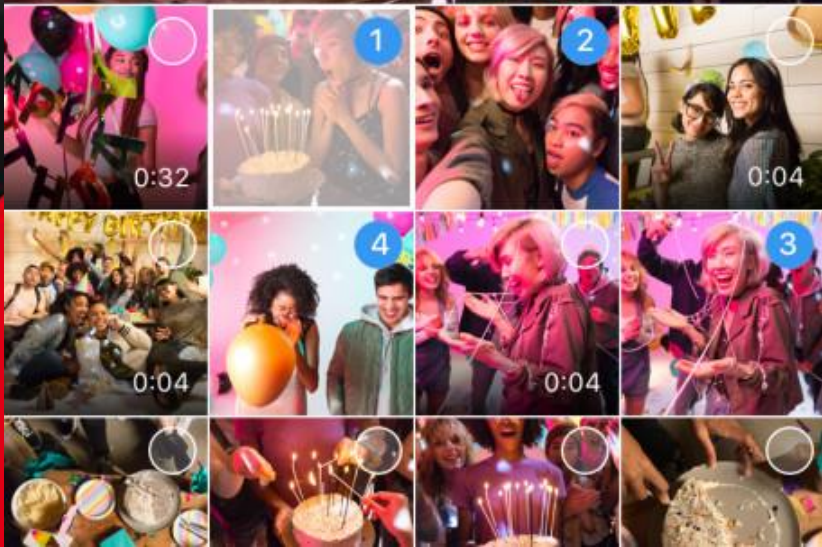
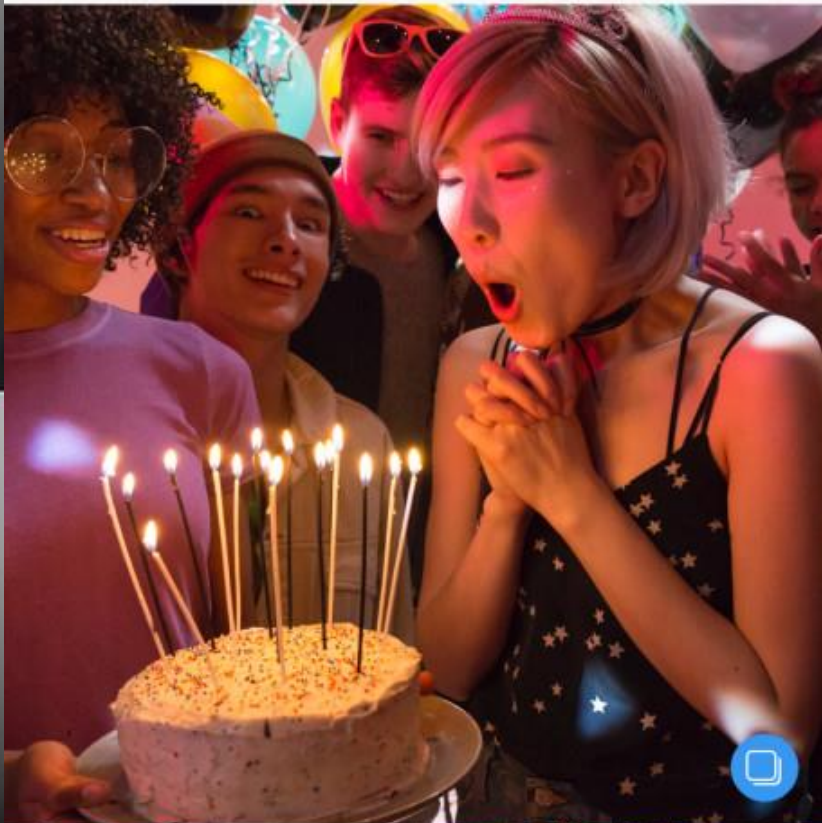
Head of product for Messenger Stan Chudnovsky announced the launch of Messenger Day in a Newsroom post, saying that more than 5,000 frames, effects and stickers are available for use, and emphasizing that users have complete control over who sees their content.

Read More: <http://bit.ly/2n3W70B>



# INSTAGRAM PHOTO ALBUM

Now everyone can upload multiple photos to a single Instagram post and the new feature will surely change the way some people use the app. Several weeks ago, Instagram introduced a new feature to the beta version of its Android app that enabled uploading multiple photos in a single post.

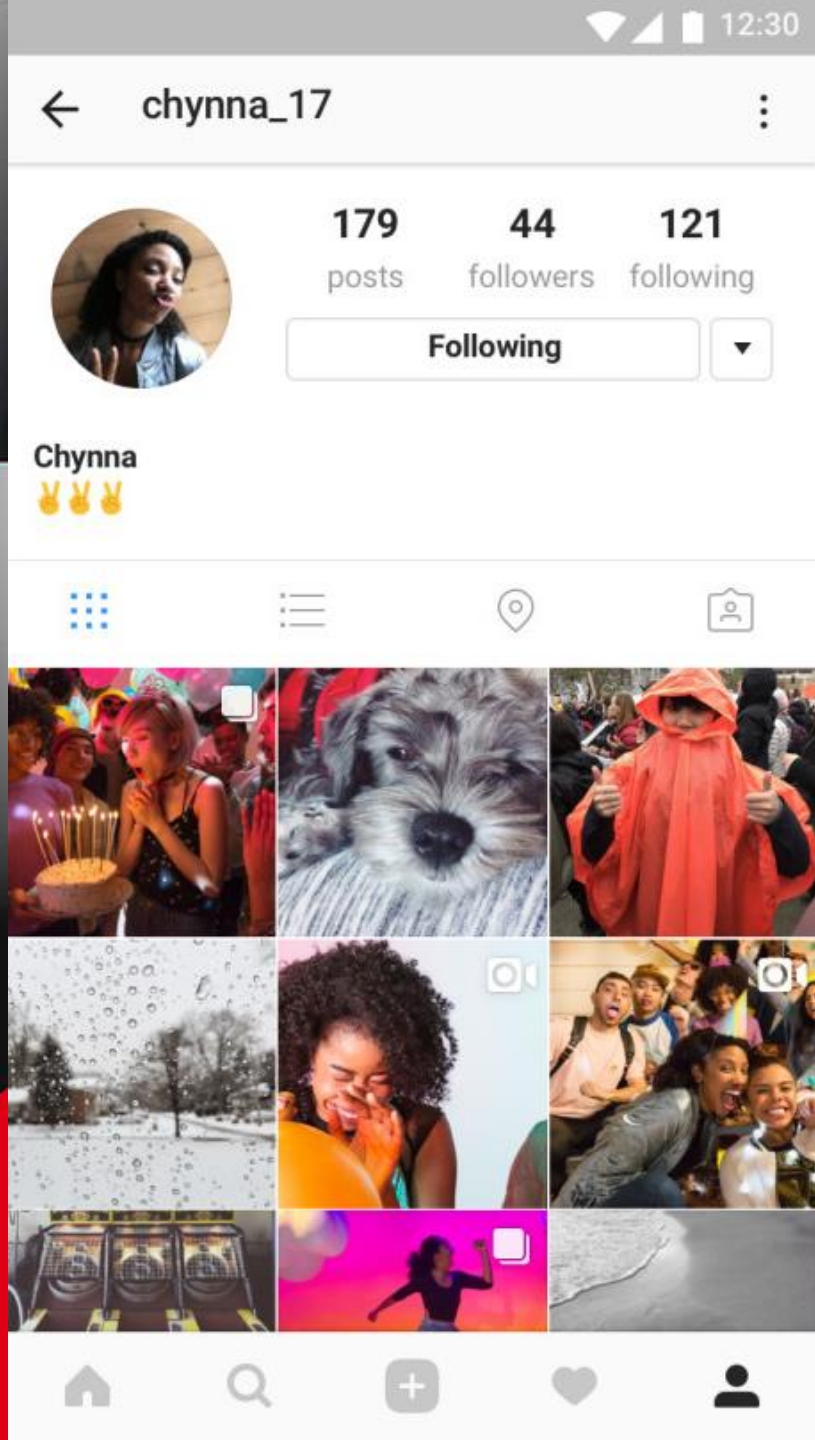


# INSTAGRAM PHOTO ALBUM

The change brought the photography-focused social network much closer to the way Facebook handles albums.

The company announced it is rolling out the feature for all users on iOS and Android.





# INSTAGRAM PHOTO ALBUM

Sharing several photos at once is as simple as tapping “select multiple” on the upload screen. Users can choose up to 10, re-order the set by long-pressing on individual photos and dragging and by using batch-apply filters. Albums are noted on profile pages with a stack icon and can be viewed carousel-style in the feed.

Read More: <http://bit.ly/2ISmIn4>





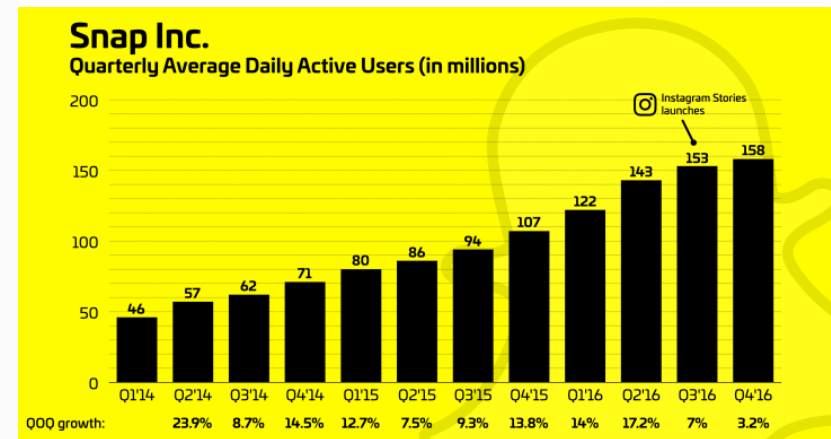
# INSIGHTS


---

## online

Snapchat growth slowed 82% after  
Instagram Stories launched

Snapchat was flying high in early 2016, but the launch of direct competitor Instagram Stories coincided with a massive drop in how fast Snapchat was growing, judging by new stats in its IPO filing. That aligns with our report that multiple analytic providers and social media talent managers saw a big decline in Snapchat usage after Instagram Stories came out.





On August 2nd, Snapchat's much larger competitor Instagram launched an exact clone of Snapchat Stories at the top of its app used by 300 million people daily and 500 million people each month. By October, the feature had 100 million daily users of its own. Suddenly, Snapchat slowed down. It had its lowest percentage growth quarter since the beginning of its publicly available data in 2014. Snapchat grew just 7 percent in Q3 2016 to reach 153 million daily users. And in Q4 it sank further, as Instagram Stories reached 150 million daily users, just shy of Snapchat's total number. Snapchat only pulled in an average daily user count of 158 million with a 3.2 percent growth rate in Q4.



## INTRODUCING INSTAGRAM STORIES

Lack of progress in the international “rest of world” market that includes developing countries and Asia seems to have contributed to the slow down. Snapchat reported 39 million daily users in this region in Q3, then the same number in Q4. That could be because Instagram has 80 percent of its users outside of the U.S., and its Stories product quickly gained steam in these markets. South Korean app Snow also was on the rise in late 2016 and could have inhibited Snapchat’s growth.







# PLATFORM

## overview

YouTube Is Killing an Ad  
Format Everyone Hates



Unskippable 30-second video ads will fade to black for good on YouTube in 2018. YouTube has officially announced the end of this hated format. “We’re committed to providing a better ads experience for users online. As part of that, we’ve decided to stop supporting 30-second unskippable ads as of 2018 and focus instead on formats that work well for both users and advertisers,” according to a statement from a YouTube spokesperson.





Skip Ad >>

If given a skip button, you know the great majority of YouTube viewers would hit it. In fact, people have become trained to skip skippable ads, according to 76 percent of consumers who were surveyed by IPG Mediabrands.





Bumper Ads  
6 secondes non skippables

Another type of non-skippable ad unit introduced last April, called Bumper ads, will continue to appear on YouTube. These shorter video ads last for just six seconds.

Read More: <http://bit.ly/2IH0zl3>





### **RAPCHAT**

This app allows users to choose from a collection of beats, spit out rhymes or raps, and then share them with friends. A creative take on sending boring old text messages.

### **SUB-TWEETING**

Tweeting about someone without using his or her name on Twitter.

### **THE 100 CLUB**

A title reserved for those who get at least 100 likes on a Facebook or Instagram post. If a picture doesn't help a poster reach this status, the poster might delete it out of embarrassment.

# **DIGITAL 101**

### **TL;DR**

An acronym for "too long; didn't read," sometimes also seen as TLDR. This can be used by a poster at the beginning or end of a long post to signal the summary of what he or she is writing about, or it can be used by someone else to call attention to the long length of a post.

### **WANELO**

Stands for "want, need, love." This app is best-described as a digital mall where Instagram and Pinterest meet shopping.



# DIGITAL Worldwide



# LEGOLAND: A GPS Adventure Game



If you live in America, then you've probably heard of Legoland and their new GPS adventure game built for kids, and back seat drivers. The real-time GPS linked adventure game app lets kids unlock missions, play advanced location based trivia and more all as they learn about the world around them inside the game.

A great way to connect with kids and families before they even get to the park. Created by the crew at VML New York.



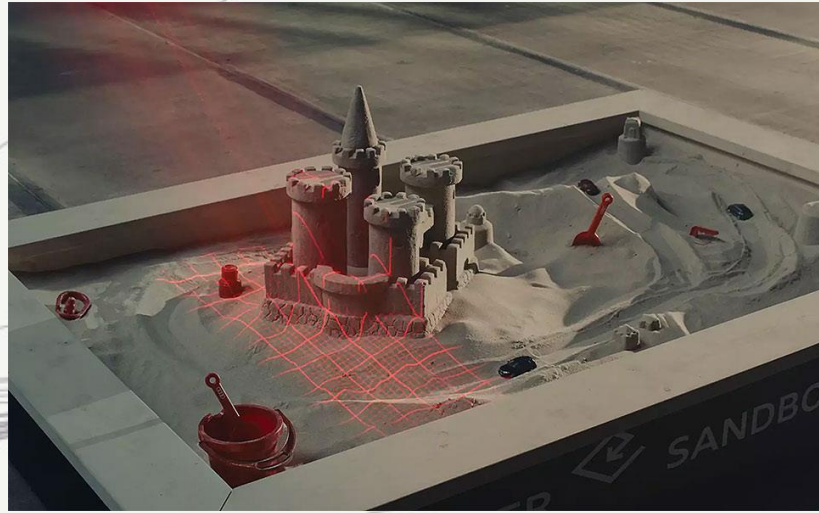
# Apocalypse Live: Walking Dead FB Live Game



Here is the world's first Walking Dead promo that's shot in real-time. Created by the guys at Achtung!, the promo is actually a real-time Facebook Live game where people watching can help shape the story as it plays out with two famous Dutch YouTube Vlogger stars, in an abandoned and a barren wasteland, surrounded by zombies. The setup looks pretty intense, and the live integration seem to play out almost perfectly, with users simply helping to vote on the story-path with the emoticons during the event. Enjoy!



# Audi: Enter The Sandbox VR Experience



Audi is asking you to enter the sandbox with an amazing new VR driving experience, combining a physical installation with real-time virtual reality rendering. The experience invites the big kid in all of us to enter the purpose-built sandpit and create a customized track before the sand is carefully scanned by a depth-sensing camera, from which a virtual world is rendered in real-time.

Having built the track themselves, complete with crazy turns, jumps and bumps... drivers then buckle up in the new Audi Q5 VR experience, which becomes a portal to the virtual world they just created moments ago.

Experience it here.



# TRENDING

---

## videos



## UrbanClap's Women's Day campaign



UrbanClap took a step further this Women's Day by celebrating gender acceptance and inclusiveness. Keeping with the theme of International Women's Day 2017, UrbanClaps campaign urges viewers to Be Bold for Change.

[Click Here To Watch Video](#)

Read More: <http://bit.ly/2nzbG6l>

## SAG Awards 2017



Winona Ryder sparks memes frenzy with her hilarious facial expressions during David Harbour's political speech after Stranger Things win at SAG awards

[Click Here To Watch Video](#)

Know More: <http://bit.ly/2jO1H2h>



# BEST OF Pakistan

# Yayvo's Bet With Careem On The Islamabad-Karachi PSL Match And The Internet Caught Fire!

The newfound trend of supporting and promoting teams has gone viral ever since the PSL season 2 started. In the knockout match between Islamabad United and Karachi Kings, two marketing giants went head-to-head as well. Yayvo by TCS, Pakistan's premier e-marketplace had a fun bet game with the country's favorite public transport service, CareemPAK. Initiated by Yayvo, the marketing genius came when Yayvo asked CareemPAK to place a bet on the Pakistan Super League match between Islamabad United and Karachi Kings. Replying to Yayvo's challenge, CareemPAK accepted and put their money on Islamabad United because of their banter, after a consensus in the office. The deal was then on! The details of the bet that Yayvo came up with was that if they (Karachi Kings) won, Yayvo customers would get free CareemPAK vouchers. Similarly, CareemPAK accepted the challenge and stated that if they (Islamabad United) won, CareemPAK customers would avail free Yayvo by TCS vouchers.

Read More: <http://bit.ly/2mmX6FH>

 Yayvo by TCS @Yayvo\_TCS 1 Mar  
Hi @CareemPAK want to place a bet? Who do you think will win tonight's #HBLPSL playoff? @KarachiKingsARY or @IsbUnited?

 Careem Pakistan ✓  
@CareemPAK

[Follow](#)

.@Yayvo\_TCS Office consensus: @IsbUnited! Plus we love their banter.

3:42 PM - 1 Mar 2017

[Reply](#) [Retweet](#) 5 [Like](#) 10

 Yayvo by TCS  
@Yayvo\_TCS

[Follow](#)

@CareemPAK The bet is on! Let's do this, if @KarachiKingsARY wins #Yayvo customers get @CareemPAK vouchers. Deal? #YayvoVsCareem #HBLPSL

3:48 PM - 1 Mar 2017

[Reply](#) [Retweet](#) 11 [Like](#) 10

 Careem Pakistan ✓  
@CareemPAK

[Follow](#)

@Yayvo\_TCS Deal. And if @ISBUnited wins, Careem customers gets to win Yayvo vouchers! #CareemVsYayvo #ChaloPSL

4:27 PM - 1 Mar 2017

[Reply](#) [Retweet](#) 6 [Like](#) 10



# Cornetto Pop Rock Season 2

Cornetto kicked off the second season of Cornetto Pop Rock with a grand launch event on 4th February, 2017. The launch was a star-studded event where the line-up of performers were revealed. The line-up consists of artists like Momina Mustehsan, Meesha Shafi, Komal Rizvi, Ali Azmat, Qurram, Qurat-ul-Ain Balouch.

The format of the show will remain the same which means a total of six music videos will be released throughout the year. In addition, three live shows are also planned. The new thing they will try to introduce this season is the addition of the Cornetto Pop Rock platform that will showcase and nurture raw talent, through digital auditions.



Cornetto

February 23 at 3:22pm · 🌐

#KomalRizvi is at it again with another masterpiece in the making after the fabulous success of Desan Da Raja. Get a sneak peek into the making of her new single for #CornettoPopRock2





# Pepsi

## #JeeLayHarPal

The very hyped and anticipated #JeeLayHarPal campaign from Pepsi is the brand's new mantra. This is the first time Atif Aslam got featured for Pepsi's campaign. Since the launch this anthem has been pushed to tap the Pakistani youth with its soundtrack and lyrics. Artists are making their own version of the song, posting it on their social profiles, and are throwing challenges to other artists to spin the song around in their own unique style.



Source: <http://bit.ly/2kSnj0j>  
<http://bit.ly/2lOWwAy>

[Tune.pk Now Allows Everyone to Earn Money Through Video Publishing](#)

[Petition for Closure of Facebook in Pakistan Filed in High Court](#)

[Jazz Partners with Saavn to Enable Free Music Streaming to Users](#)

[Punjab Has Digitized Over 700 Police Stations](#)

Local  
**Newsbytes**

#

# HASHTAG CLOUD

[#Edhi](#)

[#Nokia](#)

[#Nokia3310](#)

[#BeBold  
For  
Change](#)

[#Pepsi  
CatchA  
Crore](#)

[#WhatsApp](#)

[#PepsiMusic](#)

[#DoTheDew](#)

[#Google](#)





We'd love to hear from you

Send us your feedback on this report to

**[hello@thedigitz.com](mailto:hello@thedigitz.com)**