

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.





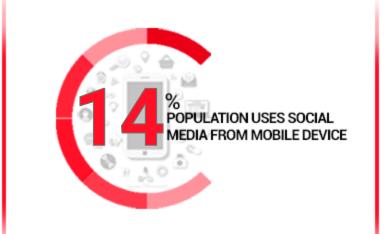


137.8 MILLION MOBILE SUBSCRIBERS

MILLION ACTIVE INTERNET USERS MILLION +
SMART PHONE USERS

39 MILLION 3G/4G USERS











350 THOUSAND



3.8
MILLION



4.2
MILLION



3.5
MILLION



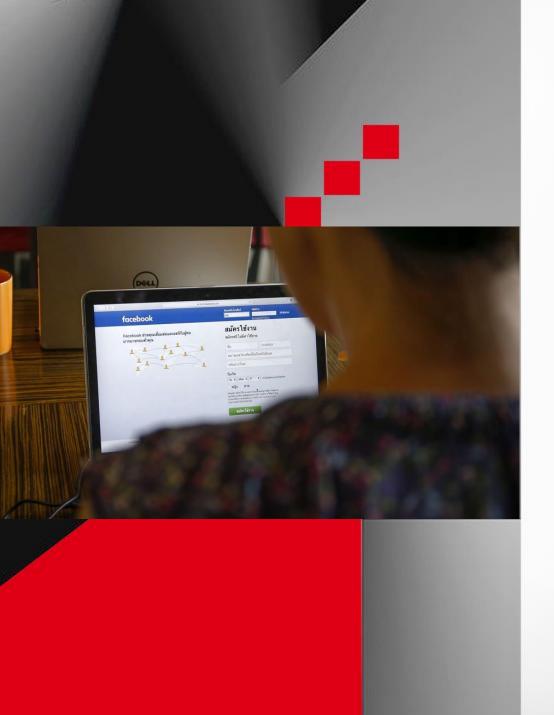
30 MILLION



FOLLOWERS

21% KHI 23% LHR 12% ISB





FACEBOOK CENSORS

For all its talk about creating a more "open and connected world", Facebook appears to be quietly pandering to more government requests for censorship.

The social giant said that it would consider blocking local content on Facebook in Thailand, on a case-by-case basis, in response to a request by the Thai government to block some 600 local Facebook pages.



FACEBOOK CENSORS

Thai internet service providers had asked the social platform to block 600 Facebook pages ordered closed by the Thai court, as part of the 6,900 web pages or websites the court has ordered closed since 2015.

Thailand's National Broadcasting and Telecommunications Commission secretary-general Takorn Tantasith said Facebook's response was "a good sign" of things to come.



FACEBOOK CENSORS

But its not only pages that Thailand is cracking down on.

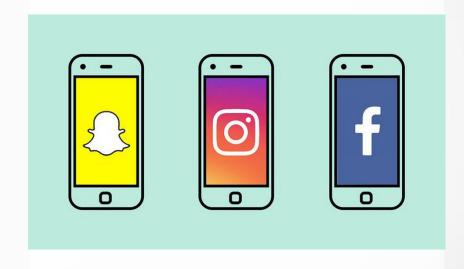
A video of Thailand's 64-year-old King Maha Vajiralongkorn surfaced on social media last week, showing the king strolling through a shopping mall in Germany wearing a crop-top. The video was quickly blocked in the

The video was quickly blocked in the country, leaving local netizens unable to view the video on Facebook.

Read More: http://on.mash.to/2qZ5gpp



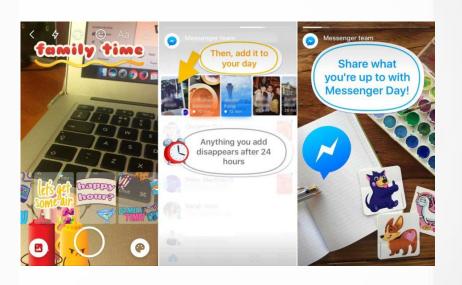
Snapchat Stories were a blast, but it wasn't long before the battle of the social media platforms intensified and things got ugly. Instagram copied Snapchat, Facebook copied Instagram copying Snapchat, and as a result we're left with utter chaos in the form of THREE Stories to worry about managing. While there are no official rules for what to post on each platform, there is always an unspoken social media etiquette that should be followed for the good of mankind.



Of the three Stories, Facebook's is the most formal, considering it will likely reach the largest audience — your thousands of Facebook friends.

Therefore, it should be used sparingly. With that in mind,
Facebook is often used to show the world how fulfilled you are with life.

So if you've got something big to share, channel your inner Zuckerberg and go for it.



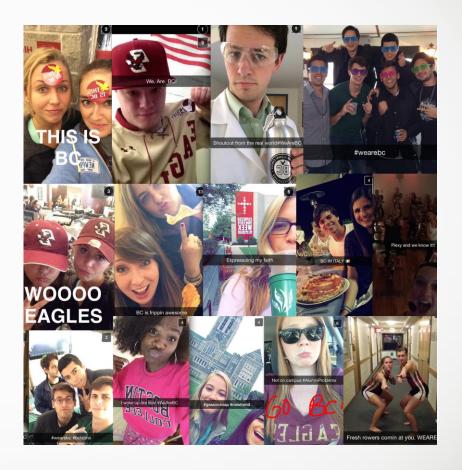
Instagram Stories are no joke and should be the most carefully curated of the three. Instagram is where you let your creativity shine, where you become a professional photographer and own your true social media aesthetic. If you think you can handle it and want to make an entrance, your first Instagram Story will alert your followers you're jumping on the "Stories" bandwagon with a notification.







Snapchat is the chillest Story out there, dudes. Your friends on Snapchat are most likely your friends IRL, so there's not as much pressure to impress them with fancy shots. Snapchat is also the OG Story, so if it's your primary platform you're clearly very loyal.







Snapchat launched a new update to its app, and this one is a doozy. In fact, put together, the new updates to Snapchat could represent the biggest change to the service since its launch. The new version of the app comes with "limitless" snaps that do not have a time constraint, as well as looping videos, and a "magic eraser" that removes objects from your photos.



The biggest change to the app is arguably the limitless snaps. Snapchat has gone through plenty of changes over the years, but the basis of the app has stayed the same — the service lets you send photos that will, at some point, disappear. When you send a no-limit snap, the recipient will continuously appear on the user's screen until they manually navigate away from it. So, in other words, the image will still disappear, but only when the user chooses to let it.



As mentioned, there are a few other new features. For example, the app will now allow users to use any emoji as a brush, so brace yourself for snaps with even more emojis. On top of that, there is a magic erase feature, which lets you remove different aspects of your image, similar to the Photoshop Fix tool in Photoshop.



Blogosphere

A term given to the sum of all blogs on the internet.

Blended learning

A pedagogical model that combines online and on-site learning and supports some element of student control over the time, place, path, and or/pace of their learning experience.

Klout

A measure of social influence, Klout connects your social accounts and provides each user with a Klout score. The higher your score is the more influencer you have in the social world. The Klout score is out of 100.

DIGITAL 101

KeepSafe

This app keeps photos and videos in a secret folder that can only be accessed with knowledge of the passcode, determined by the smartphone user.

Dribbble

A community for designers to upload snapshots of their work.



Source: http://bit.ly/1oDSTxm

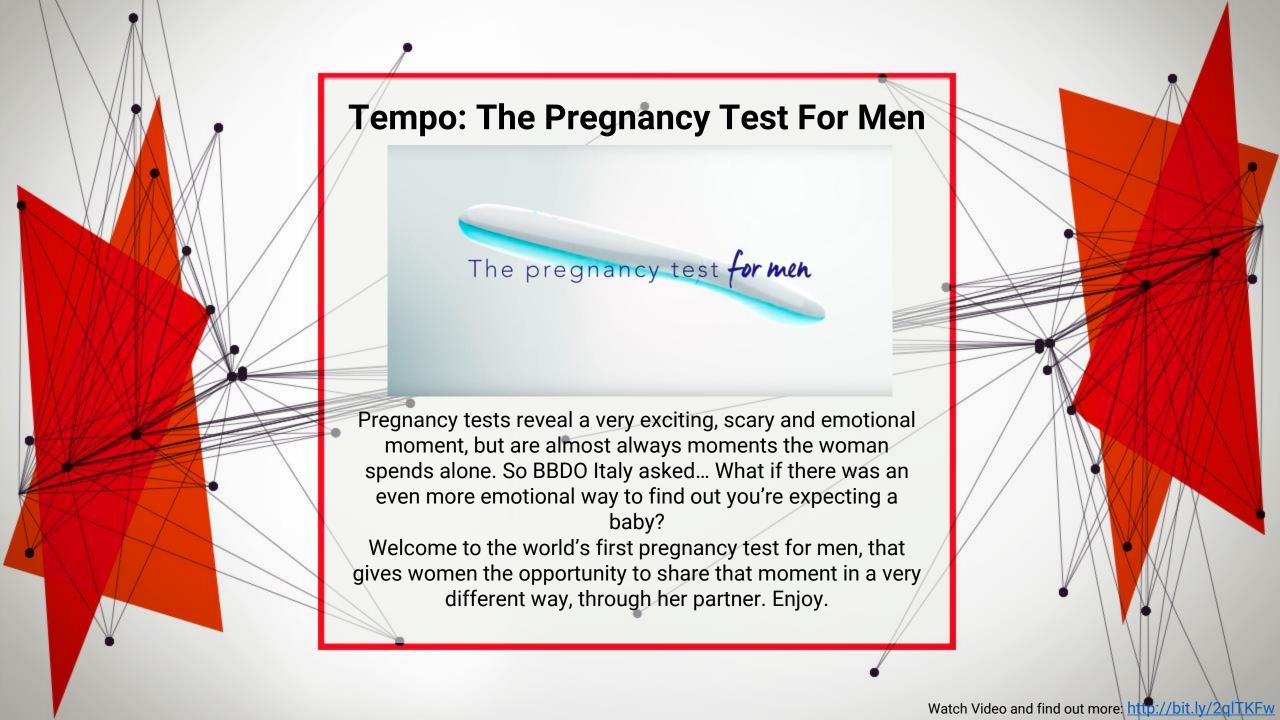
http://bit.ly/2pNFKm2



Nissan: The Percebeiro Shield



Introducing Nissan's Percebeiro Shield; a prototype wearable device that aims to help the 'percebeiros' (you know, the guys that collect those amazingly tasty shellfish) by predicting the sea's behaviour, its dynamic movements, changes to the swell, rogue waves and other environmental changes... Ultimately helping to save lives and assist wiht their jobs in real-time. All powered by Nissan's shield technology.







#KhaadiMom



Khaadi released its Mother's Day song. The song is a tribute to all moms who are following their dreams and side by side slaying at the 'mom game'. It's a tribute to all moms who, through their own actions, push their children to greater and better heights.

Click Here To Watch The Ad

Wall's #MakeTimeForMom



We are so caught up in our own lives that we forget to take out time for the ones who love us most- our mothers. Walls, through this video has been successful in hitting the right chords

Click Here To Watch The Ad

Source: http://bit.ly/2qihbln
Read More: http://bit.ly/2qi6TRo

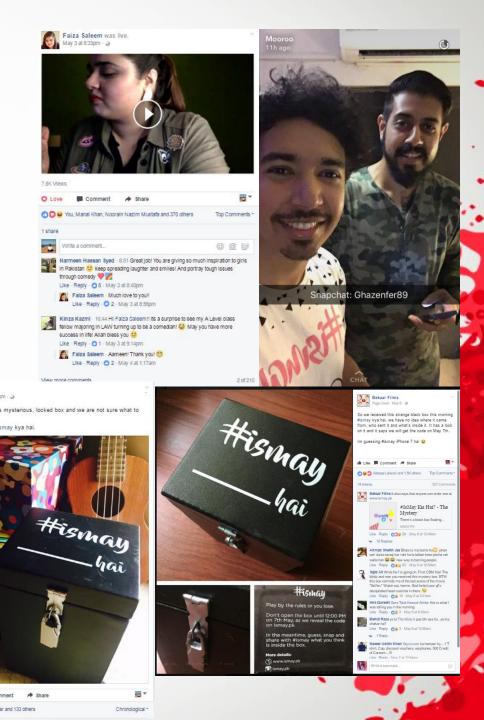


#IsMay Kia Hai? The Black Mystery Box

Yayvo.com, announced Shopping Day today after it revealed the story of the black mystery box. Starting from the 3rd of May, these mystery boxes took the Pakistani social media by storm, making everyone wonder who's sending the box and what it contains. The mystery boxes were coded and the key to unlock it was revealed on 7th May on the ismay.pk website. While Yayvo got everyone to start thinking about the contents of the box (#IsMay kia hai), it successfully played on the pun of May and announced its Shopping Day starting May 19th! Finally came the great news – #IsMay Yayvo Shopping Day hai!

#IsMay Kia Hai was a hype campaign for Yayvo Shopping Day executed by Digitz. For the first time in Pakistan, a PR campaign was done that included everyone in Pakistan and not just the KOLs or celebrities.

Read More: http://bit.ly/2p0303j



Sprite Spice Wars

Sprite Spice Wars was a one of a kind initiative by the brand to encourage entrepreneurship in college students by aiding them to open up their own food joints. The entire initiative started off through college recruitment and screening processes whereby students presented their business proposals to a panel of judges and Sprite Spice Wars mentors. Shortlisted teams participated in Inter-college cook-off's which then moved on to into Intercity and eventually the finale. A total number of 4 colleges participated in the competition which included big names like LUMS (Lhr), FAST (Lhr), Szabist (Khi) and CBM (Khi).



Pepsi #Future11

There is no doubt that an abundance of cricketing talent exists in Pakistan, however, what has been truly lacking is a platform to channel and nurture this talent for it to achieve greater things in the times to come.

To meet this demanding need of providing better opportunities to cricketing talent in the country, Pepsi and PCB have collaborated to launch the Future 11 program, a platform for the Pakistani youth where they can come and give the trials to represent Pakistan in the national Under –19 squad, and lead it to great victories in future international tournaments.

Pepsi and PCB scouted every corner of the country to find the best of cricket talent for the Under-19 squad! Catch a glimpse of the open trials.

Read More: http://bit.ly/2qmyWhm





Here's How to
Get the Most Out
of Yayvo
Shopping Day
(19th to 22nd
May)

Uber Commits to
Invest \$500 Million
in Pakistan in Three
Years
AMIN YUSUFZAI2
DAYS AGO

elePhone Makes
Entry in Pakistan
with the elePhone
S7 on Daraz.pk
SPONSORED4
DAYS AGO

New Soytes

#
HASHTAG CLOUD



