



DIGITAL TRENDS PAKISTAN

INDUSTRY TRENDS REPORT

April 2021



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 an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.



KEY PERFORMANCE DIGITAL LANDSCAPE

Active Internet Users
61 million

Smart Phone Users
95 million

AUDIENCE IN NUMBERS PLATFORM LANDSCAPE

platforms

 **43** million
8.4m Female
35m Male

 **36** million
8.85m Female
19.4m Male

 **27.5** million
3.57 Female
22.8 Male

 **12** million
3.8m Female
7.7m Male

 **10** million

 **7** million
1.4m Female
4.8m Male

 **5** million
1.25m Female
3.75m Male

 **2** million



PLATFORM OVERVIEW

Here are the latest digital **platform** updates.

Facebook Launches New Ways For Content Creators To Monetize

10 Minute Read

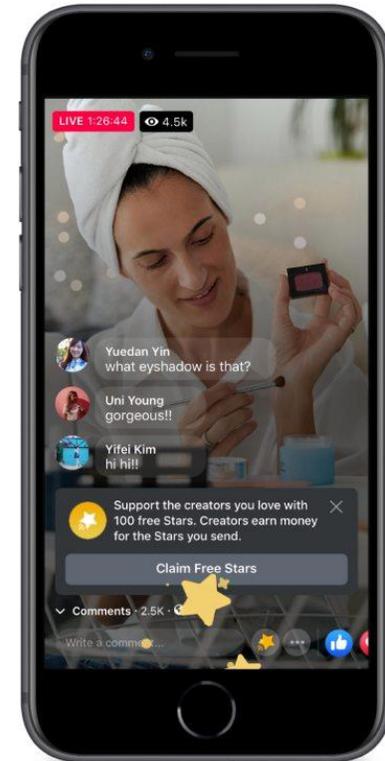
Facebook business

Facebook is sharing more ways content creators can monetize on Facebook, such as the ability for creators to earn revenue from short-form video along with opening monetization to more content creators.

They have also accelerated fan support making it easier for content creators to get access to fan support while growing consumer adoption via free Stars (which is a feature that allows content creators to monetize their stream) giveaways to viewers. Since launching in-stream ads, Facebook expanded the format to include pre, mid, post-roll and image ads, and formats specific to Live.

Facebook has also expanded the types of videos that can be monetized , they've updated their eligibility criteria so that more content creators can monetize their videos with in-stream ads, to qualify, content creators must have 60,000 live minutes viewed in the last 60 days ,they can also earn money from ads via the in-stream ads program, from the support of their fans via fan subscriptions and paid online events through the Stars feature and with paid partnerships via branded content and brand collaboration manager. This means that all types of content creators can choose the mix of products that best matches the community they've built and the content they share.

By; Yoav Arnstein,
Director, Facebook App
Monetization



Instagram Launches ‘Live Rooms’ For Live Broadcasts With Up To Four Creators

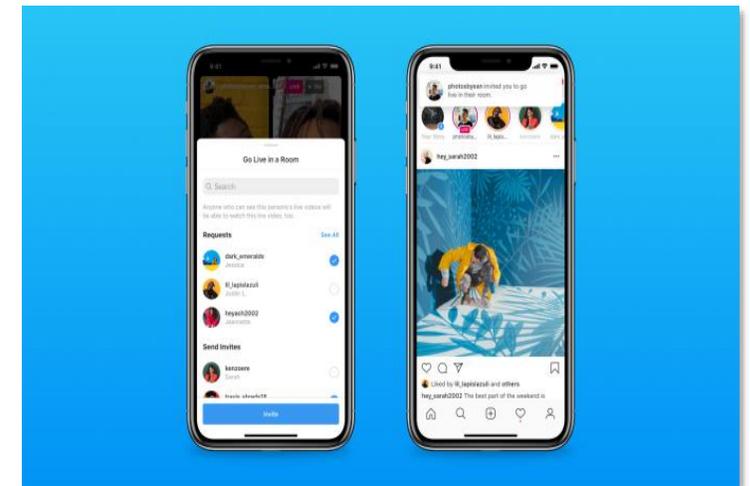
3 Minute Read

hootsuite

Instagram announced that they’ve added a much-requested feature to its app with the launch of “Live Rooms,” which allow up to four people to broadcast live together at the same time.

Previously, the app only allowed users to live stream with one other person, similar to Facebook Live. The company says it hopes Live Rooms will open up more creative opportunities in terms of live broadcast formats to allow for things like live talk shows, expanded Q&A’s or interviews, jam sessions for musicians, live shopping experiences and more. The ability to add more guests to a livestream can also help a creator grow their follower base, as all the guests’ followers are notified about the Live Room, in addition to their own. During live broadcasts, the hosts can also report and block comments and use comment filters to maintain a safer experience for all viewers.

Sarah Perez



Twitter Advancing Their Efforts To Make The Social Media Platform A Safer Place For Advertisers

2 Minute Read

<https://cutt.ly/ucVZKEB>

Twitter has successfully earned the Trustworthy Accountability Group (TAG) Brand Safety Certified Seal, which covers Twitter's global operations. The TAG Brand Safety Certified program sets global brand safety standards that apply to digital advertising agreements, monetized content takedown practices, the use of inclusion/exclusion lists, and the documentation of specific policies and procedures used to minimize the risk of ad misplacement. These standards impact direct buyers, direct sellers and intermediaries. This certification affords advertisers and agencies the assurance that Twitter has been independently audited to ensure compliance with TAG's guidelines. Twitter's partnership with TAG supplements their ongoing work with the MRC, and further reinforces their commitment to independent brand safety accreditation.

By AJ Brown and Lauren Ehrlich



LinkedIn Introduces New Tools In Response To Creators Increasingly Joining Its Platform

1 Minute Read

TECHJUICE

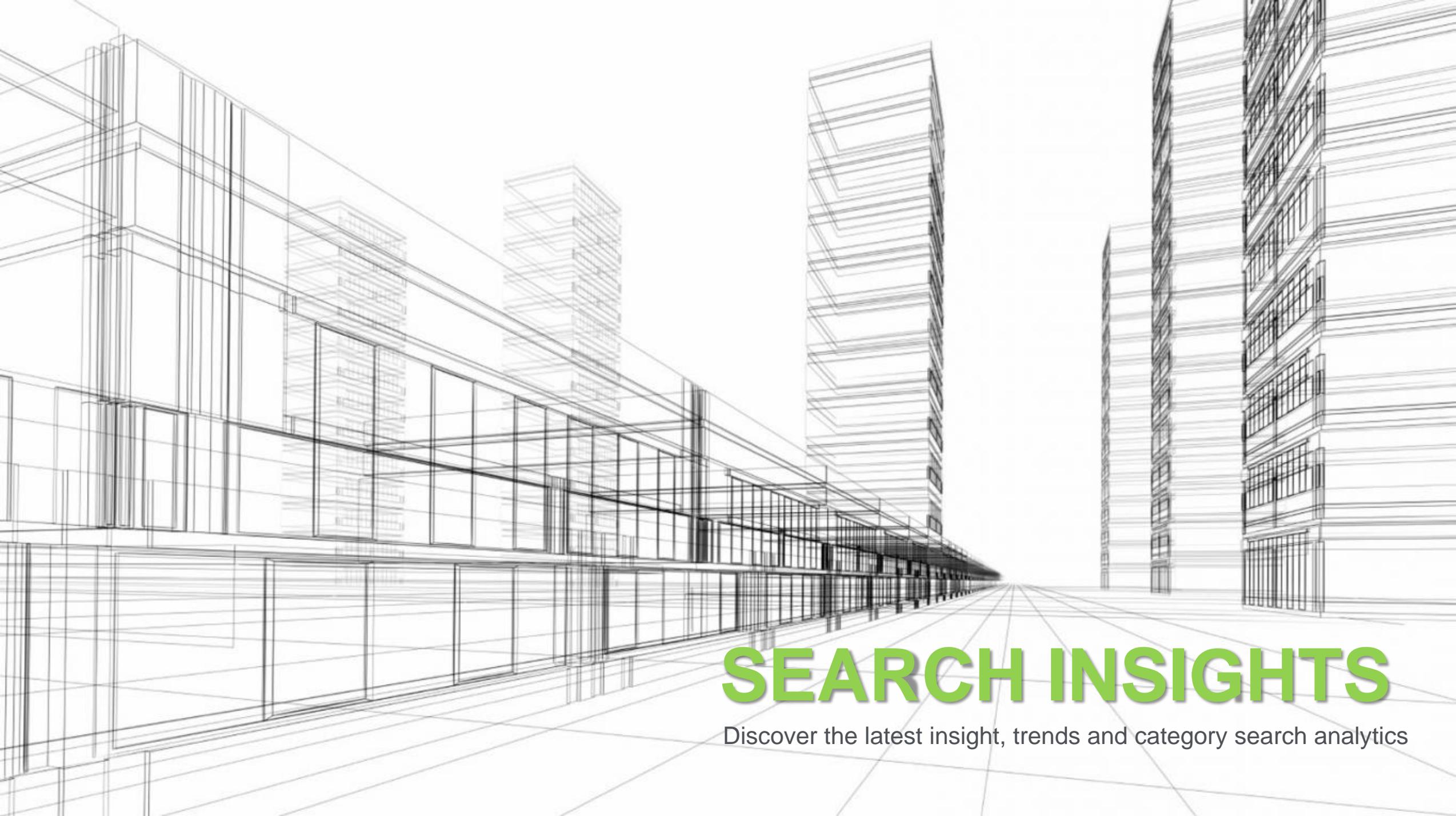
The professional network, cited massive growth in conversations among its 740 million-plus members and shared its plan on shifting away from solely focusing on jobs and networking, saying that conversations on the platform were up nearly 50% in 2020 compared with 2019. The centerpiece of Tuesday's rollouts is Creator Mode.

Members who see themselves as creators who share unique insights and publish content on LinkedIn and seek follower growth will be able to activate Creator Mode via their profile dashboard.

Next, a "Follow" button can be added to their profile, along with hashtags indicating areas of expertise, such as #design and #mentorship. The Featured and Activity sections will appear above on profile pages to better display content, and creators using LinkedIn Live will see their live broadcasts shown in their profile background when they begin a stream, helping to increase visibility.

Ahsan Zafeer





SEARCH INSIGHTS

Discover the latest insight, trends and category search analytics

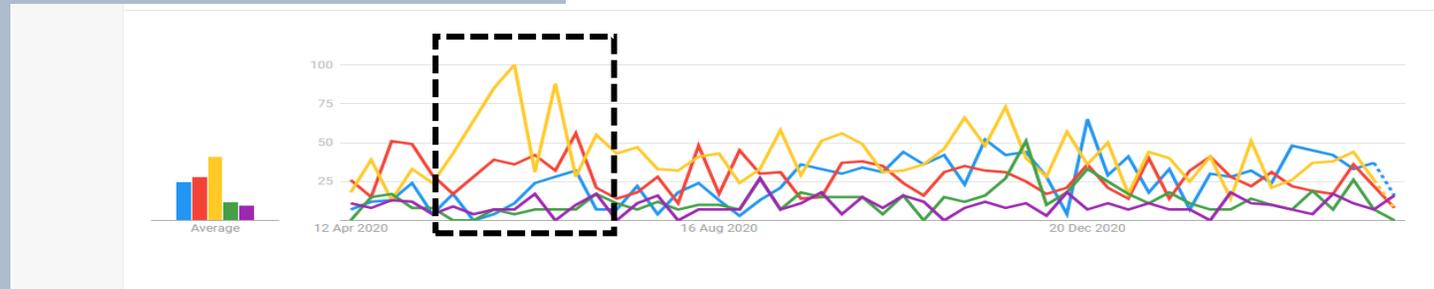
Category In Search

Clothing

Local and western clothing brands



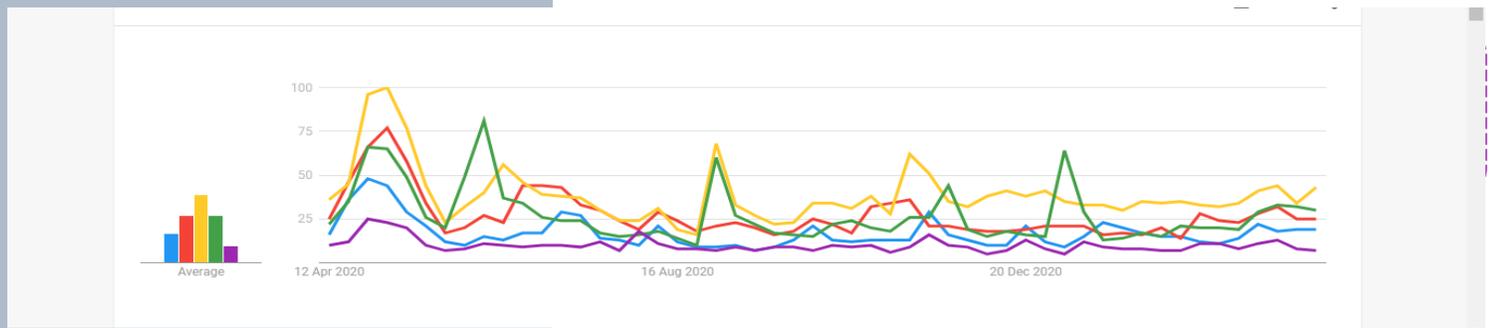
● Alkaram ● Gul Ahmed ● Khaadi ● Sapphire ● Sana Safinaz



Search Queries

- Alkaram sale 2021
- Gul Ahmed eid collection
- Khaadi sale 70% off
- SHEIN Pakistan
- Ak galleria

● SHEIN ● Mantra ● Mango ● Debenhams ● QUIZ clothing



Khaadi has a spike due to their highly anticipated launch campaign with Turkish actress Esra Bilgich. Most western clothing companies see a spike at the beginning of the summer months due to it being a summer shopping season. Comparing western with local clothing brands there is a good mix of companies for both regarding popularity. With local clothing having more consistency and a larger market in regards to Pakistan.

To get an in depth analysis of this section feel free to connect with our **Strategy & Research department** at hello@thedigitz.com



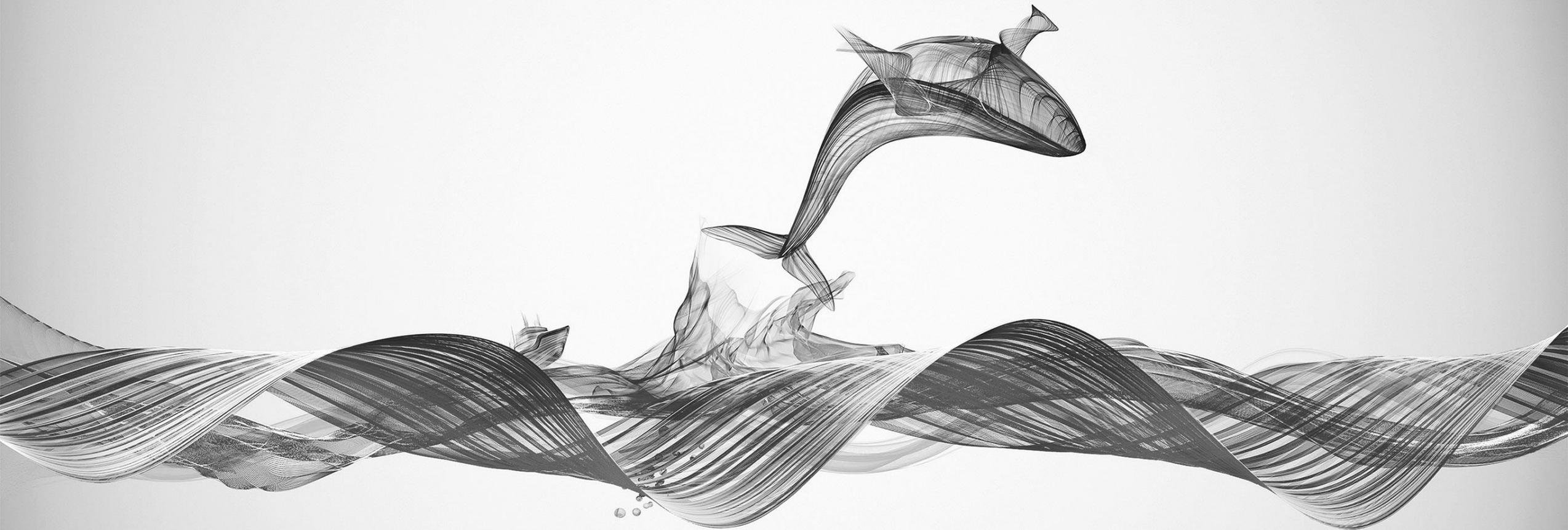
TRENDING IN PAKISTAN

GOOGLE TOP SEARCHES

Mid Shaban holiday



- Q *Vaccine*
- Q *Xiaomi REDMI note*
- Q *Shab e barat*
- Q *Islamic calender*
- Q *Apk cycle*
- Q *Bangladesh vs new zealand*
- Q *Coronavirus-virus*
- Q *Sri lanka vs west indies*



WHAT'S NEW

Uncover the latest marketing, tech articles and trends

Down Periscope: Twitter Discontinues The Livestreaming App

3 Minute Read

The Verge

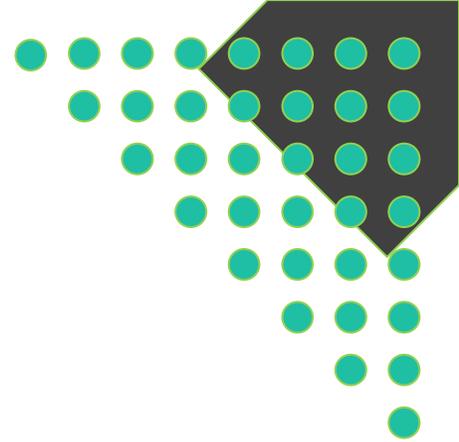
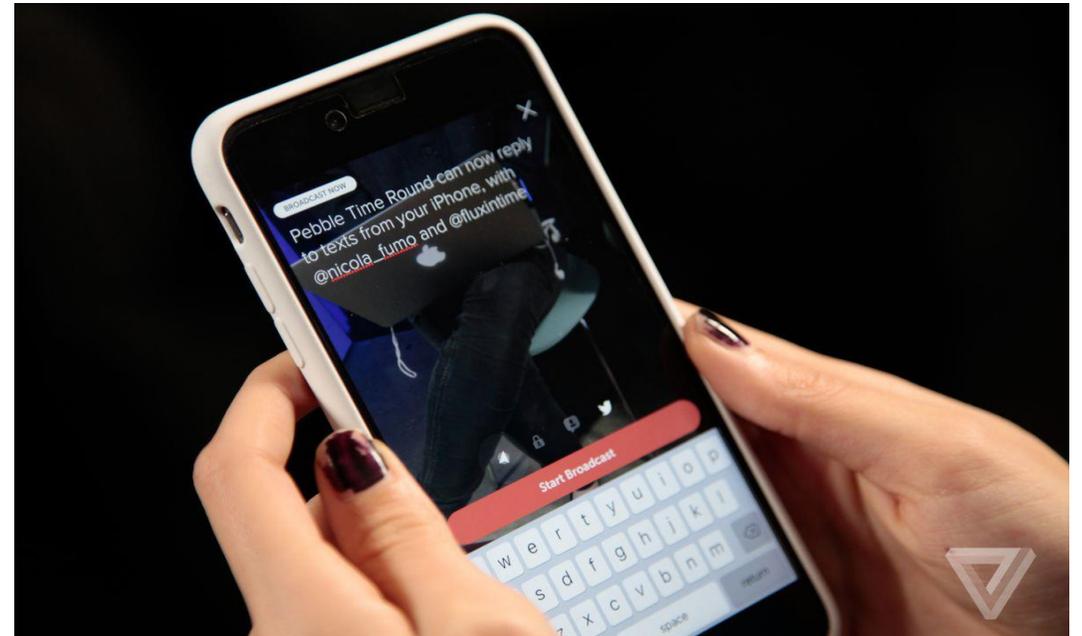
Twitter announced it will shut down the video streaming app Periscope in March 2021. In its announcement on Medium, the Periscope team explained the decision came from declining usage, product realignment, and a desire to eliminate the expense of app maintenance. The news marks a milestone for video adoption in social media.

The Periscope website will remain online with an archive of public broadcasts. Periscope users will still be able to download their data through Twitter.

Live streaming became an overnight phenomenon in March 2015 with the debut of Periscope and another app called Meerkat. Though Meerkat came out first, Periscope was able to quickly dethrone it with Twitter's backing and become the leader in live streaming.

The phenomenon seemed to subside just as quickly, however. Facebook heavily pushed live streaming on its own service, and no platform developed a dominant community around the feature. In December 2016, Twitter added the ability to live stream directly from its own app, removing much of the need for Periscope as a standalone service.

By Pierre DeBois



HBL Launches Pakistan's First Comprehensive Personal Finance Management Tool, Powered By Hysab Kytab

4 Minute Read

TECHJUICE

HBL has joined forces with Hysab Kytab to launch the first comprehensive Personal Finance Manager (PFM) solution, offered for the first time by any bank in Pakistan. Hysab Kytab's PFM (budgeting) tool is integrated into HBL Mobile and will enable all app users to take control of their financial wellbeing.

In the first phase of the launch, HBL mobile app users will be able to record and track expenses, create budgets in various categories, plan and track saving goals, and view all accounts in one place, amongst other features. The next phase includes auto-categorization and data integration that will further enhance the customer experience.

Reinforcing its passion for customer-centric digital banking under the slogan of 'more than just banking', HBL Mobile is tirelessly working towards developing a deeper understanding of customer needs to serve them better by offering them intuitive banking solutions. They encourage customers to log in to the HBL Mobile app, click on the 'budget' section and make use of this facility.

Usman Aslam



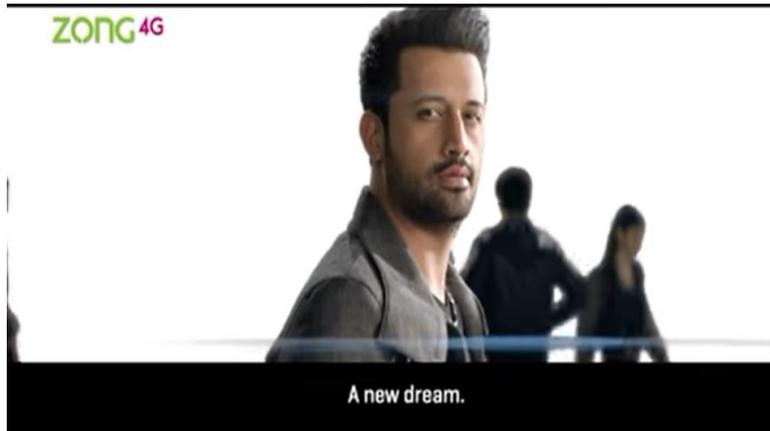


CAMPAIGN SPOTLIGHT

This section **covers** traditional/digital media across nation, broadcast and technology, with recent highlights,

CAMPAIGN IN SPOTLIGHT

Zong Goes Digital



#LetsGetDigital

A great combination of the brand promise with truly great execution. This campaign is a leap ahead with its digital storytelling and the power of the young dreamers who are taking it to the next level thanks to ZONG 4G.

<https://www.youtube.com/watch?v=qIPvTKmwF90>

CAMPAIGN IN SPOTLIGHT

Tang- #BanayeHarDinBehtar



#PrepareABetterEveryday

#Prepareabettereveryday and help our kids spread generosity is the sweet and strong message by Tang. The idea to encourage our children to do small acts of compassion daily is beautiful.

<https://fb.watch/4LWYGCM-E5/>



CAMPAIGN IN SPOTLIGHT

Biscooni- #DubaDilKholke



Using the guessing game & also showcasing a value for money this campaign perfectly encapsulates the audience's needs by highlighting the fact that your tea might end but CWB will not and you can dunk as much as you want

<https://fb.watch/4PQ2SE2TKU/>

CAMPAIGN IN SPOTLIGHT

Mountain Dew – #YaarHainTouPaarHain



Dosti ho tou aisi...meet the epic Dew duo as they take on the stunt of a lifetime! Kyunke #YaarHainTouPaarHain

https://fb.watch/4LY8SarM_-/



**Sindh Govt Launches
Pakistan's First-Ever
Electric Bus Service in
Karachi**

<https://cutt.ly/jcBaDVm>

**- Pakistan Reports
Highest March Exports in
10 Years**

<https://cutt.ly/HcBa74s>

**- Women march in major
cities across Pakistan
against 'pandemic of
patriarchy'**

<https://www.dawn.com/news/1611380>

**Peshawar court orders
registration of FIR against
Aurat March Islamabad
organisers**

<https://cutt.ly/pcBduVP>

**SC says Senate elections
to be held through
secret ballot under
Article 226 of
Constitution**

<https://cutt.ly/KcBdYNNV>

**LOCAL
NEWS bytes**

THANKS

We'd love to hear from you.
Send us your thoughts
about Digital Trends
Pakistan to
hello@thedigitz.com

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Abdullah Rasheed
Zobia Hakeem
Amal Abedi
Samia Baleegh

