

DIGITAL TRENDS PAKISTAN

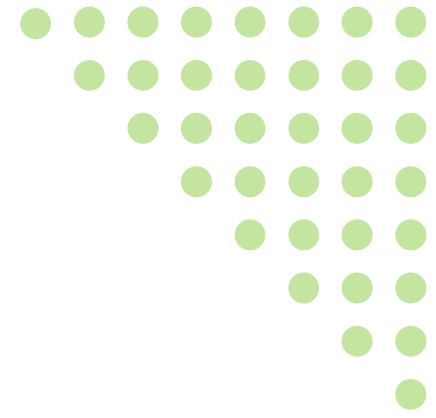
INDUSTRY TRENDS REPORT

November 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

105 million

AUDIENCE IN NUMBERS PLATFORM LANDSCAPE

platforms

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

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

 **27.5** 3.57 Female
22.8 Male
million

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

 **10** million

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

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

 **2** million



PLATFORM OVERVIEW

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

Facebook says it will delete facial recognition data on more than a billion users

3 Minute Read

TechCrunch

Just days after rebranding itself, Facebook announced plans to delete a trove of the most worrisome data that the world's biggest social network collected on more than a billion individuals.

In a blog post Tuesday, Facebook's newly named parent company Meta explained that it would close shop on its facial recognition systems and delete a massive collection of more than a billion facial recognition templates used to pair faces with photos and videos. Facebook will no longer do that pairing moving forward for users who previously opted in.

At this point, Facebook's face recognition system was probably more trouble than it was worth. Many proposals to regulate online privacy in the U.S. remain hypothetical, particularly at the federal level, but existing laws can complicate the use of facial recognition technology. Among them is an Illinois privacy law known as the Biometric Information Privacy Act (BIPA), which has ensnared some of tech's biggest companies.

Earlier this year, Facebook was ordered to pay \$650 million in a BIPA settlement for using facial recognition to identify Illinois residents' photos without their consent. Facebook's decision to turn away from facial recognition is a symbolic gesture on the heels of the company's big rebrand around the metaverse.

By: Taylor Hatmaker



Instagram Makes Links in Stories Available to All Accounts

1 Minute Read

Mashable

Instagram has announced that links are now being made available in Instagram Stories for all users, not just those with 10k followers or verified accounts.

As explained by Instagram:

“When we first introduced Stories links, the feature was limited to verified accounts or those with a certain number of followers. We’ve heard from the rest of our community that they also want to share things that matter with their friends and family. Whatever you’re into, from cooking to volunteering or shopping, you now have a space to share in Stories - regardless of your account size.”



LinkedIn Adds New Tools for Company Pages, Including Workplace Flexibility Listings and Competitor Tracking

3 Minute Read

Social Media Today

First off, LinkedIn's adding a new 'Primary Workplace' display option on company profiles, which will enable businesses to list whether their employees are generally 'remote', 'hybrid' or 'on-site' to provide more transparency as to the options available. The new 'Primary Workplace Policy' option will enable brands to list their staffing flexibility capacity in the top line of their on-page display, which could help to attract a wider pool of potential job candidates amid the ongoing WFH shift. In the same space, businesses will also be able to communicate their policies on vaccines, pay adjustments, and more.

LinkedIn has also added similar to job listings, providing more ways for businesses to share specific policies and approaches to help clarify what they offer as a workplace. LinkedIn's also looking to enhance its My Company options, which enable brands to manage employee engagement in the app.

LinkedIn first added its My Company tools back in February, providing a means to directly communicate with employees on the platform, and encourage sharing of specific updates to expand promotions and announcements. The principle behind the My Company tab is that individuals drive more engagement on LinkedIn than brand profiles, while employees are 60% more likely to engage with posts from coworkers versus regular members. The new updates provide more options on this front, and could be worth testing within your employee advocacy program.

And finally, LinkedIn's added new customizable competitor analytics to the LinkedIn Page Analytics Tab, which enables you to add up to nine of your competitors to benchmark their LinkedIn Page performance.

By Andrew
Hutchinson

The image shows two screenshots from the LinkedIn admin interface. The top screenshot displays the 'Workplace module' settings, which are currently turned on. It allows users to select a primary workplace policy from three options: On-site (Employees come to work in-person), Hybrid (Employees work on-site and off-site), and Remote (Employees work remotely). Below this, there are sections for 'On-site', 'Hybrid', and 'Remote' with corresponding descriptions. The bottom screenshot shows the 'Competitor analytics' dashboard. It features a table titled 'Follower metrics' comparing the user's page (Golden Phase) with four competitors: Flexex, Zoompro, and Freshing Technologies Corporation. The table includes columns for 'Page', 'Total followers', and 'New followers'.

Page	Total followers	New followers
1 Golden Phase	65,373	1,123
2 Flexex	61,687	0
3 Zoompro	58,573	1,829
4 Freshing Technologies Corporation	55,040	2,165

Snapchat Expands Sounds Library Underneath New Cope with NBCUniversal

3 Minute Read

RedMention

Snapchat will now have the ability to facilitate extra artistic audio choices inside Snaps through a new deal with NBCUniversal, which is able to allow Snapchatters to incorporate audio clips from a spread of well-liked TV reveals and flicks inside their Snaps.

As defined by Snap:“ In the present day, we’re excited to announce a brand new take care of NBCUniversal so Snapchatters globally can add audio clips (well-known quotes and theme music) to their Snaps from NBCUniversal’s sturdy catalog of flicks, tv sequence and authentic programming.”

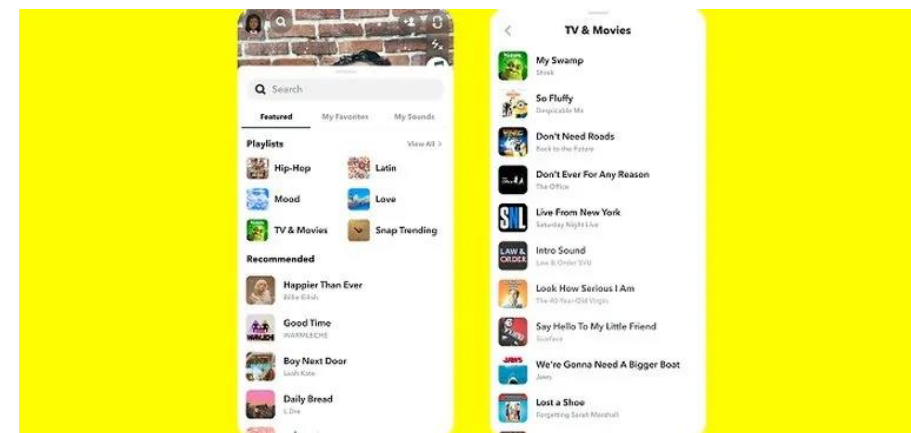
As you may see from the above picture, that can allow customers to incorporate audio clips from motion pictures like Shrek and Despicable Me, in addition to TV reveals like SNL, The Workplace and extra.

It might be a well-liked addition, with easy entry to a spread of audio snippets from reveals so as to add one other angle to your chats.

Establishing extra direct connection provides the writer extra management and perception into content material use, and that extra utilization knowledge, which may even return to NBCU, will additional allow it to faucet into rising developments, supply future licensing agreements, and so on.

And for Snapchat customers, it’s one other artistic software so as to add into the combo. The app formally launched its music clips option last October, seen largely as a response to the rising reputation of TikTok, and audio snippets provides one other facet, broadening your artistic and response choices within the app.

Count on to see NBCU and different publishers set up comparable offers on different platforms quickly.



TikTok Launches 'Be Cybersmart' Campaign to Help Improve Online Security Awareness

2 Minute Read

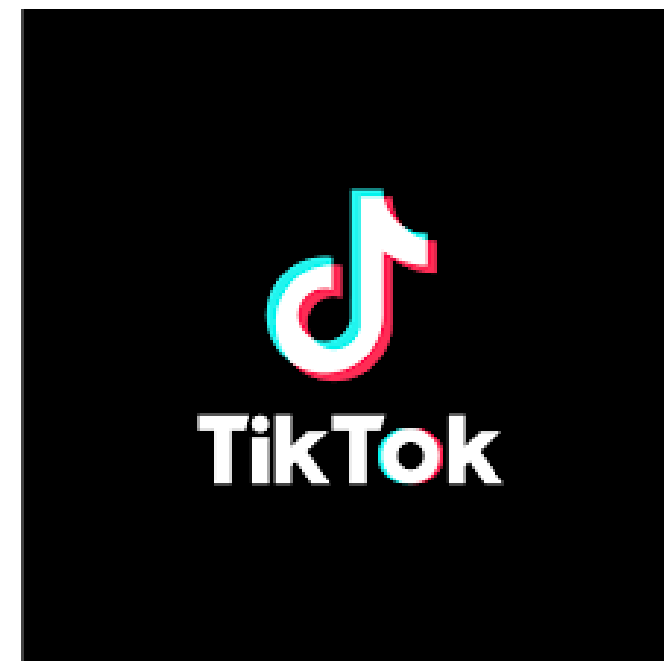
TikToknewsroom

As part of Cybersecurity Awareness Month, TikTok has launched a new 'Be Cybermart' campaign, which aims to help users learn more about online security, and avoiding scams and hackers online. The new push will see TikTok share a range of tips via its @TikTokTips account.

As explained by TikTok: "The series will feature TikTok creators and employees, including TikTok Chief Security Officer Roland Cloutier and moderately successful touring comedian @alex_falcone telling tales of cyber crimes and how to #BeCyberSmart."

It could serve as a good reminder to get TikTok users to improve their security processes, which, as we increasingly rely on online tools for all aspects of our day-to-day activity, is an important element, and will become even more so in future.

TikTok is also working with The National Cyber Security Alliance (NCSA) to facilitate further education and interest in cybersecurity initiatives, which includes its partnership with the NSCA on its Cybersecurity Education and Career Resources Library.



Spotify expands access to its in-car entertainment device 'Car Thing'

1 Minute Read

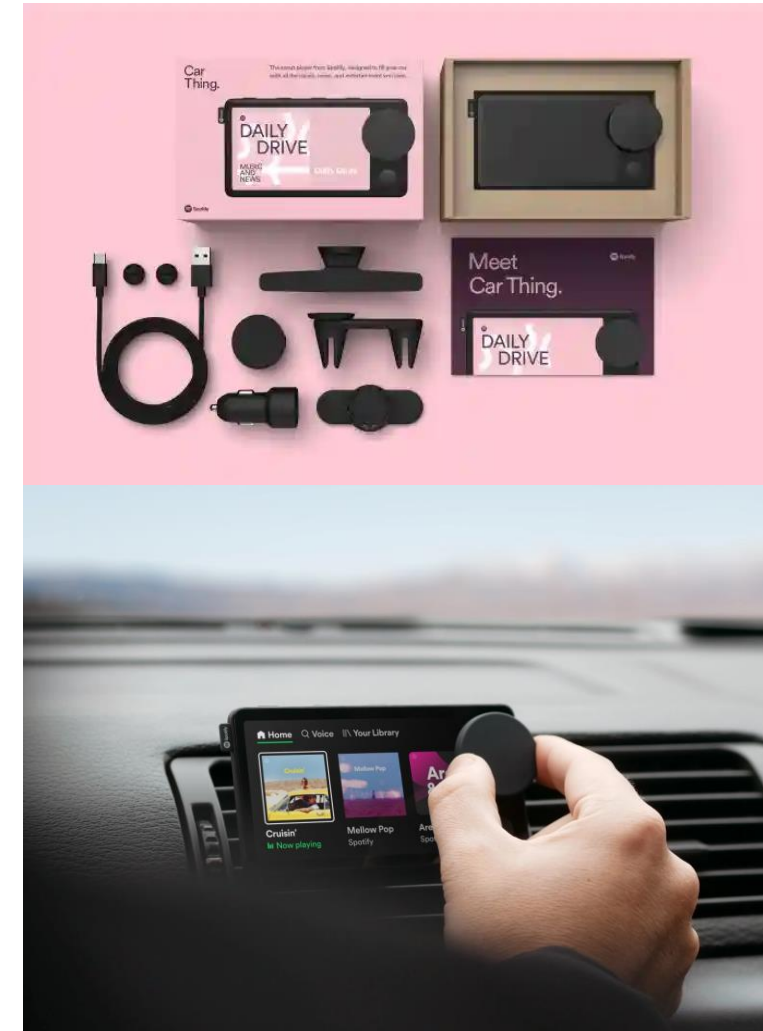
TechCrunch

Spotify's in-car entertainment system known as just "Car Thing," launched this spring on an invite-only basis, is now becoming more broadly available. The company announced on 14th October, that the Car Thing will become available to users who want to purchase the \$79.99 device. The device requires a Spotify Premium membership. Users will also need a smartphone for the mobile data. But you won't need a paid subscription in order to enter your name on the waitlist at this time.

The device itself is a music and podcast player that offers a combination of voice control, knobs, buttons and touchscreen display for navigating its menus and selecting the media you want to hear. Through Car Thing, users can access Spotify's entire catalog of music and podcasts while in their vehicle. The idea is to offer a way for vehicle owners without built-in infotainment systems, like Apple CarPlay or Android Auto, to have an easier way to access Spotify's personalized listening experience.

You can also speak to Car Thing using the "Hey Spotify" voice commands, which the device receives through its four microphones at the top.

The company says it will continue to release software updates in the future, as the device rolls out to more people.



Pinterest Announces New Features at its Creators' Festival, Including a 'Watch' Tab, 'Takes' and More

2 Minute Read

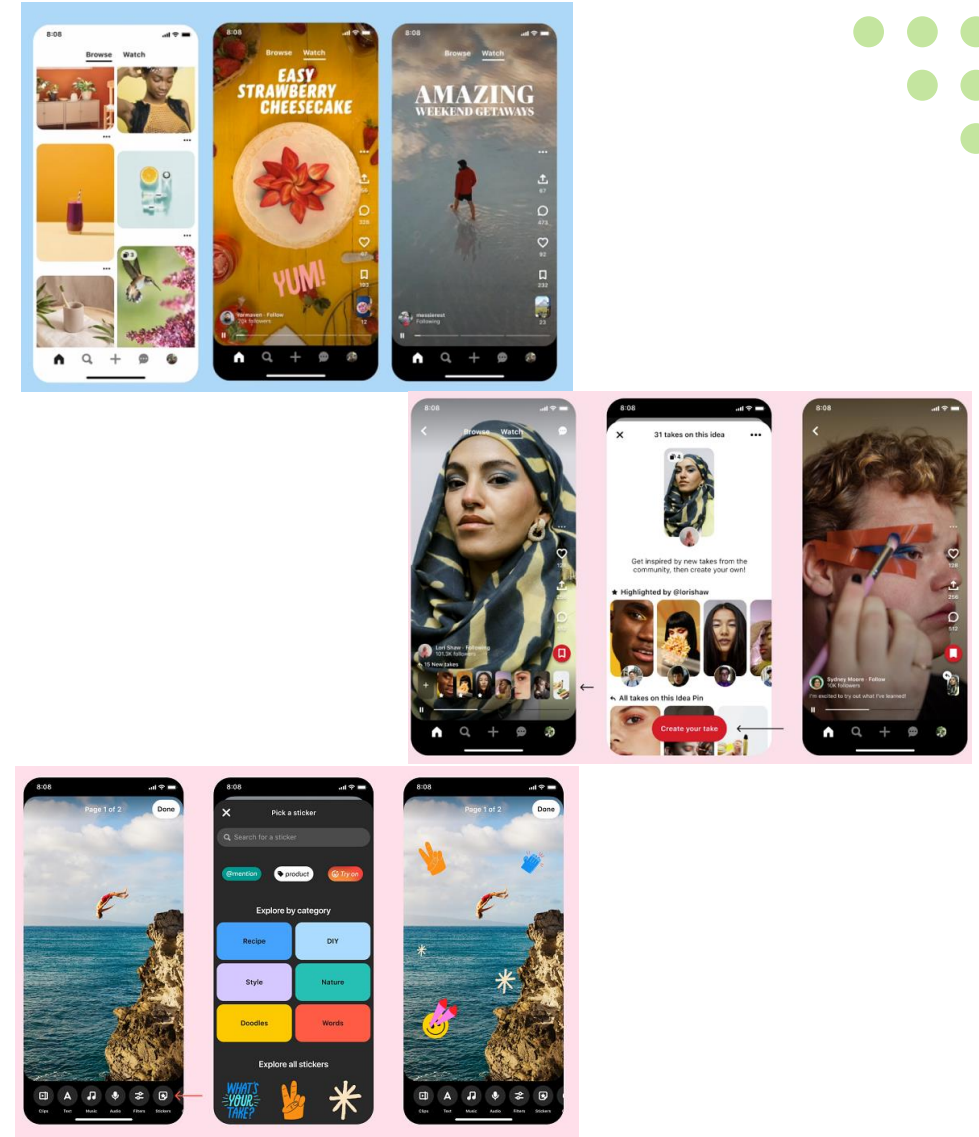
Pinterest.NewsRoom

First off, on the new Watch feed Pinterest is adding a scrolling, vertical feed of content to both align with the latest social content consumption trends, and provide a new means to discover a broader range of Pin content. the new full-screen discovery option includes both a 'Browse' and a 'Watch' display, with the 'Browse' mode being the traditional Pinterest search feed, and the 'Watch' mode switching to a TikTok-style presentation of the same, with both video and still image Pins displayed in the vertical scrolling stream.

As described by Pinterest:

“A Take is an Idea Pin that is created in response to another Idea Pin. Takes appear as responses to the original Idea Pin and can also be seen in your home feed, from people you follow or on your profile.”

Pin Takes will be highlighted on the original Idea Pin itself, with creators able to select the best of them, which then get priority in the user display. Users will also be prompted to add their own Take when viewing Idea Pins. It's also adding new Stickers for Idea Pins, giving them a more familiar Stories feel. While it's also announced the integration of its AR Try-On tools with Idea Pins, providing another way to trigger product engagement from the format.



Twitter Launches Twitter Spaces 'Spark' Program to Fund and Support Audio Creators

2 Minute Read

Social Media Today

Twitter looks set to make a new push on its Spaces live audio product, with an expansion of its Spaces tab, improving broadcast discovery in the app, and the launch of a new 'Spark' support initiative to help support creative audio talent.

As explained by Twitter "The Twitter Spaces Spark Program is a three-month accelerator initiative that's designed to discover and reward great Spaces on Twitter with financial, technical, and marketing support. We're looking for emerging Creators who are passionate about the live social audio format and interested in creating recurring programming on Spaces."

Which is very much like Clubhouse's Creator Accelerator program, while TikTok has also implemented its own Creator Fund, as has Pinterest, Snapchat, etc. In other words, all of the major platforms are now looking to provide more support and assistance for creators, in order to build their content eco-systems, and keep their best talent aligned to their apps. Twitter has also launched a range of creator monetization initiatives for the same purpose, with this new program focusing on audio creators specifically, as it looks to get all that it can out of Spaces and audio broadcasts.



By Andrew Hutchinson

Automobile

Manufacturing companies in Pakistan

Image Courtesy: anandaBGD Gettyimages



Search Queries

MG hs



Toyota yaris



Changan Alsvin

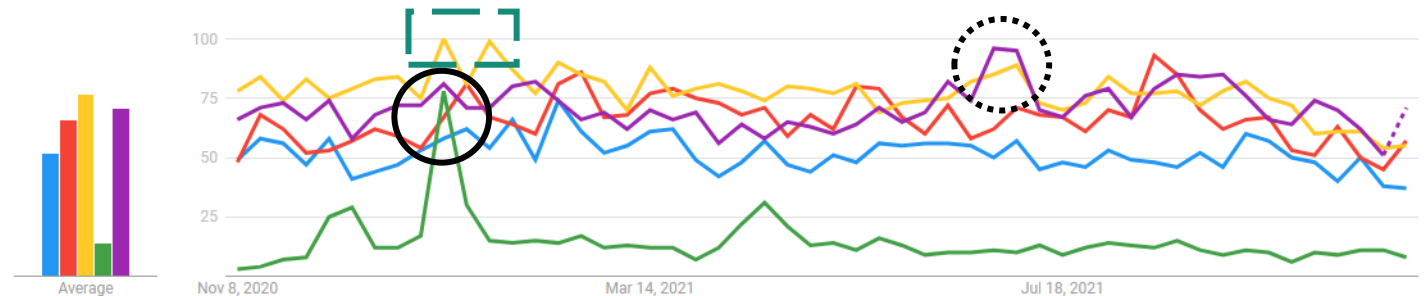


suzuki cultus 2021 price in pakistan

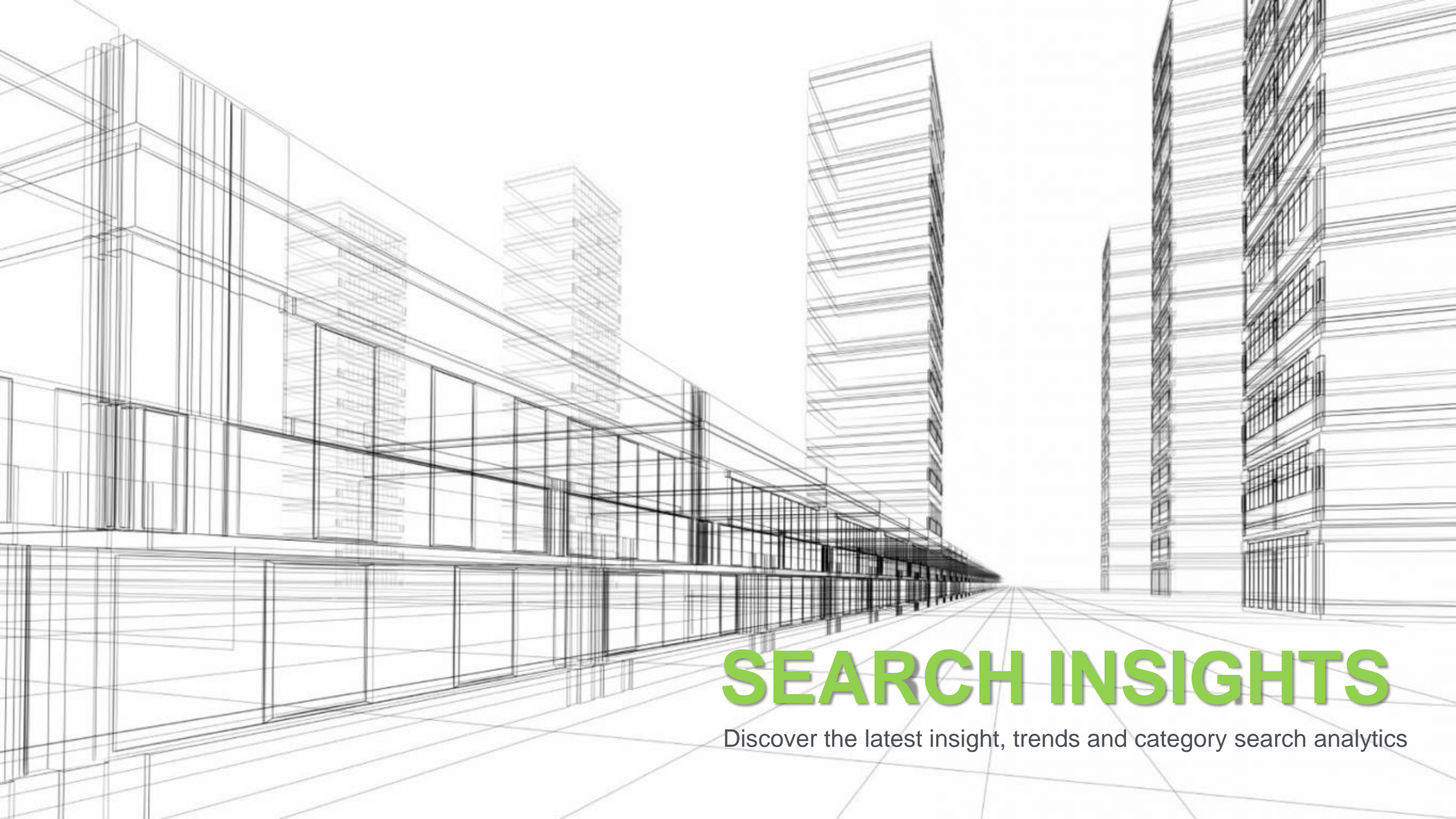


KIA MG Toyota Changan Suzuki

Interest over time ?



The automobile category is highly competitive and has typically been dominated by a few key players. KIA Motors and MG have entered and dominated the market, this has allowed a few newer brands to be able to enter the market, most notably. being the brand “Changan”. The huge pike is attributed towards their new Changan Alsvin car release. The spike for Suzuki around the June 27th mark is related to the release of their new Alto 660cc which garnered some attention due to the fact that it has a “spacious inside cabin” allowing users to have a huge amount of luggage space. The spike for Toyota around the January 20th mark is created to the release of their new Corolla Altis X which is said to have advanced features never before seen in a car.



SEARCH INSIGHTS

Discover the latest insight, trends and category search analytics



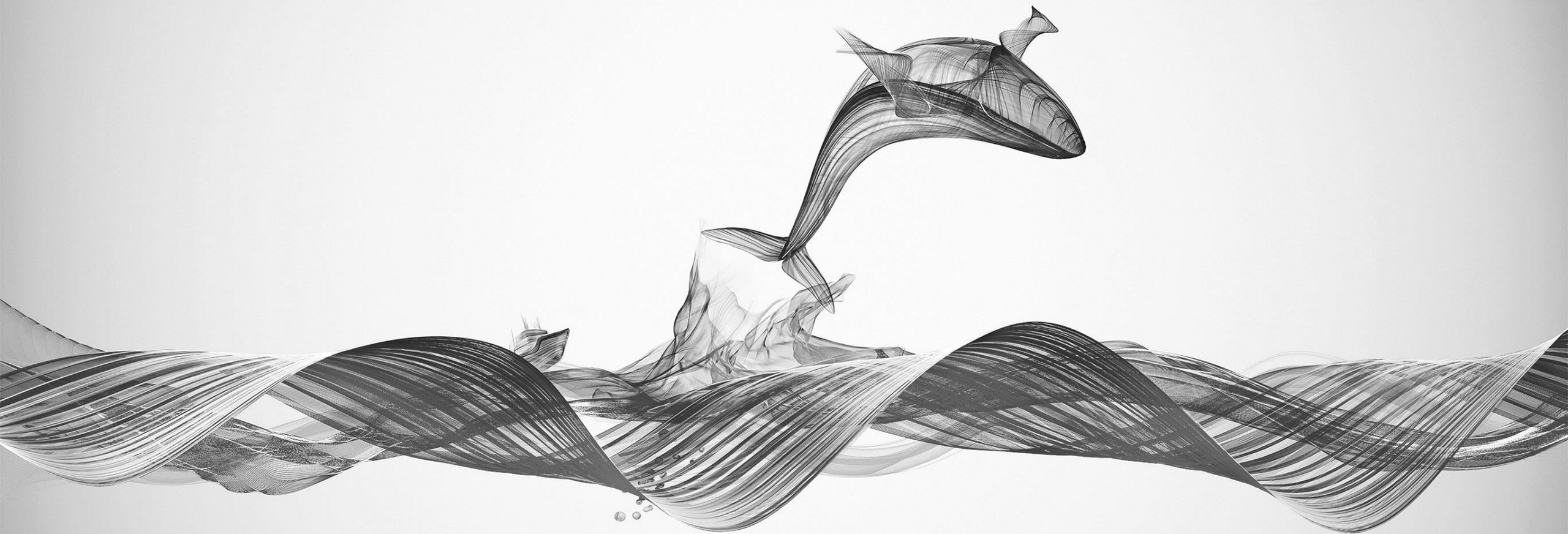
TRENDING IN PAKISTAN

GOOGLE TOP SEARCHES

Afghanistan national cricket team - Cricket team



- Q *India–Pakistan cricket rivalry - Topic*
- Q *PTV Sports - Television channel*
- Q *icc t20 world cup schedule*
- Q *australia vs england*
- Q *ten sports live*
- Q *pakistan vs india*
- Q *Twenty20 - Forms of cricket*
- Q *Rabi' al-Awwal - Month*



WHAT'S NEW

Uncover the latest marketing, tech articles and trends

Why Snapchat and TikTok still trail the duopoly for digital ads

3 Minute Read

Marketing dive.com

Dynamic product ads, or DPA, take product information the brand advertiser has uploaded and transform it into ads tailored to a consumer's interests and context. Suppose you're an auto manufacturer looking to drum up interest in a specific set of vehicles. Facebook and Google let you upload images, titles, descriptions and prices, and their ad tech will do the rest of the work for you, matching a product with a user who is highly likely to be interested.

Maybe the Facebook or Google user once clicked on an ad for the car on those platforms or visited your website. Maybe they simply fit the profile — say, female, 45 years old, with an annual income of \$150,000 — of the sort of buyer who has most often responded to an ad for that vehicle. Google and Facebook have the technology needed to leverage that data to personalize ads and drive conversions.

To be sure, other companies besides the duopoly have delved into personalization. But Google and Facebook have nearly perfected DPA.

A DCO tool combines the power of DPA's personalization with a more visually compelling ad type, allowing advertisers to deliver thumb-stopping experiences that capture the customer's attention in increasingly cluttered online environments. DCO is the difference between a static, one-size-fits-all ad and a beautiful experience to jump-start the customer journey, the difference between catching a consumer's eye and blending into the background of a crowded feed.

But not every major ad platform allows for a DCO enhancement. This is yet another differentiating factor that separates the duopoly from competitors, making Google and Facebook the premier destinations for digital advertising.



By: Matt Woodruff, co-founder and chief product officer of marketing technology firm Constellation Agency. Opinions are the author's own.

Netflix lowers prices in Pakistan

1 Minute Read

TechCrunch

While Netflix has hiked prices in New Zealand, Netherlands as well as Spain, the video streaming platform has reduced prices in Pakistan. Standard and Premium price plans have seen a cut of Rs 400.

The Standard plan now costs Rs 800 per month whereas the Premium plan is now priced at Rs 1,100. The plans were earlier, Rs 1500 and Rs 1200 respectively. The move is motivated by Netflix's desire to increase subscribers in the region.

Disney CEO says households without kids have boosted streaming success

Last month Netflix announced it is launching a free mobile plan in Kenya as the global streaming giant hopes to bank on the 20 million internet users the country offers. The plan will allow users to sign up free of cost and includes ads.

Netflix has experimented with a different price offerings in different countries to attract customers, especially in developing nations. The mobile plans offered in India and Pakistan are one such example.



Scientists create whitest paint that would eliminate need for air-conditioning

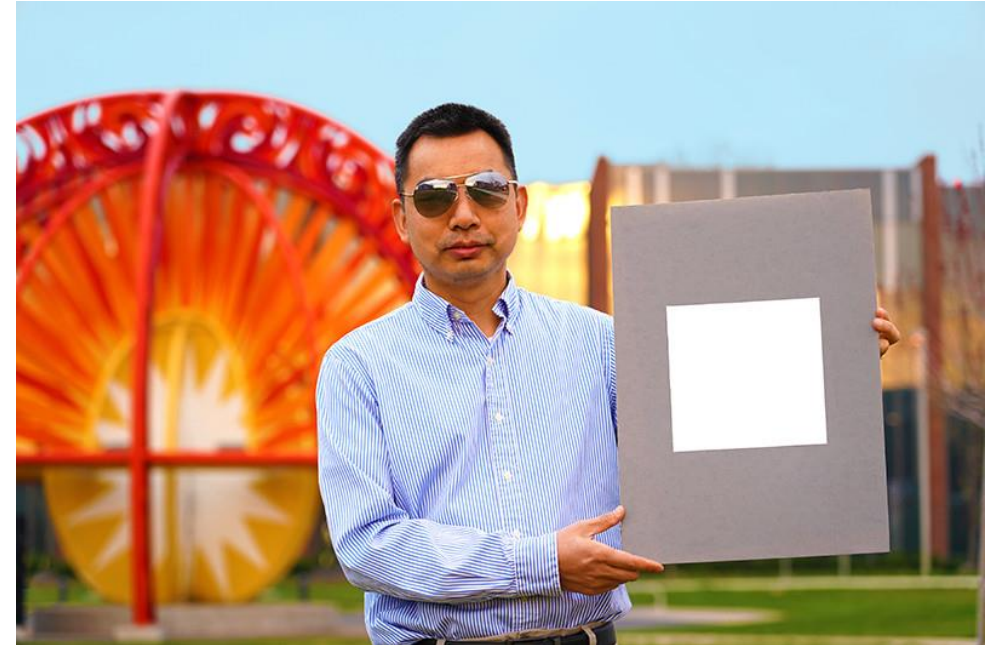
2 Minute Read

Teibune tech desk

Scientists have created the world's whitest paint in a lab in Purdue University, which could soon eliminate the need of air conditioners. The paint has already made its way to the Guinness Book of World Records as the whitest.

Xiulin Ruan, a professor of mechanical engineering at Purdue University says, "When we started this project about seven years ago, we had saving energy and fighting climate change in mind." The scientist at the university had aimed to make a paint that would reflect sunlight away from a building structure.

The paint's whiteness also means that the paint is the coolest on record. *Using high-accuracy temperature reading equipment called thermocouples, the researchers demonstrated outdoors that the paint can keep surfaces 19 degrees Fahrenheit cooler than their ambient surroundings at night. The paint's solar reflectance is so effective, it even worked in the middle of winter. During an outdoor test with an ambient temperature of 43 degrees Fahrenheit, the paint still managed to lower the sample temperature by 18 degrees Fahrenheit.*



Facebook changes its company name to 'Meta', a major rebrand

3 Minute Read

TechJuice

At Connect 2021, CEO Mark Zuckerberg introduced Meta, which brings together our apps and technologies under one new company brand. Meta's focus will be to bring the metaverse to life and help people connect, find communities, and grow businesses.

The company states that the metaverse will feel like a hybrid of today's online social experiences, sometimes expanded into three dimensions or projected into the physical world. It will let people share immersive experiences with other people even when they can't be together with others. This includes doing things together one couldn't do in the physical world. It's the next evolution in a long line of social technologies, and it's ushering in a new chapter for our company. Mark shared more about this vision in a founder's letter.

According to the company:

"Our corporate structure is not changing, however, how we report on our financials will. Starting with our results for the fourth quarter of 2021, we plan to report on two operating segments: Family of Apps and Reality Labs. We also intend to start trading under the new stock ticker we have reserved, MVRs, on December 1. Today's announcement does not affect how we use or share data."

By: Usman Aslam



Amazon is making its own TV that supports Alexa

2 Minute Read

Tribune tech desk

After working with brands like Toshiba and Insignia to produce the Fire TV Edition, Amazon is now working to create its very own TVs, the Amazon Fire TV Omni and Fire TV 4-series. Amazon claims their Fire TV Omni's built-in far-field mic will respond to the "Alexa" word, like an Echo speaker. The innovative feature, discards the use of remotes, and will allow you to talk to your TV hands-free, searching for shows, navigating the menu, and just having a conversation with Alexa on which shows to watch.

The TV mic can be deactivated if users wish so, and will allow you to use the Voice remote with a "Push-to-Talk" button to talk to Alexa, which is common with all the other Fire TVs.

Asking Alexa what you should watch will initiate a voice-powered recommendations tailored across apps and questions to make suggestions that you will like and are more likely to be interested in. "Alexa, Play something from Netflix" will pick a random show for you, just like Netflix's "Play Something" feature. Fire TV will also allow you to play TikTok videos, once you command Alexa to do so.



Samsung setting up a TV manufacturing plant in Karachi

1 Minute Read

TechJuice

1 Minute Read

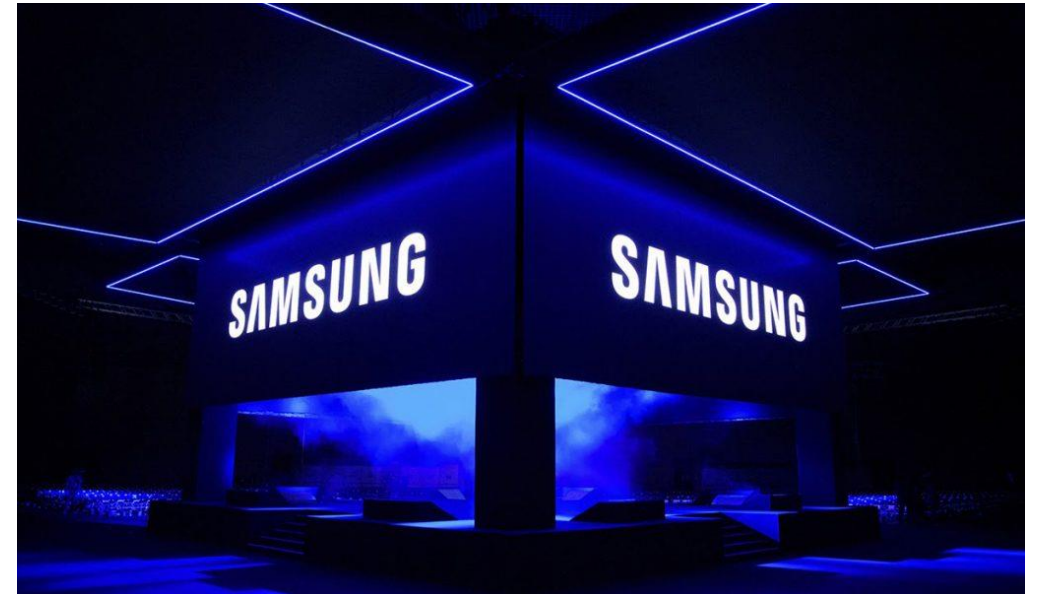
In recent news, Samsung Electronics is collaborating with R&R Industries to set up a television line-up facility in Karachi. This was first released by Abdul Razak Dawood who serves as the Adviser for Commerce and Investment to Prime Minister Imran Khan.

He further added that Samsung's giant plant would become functional in the fourth quarter of 2021 where the facility would produce 50,000 units per year.

This is to ensure that the 'Make-in-Pakistan' policy remains prominent in the country which would then encourage import substitution, development, and promotion of local businesses, and generate value-added exports.

Moreover, Samsung also announced that it had entered into an agreement with Lucky Motor Corporation in order to commence local production as soon as possible. Production is expected to start in December.

By: Usman Aslam



Food delivery through drones set to begin soon in Islamabad

3 Minute Read

California News Times

Drones delivering food from neighborhood to neighborhood? Take it with a grain of salt if you want to, but DC Islamabad Hamza Shafqat is intent on introducing this exact concept in the capital city!

As futuristic as it sounds, big firms like Alphabet, Amazon, and Uber have been working on food delivery drones for quite a while now and with the global food delivery market standing at \$127 billion this year, it's only sensible for more players to enter the space and capitalize on it with the help of automation.

So, will we be seeing drones buzzing around carrying food packages for customers? If Shafqat is to be believed, the residents of Islamabad at the very least can expect to witness such a sight sooner than they might think.

"Using drones to deliver food in Islamabad. Coming soon...," the District Commissioner tweeted.

Using drones to deliver food in Islamabad. Coming soon...

— Muhammed Hamza Shafqaat (@hamzashafqaat) September 29, 2021

The lack of detail is undoubtedly frustrating, but the fact remains that it is a tantalizing possibility that will get people engaging with the idea and thinking of ways in which it can be brought to fruition.

By Hamza Zakir



TCL unveils smart glasses featuring binocular full color MicroLED display

2 Minute Read

TechJuice

For quite a while now the smart glasses market has been on the rise as TCL has rejoined the market by introducing their own smart glasses which will compete with the likes of Xiaomi, Oppo, Facebook, and more.

These glasses known as the Thunderbird Smart Glasses Pioneer Edition are probably the most impressive pair of smart glasses this year as the glasses are fitted with the latest generation micro-LED display with superior contrast, colors, brightness, and local dimming.

Additionally, it has a transparent color display hence making these glasses useable for the daily routine as well. In a nutshell, this beats Xiaomi's concept glasses by a mile which only had a monochrome display, also based on Micro LED.

All in all, the main aim of these glasses is to change the way we interact with our daily phone notifications, scheduling tasks, checking the news, control smart home devices, and much more. Moreover, the glasses also include a built-in camera which allows you to snap photos and send those photos to your phone automatically.





INSIGHTS GLOBAL

This subsection covers an **exclusive** insight into AD spend on TV & social media

Source: **WARC**

Advertiser spend on TV and social media is twice as high as daily consumption

01

Advertiser spend on TV and social media is highly inflated in relation to daily consumption.

02

*This is according to analysis of advertising spend forecasts of **100 world markets** by marketing intelligence service WARC, and the results of a survey by GWI of more than **715,000 consumers***

03

As of the first quarter of 2021, social media now attracts more investment from advertisers than linear TV for the first time. However, both media draw far more of advertising budgets than the average consumer spends with these channels each day.

04

Social media, is forecast to account for 39.1% of 2022 ad spend among the eight media studied in the report – linear TV, online video, social media, print press, online press, podcasts, broadcast radio and online audio – but has a 21.4% share of daily media consumption,

05

*Social media has accounted for over **two hours of daily media consumption** since Q2 2016, per GWI monitoring, and WARC Data*

06

*Notably, all demographics measured in the report are **set to spend twice as long with social media** as they are with online press next year, despite ongoing trust issues*

Gaps in Social Consumption Per Country

*The largest gaps between social consumption and ad spend can be found in China (where advertiser spend is 3.3x consumption), the UK (2.2x) and the US (2.0x). Conversely, in Australia (0.9x), India (0.4x) and Russia (0.5x), social's share of daily media consumption is higher than its share of advertising budgets – a **potential indicator of opportunity for brands**.*



China: 3.0x



UK 2.2x



USA 2.0x



Russia 0.5x

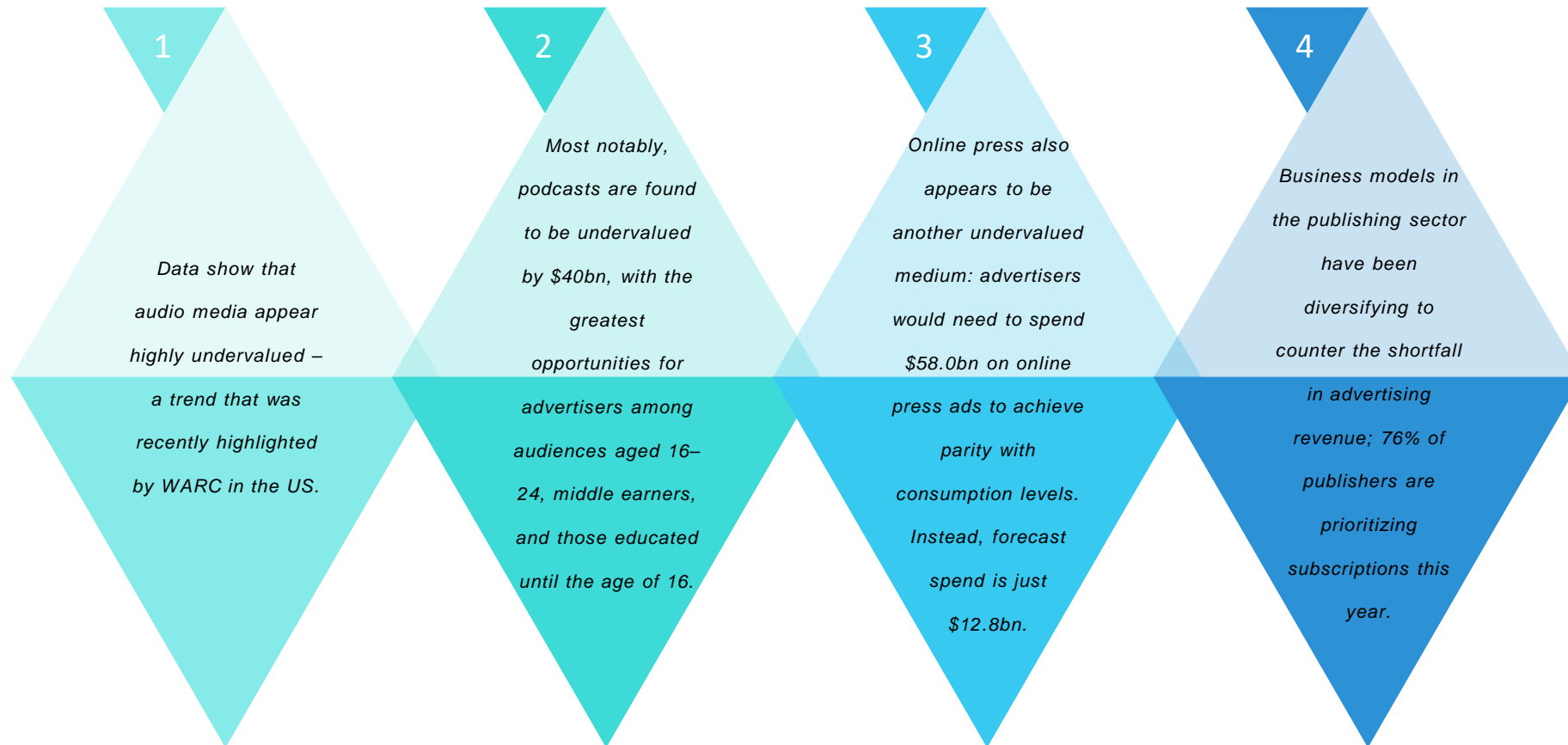


India 0.4x



Australia 0.9x

An overspend in relation to consumption does not translate directly into waste, and proportions vary by size of budget. Successful high-budget campaigns spending over \$10m, for example, typically allocate 60% of their budgets to TV, while successful alcoholic drinks campaigns typically allocate 44%.



James McDonald, Managing Editor, WARC Data, and author of the report, said: “The study shines a light on divergences between *media investment and consumption, two metrics which are rarely seen to be in lockstep with one another. In some cases, particularly for undervalued audio formats such as podcasts, this presents a good opportunity for canny practitioners to reach audiences with comparatively little competition.*

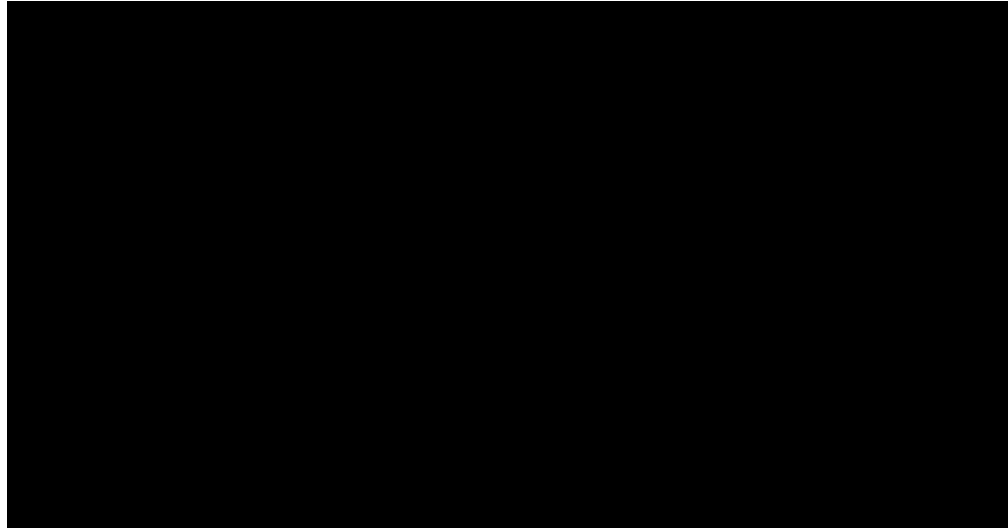
The background is a complex abstract composition. It features a large, light gray spiral in the upper center, resembling a radar or a target, with concentric circles radiating from a central point. To the left of the spiral is a network of thin gray lines connecting various points, some of which are solid gray circles. Scattered throughout the background are numerous small black dots. In the lower right quadrant, there are several dark, intricate geometric shapes that look like stylized, wireframe maps or complex network diagrams. A prominent dark line with a gradient, transitioning from black to white, cuts diagonally across the lower right portion of the image.

CAMPAIGN SPOTLIGHT

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

CAMPAIGN IN SPOTLIGHT

Nescafe-#AbRuktaKaunHai



#Nescafe #AbRuktaKaunHai

Be the ultimate Go-Getter with NESCAFÉ. *Mug utha, Ghoont Laga, Aur Shuru hoja.*

Ab dhakka start ke din gaye, Har subha ambition ka gear laga. Mug Utha

Ghoont Laga

Aur shuru hoja

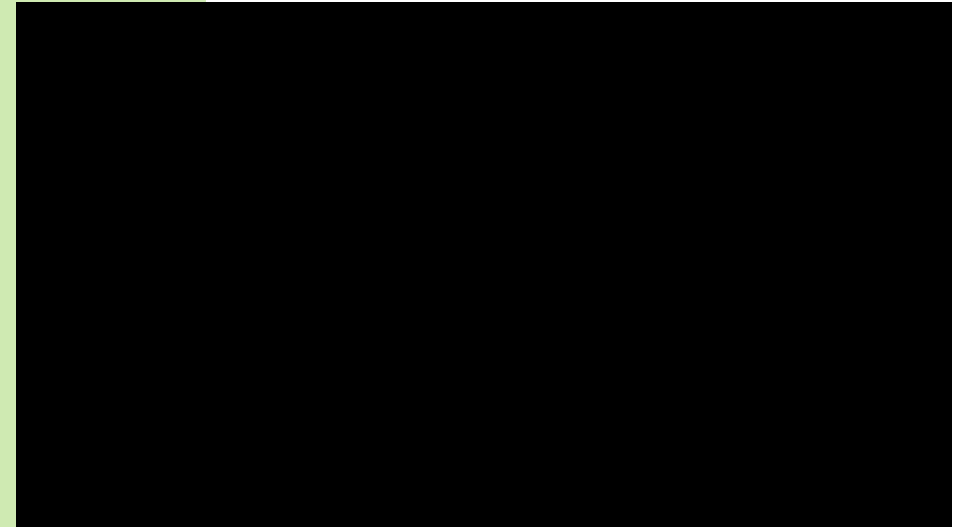
Kyunke....

#AbRuktaKaunHai

https://www.instagram.com/p/CVnFHgJrVac/?utm_source=ig_web_copy_link

CAMPAIGN IN SPOTLIGHT

Tapal- #MeriFamilyMeriStrength



#Tapal #MeriFamilyMeriStrength

Meri Family Meri Strength

Ek doosre ka saath aur apas ka pyaar hi tou banata hai humein strong. Let's brew a strong relationship filled with love, care, strength and make Tapal Family Mixture a part of your family moments.

https://www.instagram.com/tv/CVVD9gMIFZJ/?utm_source=ig_web_copy_link



CAMPAIGN IN SPOTLIGHT

Cookania- #JeetoDilonKo



#JeetoDilonKo #Cookania

Cookania biscuits apne pyaaron ko khilao aur Jeeto Dilon Ko! Treat your tastebuds with our bestselling varieties including Tea Time, Pik-A-Nut, Butter Bix, Cocodelite, Choco Lava, Khaas Khatai and many more.
#cookania #Pakistan #JeetoDilonKo #tasty #delicious #biscuits

https://www.instagram.com/p/CUz1C1noZpE/?utm_source=ig_web_copy_link

CAMPAIGN IN SPOTLIGHT

Bisconni-#WorldTeachersDay



#WorldTeachersDay #Bisconni

Bisconni Celebrates World Teachers' Day

The global pandemic has been one of the most challenging professional years for many teachers. Despite these challenges, teachers have continued to show up and step up, role modeling values of courage, curiosity, determination and resilience while leading students through uncertain times.

This World Teachers' Day, let's collectively thank and celebrate teachers for their dedication and perseverance because they deserve to be appreciated.

#Bisconni #WorldTeachersDay

https://www.instagram.com/tv/CUoUXy-1SYG/?utm_source=ig_web_copy_link

- Zahir Jaffer kicked out of courtroom for creating 'drama'

<https://cutt.ly/DR4GHBx>

- Imran, Xi agree to further cement bilateral ties

<https://cutt.ly/FR4GNQX>

-Explosion near Yemen's Aden airport causes casualties

<https://cutt.ly/zR4G01V>

-PML-N lawmakers criticise PTI govt over rupee depreciation

<https://cutt.ly/RR4G8PQ>

-108m citizens administered Covid vaccines, NCOC told

<https://cutt.ly/NR4Hqi8>

- Taliban urge international donors to support green initiatives in Afghanistan

<https://cutt.ly/HR4HrIS>

**LOCAL
NEWS BYTES**

THANKS

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

Credits:
Abdullah Rasheed
Amal Abedi
Zobia Hakeem
Samia Baleegh

