



Munich Personal RePEc Archive

Aspects and Importance of Digital Media in Pakistan

Abdur Raheem, Syed and Akber, Fahad and Hashmi, Umair

Institute of Business Technology (Biztek)

March 2013

Online at <https://mpra.ub.uni-muenchen.de/46435/>

MPRA Paper No. 46435, posted 22 Apr 2013 17:16 UTC



ASPECTS AND IMPORTANCE OF **DIGITAL MEDIA IN PAKISTAN**

A Project Work submitted to (Faculty of Management Sciences) in
part fulfillment of the requirement for the MBA degree

Fahad Akber (BM-25256)

Syed Abdur Raheem (BM-25476)

Umair Hashmi (BM-25804)

Spring, 2013

**Institute of Business & Technology (IBT),
Karachi**

DECLARATION

This project work is submitted in the Institute for Business and Technology (IBT) for the degree of MBA.

I, hereby, declare that no portion of the work referred to in this project has been submitted in support of any application for another degree or qualification of this Institute or any other institution of learning.

Name: _____ **Signatures** _____

Name: _____ **Signatures** _____

Name: _____ **Signatures** _____

Date: _____

Copyright

1. Copyright in this text rests with the author of the project work. Copies (by any process) of this project work either in full or of extracts may be made only in accordance with the instructions given by the author. This page must form part of any copies made. Further copies (by any process) of copies made in accordance of such instructions may not be made without instructions (in writing) of this author.

2. The ownership of any intellectual property rights that may be described in this dissertation is vested with the authors only, subject to any prior agreement to the contrary, and may not be made available for any use by the third party without written permission of the authors, which will describe terms and conditions of any such agreement.

List of Abbreviation

PTA:	Pakistan Telecommunication Authority
GPRS:	General Packet Radio Service
EDGE:	Enhanced Data for GSM (Global System for Mobile communication) Evolution
DSL:	Digital Subscriber Line
ROI:	Return on Investment
CPC:	Cost per Click
PPC:	Pay per Click
Advert:	Advertisement
Ads:	Advertisements
SEO:	Search Engine Optimization
SEM:	Search Engine Marketing
SERPs:	Search Engines Results Pages

List of Tables

Table 1 Internet Penetration in Pakistan	4
--	---

List of Figures

Figure 1 Mobile Penetration in Pakistan.....	3
Figure 2 Internet Users in Pakistan	5
Figure 3 Internet Usage in Pakistan	5
Figure 4 Website banner ad sizes	10
Figure 5 Expandable banners on website	11
Figure 6 Rich overlay ads (ESPN)	13
Figure 7 Rich overlay ads 2 (GEO TV).....	13
Figure 8 Background Branding Telenor Pakistan	14
Figure 9 Dashboard Banner Ad management.....	17
Figure 10 Facebook fan page advertising	19
Figure 11 Google advertisements target based	21
Figure 12 Google advertisements target based	22
Figure 13 Facebook fan page Morning Show Samaa TV	31
Figure 14 Twitter page Aaj Kamran Khan Ke Sath Geo News	31
Figure 15 Pakistan Tehreek-e-Insaf Facebook Fan page Screen Shot 1	34
Figure 16 Pakistan Tehreek-e-Insaf Facebook Fan page Screen Shot 2.....	35
Figure 17 Pakistan Tehreek-e-Insaf Facebook Fan page Screen Shot 3.....	35
Figure 18 Muttahida Quami Movement Facebook Fanpage combined screenshots.....	36

Abstract

Digital Media has gained importance over the years, around the world. It has created impact in Pakistan too. This paper draws comparison in usage and impact of Digital Media in developed worlds with Pakistan and identifies the flaws, the potential and scope of digital media in Pakistan. Pakistan as the world's 7th largest country has tremendous potential for digital media. However lack of knowledge, interest and resources has held Pakistan in attaining advancement in development of digital media.

Though the technology has been there since 1990s yet, fewer people properly understand aspects and importance of digital media. In fact there are hardly any research papers on digital media by Pakistani authors. In this research paper we have limited our research to the limited application of digital media in Pakistan but we have discussed in detail the upcoming trends and marketing tactics adopted by marketers.

Table of Contents

Declaration	II
Copyright	III
List of Abbreviation	IV
List of Tables	V
List of Figures	VI
Abstract	VII
Chapter One: Introduction.....	1
1.0 Introduction.....	1
1.1 Statement of Problem	1
1.2 Aim of the research work	2
1.3 Research Aim and Objectives.....	2
1.4 Research Work Limitations	2
Chapter Two: Digital Media in Pakistan	3
2.0 Introduction	3
2.1 Mobile Penetration	3
2.2 Internet Penetration	4
2.3 Digital Marketing in Pakistan	6
2.4 Digital Media Is Growing In Pakistan.....	8
2.5 Targeting	10
2.6 Types of Digital Advertising.....	10
2.6.1 Display/Banner advertising	10
2.6.2 Creative innovation.....	11
2.6.3 Rich Overlay Ads.....	12
2.6.4 Background Branding	13
Text- Based Advertising	15
2.7 Ad Server.....	15
2.7.1 Introduction:	15
2.7.2 Ad Server Function.....	16

2.8	Social Network Advertising	17
	<i>Three Major Classifications of Social Network Advertising.....</i>	<i>17</i>
2.8.1	Social Media.....	18
2.8.2	Types of Social Media	19
2.8.3	Facebook Fan Page Advertising.....	19
2.8.4	Dos and Don'ts for Social Media	20
2.9	Keyword Based Advertising	21
2.9.1	Search Engine Optimization	22
2.9.2	Search Engine Marketing	23
Chapter Three: Literature Review		24
3.0	Literature Review	24
Chapter Four: Research Analysis		30
4.0	Introduction	30
4.1	TV Shows on Facebook and Websites.....	30
4.2	Facebook Page Handling.....	31
4.3	Long March.....	32
4.4	Shahzeb Khan Murder Case.....	33
4.5	Political Parties on Facebook.....	34
Chapter Five: Critical Debate and Analysis		37
5.0	How teenagers consume media.....	37
5.1	Digital Marketing	37
5.2	Youth and digital media: From credibility to Information Quality	38
5.3	Why do we want to interact with electronic billboards in public space?	40
Chapter Six: Conclusion and Recommendations		41
6.0	Conclusion	41
6.1	Recommendations	41
References		43

Chapter One: Introduction

1.0 Introduction

The topic of aspects and importance of digital media in Pakistan is one of the most interesting topics these days. Digital media is now and has been playing an important role in overall brand building. Whether the brand is international or local, digital media's importance could never have been ignored as it is evolving time and again into a completely separate segment of marketing and advertising

In this report we are going to do research from various aspects of digital media in Pakistan which includes online sale purchase, digital billboards, e-mail marketing, sms marketing, digital marketing through websites and social media.

However, prevailing energy crisis, law and order situation and inflation rate plays an adverse role in the digital media in Pakistan. There are many aspects of digital media which most people are unaware of in Pakistan and there are not able to understand the importance and its functions like digital billboards and social media etc. Through this research we shall explain the process of each and every aspect of digital media as well as its importance along with some highlighted examples in Pakistan and issues Pakistan is facing for the growth of digital media will also be analyzed in this report.

1.1 Statement of Problem

The purpose of our study is to concentrate on who needs to work with digital media, and how the target audiences could be educated to transfer the message effectively and achieve brand's objectives. Also with this project, we need to focus on the areas where digital marketing media can create an effective impact on brands while coping with the currently facing issues of traditional and social nature.

1.2 Aim of the research work

The aim of the research work is to analyze the process and importance of digital media industry in Pakistan and to understand the issues faced in each sector of digital industry. In this study we will also analyze the future of digital media in Pakistan and the pros and cons of digital media in Pakistan.

1.3 Research Aim and Objectives

Our project will be a focused on:

- Digital media and its impacts on brand development and its image.
 - Creative Improvising of brands
 - Social Media Marketing
 - Mobile Marketing
- Issues faced by the brands in Pakistan while focusing on Digital Marketing.
 - Illiteracy and traditional approach towards digital media
 - Political turmoil
 - Religious and traditional aspects
 - Strict Rules and Regulations

1.4 Research Work Limitations

Digital Media is a very vast field it contains all sort of digital advertisement, online gaming, augmented realities, digital art, digital tutorial etc, but in this study we will focus and work on aspects and importance of digital media in Pakistan. Our research limitation for this study is digital advertisement, how it works for digital and the procedures for digital advertisement. We are also going to discuss some of the digital media case studies as well as social media work flow in this study.

Chapter Two: Digital Media in Pakistan

2.0 Introduction

Pakistan is a federal parliamentary republic consisting of 4 provinces and 4 federal territories. With over one hundred seventy million people, it's the sixth most inhabited country within the world and has the second largest Muslim population. It is the twenty seventh largest within the world in terms of buying power. Since gaining independence, Pakistan's history has been characterized by periods of military rule, political instability and conflicts with neighboring India. The country faces complex issues together with terrorism acts, poverty, illiteracy and corruption.

The traditional media landscape has remodeled drastically within the past decade. Pakistan rustic presently experiencing upheaval, the role of digital media art half is a giant part in its political movements. Digital media usage in Asian country has inflated staggeringly, with a double within the range of Facebook users. As liberalized because it is, digital media is consistently below the magnifier of the right in Asian country. The elaborateness of the digital media market in Asian country proves to be terribly fascinating. Given the massive quantity of laws placed on its style of usage, users improvise with inventive strategies to urge around these restrictions, manufacturing content that serves the digital media market in Asian country well.

2.1 Mobile Penetration

In Pakistan there are five telecom communications services are working, namely Moblink, Ufone, Telenor, Warid and Zong.

Pakistan Mobile Market Share

Pakistan Telecommunication Authority

(PTA) has discharged its annual reportfor the year 2009-10. Year 2010

was yet one more sensible year for the country's mobile trade that contributed over 66 pc of the Rs. 35.7 billion generated in revenue by the telecommunication sector.

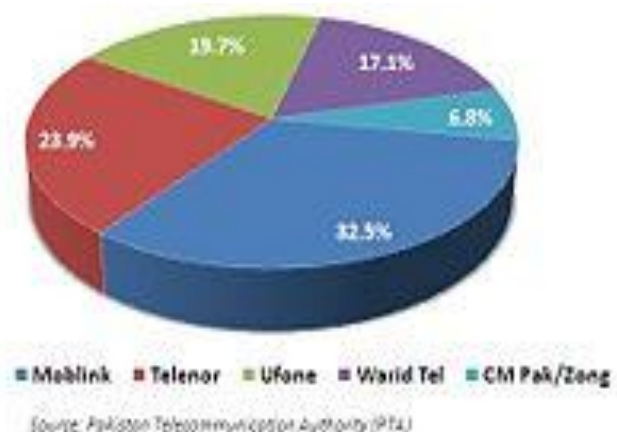


Figure 1 Mobile Penetration in Pakistan

In keeping with PTA, mobile penetration has multiplied to 60.40% in year 2009-2010 as compared to 58.20% within the previous year.

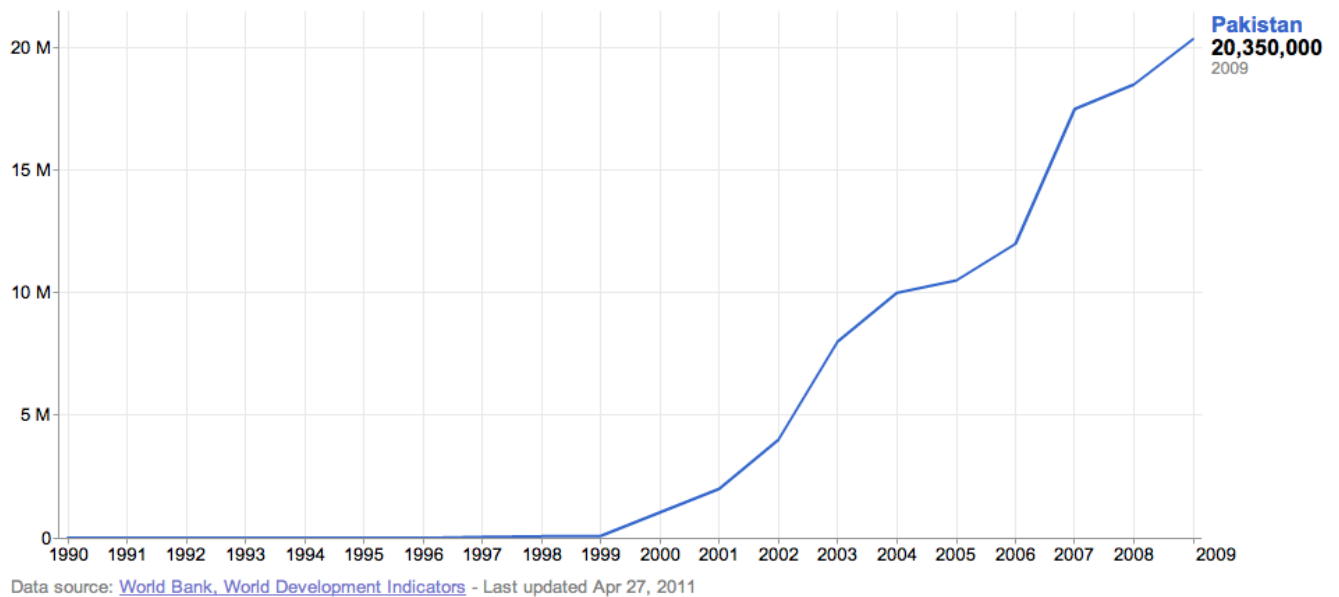
There square measure many telecommunication corporations in Asian nation, with Moblink and Telenor having 32.5% and 23.9% of the market share severally.

The total range of movable subscribers had surpassed one hundred million in Sep-2011. It is believed that the mobile trade can still grow apace as there square measure promising demand for mobile services within the disconnected regions of the country.

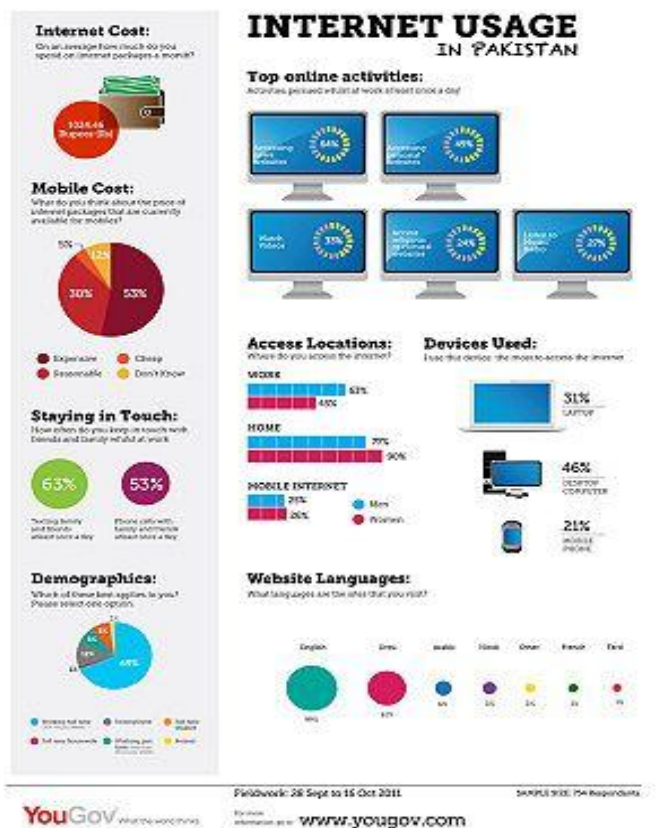
2.2 Internet Penetration

Table 1 Internet Penetration in Pakistan

YEAR	Users	Population	% Pen.	GDP p.c.*	Usage Source
2000	133,900	163,985,373	0.1 %	N/A	ITU
2006	12,000,000	167,806,831	7.2 %	US\$ 821	ITU
2009	18,500,000	174,578,558	10.6 %	US\$ 1,017	ITU
2010	18,500,000	177,276,594	10.4 %	US\$ 1,068	ITU

Internet usersPeople with access to the Internet. [More info »](#)**Figure 2 Internet Users in Pakistan**

Pakistan has associate degree calculable population of 187,342,721 as of 2011 among a complete space of 880,254 sq km. The capital town of Islamabad has associate degree calculable population of 1,740,000 as of 2011. The country has a web penetration of 11.5%, as per the ITU. The area unit a complete of 20,350,000 net users in Asian country (as of June 2010), the quantity of Facebook users within the country has been doping up with 800,000 users subscribing in exactly one year. In 2010, the quantity of Facebook users were 3,145,840 (2.2% penetration) whereas in 2011, ithad inflated to 3,992,500 users (2.1%

**Figure 3 Internet Usage in Pakistan**

penetration).

Key Findings by YouGov (A survey and research based websites) – a firm that gives applied math information for multiple regions:

- Average price for internet connection in Islamic Republic of Pakistan is: Rs. 1024.46
- 53 percent people think that mobile phone internet cost is bit expensive.
- 69 percent on web users in Islamic Republic of Pakistan have full time jobs
- 99 percent on web population from Islamic Republic of Pakistan visit English websites.

2.3 Digital Marketing in Pakistan

As we tend to celebrate nearly twenty years of the internet's presence in West Pakistan, intuitively it is smart to believe that because the shopper in West Pakistan gets 'Digital' and also the technologies mature, there would be innovations & amendment of behaviors within the promoting practices of corporations. nevertheless amazingly despite the fact that the computing grid is currently more and more out there all around America via GPRS / EDGE Services, Wireless Broadband, DSL, etc., there's still a parallel and more and more digressive universe that is populous by marketers and their agencies still clinging on to practices & notions of a pre-digital world wherever even within the better of times marketers want to admit that solely 50% of their advertising worked.

As West Pakistan comes near approaching nearly twenty million of its residents having access to and victimization the web, rather than the gap between the buyers and also the vender shrinking, it solely appears to be obtaining wider by the day. Marketers appear impermeable to the very fact that with over eighty broadcast channels business to the plenty, over twelve channels on the radio, over 4000 publications, such media onslaught is inflicting unexampled fragmentation in media habits of a precedent that have not been seen before and still put in force doing things the standard means. Add new channels like net, gaming, mobile, Direct-To-Home and activations and that we will see why the amount of touch-points to

achieve the common shopper have exploded creating the task of the common vender is currently most more durable than the time not once you might have reached the whole country by advertising on the traditionally 9.00 pm news.

Traditional advertising models developed as a result of the social science of the economic era demand. Interaction was dearly-won, thus info regarding the expected advantages of consumption of merchandise had to be squeezed into slogans, characters, and logos, compressed into 30s TV ads and radio spots. client wasn't the maximum amount aware since suggests that of peer to look support were dearly-won so believed regardless of the publisher needed them to believe. With the arrival of the data age but and low-cost digital interaction, these models area unit falling apart. What's replacement it's digital media models wherever shoppers area unit currently up to the mark. They'll and do discussion and discuss expected prices related to and also the advantages of the complete in improbably made details. The lot of cheaper this interaction gets, the lot of connected shoppers become and also the lot of they're going to check with one another – and also the less time they're going to pay being attentive to the customarily empty guarantees of advertisers. The data gap created within the past too disappears in these circumstances and marketers' area unit left scrambling.

Increasingly marketers can begin realizing that the multi-tasking, instant-messaging, e-mailing, cell phoning, gaming, Web-searching, blogging, social networking customers area unit for real and as they're going to scramble to search out their footing during this new hyper-fragmented world, they're going to become painfully attentive to the very fact that customers area unit more and more ignoring their promoting efforts. the standard promoting model has been broken and it's digital promoting which will more and more become the suggests that of sound onto such a shopper base, that has very little time for TV, Print or Radio.

Digital Media Promoting

Through applying interactive technologies digital media is contributing contribute to promote activities Through Developing a planned approach to boost client data to deliver communication & services that matches Individual's desires.

This means that while Digital promoting depends on tools like websites, banners, SEO, Facebook, Mobile, Email, Digital collection etc, these don't seem to be digital promoting itself. Digital promoting is regarding victimization these tools to achieve customers in a very timely, relevant, and personal and value effective manner through partaking the client together with your complete. We'll additionally cowl the sorts of insights & info out there to advertisers convey to new media. Before advertisers had targeted heavily on measure the suggests that of awareness like reach, frequency, etc (which too were theoretical) instead of the measure they gained from ancient advertising like 'Advocacy Rates', 'Sales Conversion', 'Sales Uplift', etc as a result of with the constraints of ancient media there have been merely only a few different metrics doable, but sense dictates that simply because I'm attentive to one thing, doesn't mean I would like it (Guy Soap, anyone?). Marketers still don't totally perceive this particularly with respect to new media. Digital media isn't in bonds by this lack of knowledge that pervaded ancient media and permits for metrics so much on the far side awareness, is superior and might be measured from the moment the user sees the publicized message up to the instant of sale and afterward still. Digital is that the most correct, clear, and reliable form of media. The only metrics e.g. will change the calculation of the value of acquisition of a client providing you with a rupee for rupee analysis of your outlay in period of time.

2.4 Digital Media Is Growing In Pakistan

Interactive Digital Media Advertising is growing at over 80%/anum for the past three years in Pakistan", this was expressed by Adil Ahmed, COO - The Symmetry and Director Octave.

He was addressing a global conference on Digital selling that was recently organized by Terrabiz in metropolis. Adil lined key aspects of the shift from a standard media to digital media, net usage trends and expected growth, active advertisers and their growing demands, case studies of a number of the foremost fortunate on-line

Campaigns; and why & however digital advertising is additional measurable than alternative ancient mediums.

Chris Schaumann, international Advertising & Digital Lead - APAC/Greater, China Region Microsoft, Naeem Y Zamindar, vp& Head of Broadband, Business Division Mobilink, Khurram Hamid international Head, Mobile selling Innovation, Procter & Gamble, UAE, Joao Cabral on-line Sales and Operations Manager, South East Asia Google opposition., Dr Irfan Ahmad Director, Yahoo! geographical area et al conjointly spoke at the occasion.

Chris Schaumann of Microsoft stepped up to speak concerning the "Digital Advertising Trends. "The section highlighted trends and measurements of customers WHO square measure au fait and ignore commonplace advertising. They pay most of their time on-line and therefore the on-line populations in Asia square measure exploding. Advertisers are attempting to stay up and battling finding the correct thing to reach and have interaction with them in an exceedingly meaty manner.

Naeem Y Zamindar of Mobilink mentioned "How the approaching broadband revolution can change a socio - economic revolution in Pakistan?" He conversant the participants that Mobilink time, the broadband division, can grow to \$300M chance by 2012.

Khurram Hamid, international Head, Mobile selling Innovation, Procter & Gamble, from UAE resumed the session with AN intriguing section on "How will we sit down with our Next Billion Consumers?" Khurram guided the audience with techniques on developing the markets biggest opportunities for mobile users to succeed in and facilitate low-income customers to develop the right strategic worth chain to win in mobile selling.

Yasir Riaz Director whole & Strategic coming up with, Geo TV conferred an summary of net and digital/mobile platforms and spoke concerning however the customers square measure reacting to new technologies, the challenges within the field and the way new media are often tailored to and wont to build digital a viable and an efficient channel.-PR

It is true that Media in Asian country has the liberty in previous few years all credit goes to Musharraf that he gave Media a very important place in our society. He has

conjointly curb the media and because of Musharraf as a result of throughout his political era several non-public channels were opened and that they got such a lot quality among our society that each one the restriction and ban on media were didn't prove any positive

result for the govt.. Each party throughout his political era supported media however it's gone out of management and media become capable of defensive itself.

2.5 Targeting

Editorial is modified for specially outlined teams and/or platforms before purpose of delivery. With a targeted digital edition or publication, every cluster of recipients, whether or not they area unit metameric demographically or thanks to the platform they use to receive the digital product receive a replica with completely different editorial specifically selects for that cluster. Aside from minor updates, the content cannot amendment once the difficulty is formed on the market.

Targeted digital Editions might not have constant advertising as would possibly seem in a very print version either because of advertiser request or because of the potential of the device getting used to look at the media.

2.6 Types of Digital Advertising

2.6.1 Display/Banner advertising

Banner advertising square measure one in every of the foremost well-liked varieties of on-line advertising. They will assist you increase traffic to your web site, generate sales and increase complete awareness.

In its most elementary type, a banner advert could

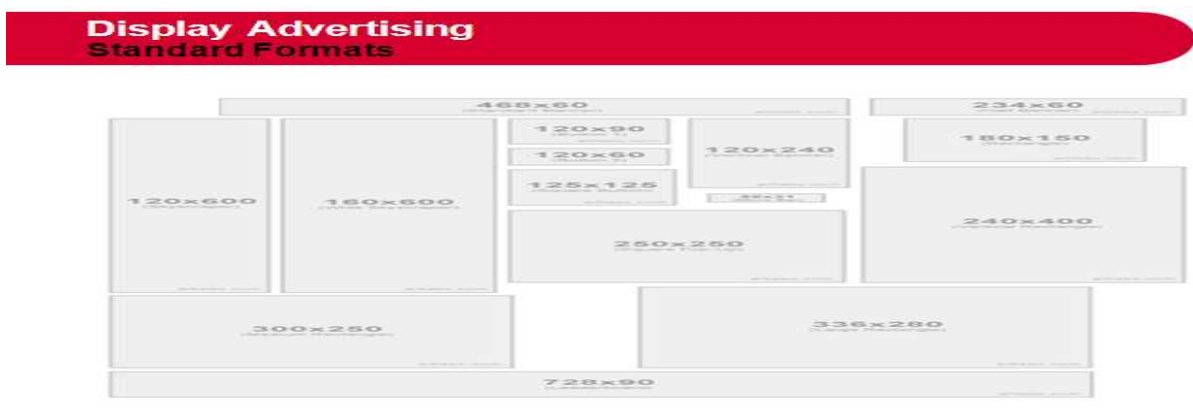


Figure 4 Website banner ad sizes

aboard the most content on an internet site. They are typically tall and skinny (appearing at the aspect of the page), or short and wide (appearing at the highest or bottom of the page).

Banner advertising tends to seem on websites that have attention-grabbing and relevant content – for instance, a web log or news website.

Banner advertising measures in ‘impressions’ – that’s, whenever your banner advert seems on an online page to a possible client, this is often one impression. If that person clicks on the advert, they’ll be taken to your web site. This is often known as a ‘click through’.

Instead of paying an occurrence fee to advertise, banner adverts square measure typically got on a ‘cost per click’ (CPC) basis. This suggests that for each traveler that arrives at your web site as a result of the clicked on your advert, you pay a tiny low fee – maybe many pence.

2.6.2 Creative innovation

Digital technology has large potential to support and accelerate the delivery of all of our goals and priorities and offers exciting possibilities for artists, audiences and therefore the broader sector. In achieving nice art for everybody digital media of Asian country establish 'the dizzying potential of digital technology in reworking the manner they create, distribute, receive and exchange art.'

Creative innovation encompasses a good vary of activities that area unit enabled by digital technology, as well as inventive apply, audience



Figure 5 Expandable banners on website

technological innovation, new business models and distribution. Within this broader context, Asian country digital media have created a brand new policy approach to specialize in creative and cultural works and content that area unit created for digital platforms and distributed digitally to have interaction the general public. Creative media as a term has been historically accustomed describe the industries manufacturing digital and 'creative innovations'. This includes the wealthy Overlay Ads and Background branding etc.

2.6.3 Rich Overlay Ads

Rich Overlay ads will be worked with or without a base file. The previous can show over page content, then arrange to associate degree in-page base ad unit. The latter can show solely over the page content, and might be closed by the user.

overlay ads, area unit wealthy media sorts that change advertisers to serve ads that seem uninitiated, superimposed over a user-requested page, so disappear or become retiring once a selected fundamental measure (typically 5-30 seconds).

Benefits of wealthy overlay ads have proved to extend whole exposure through the delivery of visually partaking, high impact content that 'floats' on top of your publishers' web content. The prevalence of the overlay ad in recent years is attributed mostly to the high impact it delivers.



Figure 6 Rich overlay ads



(ESPN)

Figure 7 Rich overlay ads 2 (GEO TV)

2.6.4 Background Branding

Background Advertising, usually noted as Background Skins or Wallpaper Advertising could be a terribly effective tool for stigmatization campaigns once

gaining user attention and engagement is predominate. Delivered across multiple sites at the same time, Background Advertising provides a large reaching media purchase with similar metrics to those of a TV media purchase.

Telenor ads truly serve Background Advertising employing a third Party Tag via our ad server. Owing to this delivery technique we will synchronize the background advertising skin with regular show units for max impact and engagement. In addition, we will live click through, impressions and supply targeting choices like alternative campaigns like time / day and frequency capping.

Apart from straightforward static backgrounds, we will develop Background Skins that feature Flash parts together with video. This is often nice for running promotions like pic Trailers, TV Shows (such as change of state shows) or new product launches. The concepts for background advertising campaigns



Figure 8 Background Branding Telenor Pakistan

Text- Based Advertising

Taking into consideration all of the various kinds of advertising offered, text based mostly advertising has shown that it's more practical. Text based mostly advertisements are low cost moreover as easy to form. They take up little or no house and might be placed on sites that have high volumes of connected traffic.

For this reason, text based mostly advertising makes it very simple to urge your electronic computer detected for a comparatively tiny financial investment. Text based mostly advertisements additionally get recognized by the search engines moreover as link on to your electronic computer. You've got the selection of buying house on extremely widespread websites with a high page rank or collaborating within the very fashionable discourse ad programs. These are normally referred to as pay per click (PPC) advertisements.

Text based mostly advertising is purchased on a "per view" or impression basis. Much like banner ads solely with associate auction based mostly system similar to a keyword bid. The distinction is that your text ad is keyword centrically and is way more practical than a banner impression. This auction rating basis makes the value terribly reasonable.

Aside from the auction based mostly rating, there are sites that supply permanent text links for a monthly service charge. A number of these fees are as very little as \$50 a month for unlimited impressions with associate ROI (return on investment) that's unbelievable.

In addition to the affordability of text based mostly advertising, there are some excellent advantages to exploitation it moreover.

2.7 Ad Server

2.7.1 Introduction:

Ad serving is that the technology and package that places advertisements on websites.

Ad serving technology firms give package to websites and advertisers to:

- Serve ads

Choose the ads which will build the web site or publisher most cash

- Monitor progress of various causes.

2.7.2 Ad Server Function

The ad server is internet primarily based and perpetually updated. This implies that the visitant is often shown new ads – whenever the visitant visits or refreshes a webpage.

An ad server conjointly helps the publisher monitor and manage the on the market advertising house on a web site.

With an advert server you're – among alternative things – ready to:

- Track the amount of impressions and clicks delivered by every campaign
- Target specific segments of holiday makers through for instance geographical or activity targeting
- Prevent campaigns from showing on pages with semantically polemical content
- Create accessibility forecasts, which may assist you confirm the longer term on the market advertising house

All in all, an advert server is an essential tool for any publisher desperate to optimize financial gain through advertising on their web site.

Display Advertising Adserver snapshot brandcentral

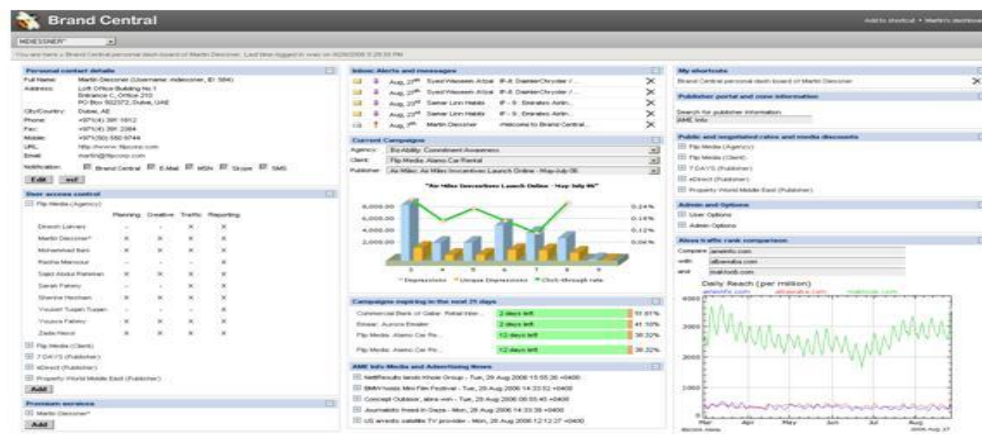


Figure 9 Dashboard Banner Ad management

2.8 Social Network Advertising

Social network advertising is the term that's accustomed describes a sort of on-line advertising that focuses on social networking sites. one in every of the foremost edges of advertising on a social networking web site (e.g. Facebook, twitter, YouTube, LinkedIn, Flixster, instagram, friendsmania etc.) is that advertisers will benefit of the users demographic data and target their ads appropriately.

Three Major Classifications of Social Network Advertising

1. Direct Advertising that's supported your network of friends - this may be the foremost effective format however additionally causes the foremost disputation. An example is that the Facebook beacon project supported AN action your friend has taken; you may see a message in your news feed expression 'Bob has simply bought a 'Radio Head CD from Music-World'. This may be a very effective mode as typically folks build selections to get one thing or do one thing supported their shut cluster of friends. However, there's additionally lots of disputation close this because it will be thought of exploiting the non-public relationships you have got along with your friends and additionally raises privacy considerations.

2. Direct Advertising placed on your social networking website - this can be a lot of ancient kind of net advertising that's minimally effective. Rather like you see banner ads on several alternative sites, this can be an analogous idea, except on a social networking website. You'll be able to see these - as an example - as a brick over the highest right of MySpace pages, or as a banner on the proper of Facebook profiles and then on. The area unit 2 variations but - One is that these social networks will cash in of demographic information on your profile and thence target the ad on to you. Secondly, these varieties of ads also can be placed by individual developers on their application pages through ad networks. They need access to equivalent information and may generate financial gain for application developers give them more motivation to form apps and giving advertisers to reach resolute these social networking users.
3. Indirect Advertising by making 'groups' or 'pages' - This is an innovative promoting technique during which an organization can produce a 'page' or 'group' that users can select to join. They will use this to create up 'subscribers' or 'fans' and use this to plug a contest, a replacement product, or simply just to extend whole awareness. These teams will quickly grow in numbers of subscribers which may become a most effective promoting tool.

2.8.1 Social Media

Social Media is that the way forward for communication, an innumerable array of web primarily based tools and platforms that increase and enhance the sharing of data. This new style of media makes the transfer of text, photos, audio, video, and data normally progressively fluid among web users. Social Media has connection not just for regular web users, however business further.

Platforms like Myspace, Facebook, Twitter and LinkedIn have created on-line communities wherever individuals will share the maximum amount or as very little personal data as they need with alternative members. The result's a colossal quantity of data that may be simply shared, searched, promoted, disputed, and created.

Social Bookmarking tools and news sites like Digg, Delicious, Mixx, and innumerable others create finding specific websites progressively easy by distribution or “tagging” individual sites with searchable key words.

Applications that have developed among and around these platforms, websites, and tools are endless in variety and practicality, however all create on-line sharing and looking easier in some fashion, notwithstanding their niche.

2.8.2 Types of Social Media

Social Media may be a term in the main used for outlining numerous activities that integrate technology, interaction and construction of words., pictures, videos and audio There are many varieties of Social media during which most of the common types is effective in Islamic Republic of Pakistan like Facebook, twitter, YouTube, LinkedIn, Flixster, Instagram, friendsmania etc.

2.8.3 Facebook Fan Page Advertising

Facebook fan page is associate integral a part of their social media campaign. But, what parts facilitate fan pages build up giant followings and what will brands do to emulate the success of others.



Figure 10 Facebook fan page advertising

2.8.4 Dos and Don'ts for Social Media

DOs

- **Do** produce a presence by posting regular updates on what's happening in your business. Don't disappear for huge stretches of time – your followers would possibly just forget about you completely.
- **Do** be somewhat racy, sometimes. Work consciously to make your brand's temperament in line together with your company values, and then let it loose on the web.
- **Do** share a range of content. Use the varied options of social media sites: post photos and videos, share attention-grabbing links, and decide what others ought to say regarding them.
- **Do** be knowledgeable and up-to-date regarding the political climate encompassing your trade. Be a thought-leader in changes going down in your field.
- **Do** be friendly and open. Build friends with friends-of-friends. Encourage others to move with you by interacting with them initial.

DON'Ts

- **Don't** be a swellhead. Like proud parents over-saturating the lovable issue with an amazing range of tot-posts, businesses have to be compelled to mind what proportion they self-promote their own babies.
- **Don't** ignore those who take the time to act with you. Work with no matter feedback you'll be able to get, reply to it, and build relationships based mostly off sympathy.
- **Don't** assume everyone seems to be on your level. Be sensitive to the varied views of tourists to your page. Justify your reasoning, and tailor your rhetoric to the people you act with.

- **Don't** be repetitive, provide continuity to your brand's voice by keeping threads of content alive, however don't displease your audience with a similar tune over and over and once again.
- **Don't** be just like everybody else, businesses have to be compelled to confirm they keep informed their social media rule. Use social networking sites the method they were created to be used and your business can butterfly. Break the foundations too usually and you'll be shunned to the corner of the net eating house to chew on your ideas alone.

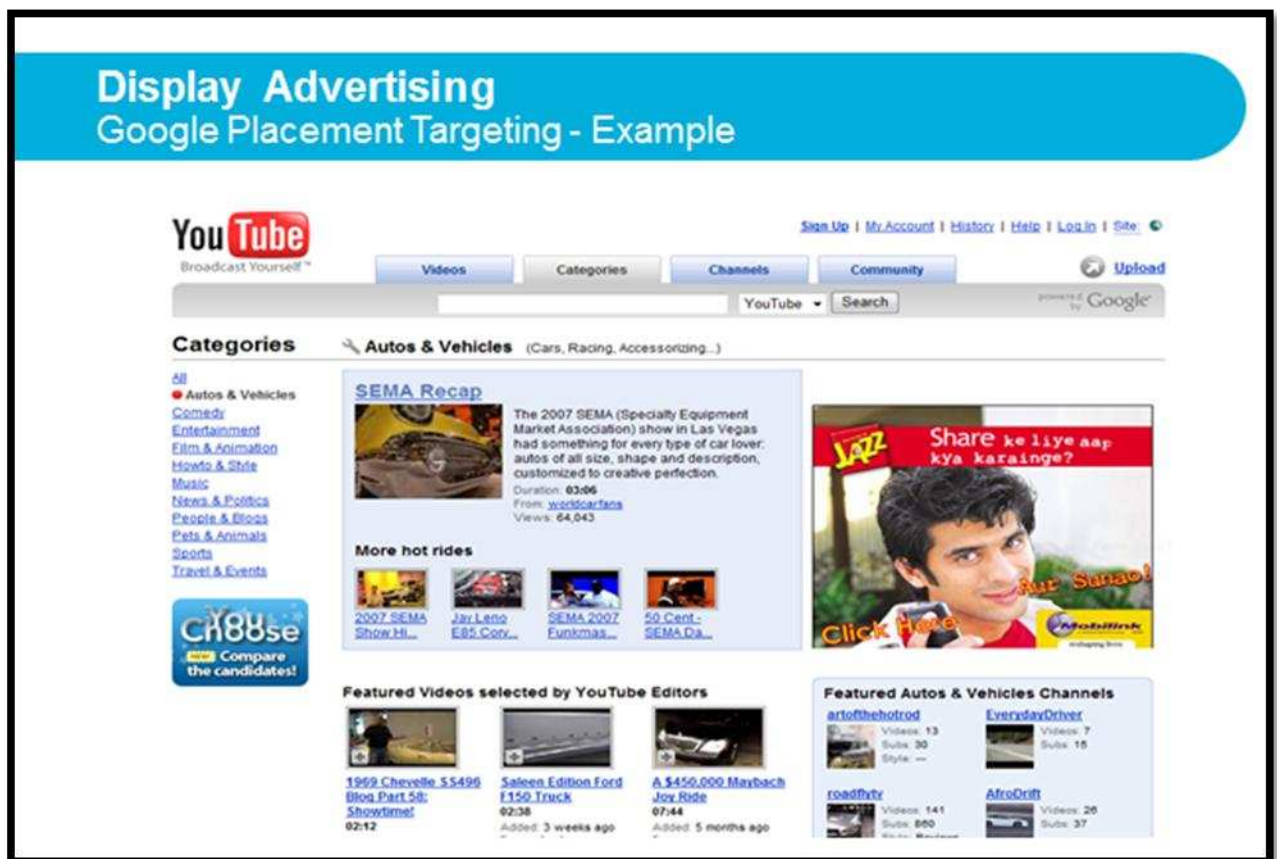


Figure 11 Google advertisements target based

2.9 Keyword Based Advertising

Keyword-based ads have become the dominant kind of advertising on-line as they allow customization and craft of messages relevant to potential customers Two

prominent channels inside this sphere area unit the search channel and the content channel. We have a tendency to through empirical observation examine the interaction between these two channels. Our results indicate important cannibalization across the two channels, additionally as important decreasing returns to impressions inside every channel. This means that beneath sure conditions, each channels may have to be accustomed optimize returns to advertising, each for advertisers and repair suppliers like Google. Our game supposititious analysis that builds upon our empirical findings reveals that for intermediate budget values, it's best to use each channels, whereas for terribly low (very high) budget values, it's best to use solely the content (search) channel. Further, as budget will increase, the publicist ought to provide a lot of for ads displayed on the search channel to optimally incentivize the service supplier.

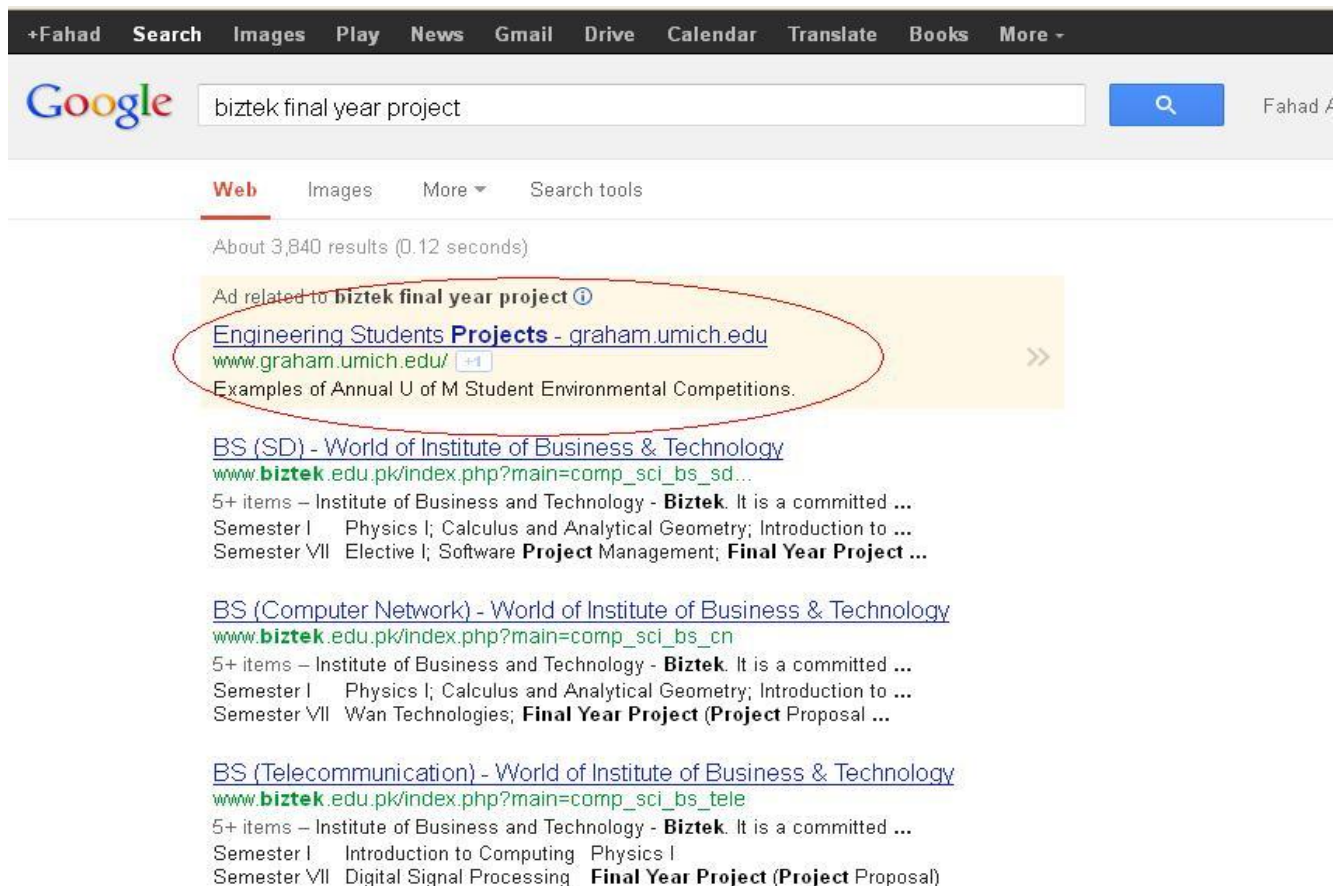


Figure 12 Google advertisements target based

2.9.1 Search Engine Optimization

Search engine optimization (SEO) is that the method of increasing the visibility of a web site or an online page during a search engine's "natural" or un-paid "organic"

seeking results. In general, the previous or higher ranked on the search results page), and additional oftentimes a website seems within the search results list, the additional guests it will receive from the search engine's users. SEO could focus totally different styles of search, as well as image search, native search, video search, academics search, news search and industry-specific vertical search engines. As a web promoting strategy, SEO considers however search engines work, what individuals look for, the particular search terms or keywords typewritten into search engines and that search engines square measure most well-liked by their targeted audience. Optimizing a web site could involve writing its content, markup language and associated writing to each increase its relevancy to specific keywords and to get rid of barriers to the compartmentalization activities of search engines. Promoting a website to extend the amount of backlinks, or incoming links, is another SEO plan of action.

2.9.2 Search Engine Marketing

Search engine marketing is also known as search engine selling (SEM) is a form of web marketing that involves the promotion of internet sites by increasing their visibility in search engines results pages (SERPs) through optimization and advertising. SEM could use search engines optimization (SEO) that adjusts or rewrites web site content to attain a better ranking in search engines results pages or use pay per click listings.

Chapter Three: Literature Review

3.0 Literature Review

Digital media is growing very fast all over the world as well as in Pakistan. Digital technology is performing a revolutionary role in converting the world into a global village. Media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose. Digital media is a form of electronic media where data are stored in digital (as opposed to analog) form. It can refer to the technical aspect of storage and transmission (e.g. hard disk drives or computer networking) of information or to the "end product", such as digital video, augmented reality, digital signage, digital audio, or digital art. Florida's digital media industry association, Digital Media Alliance Florida, defines digital media as "the creative convergence of digital arts, science, technology and business for human expression, communication, social interaction and education". Digital media not only contains internet, it also includes mobile sms advertising, digital billboards, e-mail marketing etc. It also plays a very vital role in transformation of knowledge, economic development, and society welfare and gives a window to the brands to communicate to the customers directly with an effective manner. We can use computer graphics and digital media in order to make any sort of graphics, images and architectures with perfection and in minimal time as compared to making these things by hand.

Herani M. Gobind¹ defines that digital media plays an important role in knowledge transformation and economic development. Everywhere in the world digital media is performing a revolutionary role in making a world into a global village. All type of knowledge whether scientific or non-scientific is spreading the entire world through the digital media. Digital media not only helps in providing written knowledge such as notes but also providing audio based knowledge so that people can understand it easily. In this article copy rights issue regarding research, computerized data etc are alsodiscussed and the ways to protect them legally. Different authors discuss their

¹Herani M. Gobind, Shirazi A, Riaz ,Zaman Noor and Mr. Alam Adnan (2007) (*Knowledge Transformation and Economic Development: The Role of Digital Technology- An Analysis*)

point of view regarding digital media in an analytical manner for clear understanding. In this article the positive and negative impact of digital media are also discussed.

Arnold Josie² surveys about teaching and learning through a contemporary media culture. In this study the author focused about studying through digital media in the best possible manner. According to the author mentioned that digital media is an effective way to communicate and we can use it for teaching students which is a creative way of teaching and polish their skills.

He further discussed in his paper about the famous author Gregory Ulmer's frame work "mystory" (A story based on Gregory Ulmer's life which is a combination of my story and mystery). The author put forwards the insight developed by conceptualizing and delivering online asynchronous virtual reality courses since 1995.

The writer created subjective academic narrative in this research and found that all academic discourse are subjective and a story which overcome traditional flaws within the academy.

Wind Jerry³ defines that digital marketing provides consumer a price transparency and sometimes even involve consumer to dictate the price. According to the author in digital marketing customer can give offers for a certain product or propose a price of a product too. The digital marketing also gives a path to buyer and seller for auction of a product.

The author mentioned in his paper that most significant change due to digital marketing is business to business world and the market becomes complex and dynamic and everyone is connected to each other which forms a global market.

Urs Gasser, Sandra Cortesi, Momin Malik and Ashley Lee⁴ discussed in their study about the ways through which young aged people 18 and under search for online information, how they evaluate the information and how they find the information on digital media, the general digital media usage of this age group and

2Arnold Josie (2012)(*Teaching and Learning about Writing in the Digital Media Culture: A Subjective Academic Narrative*)

3 Wind Jerry (2002) (*Digital Marketing*)

4 Gasser Urs, Cortesi Sandra, Malik Momin and Lee Ashley (*Research Publication No. 2012-1*) (*Youth and Digital Media:From Credibility to Information Quality*)

social pattern affected these activities. In this research a detailed research about the youth and the connection of youth through digital media with respect to their studies as well as their social life has been studied.

Furthermore, the study is not only for youth's information seeking behavior, but also highlights the demographic and contextual factors for search and evaluation. In this literature it is discussed that there are not several things, which are not usually covered in schools or colleges nor appropriate for such institutions, that is why educational institutes must guide youth about the search, evaluation or creation to enhance the knowledge of youth. This study also emphasizes that digital media plays an important role in success and failure of a youth as it gives knowledge and information to polish the skills of the youth, but the credibility of information on digital media must be appropriate that is why not only the digital media plays an important role, but institution and contextual material also plays an important role in it.

Hobbs Renee⁵ studied about the Digital and Media literacy in his research work. The study is based on American society. According to the author it is the time to involve digital media in everyone's life from all aspects so that people will be more aware about their health, solving issues and can be in contact with each other. He mentioned that most of the American families are living in internet homes where they have several TV channels, access to internet, mobile phones everything is just on the touch they are connected to others through these devices, due to this, excess usage and availability of digital media around human, human interaction is getting lesser, which results in several issues like reduced contact, loss of high value message, equality etc.

He further discussed that these days full participation is required not just for consuming message, but also in sharing and creating them. According to the author America must acquire multimedia communication skills, which includes the ability to convey message through graphics, different languages, images and sound. He further stated that such facilities must be provided in formal and informal ways of education so that it would be helpful to educate the learner in sending messages and connecting with each other full of energy and attraction.

5 Hobbs Renee (2010) (*Digital and Media Literacy: A Plan of action*)

This report also offers an action plan that how to involve media and digital in education with an effective manner through formal or in formal settings, but this work is depends upon active support of stake holder, public libraries and technology industries etc. This plan of action is only possible with the energy and interest of those who recognize the importance of digital and media role in development of educational institutes for young and old.

This study also offers the role of digital and media in literacy as well as to create a better society and a role of a person to create a better society with the help of digital and media.

Hendry G. David⁶ discussed about young homeless people between ages of 13-25. In this study the author highlighted the importance of young homeless peoples' coordination with the society to motivate them, which is possible through digital media. The primary objective of this study is to polish students' life style and skills through technology and digital media. The secondary goal of this study is to recognize students their objective, worth and meeting challenges through interaction with adults in the society which gives them support. In this study the author discussed the importance of digital media communication for homeless young people to participate in different sort of activities in the society and finding the employment through it. A far research result is also mentioned in this study in which 13 classes of 75 young age group people for 16 months is organized for the digital media, which can create a big difference in youth through which they can understand the society and the challenges in the society along with the solution. This can also help the young homeless people to coordinate with adults for their guidance and can make a better relationship with them. This study concludes the lessons learned for involving digital media in the lifes of homeless youth to polish their skills as well as to coordinate with the adults of the society for their better life.

Corniani Margherita⁷ defines about digital marketing that digital marketing is based on the target people which are active in the communication process. Digital marketing is the process to communicate the advertising message to the customer

⁶ Hendry G. David (2011) *(How to integrate digital media into a drop-in for homeless young people for deepening relationships between youth and adults)*

⁷ Corniani Margherita (2006) *(Digital Marketing Communication)*

and also helps get the feedback from the customer about the product that is why digital communication is easy and cheaper as compared to other mediums, but the flaw of digital communication is that it is getting cheaper day by day, but the demand of digital marketing is to have a specialized people and require their full involvement in every digital marketing campaign.

The author further postulates that due to these facilities of digital media it is impossible to control the negative aspect in the digital media. According to the author, the negative aspect in the digital media gives an opportunity to the competitor to work against same and to create rumors.

Michelis Daniel,⁸ Miriam Meckel discussed about the interaction of electronic billboards in public space. In this study the author mentioned that interactive billboards are everywhere with different sizes especially large sizes, but only few have applications which get the audience attraction. This paper also examines the motivation behind the use of these applications. The study is based upon the experimental investigation that which sort of design, size and applications are used in public areas to get the maximum number of target audience.

Khan Haider⁹ described in his research study that the digital technology revolution is running so fast that even the newly industrialized economies face difficult to maintain the pace required for not falling behind. The developing economy is facing a great deal of difficulty to meet the pace of digital revolution which is a biggest disadvantage of economy. This creates a gap between the developing economy growth and the digital technology revolution. This paper also discusses about the most important economic issues and also offers some policies advice to solve these issues. The basic problem of adopting a new information technology system such as ICT (information and communications technologies) is identified through Schumpeterian concept of creative destruction in a nonlinear, path-dependent world. By investing in different sectors like human capital not only in ICT will give a new system to an economy and gives an opportunity to compete in the market globally and this will be the best way to compete. However the comparative advantage also

⁸Michelis Daniel, Meckel Miriam (*Why Do We Want to Interact With Electronic Billboards in Public Space?*)

⁹ Khan Haider (2002-05) (*Digital Development: Challenges and Prospects*)

requires capabilities to run the system efficiency and many countries lack at this moment for same.

The author further mentioned in his study that creative policy is not only based on ICT it is actually a mix of market promotional activities and a promotion of development in a balanced manner are necessary if such things are worked in a developing economy, the developing economies will sustain and are not to be left far behind.

Chapter Four: Research Analysis

4.0 Introduction

This study is based on secondary data collection and facts and figures through internet as the study itself for digital media.

We are also going to visit the one of biggest media agency of Pakistan GroupM and will take help from the digital strategist working in the agency to understand the process and procedures of digital media in Pakistan.

4.1 TV Shows on Facebook and Websites

TV channels are on a perpetual war with each other over ratings. These ratings rise and fall over a period of time depending largely on the audiences engaged through programs. Social media provides an interactive platform for audiences to connect with show hosts as well as the invited guests. This has created a new trend among TV channels creating their own specific program pages rather than creating a generic channel page. Each morning show on top 5 channels namely GEO, ARY, Dunya, Express and Samaa have their own Facebook fan pages and twitter feeds. Recently some anchors have started reading out these feeds live on their programs which have enhanced the interactivity of the viewers at large.

A screenshot of SubahSavery Samaa keSaath (morning TV show on Samaa TV) shows the number of fans along with the average ratings of all morning shows. While the following screen shot shows a popular current affairs program on Geo News.

It is worthwhile that digital participation is not limited to use of social media, rather the participation is via video link using Skype. Until writing of this report, Islamabad Tonight a news analysis program on Aaj TV is the only show making use of Skype.

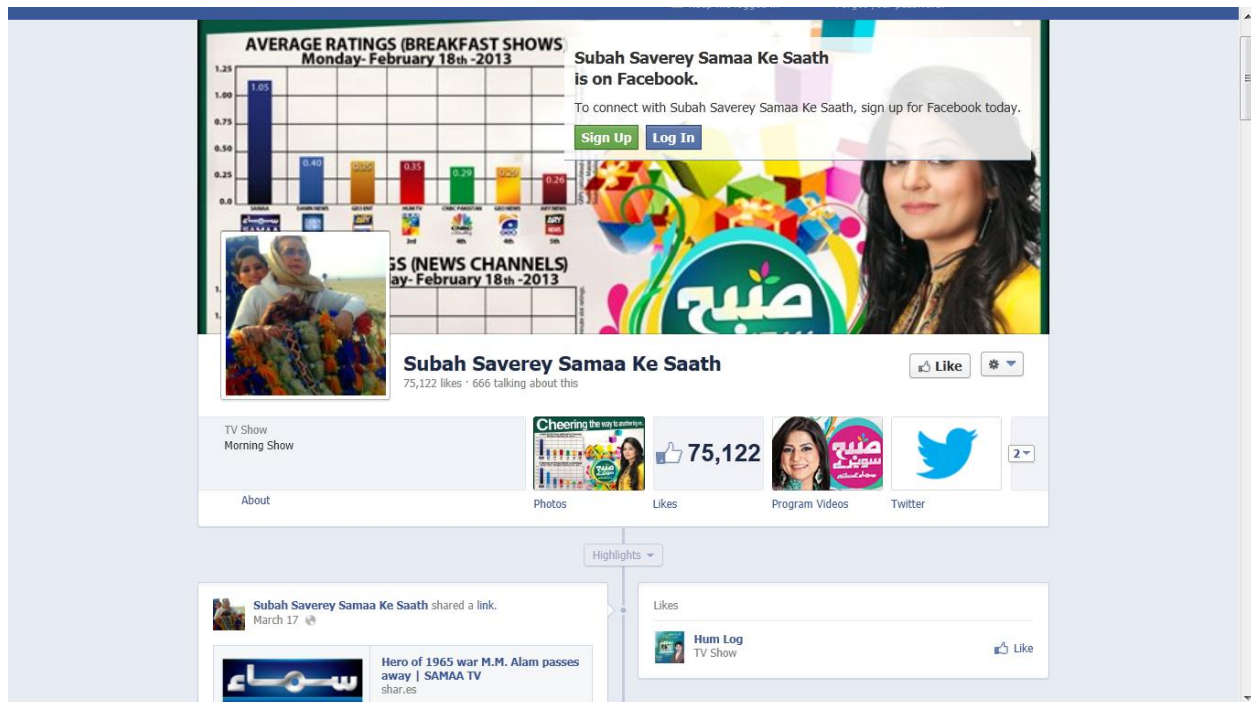


Figure 13 Facebook fan page Morning Show Samaa TV



Figure 14 Twitter page Aaj Kamran Khan KeSath Geo News

4.2 Facebook Page Handling

For TV channels as well as companies, maintain their digital presence is just as serious business as maintaining conventional presence. They employ proper teams to create, maintain and drive them. Among the digital presence it is important to have Facebook fan page as primary medium of reach. While creating a fan page is relatively simple, maintaining it is not. The team has to continuously generate content that drives the visitors while adding on new fans. This is achieved through multiple strategies, giveaways, lucky draws, contests being one of them. Some teams (digital media agencies) develop cross platform applications that extend reach to followers. Behind the scenes there are lots of analysis that give these digital media managers insights as to what post is most popular, from which cities the fans belong to, what age group has most interest. This further helps tailor strategies which result in maximum reach or altering strategy to attract the right kind of audience.

4.3 Long March

The Long march on 14th January 2013 by Tahir ul Qadri is an example of how the digital media can be used to trigger public support. The Long march was called to challenge the status quo of the political scenario in the country albeit the (secret) deal of the largest two parties over the upcoming elections of 2013 and the rampant corruption in the country. The long march was preceded by grand home coming of president of Pakistan-Awami-Tehreek which was the biggest paid political campaign in the history of Pakistan. A multitude of medium was chosen to mobilize public from all strata. On 25th December 2012 at Minar-e-Pakistan the PAT leader gave the ultimatum to for electoral reforms, to end government backed corruption and to announce the next general elections in free and fair manner. Millions of people converged at Minar-e-Pakistan. PAT and allied subsidiaries made maximum usage of the social media and kept the citizens engaged. Billions of rupees were spent just on TV commercials during the prime time hours. Facebook fan pages twitter feeds provided up to minute updates on the PAT leader and the progress of the Long March. This was closely followed by thousands of educated Pakistanis who were hoping for change.

Thus the public reaction was similar to the Arab spring witnessed couple of years ago in which the internet played pivotal role, so much so that Egypt had to block the

access to the internet in order to cut off the protesters. However, the Long March was non violent and ended in a peaceful manner.

4.4 Shahzeb Khan Murder Case

Shahzeb Khan, a 20 year old university student was driving through the streets of Karachi, in the wee hours of 25th December morning in a blue Suzuki Swift, an early birthday present from his parents.

He was on his way home after hours spent celebrating his elder sister's wedding. At about 2:45 a.m., a car pulled alongside him and his neighbours with whom he had a scuffle earlier on shot him dead. The police say it was an act of revenge resulting from the earlier brawl which started when his neighbour's servant made an inappropriate comment about his sister when she returned home after her wedding. Hand to hand combat ensued which was later assumed to be settled when Shahzeb's father a police officer intervened.

The culprits belonged to influential families of Sindh and were absconding after the heinous crime. It was Shahzeb's friends and relatives who started a social media campaign which later evolved to a digital media campaign. The outcome was more than positive. News channels and papers picked up the story and started giving details on this gory act. A Facebook fan page more than 113000 likes by the following Monday. The waves that digital media created made the Supreme Court of Pakistan take suo moto notice. The Chief Justice of Pakistan had given stern warning, which ultimately lead to the arrest of SirajTalpur and the notorious Shahrukh who absconded to UAE with the connivance of police.

4.5 Political Parties on Facebook

Political activism like in many parts of the world has reached Pakistan. Today among several non official fan pages each political party has an official page which is administered very professionally. The administrators keep their fans regularly updated and engaged. Political statements, events news, press conferences are all uploaded in real time. The day when fans will be able to enjoy live video being streamed onto their devices is not far.

PTI

One of the most proactive parties on Facebook is Pakistan Tehreek-e-Insaf of Pakistan Movement for Justice. Founded by the famous cricketer Imran Khan the party has spent almost 18 years to come into the limelight. Today it is making full usage of web 2.0 technologies to maximize exposure on the digital media. Complete coverage of events is available on youtube.com and facebook.com, while tweets are sent out usual intervals.



Figure 15 Pakistan Tehreek-e-Insaf Facebook Fan page Screen Shot 1



Figure 16 Pakistan Tehreek-e-Insaf Facebook Fan page Screen Shot 2

The screen shots above show the next planned event on Pakistan day (23rd March) at Minar e Pakistan where Lahore Resolution was tabled.

Another screen shot (below) shows an album of photographs of a recent gathering titled Naya Pakistan or New Pakistan. This album is liked by more than 2500 people, which means that the exposure this event has received is exponential.



Figure 17 Pakistan Tehreek-e-Insaf Facebook Fan page Screen Shot 3

MQM

Sequence of screen shots on the following pages show activism of MQM 2nd largest party in Sindh and the 3rd largest party in Pakistan. The cover page shows an event planned for 18th March 2013. Below the cover page are updates both in English and native language Urdu to reach out maximum audience. Further below are pictures from the founding day commutation.



Figure 18 Muttahida Quami Movement Facebook Fanpage combined screenshots

Chapter Five: Critical Debate and Analysis

5.0 How teenagers consume media

In their research report published in July 2009 Wood, Edward H., Wellington, Patrick, Rossi, Julien came to the conclusion that the way how teenagers consume media is changing as technology has advanced.

The study showed a shift from electronic media to digital media primarily due to the evolution of technology. This evolution is referred to as “converged media” where the TV, Internet, Telephone is converged to one device. Further findings reveal that among teenagers, the average time spent on TV is reducing, while listening to radio is almost nonexistent. This is due to the alternate available such as video on demand, popular video sharing websites like YouTube, etc. They are able to access their favorite programs online. Another reason why they are spending less time watching TV is advertisements. On an average, a program of 1 hour time slot will contain 18 minutes of advertisement. This is annoying, especially when there are alternates available. Similarly reading of newspapers in general and directories in particular is no longer witnessed. This is due to changing trends, where news is summarized in the form of TV news bulletin and Internet feeds. Likewise if they need to find any service provider such as laundry, florist etc, they would rather look it up in search engine Google than buying hefty directories.

For the marketer of today, the importance of converged media is immense. At the same time the battle to successfully deliver a campaign will be more difficult with the passage of time.

5.1 Digital Marketing

The digital revolution has changed the world. It has changed the way we conduct business, the way governments work, the way we market our products, interact socially or live.

One of the larger segments that have been transformed by this digital revolution has been Marketing and Advertising. The digital revolution has shaken marketing to its core

with consumers being offered with greater price transparency and often even the chance to dictate price. (Wind, Jerry and Mahajan, Vijay, Digital Marketing, 2002)

Never before had the sellers had such opportunity to dictate the prices. Online auction site like ebay.com, priceline.com allow customers to offer prices against which they are willing to buy products and services. These prices can be at premium for the convenience and customization the desire. This has resulted in cross border/ international sales. The internet has played a role in creating a truly global trade, which lead to a change from brick and mortar offices to click and mortar offices which was followed by the fortune 500 companies. Web presence was not just a fad, rather it became a tool to drive business from the web to the physical office. Some organization with online only presence were give tough competition to the physically present and well established companies like Barnes and Noble faced challenges from Amazon.com. Companies like Merrill Lynch were forced to reinvent their business strategies in wake of successes like charlesschwab.com, etrade, ameritrade etc.

The internet enabled manufacturers sell directly to consumers in addition to the retailers (B2B and B2C model). This meant changes in existing supply chain model. Where these companies didn't have their own supply chain system, they integrated UPS and FedEx to fit in their physical distribution network.

5.2 Youth and digital media: From credibility to Information Quality

The way people relate to internet has changed over the years. With greater access to internet, the interaction of society has changed. This includes parents, children, teachers, businesses, law and policy makers, politicians etc. This research is particularly aimed at students making use of their search skills when online; however the research is limited to the following contexts. Academic context, a set of patterns associated with school and homework; Personal context, a set of patterns associated with time alone Social context, a set of patterns associated with places and spaces of socializing and peer interaction.

The study showed that younger generation is using search engines far more often than a couple of years ago. Their focus during search is on the keywords that yield specific results rather than the quality of material generated. In this aspect web 2.0 services such as Wikipedia the free online encyclopedia has risen to provide information to the searchers. (As the content is user generated, i.e. uploaded by people like us there stands a gap between the contexts, partiality, authenticity of information provided.)

Further ahead the study showed how other services in web 2.0 are engaging searchers like youtube.com for visual searches.

The time to halt search depends on several factors which include boredom, time limitation, accomplishing the desired task, etc.

The access to search as well as the methodology/ strategy to search varies based on gender, socio economic background and circle of friends and to some extent, age, race and ethnicity. However these were not fully explored.

That youth has no predetermined behavior for searching. A person may begin searching in a new manner every time.

When youths search they are more inclined towards the visual and interactive elements which a number of studies suggest. It should be observed that youth see graphic and multimedia not just as indicators of over quality but also as information objects which are open to quality judgments.

The purpose of search will define how a youth looks for information. He has different motivational levels and approaches when searching for academics as opposed to something personal.

A significant portion of content creation takes place within the personal and social context of a young person's life while using social networking, wikis, blogs and self-authoring sites.

Youths acquire a number of skills as when they create and disseminate content on Internet. Such practices allow these skills to be honed in navigating the information environment and making judgments about information quality. Online space helps youth to develop language and writing skills, as well as social and collaborative skills.

Youth acquired search, evaluation, and creation behaviors in personal, social and academic contexts. Youth learn from engaging with games, creative activities, and virtual communities in personal and social contexts. These shape young users' social experience of the Internet as well as their notions of information quality.

Trial and error is often the best way to search, which leads to refining search queries.

Ethnographic research suggest that virtual communities create norms for technology use and participation, which in turn shape young users' social experience of the Internet and their ideas about information quality.

5.3 Why do we want to interact with electronic billboards in public space?

For ages marketers have wondered on method to connect the buyers. Understanding how the human mind works leading to the decision making process (final purchase). Among many innovative approaches is the creation of interactive electronic billboards in public spaces. While the study of Michelis, Daniel and Meckel, Miriam outline technical aspects of interactive electronic billboards, it is now evident that interactive billboards influence consumers' behavior leading to sales.

Chapter Six: Conclusion and Recommendations

6.0 Conclusion

Digital Media is a very vast field, we have different types and forms of digital media, but this research was limited to the digital marketing the aspects and its importance in Pakistan and how it works. There are many brands which are working on digital media to reach their target audience, but people are usually unaware of these marketing tactics these days. Digital media provides brands to deliver message direct to their target audience and have interactive communications which is not possible in case of print or electronic media. Digital media is cheaper as compared to analog media it is considered that digital media is 80% cheaper than electronic media. It provides almost everything online, e.g. you can purchase your banners, billboards etc online and place it online and even pay for same online. You don't need to go to anywhere; this is far easy and convenient as compared to the traditional media. Even the traditional marketers are taking help of digital media to keep in touch with the audience as well as to promote their programs/contents, but unfortunately still digital media in Pakistan takes only 6% to 9% market share in terms of marketing as compared to other media, but like other developing countries. In future it is anticipated that the percentage will reverse as people are adopting digital media instead of electronic media. In other words the audience is shifting from TV, newspapers to internet, iPads, and cellphones.

6.1 Recommendations

The flaws of digital media in Pakistan are that there is no tracking system of your advertisement in digital media by which a person (brand manager) can check what you are marketing for, you are not sure that such ad is there and working fine, but in case of TV and now even on radio tracking is there to have a cross check of each and every spot and to calculate and check the competitors in the market and such tracking companies also use digital software for their tracking commonly known as "Third party tracking". It is highly recommend having a proper tracking of digital media/marketing as other mediums have, to have more focus on the target audience which ultimately helps in reaching your target. The second biggest flaw which the digital media in Pakistan is facing is the low internet speed. The internet speed is too slow in Pakistan as compared to neighboring countries which causes a huge impact on digital media as people will not go through ad as it takes a lot of time to download

the same this is specially for the case of rich overlay ads people even don't want such ad to download completely they just click on the close button. Although the rich overlay ads are very creative, yet due to the slow internet speed they are unable to get the audience attention. There are several marketers who are still unaware of the internet potential in the Pakistan as they prefer manual methods instead of taking help of digital. We need to educate the importance of digital media in Pakistan, so much so that there is very less research work on digital media in Pakistan as compared to other countries because of the ignorance of digital media in Pakistan. There are many frauds in digital media too, but Pakistan name is usually in blacklisted sites because people feel unsecure in doing business with Pakistan for example, ebay.com is one of the largest trading site, but most of the suppliers will not send any product to Pakistan because of the fraud and scams. It is also highly recommended to create awareness as well as fill the flaws and solve the issues which digital media is facing in Pakistan otherwise our country will continue to lag.

References

Herani, Gobind M., Rajar, Allah Wasayo, Zaman, Noor and Alam, Adnan, (2007), *Knowledge Transformation and Economic Development: The Role of Digital Technology- An Analysis*, MPRA Paper, University Library of Munich, Germany, <http://EconPapers.repec.org/RePEc:pra:mpapa:5575>.

Arnold, Josie, (2012), Teaching and Learning about Writing in the Digital Media Culture: A Subjective Academic Narrative, *International Journal of Asian Social Science*, 2, issue 6, p. 950-960, <http://EconPapers.repec.org/RePEc:asi:ijoass:2012:p:950-960>.

Wind, Jerry and Mahajan, Vijay, (2002), Digital Marketing, *Symphony. Emerging Issues in Management*, issue 1 Market-Space Management, number 4, <http://EconPapers.repec.org/RePEc:sym:journl:19:y:2002:i:1>.

<http://en.wikipedia.org/>

