

DIGITAL MEDIA AND MARKET



Digital Media and Marketing

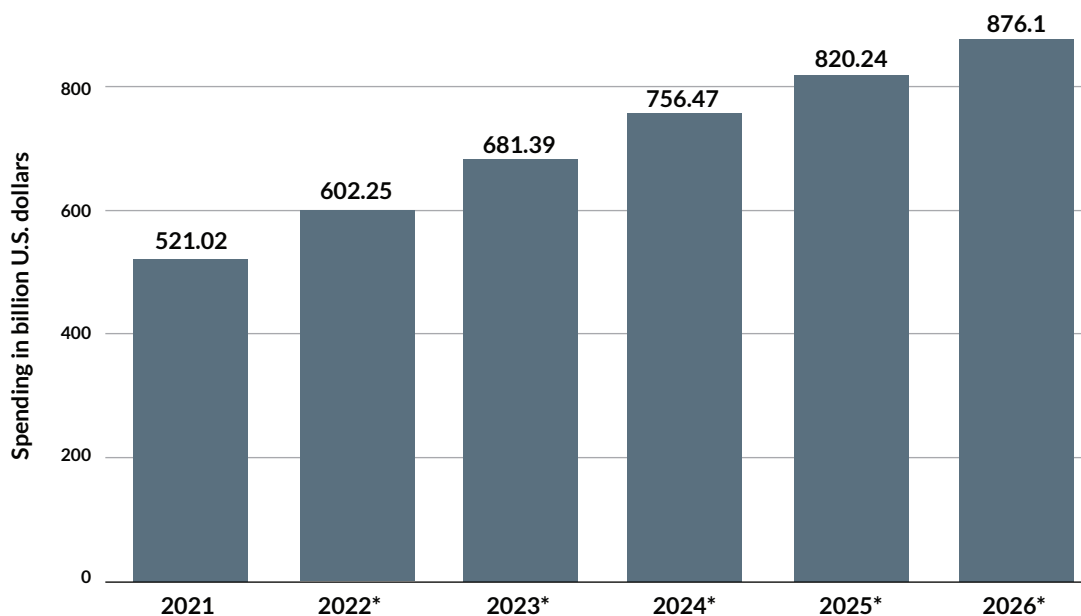
With the communication arena getting more diverse than ever, digital media is growing to become one of the fastest methods to disseminate technology and ideas to the masses. Whether it's a politician who has to sell his agenda or any industry that wants to make itself more palatable to the masses, digital media is everyone's weapon of choice.

Technological advances have paved the way for digital media to have a major influence on the creation and curation of relationships between brands and their customers. The identity of the brand though is ever evolving with the brand in question anything from a service to an actual person.



Global Outlook of the Market

The digital media market which was worth \$294 billion in 2021 is expected to grow upwards to \$447 billion by 2026.¹ As for the global advertising market, it reached a value of around \$590.3 billion in 2021 with expectations to reach \$792.7 billion in 2027.²

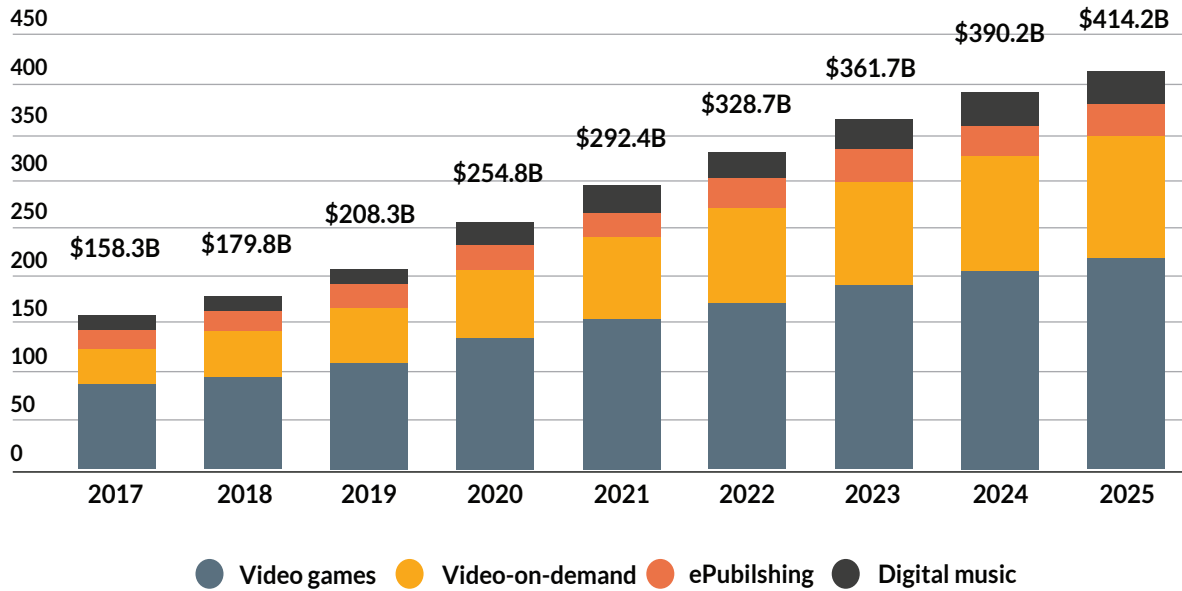


¹<https://www.prnewswire.com/news-releases/worldwide-digital-media-market-projected-to-reach-331-billion-in-2022-301463533.html>

²<https://www.imarcgroup.com/global-advertising-market>

³<https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>

Revenue in the digital media market, from 2017 to 2020 (in billion U.S. dollars)⁴



If we look at a regional distribution, the U.S. will be the biggest market for digital media in 2022 and will still be by 2027. This sector generated revenues of over US\$110.3 billion in 2022. With a CAGR of 7.4%, the market is expected to exceed revenues of US\$157.7 billion by 2027. China comes in second with a market volume of US\$81.8 billion in 2022, followed by Europe.⁵



⁴<https://www.tvtechnology.com/news/digital-media-revenue-to-surpass-dollar292b-in-2021-report-finds>

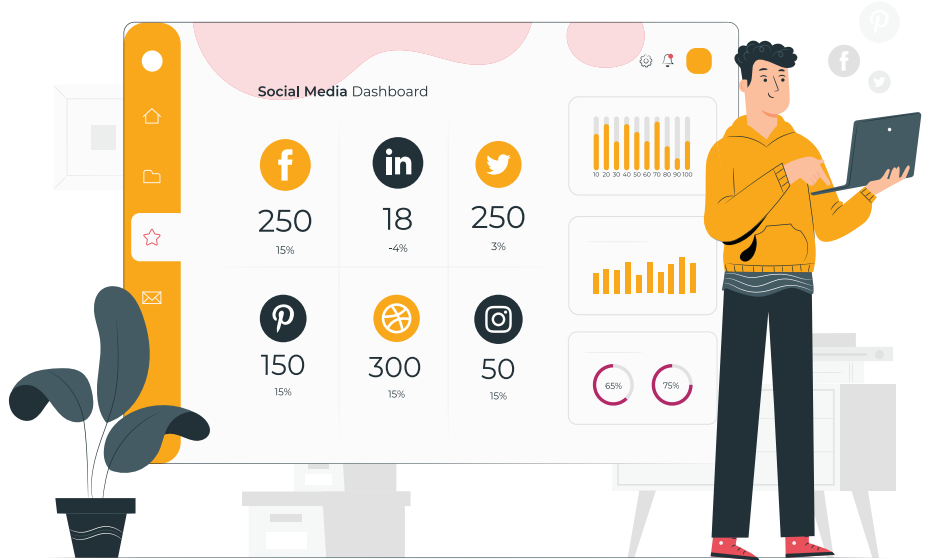
⁵<https://www.statista.com/study/44526/digital-media-report/#:~:text=In%20the%20U.S.%20market%2C%20revenues,US%2481.8%20billion%20in%202022.>

What is driving forth growth in the market?

As a result of lockdowns imposed during the pandemic, millions of people all over the globe took to working from home resulting in a huge bump in online traffic. The increase in online presence gave companies a perfect chance to push more and more digital marketing initiatives. Though the pandemic caused a decline in spending due to budget cuts during the lockdown, advertisers realized higher returns on their advertisements owing to lower competition for advertising space.

Clicks and displays continued to be the most prominent form of digital marketing initiatives. While they were the more expensive option, they provided a better return on investment.

The global advertising agency industry's growth will be bolstered by the increasing number of new businesses especially smaller ones that are going to advertise at higher levels than the businesses that are being replaced due to the economic downturn. The growth will also be contributed to by new economy advertisers that are seeking growth and are being funded by venture money.



Key Players in the Market

Major players in the digital advertising market include Facebook, Alibaba, Amazon, Google Ads, Baidu, Tencent, Microsoft, Verizon, Twitter, and Sina.

Digital Media Unicorns⁶

Name	Valuation	Country
Doctolib	\$1.14 billion	France
Epidemic Sounds	\$1.04 billion	Sweden
Hotmart	\$1.00 billion	Netherlands
InMobi	\$1.00 billion	India
Kuaikan Manhua	\$1.25 billion	China



Social Media Unicorns⁷

Name	Valuation	Country
Reddit	\$10 billion	United States
Meesho	\$4.90 billion	India
ShareChat	\$3.70 billion	India
DailyHunt	\$3.10 billion	India
Quora	\$2.00 billion	United States

⁶<https://www.failory.com/startups/digital-media-unicorns>

⁷<https://www.failory.com/startups/social-media-unicorns>

Marketing Unicorns⁸

Name	Valuation	Country
Klaviyo	\$9.20 billion	United States
6thSense	\$5.20 billion	United States
Vuori	\$4.0 billion	United States
Yello Mobile	\$4.0 billion	South Korea
Iterable	\$2.0 billion	United States

Ushering in a New Era with Mar Tech/AdTech

The amalgamation of marketing and technology has ushered in a new era for marketing tools that harness technology to achieve marketing goals. MarTech puts a priority on system integration so companies can see how integrated all of their platforms are and how they can enhance customer experiences when everything begins to communicate with each other.

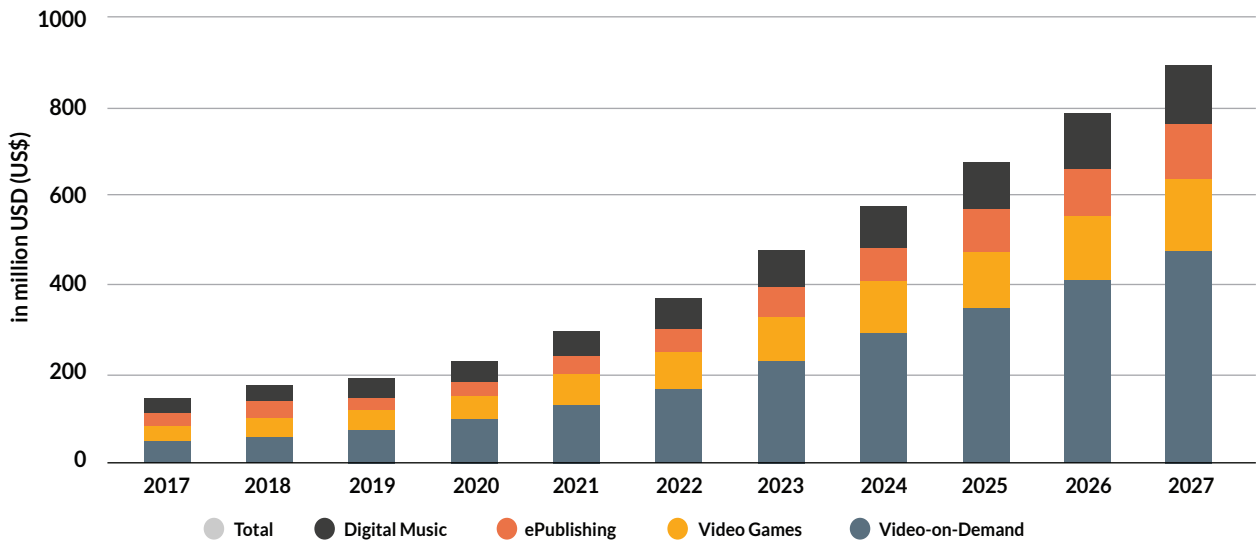
Adoption of such tools has become so increasingly popular these days that the global MarTech market was valued at around \$345 billion in 2021 with over 9900 MarTech solutions available worldwide.



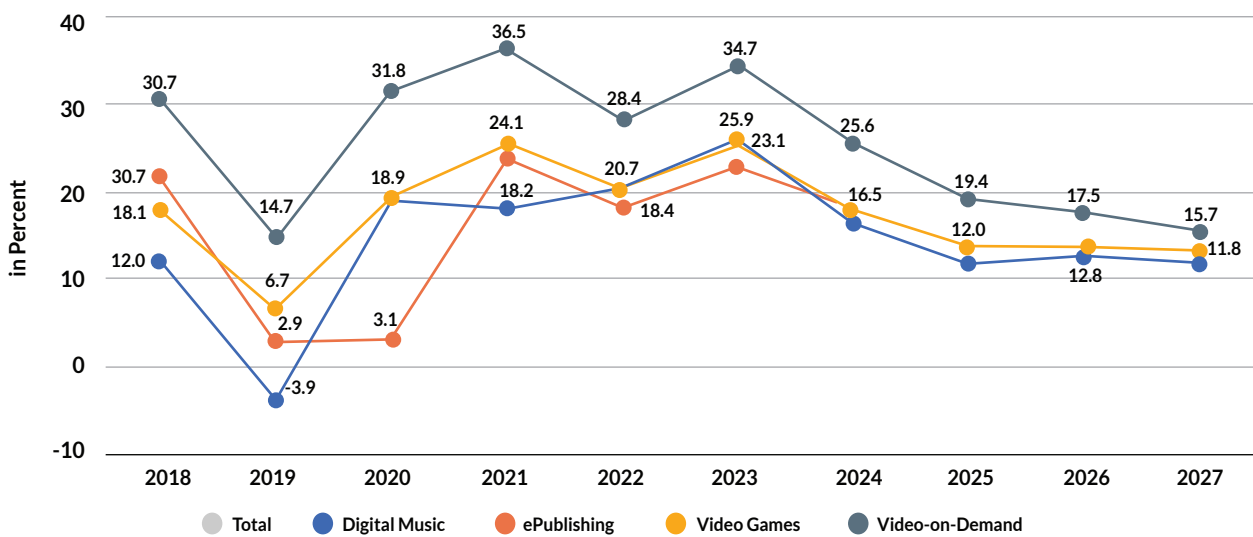
⁸<https://www.failory.com/startups/marketing-unicorns>

Zooming in on Pakistan

Pakistan’s digital media community has been growing at a rapid pace with over 82.90 million internet users in the country in January 2022. The same report also found that there were 71.70 million social media users in the country, which makes up for 31.5% of the total population in Pakistan as of January 2022.^{9 10}



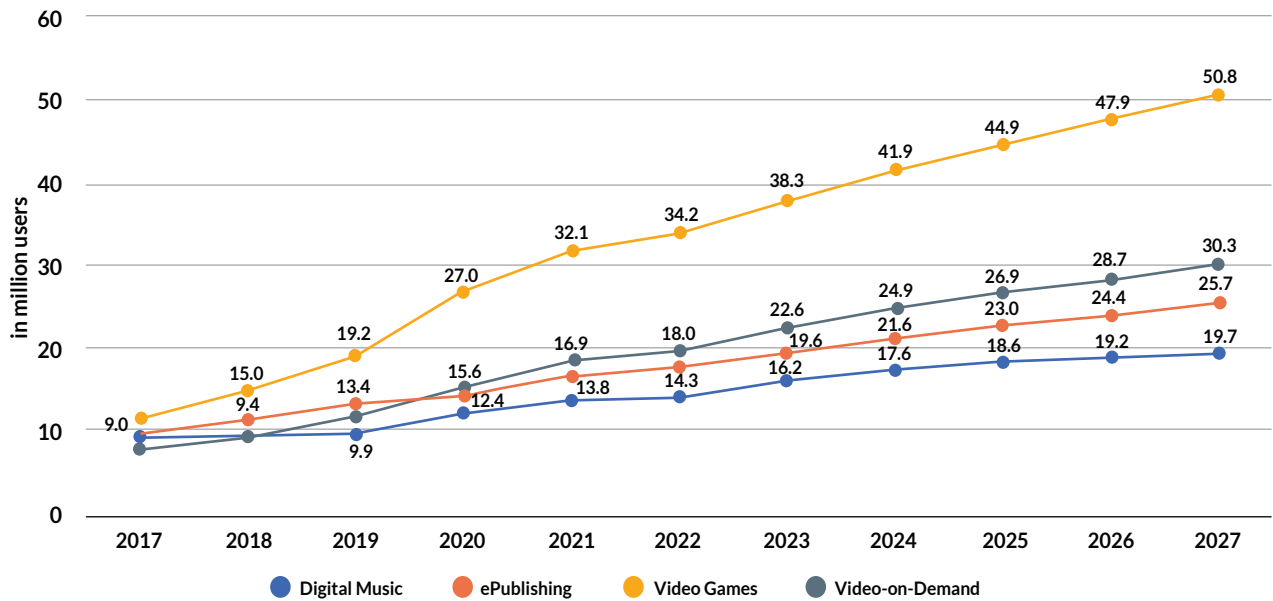
Much like the rest of the world, the growth of the digital media industry in Pakistan was driven forth by the increasing access to mobile internet and the growing number of streaming devices. The pandemic played a part too with stay-at-home orders speeding up the digitization process for most industries all over the globe.¹¹



⁹<https://datareportal.com/reports/digital-2022-pakistan>

¹⁰<https://www.statista.com/outlook/dmo/digital-media/pakistan#revenue>

¹¹<https://www.statista.com/outlook/dmo/digital-media/pakistan#revenue>



According to data published by the advertising sources of numerous companies mentioned below and compiled by datareportal.com, as of January 2022 Pakistan had the following number of users on each platform.¹³



The media landscape in Pakistan has evolved and grown over the years creating a stronghold on the masses. What started as a country will all of its focus on broadcast media to the brands and politicians using every platform from print media to social media to get their message across.

If we look at the advertising landscape, advertisers in Pakistan spent Rs.34 billion on TV advertisements in FY 2020-21. In comparison, they only spent Rs.18.6 billion on digital media in the same period. The same report also found that Pakistan’s media industry’s total ad spend increased 29 percent from Rs58.6 billion in FY 2019-2020 to Rs75.64 billion in 2020-21.

TV continued to be the most preferred platform for advertisers with digital and print media following behind. GEO Group and ARY Group’s news and entertainment channels ranked among the top five choices for advertisers while on the digital front Facebook remained on top followed by Google and YouTube. Jang Group got the highest share of print media advertising followed by Dawn and Daily Express.

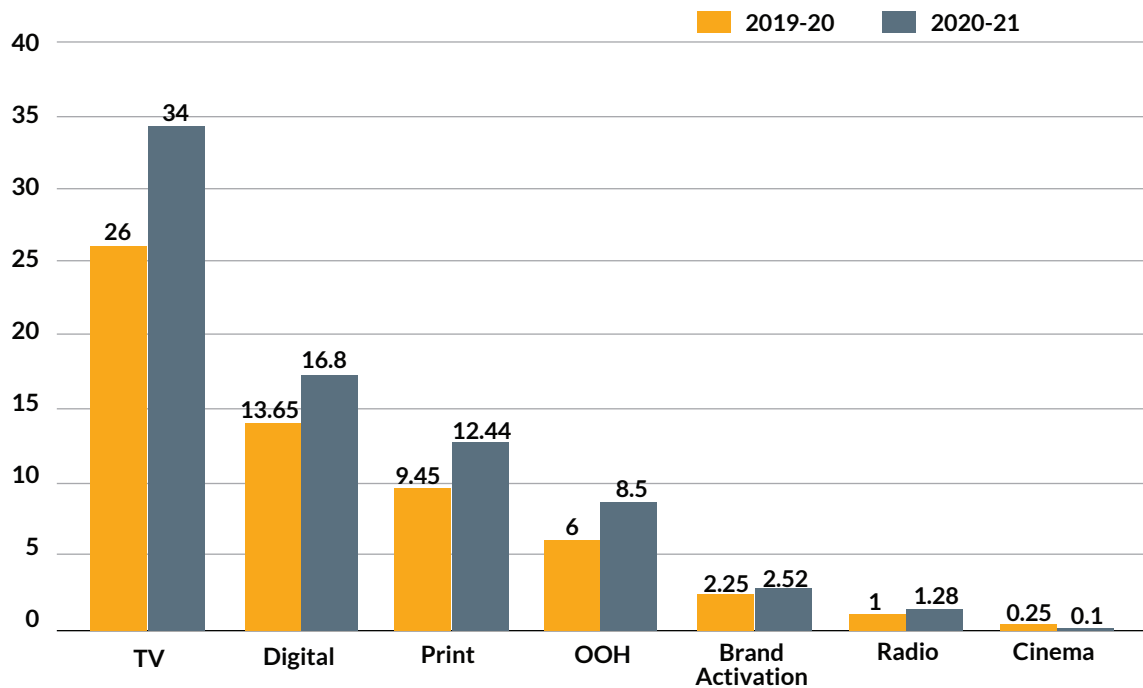
This was on the advertising front but who was buying up all this advertising space? The Government of Pakistan along with provincial governments brought up the most space in FY 2020-21 while on the private front FMCGs led the way.¹⁴

¹²<https://www.statista.com/outlook/dmo/digital-media/pakistan#users>

¹³<https://datareportal.com/reports/digital-2022-pakistan>

¹⁴<https://profit.pakistantoday.com.pk/2022/01/12/advertisers-spend-on-tv-digital-media-lags-behind/>

Total Advertising Revenue Per Medium¹⁵ Two-Year Comparison (in billions) FY 2019-20 and 2020-21



To leverage the digital landscape, the Digital Media Wing of Pakistan partnered up with the United Nations Development Program to launch the Digital Media Development Programme.

The program was designed to bring students, the digital media industry, and the government of Pakistan together by bridging the gap between all three. The first batch of the program saw 100 interns being placed at federal ministries and departments for the enhancement of their digital skills.

The program initiated partnerships with some of the world’s leading social media organisations including Facebook.

YouTube and Twitter. Experts from these organisations were also roped in to provide workshops to the selected interns. The all-inclusive plan also included the interns giving seminars in their respective educational institutions to maximise the reach of this program.¹⁶

With digital usage amping up in the country, organisations like Media Matters for Democracy (MMFD) ensure that the digital rights of citizens are protected. MMFD is a not-for-profit geared towards digital rights advocacy and works for innovation in media and journalism through the use of technology and research.¹⁷

¹⁶<https://www.undp.org/pakistan/press-releases/government-pakistan-and-undp-launches-digital-media-development-programme-youth-skills-development>

¹⁷<https://digitalrightsmonitor.pk/>

Digital Media Marketing	Bramerz.pk, ExpoBird, Stratagem Ventures, Additals, Digibulls, Buzz Interactive, ArtXPro, Createch Solutions, Stocktoc, Digital Otters, Digital EggHeads, Ishtehari, Graphiters, Plan Z, KrakTech, SkyQuest, KaamLab, SEOhub, BrandRepublic, Redoya. EastRiver Technologies, Jack of Digital, AlphaVentures, Digitz Digitas, Redoya, Digitors, BoundlessTechnologies, Adaxiom, Brandverse, Pixelon Studios, OraxTech, One6One, Limecom, IAL Saatchi and Saatchi
MarTech	Social Champ, ConsoliAds, ezWifi, ScreenIT, PerkUp
Video Streaming	Rinstra, TapMad, Daraz, Tamasha, UrduFlix, DiscoverPakistan, Dara, GoonjTV, HumTV, HarPalGeo, ARYZap, JazzStream, ZedFlix, StarzPlay
Music Streaming and Podcasts	Patari,LYSTN, HappyChirp, The Pakistani Experience, Moroo Podcast, Mosiki Podcast, Pak-Cord, Radio Pakistan Podcast, Junaid Akram’s Podcast, Thought Behind Things, The Pakistan Pivot, Pakistonomy, Crickellectuals, How to Pakistan,
Digital Publications	The Centrum Media, ProPakistani, TheCurrent, TechJuice, Mangobaaz, Parhlo, Dawn, Express Tribune, Samaa, Digital Rights Monitor, Associated Press of Pakistan, Runway Pakistan, Profit by Pakistan Today
Media Buying and Advertising	Creative Junction, Midas Communication, Channel 7 Communications, Orient Advertising, Millimeter Group, Premier Media, SV Advertising, Blitz



⁷<https://thenexttrex.pk/>

⁸<https://cybersynctech.com/about/>

bramerz

Bramerz

Established in 2006, Bramerz is considered to be one of the leading digital agencies in Pakistan. With a team of 100+ employees, the company is led by founders coming with diverse backgrounds from companies such as Google, Facebook, Twitter, ASUS, Red Bull, etc. They work with brands to transform user experiences into digital experiences. Their expertise lies in the areas of Digital Strategy, Creative, Search Engines, Media, PR and Technology. They have won multiple awards for their work including the 2013 PAS Award in the Best in Digital category, the 2014 PASHA ICT Award for Best in Gender Diversity category, and the 2015 and 2017 PASHA ICT AWARDS for the Best in Social Media category amongst others. Their notable projects include managing the whole digital experience for the inaugural season of the Pakistan Super League, creating the MCB Arif Habib digital experience, and deploying Nescafe Basement music platform. Other notable clients include Coca-Cola, Pepsi, Nestle, Samsung, Dell, Zong4G, Google, Unilever, Carrefour, Dulux, PTCL, Packages, Shaukat Khanum, Orient, and Telenor.¹⁸



Digital Eggheads

Digital Eggheads prides itself on being an agency for the digital age. They create digital experiences paired with great design sense and strategies to help aspiring businesses succeed. Their range of services includes targeted advertisements, Search Engine Optimization, Planning and Consultancy, Digital Marketing Training, and Community Management. With over 60 clients, they have created hundreds of digital strategies and over 50 websites. They have also branched out into a digital marketing training branch with a program called Digital Ninja. The Digital Ninja program has trained over 200

participants. They have worked with clients from numerous different industries including eateries (Kaybees, Rochester, Burridos, AllSpice, Baklava, etc.), Educational institutions (TMUC, Masterclass Pakistan, IBA Faculty of Computer Science, CDP, etc.), Tech Startups (Foree, SmartChoice, Laptop Doctor, DigiStor, SportsVision, etc.), Retail Brands (FHS, Snug, Zamzama Mall, Element Jeans, Shandaar BUY, etc.), Non-Profits (Bait-ul-Sukoon Cancer Hospital, ComfortAid International, SEED Pakistan, etc.), Industrial Clients (AghaSteel Industries, Faysal Funds, labelforce), Travel (Argus Holidays, Chutti Planner, Fly Cab, Travelex, etc.)¹⁹

¹⁸<https://bramerz.pk/>

¹⁹<https://digitaleggheads.com/>



Social Champ

Social Champ is a social media management tool that allows businesses to use one tool to schedule their posts, engage with the community, organise incoming messages, improve ROI, automate content creation and measure performance. With over 49% of marketers using social media automation tools to keep up with ever-evolving technology, Social Champ provides an all-in-one tool to take care of all social media needs. The company has over 6000 users and has created a cumulative of more than 50 million posts for them. They have been bestowed with a myriad of awards and their product is being used by local and global players alike including Deloitte, London School of Economics, Swarovski, and SKY amongst others. Social Champ has also raised funding of \$100,000 in 2019 through the Wadi Accelerator and recently participated in Tech Stars 2022 and got \$120,000.²⁰



Brandverse

Brandverse creates rich, immersive, omnichannel ready, brand-safe product content, purpose-built and future-proofed for digitally-enabled commerce businesses and their supply chains. They have worked with numerous brands over the years including Careem, Foodpanda, Airlift, Metro, HOB0, AK Galleria, Converse, and Zellbury to name a few. Brandverse handles the entire process of creating, managing, and distributing your digital-ready product information. The brand raised funding in December 2021. The multimillion-dollar seed round was raised in parallel to the company launching an app for local businesses to open a digital store called Chikoo.²¹



²⁰<https://www.socialchamp.io/>

²¹<https://www.techinasia.com/pakistan-ecommerce-enabler-brandverse-bags-multimillion-dollar-seed-money>

tapmad^{TV}

TapMad

TapMad is Pakistan's Leading OTT Media Platform with over 5 million monthly users. The company raised an undisclosed amount of funding in a Series A round in 2018 before going on to raise \$4 million in 2020 after being valued for more than \$20 million. This round of funding kickstarted the platform's section for original content streaming. Revered for its streaming of matches like the PSL, the platform recently acquired the streaming rights for England's Hundred Live match.²²



ConsoliAds

ConsoliAds

ConsoliAds is a one-stop platform that focuses on growing mobile apps into an optimal scalable business. Their ad mediation platform caters to revenue growth by offering singular mobile app monetization opportunities. Their powerful Ad Network alongside enables you to acquire quality users at convenience. ConsoliAds has integrated over 15K games and apps through its platform generating over 3.5 billion views. They are currently in the beta-testing phase of their Immersive Ads platform where they offer brands the chance to advertise in the Metaverse. The company raised a \$1 million Series A funding round in 2019 led by 47 Ventures.²³



DIGITZ DIGITAS

Digitz Digitas



Digitz Digitas is a full-service digital media and technology company focused on delivering end-to-end marketing solutions to brands and companies across the globe. They are a crew of digital enthusiasts who specialise in digital strategy, social media management, content creation, web & mobile development, creative execution, SEO/SEM, media planning, influencer marketing, i-video, and all the other digital services the world is yet to see. They have worked on some very interesting campaigns for their client including No Chutti by UNICEF, Conquer the Wild campaign by Toyota, NFC Mobile Ordering by Magnum, and Coke Studio Season 12's complete digital campaign.²⁴

²²<https://a-sports.tv/tapmad-acquires-live-streaming-rights-for-the-hundred-2022/>

²³<https://consoliads.com/>

²⁴<https://digitz-digitas.com/>

ezWifi

ezWifi is an AdTech startup that helps businesses earn money by providing WiFi services to their customers. The startup recently raised a six-figure US dollar investment in pre-seed funding. The startup works by providing brick-and-mortar business establishments such as cafes and restaurants the chance to make money through WiFi. While the hardware required for this operation is provided by and paid for by the startup as are the back-end subscription charges, the company itself makes money by running digital ads on the ezWifi interface. The company has currently signed up more than 115 business outlets including international brands like The Coffee Bean and Second Cup. Their other notable clients include Unilever, Jaz, L'Oréal etc. ²⁵



PATARI

Patari



Patari is a Pakistani audio streaming service founded in February 2015. It is a one-stop platform for Pakistani music ranging from; classics to pop, rock, drama and films OSTs, podcasts and literature along with religious and regional content. It is a dedicated online medium that showcases old favourites and new discoveries from Pakistan's vibrant music scene. It enables users to search through an extensive library, with a search engine built specifically to deal with how people spell Urdu in English script via a beautiful interface. Patari received \$200,000 in seed funding in 2016. ²⁶



The Centrum Media

The Centrum Media (TCM) is Pakistan's first all-digital, independent news network. TCM was formed by a group of multi-talented video journalists and filmmakers living and working within Pakistan. Tired of the way the mainstream news in Pakistan covers certain stories, they decided to make use of our diverse international experience and create a new way of telling the news. The TCM team reports on important social and political stories, highlighting the human voices at the centre. Known for its access, TCM brings unseen and untold stories to their audiences. Since its launch at the beginning of January 2017, TCM has produced over 3000 videos with 450 million total views and a monthly reach of 25 million. This rapid growth places TCM as a premier online platform for information and news in Pakistan. ²⁷

²⁵<https://ezwi.fi/>

²⁶<https://patari.pk/>

²⁷<https://thecentrummedia.com/>



IAL Saatchi and Saatchi

International Advertising Ltd was founded as the in-house agency of Pakistan International Airways in 1966. Four years later, the agency was operating as an independent unit with a growing client roster. In 1989, the agency became affiliated with Saatchi and Saatchi (one of the first in Pakistan to get an international affiliation) and became part of a global network of 114 offices. Saatchi and Saatchi later became a part of the Publicis Groupe, the world's third largest communications company. They believe that while campaigns are perishable, ideas have a life of their own. They have worked with some of the most notable brands in the country creating award-winning campaigns for them, from TVCs to complete brand relaunches.²⁸



Rinstra Technologies

RINTRA is Pakistan's first short-form digital media platform for on-demand streaming and for creation of user generated original content on iRinstra. Launched by DICE foundation, the platform is Pakistan's first user-generated platform. They also commission content from famous artists. The platform was started with an initial seed money of \$500,000 with the funding amount coming in from American Pakistani diaspora. As of January 2021, Rinstra was valued at \$20 million and was seeking a Series A investment.²⁹



MangoBaaz

MangoBaaz is an internet media company that was incubated at Punjab Information Technology Board's startup accelerator program. It began operations as a social news and entertainment company with a focus on digital media in 2014. They raised a seed round of \$115K in 2016.³⁰

²⁸<https://ialsaatchi.com/>

²⁹<https://profit.pakistantoday.com.pk/2021/01/28/valued-at-20m-rinstra-seeks-series-a-funding-worth-2m/>

³⁰<https://www.mangobaaz.com/>



Blitz

Blitz is an advertising agency that creates content that connects, engages and energises. Blitz has partnered with Spark, one of the Publicis Group companies, to form Spark Pakistan. As a full-service media agency, Spark offers a complete suite of services from strategic planning to investment to real-time analytics geared toward creating better value without compromising on creativity.³¹



Tamasha

A Jazz offering, Tamasha is a mobile application where you can watch your favourite movies, dramas, live sports, news, and entertainment TV channels on-the-go with convenience anywhere anytime. You can access live and video-on-demand content over Wi-Fi as well as your mobile data (3G/4G). You can also subscribe to pocket-friendly premium packages that allow access to exclusive TV channels, movies, and dramas.³²



propakistani

ProPakistani

ProPakistani is Pakistan's leading news company, bringing you the latest in business, tech, entrepreneurship, sports and entertainment. ProPakistani was founded in 2008 as an online blog for industry updates. Throughout the years they have consistently created and diversified consumer-centred content, and built an atmosphere of trust and credibility in the digital space. They have a wide digital reach of 15+ million monthly page views, 4+ million active monthly readers and 1.5+ million followers on social media. The company raised an undisclosed amount of funding through a Series A round in 2019.³³



East River Technologies

East River is a full-service digital agency with a myriad of awards under its belt. They have won the 2019 Effie Award for the David vs Goliath category, the 2019 Digi Award for the Best Digital Campaign as well as the Best Animation category. Some of their notable clients include Cadbury, Pakola, Oreo, Hilal, Interwood, Daraz, Tang, Butterfly, QMobile, Sabroso, Loreal Salon Expert, and Engro Foundation just to name a few.³⁴



²⁸<https://ialsaatchi.com/>

²⁹<https://profit.pakistantoday.com.pk/2021/01/28/valued-at-20m-rinstra-seeks-series-a-funding-worth-2m/>

³⁰<https://www.mangobaaz.com/>

ishtehari

Ishtehari

Ishtehari is a content agency that specialises in PR, content marketing, advertising, digital activations, and concept development. The agency won the Healthcare Marketing Impact Award for its Bright Star Family Planning campaign. Some of their notable clients include Unilever, Ensure, United Energy Pakistan, Munchies, Fanta, HBL, Johns Hopkins, Sensodyne, Khushali Microfinance Bank, Facebook, Cornetto, and Castrol amongst others.³⁵



Buzz Interactive

Buzz Interactive is a full-service digital marketing agency. They are a team of digital marketing experts that provide services that range from design and development to SEO, pay-per-click, content, etc. They are laser-focused on ROI and like to keep things transparent so clients know exactly where and how their money is being spent, whether that's with highly targeted search engine marketing, web development, or digital advertising. Their portfolio of clients includes McDonald's, Subway, Cinnabon, World Callm Jubilee Insurance, Habib University, Star Marketing, and Diamond Supreme Foam.³⁶



KaamLab

KaamLab is a digital marketing agency capable of digital branding, web design, and development, graphic design, SEO, pay-per-click, social media marketing, and much more to ensure that your business gets better leads in the digital world. Their clients include The City School, Hamdard University, SAGA Strategies, Beach Luxury Karachi, Avari Towers, Tanveer Rana Memorial Trust, and my Ethos market.³⁷



PlanZ

Plan Z is a digital marketing agency that has helped multiple brands with their growth plans. They have a team of over 150 developers and have been serving more than twenty thousand clients every year. They have won several awards for their work including the Top Digital Marketing Company award by GoodFirms and was recognized as one of the Top B2B companies of Pakistan by Clutch.³⁸

³⁵<https://ishtehari.com/v5/#>

³⁶<https://www.buzzinteractive.co/>

³⁷<https://www.kaamlab.com/>

³⁸<https://planzcreatives.com/>



artxpro.
Private Limited

ArtxPro

ArtX Pro is a leading full-service digital transformation company, that focuses on providing digital solutions for e-commerce, logistics, android, and iOS devices and works on cutting-edge solutions to branding and instinctive UI/UX. They are creative thinkers who have complete knowledge of how IT services and products are changing around the evolving world, and adapt them to our clients as soon as possible. Some of their notable clients include IBA, WWF, Forhans, Allied Group, Dabur, Suzuki, Walls, Unilever, Muller and Phipps amongst others.³⁹



Digital Otters

Digital Otters is a Digital Marketing, Web Development, and Design Agency. Their range of services includes Social Media Management, Web Design & Development, Search Engine Optimization, and Music Marketing. They have helped numerous artists publish their music on streaming platforms such as Spotify, YouTube, Deezer, Pandora, etc. Some of their notable projects include the E-Learning Network, Zaitoon Group, The Royal Trim, Pakistan International Airlines, Scentsation, etc. They have also represented musicians such as Abida Parveen and Rahat Fateh Ali Khan.⁴⁰



³⁹<https://artxpro.com/>

⁴⁰<https://www.digitalotters.com/>



ExpoBird

ExpoBird is a digital marketing company that provides all online marketing services. Their services include digital marketing, social media marketing, search engine optimization, web and app development, video production, animation, amazon services, and graphics and design. Their clients include Pepsi, Shell, WWF, Bahria Town, Orient, PortGrand, IBA, TCS, Oxford, and Haier.⁴¹



Redoya

REDOYA is a full-service digital marketing agency that's been purpose-built to help businesses thrive. They elevate your brand's presence with a custom digital marketing strategy and better engagements in various channels. They have over 240 clients and have delivered over 2000 projects. Their services include software development, Digital Marketing, and Search Engine Optimization.⁴²



UrduFlix

UrduFlix is Pakistan's first Urdu OTT platform. They provide premium original content as well as original Web Series, Short Films, Urdu Dramas, Turkish Dramas, Iranian Movies, Arabic Dramas, and Korean Dramas along with an ever-expanding content library of the highest standard. Content can also be downloaded so it can be watched later.⁴³



سب سے پیارا پاکستان

Discover Pakistan

Discover Pakistan is Pakistan's First Tourism HD Satellite TV. Their mission is the projection of natural beauty and developments in Pakistan. It is Pakistan's most watched infotainment satellite TV Channel. Discover Pakistan is setting new trends in the media industry of Pakistan by providing positive information through innovation and service of national Interest by mainstream media. The mission of the TV Channel is to promote Tourism and the soft image of Pakistan at home and to a global audience through various satellites, IPTV, and digital horizons.⁴⁴

⁴¹<https://www.expobird.com/>

⁴²<https://redoya.com/>

⁴³https://www.urduflix.com/?fbclid=IwAR1zxNcuUc5b3zbP2qXKnNKZU8w-guTOyBnicVDEAb53fp8ZCf5_nr8fAcU

⁴⁴<https://www.discoverpakistan.tv/?fbclid=IwAR1d36tqeRSM3KPZ4sHEiB-rabxQYOWMcNIDy7kQPxCi8M1MMcFKHyNJYO>



Thought Behind Things

TBT is Pakistan's fastest growing podcast show covering conversations around Art, Culture and Technology. With new episodes thrice a week, the podcast covers a host of topics from crypto to import bans on pet food.⁴⁵



The Pakistan Pivot

The Pakistan Pivot is a podcast that hosts experts, businessmen, politicians, and government officials and asks critical questions about Pakistan's current problems and future outlook. It covers topics such as CPEC; trade and investment hub; economic growth; regional connectivity, business and industry, climate change, population management, Pakistan's foreign policy, pandemic management, role of Pakistan in new age geo-politics, disinformation & hybrid warfare, and emerging technologies. The purpose of this podcast is to inform people about the current challenges and opportunities, affecting Pakistan's future.⁴⁶



Associated Press of Pakistan

Associated Press of Pakistan, aims at providing authentic news content through its multiple platforms within the shortest possible time, to the widest possible audience. The regular APP news service provides content in English and Urdu. It also has translation services for Arabic, Sindhi, Saraiki, Pashto, Balochi, and Brahvi languages. APP releases its news, photos and videos to regular subscribers through FTP. Its web portal and social media platforms provide select news for the masses.

With headquarters in Islamabad, APP has nine bureaus and seven stations. It has Foreign Correspondents in Washington, London, New Delhi and Beijing, besides a Stringer at the United Nations - New York. APP has around 400 editorial staff and over 100 Correspondents at the District and Tehsil levels. On average, the APP releases 30,000 stories per month in English and Urdu, 4500 in regional languages, and around 2000 photographs and video clips.⁴⁷



Creative Junction

Creative Junctions wants to revolutionise advertising and marketing by thinking outside the box. They aspire to transform the traditional ways of advertising and work alongside our valuable clients to ensure their business growth keeping in mind the quality of work. Their exclusive services include print and electronic media advertising, media buying and planning, marketing strategies, BTL advertising, digital advertising, animation etc. Some of their notable clients include CleanGreenPakistan, Changhong Ruba, Sayban Group, ACCA, DGPR, Virtual University, Iqra University, Abdul Samad Group, Bahria University, DHA Bahawalpur, FBR, HEC and The City School.⁴⁸

⁴⁵<https://www.facebook.com/thoughtbehindthings>

⁴⁶<https://podcasts.apple.com/kh/podcast/the-pakistan-pivot/id1594327930>

⁴⁷<https://www.app.com.pk/>

⁴⁸<https://creative-junction.com/>



Midas Communication

Midas Communications Pakistan is a full-service advertising and communications firm with substantial experience in the development and execution of print and electronic media campaigns for an array of clients in the public, corporate and development sectors. Their full-blooded service portfolio makes Midas Communications a one-stop-shop for the whole range of communications – spanning traditional media, new media, ambient media, non-media, and the third-screen. They have worked on numerous notable projects including documentaries for UNICEF, jingles for polio eradication, PSAs for voter registration, TVCs for Kamyab Pakistan etc.⁴⁹



Channel 7 Communications

Channel 7 has over 31 years of experience working with the best and biggest commercial and governmental clients throughout Pakistan and UAE. They have above 150 valued clients in different government and commercial sectors and their team consist of over 150 highly skilled employees across Pakistan and UAE.⁵⁰

Runway Pakistan

Runway Advertising Pakistan Pvt Ltd is a complete solution provider for all your marketing communications related requirements. The ultimate hub of infotainment - Runway is composed of all the key offerings - Monthly Print Magazine, Digital Magazine, Media Production, Creative Agency, PR Agency, and Marketing Consultancy , everything that a brand needs to be seen, heard and known!⁵¹

⁴⁹<https://mcpakistan.com/>

⁵⁰<https://www.channel7.com.pk/pk/index.html>

⁵¹<https://runwaypakistan.com/>



Orient Advertising

Orient Advertising was founded in 1953 and soon became the largest ad agency in the country. In 1993, the McCann Worldgroup was bought into the fold and in 2007, the agency became Orientm McCann after the formation of Orient Communications. McCann Worldgroup is a leading global marketing firm providing today's marketers with best-in-class strategic and creative services that meet their brand-building needs across all communication channels. 23,000 employees in more than 120 countries collaborate to integrate advertising, relationship management, promotion/event marketing, design, P.R., health communications, worldwide production, and all forms of digital marketing. Orientm McCann operates with a team of young, talented and experienced professionals, working in state-of-the-art offices in Karachi, Lahore, Islamabad and Peshawar, serving both, national and multi-national accounts in almost all categories.⁵²



Premier Media

Premier Media is a buying and advertising Agency in Pakistan. From communication strategies to marketing strategies, they will provide you the best services. Their creative writers, animators, photographers, graphic designers, expert analysis and innovative ideas make a direct impact on the success of their customers. Their client list includes TV channels (GEO, ARY, HumTV, ExpressNews, PTV, Dunya etc.), FM Radio Networks (RadioFM91, ApnaKarachiFM etc.) and Newspapers (Jang, Aaj, The Nation, Dawn etc.)⁵³

⁵²<http://orientm-mccann.pk/>

⁵³<https://runwaypakistan.com/>

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ABOUT THIS INDUSTRY ROUNDUP

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Digital Media and Market sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in the Digital Media and Market domain.

DISCLAIMER

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