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DIGITAL NOW

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DIGITALNOW curates and delivers crisp, short and essential digital happenings for ambitious leaders.

DIGITALNOW is a weekly curated report from Six inches with 5 big trends of Digital Media

Digital advertising rises high on media spends



Digital ad spends in India to reach **Rs. 13000 Cr** by December 2018 at a CAGR of 35% according to ASSOCHAM & KPMG.

Video takes over the stage

80% of global internet traffic will be attributed to Video by 2020.



- 450 Mn Internet Users from India consume 4 videos every minute.

Social Commerce is on the rise.



Facebook has announced another integration with PayPal which will enable users to send invoices for items direct through Messenger.

- This innovation will enable Facebook marketplace and help brands to leverage social commerce as the search within the messenger platform continues to grow.

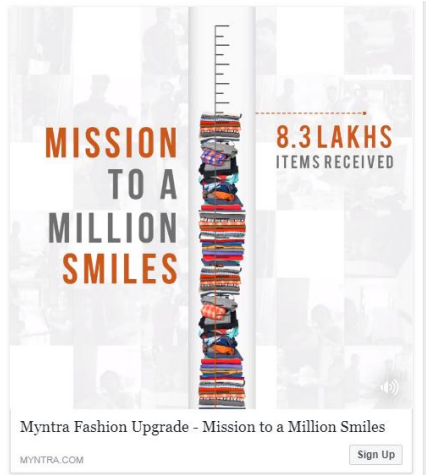
Live Streaming Is the New Wild Card of Marketers



82% social audience prefer live video from a brand to social posts. **80%** would rather watch live video from a brand than read a blog.

User-Generated Content Is Blowing Up On Social Media

'Customer experience' has become one of the biggest buzzwords in digital marketing.



- Recently Myntra launched #MyntraFashionUpgrade, where the target audience was told to send their old clothes for a lesser privileged community and in return earned credits from Myntra.

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Credits :-

DIGITAL AD SPENDS

<https://tvnews4u.com/digital-ad-spending-india-cross-rs-13000-crore-2018-asso-cham-kpmg/>

VIDEO STATS

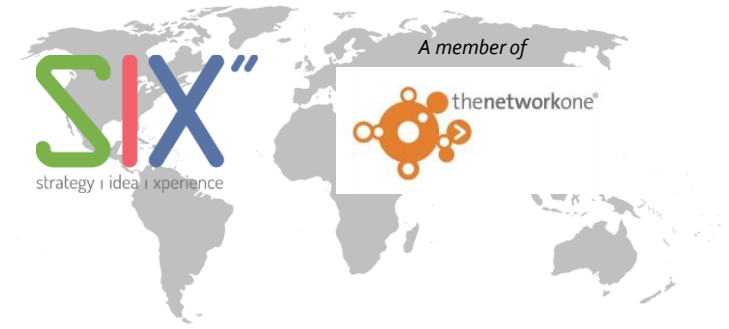
<https://www.socialmediatoday.com/news/top-social-media-trends-that-will-take-over-2018-infographic/510796/>

SOCIAL COMMERCE

<https://www.socialmediatoday.com/news/facebook-adds-new-paypal-invoicing-and-payment-options-to-messenger/511475/>

LIVE VIDEO

<https://www.socialmediatoday.com/news/top-social-media-trends-that-will-take-over-2018-infographic/510796/>



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