

Bien sûr ! Voici la retranscription textuelle de l'image :

We are Social

Think Forward
THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention layering

EVERYDAY FANDOM

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com

Digital 2024 Algeria

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JAN 2024
ALGERIA
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES
NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS

TOTAL POPULATION
45.95 MILLION
YEAR-ON-YEAR CHANGE
+1.5%
+687 THOUSAND
URBANISATION
75.5%

CELLULAR MOBILE CONNECTIONS

50.65 MILLION

YEAR-ON-YEAR CHANGE

+3.3%

+1.6 MILLION

TOTAL VS. POPULATION

110.2%

INDIVIDUALS USING THE INTERNET

33.49 MILLION

YEAR-ON-YEAR CHANGE

+3.9%

+1.2 MILLION

TOTAL VS. POPULATION

72.9%

SOCIAL MEDIA USER IDENTITIES

24.85 MILLION

YEAR-ON-YEAR CHANGE

+9.5%

+2.2 MILLION

TOTAL VS. POPULATION

54.1%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CIA WORLD FACTBOOK; CNNIC; KANTAR; IAMAI; PLATFORM REPORTS; GCD INDEX; RESEARCH CENTRE; NIELSEN; PEW RESEARCH; WORLD BANK. NOTES: INTERNET AND SOCIAL MEDIA USER DATA ARE NOT BASED ON UNIQUE INDIVIDUALS. COMPARABILITY SOURCE: INTERNET AND SM BASE WEB USERS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GENERAL DETAILS MAY VARY DEPENDING ON THE REPORT. FULL UNDERSTANDING OF THE DATA MAY REQUIRE GLOBALLY RECOGNIZED BASE MATERIALS. ANY DISCREPANCIES WILL PRODUCE INACCURATE RESULTS.

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we are social

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Meltwater

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Why do marketers use social listening?

according to Meltwater's State of Social Media 2024

- 55% To better understand my target audience
- 34% To raise brand awareness
- 43% To manage brand reputation
- 29% To gather and analyze consumer insights
- 30% To benchmark against competitors
- 23% To identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

****State of Social Media 2024****

Download the report

[QR Code]

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(Different interface icons)

****français**** JAN 2024****

****POPULATION OVER TIME****

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

JAN 2014: 38.4 M (+2.0%)
JAN 2015: 39.1 M (+2.0%)
JAN 2016: 39.9 M (+2.0%)
JAN 2017: 40.7 M (+2.0%)
JAN 2018: 41.5 M (+1.9%)
JAN 2019: 42.3 M (+1.8%)
JAN 2020: 43.1 M (+1.7%)
JAN 2021: 43.8 M (+1.7%)
JAN 2022: 44.5 M (+1.6%)
JAN 2023: 45.3 M (+1.5%)
JAN 2024: 46.0 M

****SOURCES****: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPLOS ANALYSIS ****NOTE****: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, 'K' DENOTES THOUSANDS (E.G. 123.4 K = 123,400), 'M' DENOTES MILLIONS (E.G. 1.23 M = 1,230,000), AND 'B' DENOTES BILLIONS (E.G. 12.3 B = 12,300,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. ****COMPARABILITY****: SOURCE CHANGES AND BASE REVISIONS FIGURES MAY

NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

****ALGERIA****

we are social x Meltwater
DATAPORTAL

****Digital 2024 Algeria****

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****français**** JAN 2024

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

ALGERIA

TOTAL POPULATION

45.95 MILLION

FEMALE POPULATION

49.1%

MALE POPULATION

50.9%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION

+1.5%

+687 THOUSAND

MEDIAN AGE OF THE POPULATION

28.3

URBAN POPULATION

75.5%

POPULATION DENSITY (PEOPLE PER KM²)

19.3

OVERALL LITERACY (ADULTS AGED 15+)

81.4%

FEMALE LITERACY (ADULTS AGED 15+)

75.3%

MALE LITERACY (ADULTS AGED 15+)

87.4%

SOURCES: KEPOS ANALYSIS. UNITED NATIONS. LOCAL GOVERNMENT

AUTHORITIES. WORLD BANK. UNESCO. CIA WORLD FACTBOOK. OUR WORLD IN DATA. INED/INUM/ID. INIDE/MJMD. INDIM/NBMA.

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Voici la retranscription textuelle de l'image :

...

JAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

ALGÉRIE (drapeau de l'Algérie)

- Gross Domestic Product (Current U.S. Dollars)
\$224.1 BILLION
- Gross Domestic Product (PPP, Current International Dollars)
\$629.0 BILLION
- Gross Domestic Product Per Capita (Current U.S. Dollars)
\$4,875
- Gross Domestic Product Per Capita (PPP, Current International Dollars)
\$13.7 THOUSAND
- Net National Income Per Capita (Current U.S. Dollars)
\$2,847
- Percentage of the Population Earning Less Than \$3.65 (2017, PPP) Per Day
[N/A]
- Percentage of the Population With Access to Basic Drinking Water
94.7%
- Percentage of the Population With Access to Basic Sanitation
85.8%
- Percentage of the Population With Access to Electricity
99.8%
- Percentage of the Population That Owns a Mobile Phone (Any Type)

95.2%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021).
DEFINITIONS: ‘\$3.65 (2017 PPP)’ REFLECTS GLOBAL PURCHASING POWER
PARITY. BASED ON THE WORLD BANK'S 2017 EXCHANGE
BENCHMARK. BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL
POPULATION USING AN IMPROVED SOURCE. PIPED-WATER COLLECTION
WITHIN 30 MINUTES. COMPARABILITY ISSUES FOR
ECONOMIC INDICATORS MEAN THAT FIGURES IN THIS REPORT ARE NOT THE
SAME AS THOSE THAT MAY BE PUBLISHED ELSEWHERE. COMPARABILITY
ISSUES FOR METHODOLOGICAL
ADJUSTMENTS MAY ALSO RESULT IN SIGNIFICANT DIFFERENCES WITH THE
LATEST FIGURES RELEASED BY INTER-GOVERNMENTAL ORGANIZATIONS.
HISTORICAL DATA MAY ALSO
REFLECT REVISIONS AND UPDATES TO THE SOURCES. MORE INFORMATION,
AND FULL DETAILS OF NATIONAL VALUES, CAN BE VIEWED AT THE LINKS
SHOWN ELSEWHERE IN THIS REPORT.

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(Divers logos et icônes en bas de la page)

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Cela couvre toutes les informations textuelles présentes sur l'image. Bien sûr. Voici la
retranscription textuelle de l'image :

JAN 2024

AGE DISTRIBUTION OF THE POPULATION

**THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF
THE POPULATION**

(Algerian flag) **ALGERIA**

Age Group	Population	Percentage
0-4	4.64 M	10.1%
5-9	4.89 M	10.6%
10-14	4.39 M	9.6%
15-19	3.52 M	7.7%
20-24	2.88 M	6.3%
25-29	3.09 M	6.7%
30-34	3.50 M	7.6%

35-39	3.65 M	7.9%	
40-44	3.43 M	7.5%	
45-49	2.87 M	6.2%	
50-54	2.49 M	5.3%	
55-59	2.02 M	4.4%	
60-64	1.57 M	3.4%	
65-69	1.22 M	2.7%	
70-74	897 K	1.9%	
75-79	499 K	1.1%	
80-84	298 K	0.6%	
85-89	141 K	0.3%	
90-94	42.2 K	<0.1%	
95-99	16.9 K	<0.1%	
100+	4.23 K	<0.1%	

****SOURCES:**** EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. NOTES: PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. INTERNET USERS ARE SHOWN NET OF PEOPLE AGED BELOW 18Y. * DENOTES INCOMPARABLE HISTORY BASE. ** EXCLUDES SERVER-BASED GAME PLAYERS. YOUTUBE REACH IS ONLY COUNTED FOR AGED 18+. NOTE: BASED ON MINIMUMS OF: 163 M; 52.40 M; 21.10 M; 8.20 M; 7.60 M; 7.20 M; 5.50 M; 5.20 M. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT COMPARE WITH VALUES PUBLISHED IN EARLIER EDITIONS.

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 Bien sûr. Voici la transcription textuelle de l'image :

****JAN 2024****

****INTERNET USE OVER TIME (YOY)****

****NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE****

JAN 2014: 11.3 M (+32.1%)
 JAN 2015: 15.0 M (+14.7%)
 JAN 2016: 17.2 M (+13.3%)
 JAN 2017: 19.4 M (+4.8%)
 JAN 2018: 20.4 M (+22.5%)
 JAN 2019: 25.0 M (+4.7%)
 JAN 2020: 26.1 M (+11.0%)
 JAN 2021: 29.0 M (+9.4%)
 JAN 2022: 31.7 M (+1.6%)
 JAN 2023: 32.2 M (+3.9%)
 JAN 2024: 33.5 M

****Sources:**** KEPIOS ANALYSIS: ITU, GSMA INTELLIGENCE, EUROSTAT, GLOBALE ADVERTISING RESOURCES, CINIC, KANTAR, IAMAI, GOVERNMENT RESOURCES, UNITED NATIONS. ****NOTE:**** WHERE LETTER ARE SHOWN NEXT TO FIGURES, NOTE AS FOLLOWS: A=US CENSUS BUREAU; B = CIA; C = IMF; D = UN; E = AVUGOV AND F = BIRTONE STUDIES INC. *EST: 1 = 1,920x1080,000 DISPLAY SYSTEMS IN THE USA. ****COMPARISONS:**** **B** IS 1:1 COMPARISON TO JANUARY 2023. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, so FIGURES FOR RECENT PERIODS MAY UNDERREPRESENT ACTUAL USE. ****USE NOTES ON DATA.****

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****français**** We Are Social Meltwater#### JAN 2024

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

ALGERIA

****TOTAL INTERNET USERS****

33.49 MILLION

****INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION****

72.9%

****YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS****

+3.9% (+1.2 MILLION)

****MOBILE INTERNET PROXY: SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE DEVICES****

99.5%

****SOURCES:**** KEPIOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, CIA WORLD FACTBOOK, LOCAL GOVERNMENT AUTHORITIES, COMPANY ADVERTISING, RESOURCES, UNITED NATIONS. ****NOTE:**** IN STANDARD-ALONE FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF PRODUCTION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS VIA MOBILE DEVICES (A FIGURE COMMONLY REFERRED TO AS “MOBILE INTERNET PROXY”) IS INCLUDED IN THE FIGURES ABOVE TO PROVIDE A RELIABLE INDICATION OF MOBILE INTERNET USAGE.

****ADVISORY:**** FIGURES FOR INTERNET USER GROWTH MAY UNDERREPRESENT ACTUAL TRENDS. SEE ****NOTES ON DATA****. ****COMPARABILITY:**** SOURCE AND BASE CHANGES.

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françaisVoici la retranscription textuelle de l'image:

****JAN 2024****

****SHARE OF WEB TRAFFIC BY DEVICE****

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING
ON EACH KIND OF DEVICE

****Mobile Phones****

69.36%

YEAR-ON-YEAR CHANGE

+5.3% (+346 BPS)

****Laptop and Desktop Computers****

29.09%

YEAR-ON-YEAR CHANGE

-11.6% (-380 BPS)

****Tablet Devices****

1.50%

YEAR-ON-YEAR CHANGE

+26.1% (+31 BPS)

****Other Devices****

0.06%

YEAR-ON-YEAR CHANGE

+200% (+4 BPS)

Source: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE PERCENTAGE OF PAGES FROM A STARTING VALUE OF 30%. FROM A STARTING VALUE OF 100%, "6%" BPS* WOULD EQUAL 6PTS, NOT 3PTS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100 DUE TO ROUNDING.

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[Kepios Logo] [We Are Social Logo] [Meltwater Logo]JAN 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

****(Graph Data)**:**

- DEC. 2013: 8.42%
- DEC. 2014: 14.37% (+70.7%)
- DEC. 2015: 23.59% (+64.2%)
- DEC. 2016: 33.89% (+43.7%)
- DEC. 2017: 41.18% (+21.5%)
- DEC. 2018: 46.71% (+13.4%)
- DEC. 2019: 51.41% (+10.1%)
- DEC. 2020: 52.99% (+3.1%)
- DEC. 2021: 56.68% (+7.0%)
- DEC. 2022: 65.90% (+16.3%)
- DEC. 2023: 69.36% (+5.3%)

****Source**:** Statcounter. Notes: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%).

****Algeria****

****Digital 2024 Algeria****

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****We Are Social****

****Meltwater** JAN 2024**

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU

32.74 MILLION

vs. POPULATION

71.2%

INTERNET USERS: CIA WORLD FACTBOOK

31.24 MILLION

vs. POPULATION

68.0%

INTERNET USERS: INTERNETWORLDSTATS

37.84 MILLION

vs. POPULATION

82.3%

Sources: As stated above each icon. Note: Where sources publish internet adoption as a percentage of penetration, we compare the latest published adoption rates with the latest figures for population to reveal absolute user numbers. Where sources publish absolute user numbers, we compare these absolute user numbers with the latest figures for population to reveal penetration as a percentage of penetration. Comparables: Potential mismatches. Internet user figures quoted elsewhere in this report may not be based on the same sources, so including sources not listed on this slide.

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INTERNET CONNECTION SPEEDS MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

ALGERIA

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (MBPS) 21.36
Upload (MBPS) 11.74
Latency (MS) 29

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download +59.4%
Upload +9.0%
Latency -3.3%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (MBPS) 12.32
Upload (MBPS) 0.96
Latency (MS) 24

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download +12.0%
Upload +21.5%
Latency -27.3%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR

YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT,
BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

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en ce qui concerne

françaisJAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL
POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

ALGERIA

Drapeau algérien

Barres :

1. JAN 2014

29.5%

2. JAN 2015

38.2%

+29.5%

3. JAN 2016

42.9%

+12.4%

4. JAN 2017

47.7%

+11.1%

5. JAN 2018

49.0%

+2.8%

6. JAN 2019

59.0%

+20.3%

7. JAN 2020

60.7%

+2.8%

8. JAN 2021

66.2%

+9.2%

9. JAN 2022

71.2%

+7.6%

10. JAN 2023

71.2%

0%

11. JAN 2024

72.9%

+2.3%

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Sources: KPGM Analysis, ITU, GSMA Intelligence, Eurostat, Google's Advertising Resources, CNNIC, Kantan, IAMAI, Government Resources, United Nations. Notes: Data is not reported for all points; figures give data from the most recent reported period; figures may not equal the year-on-year change in internet adoption – we have removed this reference; we rely on a variety of sources, so figures for the same period may vary between updates; data sources and base tables are all available online, but some sources do not publish full datasets, so figures for some years may include different subsets.

Comparability: Sources and the nature of having different internet data.

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Datareportal

MeltwaterBien sûr, voici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** SHARE OF SEARCH ENGINE REFERRALS ****

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

**** GOOGLE ****

98.0%

1.4% **** BING ****

0.3% **YAHOO!**
0.2% **YANDEX**
0.06% **DUCKDUCKGO**
0.02% **BAIDU**
0.02% **ECOSIA**
0.02% **OTHERS**

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SOURCE: [SOURCE] [GSMARENA]. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **BP'S** VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

* we are social
* Meltwater

[Flag of ALGERIA] ALGERIAJAN 2024

SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB
BROWSER RUNNING ON ANY DEVICE

ALGERIA

CHROME 84.6%

SAFARI 5.5%

FIREFOX 2.6%

OPERA 1.9%

EDGE 1.9%

SAMSUNG INTERNET 1.9%

ANDROID 0.7%

OTHERS 0.9%

Source: Statcounter. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.

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françaisVoici la retranscription textuelle de l'image :

** JAN 2024 **

** TOP GOOGLE SEARCHES **

* Queries with the greatest volume of Google search activity between 01 January 2023 and 31 December 2023 *

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	TRADUCTION	100
02	GOOGLE	70
03	TRADUCTION GOOGLE	51
04	METEO	44
05	Météo	43
06	bvDbÆ2bv&c	C
07	OUEDKNISS	37
08	FACEBOOK	34
09	YOUTUBE	32
10	bvDcvBc2	3

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	b!1bÆEb'	#P
12	dV*c ,dR	#@
13	Instagram	17
14	b6-d†'dB 'dF7d&3	16
15	d Jc6(d†C	16
16	d†'bò CdfJc2	@
17	bvDc-'b,	0
18	dVHbvBd!* bvDcVDbv)	10
19	TRADUCTION ARABE FRANÇAIS	10
20	MÉTÉO DEMAIN	9

Source: Google Trends, based on searches conducted between 01 January 2023 and

31 December 2023.

Notes: Any spelling errors or language inconsistencies in search queries are as supplied by Google Trends and are shown "as is" to enable readers to identify potential changes in how people use language in digital environments. Google does not publish absolute search volumes, but the index % of top query column shows relative search volumes between the query compared with the top query answer by Google Trends using dynamic sampling. So ranking order and index values may vary depending on when the tool is accessed, both for the same search query and query time period. JAN 2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

ALGERIA

FACEBOOK: 70.8%
YOUTUBE: 15.4%
X (TWITTER): 6.6%
INSTAGRAM: 5.6%
PINTEREST: 1.3%
LINKEDIN: 0.1%
REDDIT: 0.06%
OTHERS: 0.04%

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

DATAREPORTAL

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OVERVIEW OF SOCIAL MEDIA USE
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES
MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NUMBER OF SOCIAL MEDIA USER IDENTITIES
24.85 MILLION

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION
54.1%

SOCIAL MEDIA USER IDENTITIES AGE 18+ vs. TOTAL POPULATION AGE 18+
83.2%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
74.2%

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES
-6.8% -1.8 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
+9.5% +2.2 MILLION

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
41.0%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
59.0%

ALGERIA

SOURCES: KRIPOS analysis; company advertising resources and announcements; CNNIC; IAEA research center; open.LAN; ADVISORY: social media user identities may not represent unique individuals; comparisons with population and internet users comparable to due to population and fake accounts. We are subscribers, representing different regions, and differences between census counts and resident populations. COMPARABILITY: Source and methodology changes. Important base reference notes on data.

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Sujet : Statistiques, Données, Internet, État, Médias Sociaux
Langue: françaisVoici la transcription textuelle de l'image fournie :

JAN 2024

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

****ALGERIA**** (drapeau algérien)

Décembre Pourcentage (Variation)	
----- -----	
DEC 2013	91.96% (-1.2%)
DEC 2014	90.90% (+6.0%)
DEC 2015	96.37% (-12.4%)
DEC 2016	84.41% (-37.7%)
DEC 2017	52.55% (+7.9%)
DEC 2018	56.69% (-42.9%)
DEC 2019	32.36% (+52.7%)
DEC 2020	49.42% (+61.7%)
DEC 2021	79.89% (+9.7%)
DEC 2022	87.61% (-19.2%)
DEC 2023	70.83%

****SOURCE:**** [TEMPLATE] NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC, AND DO NOT REPRESENT VOLUME. VALUES OF LESS THAN 0.1% ARE BASED ON AN AVERAGE OF DATA FROM AVAILABLE PARTNERS. WHERE NO VALUE IS SHOWN, THE DATA ARE NOT AVAILABLE.

****NOTE:**** THIS GRAPH SHOWS HOW FACEBOOK'S SHARE OF TOTAL WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS HAS CHANGED OVER TIME. PERCENTAGE FIGURES ARE SHOWN RELATIVE (E.G % CHANGE IN THE ABSOLUTE CHANGE IN THE SHARE OF TOTAL WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS, RELATIVE TO THE BASE NUMBER FROM THAT YEAR (E.G +/- %).

****Exemple**:** A FIGURE OF +50% WOULD MEAN THAT FACEBOOK'S SHARE OF TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS INCREASED BY 50% COMPARED TO THE BASE VALUE (0 = 50% OF THE TOTAL SHARE WOULD BE 150%).

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Icones en bas :

1. "play" icon
2. "graphique" icon; 3/4 rempli
3. "Cadenas" icon
4. "oeil" icon; 3/4 rempli
5. "terres" icon; image verte
6. Bouton "français"
7. Loupe

- 8. VIDÉO
- 9. ARTICLE
- 10. PUBLICATIONS
- 11. INFOGRAPHIE

We Are Social logo

Meltwater logo

---JAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Flag of Algeria]

ALGERIA

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK

24.85 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION

54.1%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS

74.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

-6.8% -1.8 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH

+19.5% +4.1 MILLION

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH

41.0%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH

59.0%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

83.2%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

69.6%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

96.7%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS.

NOTES: BASED ON MIDPOINTS OF PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'; SOURCE DATA FOR REACH BY GENDER WITHIN 90 DAYS PRIOR TO PUBLICATION.

ADVISORY: REPORTED AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS; AD REACH DATA IS BASED ON TOTAL ADDRESSABLE ACCOUNTS, AND DOES NOT NECESSARILY INDICATE ACTIVE USERS; AD AUDIENCES MAY INCLUDE DUPLICATE ACCOUNTS, OR MATCHING INTO CERTAIN DEMOGRAPHICS AND INTEREST CATEGORIES.

SOURCE: META ADVERTISING RESOURCES, KEPIOS ANALYSIS, MELTWATER.

NOTES: BASED ON MIDPOINTS OF PUBLISHED RANGES.

COMPARABILITY: DATA CHANGES OVER TIME BECAUSE PLATFORMS MAY IDENTIFY AND REMOVE FAKE ACCOUNTS, SPAM ACCOUNTS, AND DUPLICATE ACCOUNTS, AND CHANGES IN REPORTED POPULATIONS.

COMPAREABILITYb!J

70

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Source

13 français

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MeltwaterJAN 2024

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

(ALGERIA FLAG) ALGERIA

- TOTAL POTENTIAL REACH OF ADS ON YOUTUBE:
22.80 MILLION
- YOUTUBE AD REACH VS. TOTAL POPULATION:
49.6%
(Kepios Icon) (We Are Social Icon) (Meltwater Icon)
- YOUTUBE AD REACH VS. TOTAL INTERNET USERS:
68.1%
(We Are Social Icon) (Meltwater Icon)
- QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH:
0% [UNCHANGED]
(90 days icon) (Meltwater Icon)
- YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH:
+0.4% +100 THOUSAND
(365 days icon)
- SHARE: FEMALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+:
47.5%
(Female icon)
- SHARE: MALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+:
52.5%
(Male icon)
- ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+:
67.7%
(Kepios Icon) (Meltwater Icon)
- ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+:
65.3%
(Female icon) (We Are Social Icon)
- ADOPTION: MALE YOUTUBE AD REACH AGED 18+ VS. MALE POPULATION AGED 18+:
70.0%
(Male icon) (We Are Social Icon)

SOURCES:

GOOGLE'S ADVERTISING RESOURCES; KEPIS ANALYSIS.

NOTES:

DATA ARE NOT AVAILABLE FOR ALL LOCATIONS.

VALUES BASED ON AVAILABLE DATA ONLY.

AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" MALE" USERS AGED 18+.

ADOPTION RATE" VALUES COMPARE YOUTUBE AD AUDIENCE REACH VALUES WITH POPULATION DATA.

AND USERS EXCLUDING RELEVANT AGE GROUPS.

COMPARABILITY:

CHANGES VS. AVAILABLE DATA IN STATISTICAL RESEARCH METHODS, ADVERTISER TOOLS REACH CALCULATION BASES, AND CHANGES IN REPORTING TOTALS.

(41/65 pages) Digital 2024 Algeria

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(We Are Social Icon) (Meltwater Icon)Jan 2024

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

Left Column:

#	SEARCH QUERY	INDEX
01	bv:dfJb' Â	
02	bv:bvFdø Â cp	
03	bvDb/Æ2bv&c Â Cp	
04	bvE d†Dd!//	35
05	cF'cF'cF'	20
06	cFJd '	20
07	bvAdF'dR Â •	
08	b†'b†J	19
09	c6Hc) bvDb†Bc)	18
10	d&5cR Â €	

Right Column:

#	SEARCH QUERY	INDEX
11	bvDc-'b, Â €	
12	d&Db†J d&Db†J	17
13	dV'cF'	15
14	bv:dfJb' Â @	
15	böFd!'	13
16	b†Jb†J	12
17	b!Jd2 *d†C	12
18	bÖ(12
19	BILAL	11

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: MINOR SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS” TO BE RELEVANT DUE TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH A SEARCH VOLUME NUMBER UNDER THE “INDEX” COLUMN. NUMBERS REFLECT THE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN AT THE SAME TIME PERIOD.

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Logos: we are social | Meltwater

Icons: two pages, magnifying glass, download, share

Language: français (flag of France)### Jan 2024

MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	SAMARITAN	100
02	CULPA MÍA	83
03	MEDELLÍN	67
04	THE TOMORROW WAR	66
05	TOM CLANCY'S WITHOUT REMORSE	60
06	DIE HART THE MOVIE	36
07	OVERDOSE	33
08	CREED III	32
09	JASON BOURNE	26
10	ALL THE OLD KNIVES	24

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	REACHER	100
02	THE LORD OF THE RINGS: THE RINGS OF POWER	99
03	TOM CLANCY'S JACK RYAN	69
04	CITADEL	62
05	THE WHEEL OF TIME	57
06	THE TERMINAL LIST	55
07	THE SUMMER I TURNED PRETTY	49
08	THE BOYS	47
09	THE PERIPHERAL	32
10	GEN V	29

SOURCE: FLIXPATROL (SEE FLIXPATROL.COM). NOTES: The same content may have different titles in different countries. Rankings based on FLIXPATROL's analysis of viewing activity for full-year 2023. "Index" values combine the streaming "points" value for each title in the FlixPatrol "points" value of the top-ranked film in each platform's ranking.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

11.40 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

24.8%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

34.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+35.7%

+3.0 MILLION

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

46.3%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

53.7%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

36.1%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

33.8%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

38.0%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON DATA FROM META PUBLISHED JANUARY 2024. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTALS. ADVISORY: METADATA UPDATE MECHANISMS AND REPORTING FORMATS MAY MEAN THAT FIGURES ON THIS PAGE ARE NOT COMPARABLE WITH THOSE IN OUR PREVIOUS REPORT.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

*NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE

START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS*

- **TOTAL POTENTIAL REACH OF ADS ON TIKTOK**
 - 17.42 MILLION
- **TIKTOK AD REACH vs. TOTAL POPULATION**
 - 37.9%
- **TIKTOK AD REACH vs. TOTAL INTERNET USERS**
 - 52.0%
- **QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH**
 - [N/A]
- **YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH**
 - [N/A]
- **SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+**
 - 33.6%
- **SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+**
 - 66.4%
- **ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+**
 - 58.4%
- **ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+**
 - 39.9%
- **ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+**
 - 76.4%

****SOURCES:****

- TIKTOK'S ADVERTISING RESOURCES
- KEPios ANALYSIS

****NOTES:****

- DOES NOT INCLUDE DOUBLE ACCOUNTS
- REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+

- DATA ARE NOT AVAILABLE FOR ALL LOCATIONS
- VALUES BASED ON MIDPOINTS OF ADVERTISING AUDIENCE REACH BANDS REPORTED IN TIKTOK'S SELF-SERVICE TOOLS. PLEASE READ NOTES ON CHANGES IN RESEARCH METHODOLOGIES FOR IMPORTANT CONTEXT REGARDING HISTORICAL DATA COMPARISONS.

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

ALGERIA

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
16.40 MILLION

MESSENGER AD REACH VS. TOTAL POPULATION
35.7%

MESSENGER AD REACH VS. TOTAL INTERNET USERS
49.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-5.2%
-900 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
+20.6%
+2.8 MILLION

SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
40.9%

SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
59.1%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
55.0%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE
POPULATION AGED 18+
45.4%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION
AGED 18+
63.4%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS: NOTES: BASED
ON MIDPOINTS OF PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR
'FEMALE' AND 'MALE'; SOURCE DATA FOR EACH
SUBCATEGORY MAY NOT SUM TO PUBLISHED TOTAL: ADVISORY: INTENDED
MARKET POPULATIONS MAY VARY WHEN COMPARED WITH META'S AUDIENCE
REACH ESTIMATES; INTERPRET DATA WITH CAUTION. % = SHARES
CALCULATED AS A % OF TOTAL POPULATION AGED 18+ WE ARE SOCIAL
NOTES: 'ADULT' AND 'OVERALL' AUDIENCE FIGURES MAY NOT BE COMPARABLE;
FIND MORE DETAILS IN THE COMPARABILITY SECTION OF OUR FULL REPORT;
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Sources: MeltwaterJAN 2024

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
7.88 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION
17.1%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
23.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-2.5% -200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
+13.4% +930 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
52.0%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
45.5%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
21.4%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
22.6%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
19.2%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS
NOTES: DATA AREN'T AVAILABLE FOR ALL GEOLOGIES; VALUES BASED ON INDIVIDUALS OF AVAILABLE DATA ONLY
GENDER DATA ARE FOR VALUES FOR 'FEMALE' AND 'OTHER' FOUND HAVE BEEN INCLUDED IN 'FEMALE' CALCULATIONS; VALUES BASED ON TOTAL ADDRESSABLE AUDIENCE, OR OTHER METRIC WHEN THAT VALUE ISN'T AVAILABLE
POPULATION, INTERNET USER, AND MOBILE PHONE USER VALUES BASED ON THE LATEST DATA AVAILABLE FROM THE UNITED NATIONS, THE INTERNATIONAL MONETARY FUND, INTERNETWORLDSTATS, GSMA, AND THE UNITED STATES BUREAU OF CENSUS; READ IMPORTANT NOTES ON DATA COMPARABILITY AND SOURCES DESCRIBED IN DETAIL ON PAGE 4 OF THIS RE

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françaisJAN 2024

X: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X
(TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
1.24 MILLION

X AD REACH VS. TOTAL POPULATION
2.7%

X AD REACH VS. TOTAL INTERNET USERS
3.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
-38.0%
-759 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+7.9%
+91 THOUSAND

SHARE FEMALE X AD REACH AGED 18+ % OVERALL X AD REACH AGED 18+
25.3%

SHARE MALE X AD REACH AGED 18+ % OVERALL X AD REACH AGED 18+
4.7%

ADOPTION: OVERALL X AD REACH AGED 18+ % OVERALL POPULATION AGED
18+
3.9%

ADOPTION: FEMALE X AD REACH AGED 18+ % FEMALE POPULATION AGED 18+
2.0%

ADOPTION: MALE X AD REACH AGED 18+ % MALE POPULATION AGED 18+
5.8%

SOURCES: ITU, ADVERTISING RESOURCES; KPDS ANALYSIS; NOTE: VALUES
USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE
FOR 'FEMALE' AND 'MALE'. ADVISORY: SIGNIFICANT ANNOUNCEMENTS SINCE
DATA COLLECTION MAY SIGNIFICANTLY IMPACT PLATFORMS' AUDIENCE
TOTALS. NOTE: THE DATA SHOWN HERE MAY INCLUDE SIGNIFICANT NUMBERS

OF DUPLICATE ACCOUNTS.

IMPORTANT NOTES ON METHODOLOGY: VALUES BASED ON LATEST REPORTED MONTHLY ACTIVE USERS PER COMPANY REPORTS; INENTRUCTPENT SSSHS. REVISED: 6 JANUARY 2023. READ IMPORTANT NOTES AT THE END OF THIS REPORT; CHART VALUES MAY NOT ADD UP TO 100% DUE TO ROUNDING DIFFERENCES.

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MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

ALGERIA

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
50.65 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
110.2%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+3.3% +1.6 MILLION

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
87.9%

SOURCE: GSMA INTELLIGENCE

NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON.

COMPARABILITY: BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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français Bien sûr ! Voici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** LINKEDIN: ADVERTISING AUDIENCE OVERVIEW ****

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA IN THIS CHART WITH PREVIOUS REPORTS.

- **** TOTAL POTENTIAL REACH OF ADS ON LINKEDIN ****
 - 3.90 MILLION
- **** LINKEDIN AD REACH vs. TOTAL POPULATION ****
 - 8.5%
- **** LINKEDIN AD REACH vs. TOTAL INTERNET USERS ****
 - 11.6%
- **** QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH ****
 - +5.4% (+200 THOUSAND)
- **** YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH ****
 - +21.9% (+700 THOUSAND)
- **** SHARE FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+ ****
 - 32.4%
- **** SHARE MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+ ****
 - 67.6%
- **** ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+ ****
 - 13.1%
- **** ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+ ****
 - 6.2%

- **ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+**
- 12.5%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; BELOW WATSON MELTWATER ALGERIA.

NOTES: VALUES ARE BASED ON REGISTERED "MEMBERS" SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA INCLUDES ALL USERS WHO HAVE DEFINED A BINARY GENDER IDENTITY.

"TOTAL POTENTIAL REACH" IS THE NUMBER OF PEOPLE THAT CAN BE REACHED WITH ADS ON LINKEDIN BASED ON MONTHLY ACTIVE USERS.
COMPARABILITY: THE VALUES SHOWN ARE BASED ON LINKEDIN'S OWN ADVERTISING PLANNING TOOLS, AND CHANGES IN REPORTING PRACTICES. COMPARABILITY WAS NOT VERIFIED.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

ALGERIA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
91.75%
YEAR-ON-YEAR CHANGE
-2.1% (-197 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES
8.07%
YEAR-ON-YEAR CHANGE
+31.9% (+195 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.10%
YEAR-ON-YEAR CHANGE
+11.1% (+1 BP)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.08%
YEAR-ON-YEAR CHANGE
+14.3% (+1 BP)

SOURCE: STATCOUNTER

NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM, COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES CHANGE OVER TIME DUE TO FACTORS INCLUDING CHANGES IN THE OPERATING SYSTEMS OF EXISTING DEVICES, AND BROWSER BEHAVIOR CHANGES. VALUES REPRESENT BROWSING DEVICES ONLY, AND EXCLUDE THE BROWSER TRAFFIC GENERATED BY MOBILE AND TABLET APPS. YEAR ON YEAR (YOY) VALUES REFER TO VALUE IN DECEMBER 2023 VS VALUE IN DECEMBER 2022. BASELINES (BPS) REFERS TO BASIS POINTS, AND IS THE ABSOLUTE CHANGE (AS OPPOSED TO THE RELATIVE CHANGE) IN VALUE, AND A STARTING VALUE OF 50% WOULD EQUAL 5 BPS.

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FINANCIAL INCLUSION FACTORS
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES
EACH PRODUCT OR SERVICE

- ACCOUNT WITH A FINANCIAL INSTITUTION

- 44.1%
- FEMALE: 31.2%
- MALE: 56.8%

- CREDIT CARD OWNERSHIP

- 2.8%
- FEMALE: 1.5%
- MALE: 4.1%

- DEBIT CARD OWNERSHIP
 - 22.9%
 - FEMALE: 12.4%
 - MALE: 33.2%
- MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)
 - [N/A]
 - FEMALE: [N/A]
 - MALE: [N/A]
- MADE A DIGITAL PAYMENT (PAST YEAR)
 - 12.8%
 - FEMALE: 8.2%
 - MALE: 17.3%
- MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
 - 8.2%
 - FEMALE: 9.2%
 - MALE: 7.2%
- USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
 - 4.7%
 - FEMALE: 3.1%
 - MALE: 6.3%
- USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
 - 3.6%
 - FEMALE: 3.2%
 - MALE: 3.9%

SOURCE: WORLD BANK NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. 'MOBILE MONEY' ACCOUNTS ONLY REFER TO SERVICES THAT PROVIDE AN INDEPENDENT 'WALLET' FUNCTION DIRECTLY TO A MOBILE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR 'MOBILE MONEY' ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'MOBILE PAYMENT' SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY. Janvier 2024

Connexions mobiles cellulaires au fil du temps - Nombre de connexions mobiles cellulaires au fil du temps

Graphique montrant l'évolution des connexions mobiles cellulaires en Algérie :

- Q4 2021 : 47.0M (+1.3%)
- Q1 2022 : 47.6M (+0.04%)

- Q2 2022 : 47.6M (+1.9%)
- Q3 2022 : 48.5M (+1.1%)
- Q4 2022 : 49.0M (+0.5%)
- Q1 2023 : 49.3M (+0.01%)
- Q2 2023 : 49.3M (+1.7%)
- Q3 2023 : 50.1M (+1.0%)
- Q4 2023 : 50.7M

Source : GSMA Intelligence

Note : Exclut les connexions IoT cellulaires. Lorsque des lettres sont indiquées à côté des chiffres ci-dessus :

- "K" désigne des milliers (par ex : "125,1K" = 125 000)
- "M" désigne des millions (par ex : "12,3M" = 12 300 000)
- Lorsque aucune lettre n'est indiquée, les valeurs sont exprimées telles quelles.

Comparabilité : Modification de la base.

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Icônes en bas : aperçu rapide, diaporama, zoom, note, téléchargement, impression, changement de langue (français)

Logos : We Are Social, Meltwater