

Algeria Media Landscape: Key Results

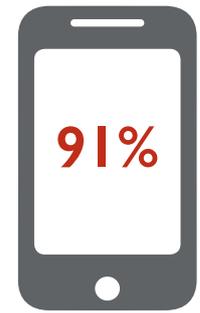
Use of internet and social media

Just over half (52%) of Algerians say they use the internet and just under half (47%) say they use social media

Around two-thirds of those aged under 35 use the internet and social media, rising to around 80% for those aged 16-24



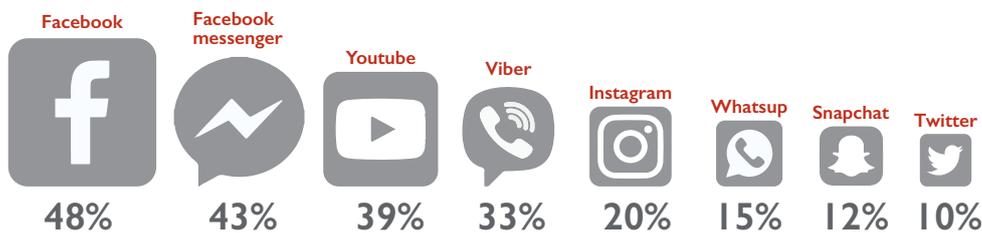
All	$\frac{1}{2}$
16-35	$\frac{2}{3}$
16-24	$\frac{8}{10}$



Most primarily access the internet and social media through their phone.

What social media profiles do people have?

Overall



Facebook
80%



Youtube
65%



Instagram
50%

(16-24)

Barriers to going online

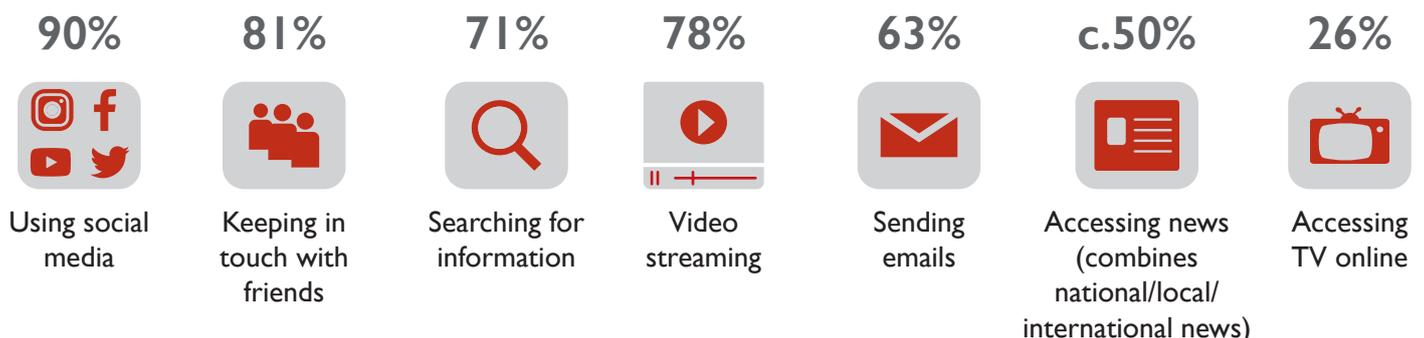
59% 51% 28%



Internet Access Data Cost

* % of those that have access to the internet who mentioned this as a barrier

What do people use social media for?



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Views on the Algerian media...

The Algerian media...

Covers topics that are relevant to my everyday life	Overall	16-34	16-19
	48%	44%	37%
Provides content that is representative of young people	16-34	16-19	
	40%	37%	
Provides content that is relevant to women	% of women who agree		
	40%		

What they want from the media/needs



Provide impartial and accurate news, information and journalism



Focus more on solutions to issues rather than just covering problems



Better reflect Algerian society

Women, young people more likely to request that the Algerian media....

- feature the kind of programmes they like
- cover topics that are relevant to their life

Suggests an unmet need among these audience groups...

Kind of programmes audiences like...

Young people



Drama/serials



Movies



Sports



Documentaries



Comedies



Music

Women



Drama/serials



Cooking



Religious programmes



Women's programmes



Societal issues



Music