

***Digital Transformation and Legal Governance of Real Estate Media***

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Abstract:

This study explores the role and evolution of real estate media in the era of the digital revolution, highlighting how technological advancements have transformed communication, marketing, and transparency within the real estate sector. It examines the integration of digital tools such as virtual reality, augmented reality, and interactive platforms, which have reshaped the way investors, developers, and consumers interact with property markets.

The findings reveal that digital transformation in real estate media contributes significantly to enhancing trust, efficiency, and accessibility, while also supporting sustainable development and data-driven decision-making. By analyzing leading international experiences and national initiatives, the study underscores the importance of digital media as a strategic pillar for modern real estate development.

Keywords: *Digital platforms; real estate media; real estate marketing; transparency; virtual reality; real estate investment.*

Résumé :

Cette étude explore le rôle et l'évolution des médias immobiliers à l'ère de la révolution numérique, en mettant en lumière la manière dont les avancées technologiques ont transformé la communication, le marketing et la transparence dans le secteur immobilier. Elle examine l'intégration d'outils numériques tels que la réalité virtuelle, la réalité augmentée et les plateformes interactives, qui ont redéfini la façon dont les investisseurs, les promoteurs et les consommateurs interagissent avec les marchés immobiliers.

Les résultats révèlent que la transformation numérique des médias immobiliers contribue de manière significative au renforcement de la confiance, de l'efficacité et de l'accessibilité, tout en soutenant le développement durable et la prise de décision fondée sur les données. En analysant des expériences internationales de premier plan et des initiatives nationales, l'étude souligne l'importance des médias numériques en tant que pilier stratégique du développement immobilier moderne.

Mots-clés : *plateformes numériques ; médias immobiliers ; marketing immobilier ; transparence ; réalité virtuelle ; investissement immobilier.*

I. INTRODUCTION

Today, media is considered one of the vital driving forces of the modern economy. It no longer merely transmits news or serves as a marketing tool but has evolved into a strategic instrument for influencing consumer and investment behavior and reinforcing the principles of transparency and credibility across various sectors—foremost among them, the real estate sector, which represents one of the main pillars of economic and social development. The advancement of digital technologies and the growing integration between media and the economy have given rise to new forms of *real estate media*, characterized by analytical approaches, data-driven insights, and interactive communication between institutions, consumers, and investors.

At present, real estate media functions as both an informational and economic channel that contributes to organizing real estate markets, directing investment flows, and monitoring pricing trends, in addition to serving as a tool for project marketing and confidence building within the business environment.

However, despite the opportunities brought by digital transformation, this shift raises complex legal and regulatory challenges related to the boundaries of real estate information, the credibility of advertisements, and the protection of personal data. These challenges make the study of real estate media a scientific necessity for understanding the dynamics of modern markets and ensuring that their practices operate within a sound legal and ethical framework.

Research Problem: How has the evolution of real estate media contributed to reshaping and modernizing the mechanisms of the real estate market in the digital era? What are the legal frameworks that regulate its practices and mitigate informational and advertising risks?

Objectives of the Study:

- To define the general concept of real estate media and highlight its economic and communicative dimensions.
- To identify the roles played by real estate media in project marketing and transparency enhancement.
- To analyze the impact of digital transformation and emerging technologies (AR, VR, and AI) on the current state of real estate media.
- To review key digital real estate platforms and international regulatory experiences.
- To clarify the legal framework governing real estate media at both national and international levels.

Methodology:

The study adopts a *descriptive-analytical approach* that examines the communicative and legal phenomena associated with real estate media, linking theoretical perspectives with applied studies. A *comparative approach* is also employed to analyze the legal frameworks adopted in different countries.

Structure of the Study:

This research is divided into three main parts:

1. The definition, objectives, and market impact of real estate media.
2. The fields of real estate media and their evolution in the digital age.
3. Digital platforms for real estate investment and their role in promoting transparency and regulatory efficiency.

1. Definition, Objectives, and Impact of Real Estate Media

Real estate media is considered a branch of economic media, as it focuses on disseminating and exchanging information related to the real estate market, including investment, development, and property marketing. It is viewed as a strategic intermediary that connects investors, developers, and consumers, contributing to greater transparency and stimulating economic activity within the real estate sector

1.1. The Main Objectives of Real Estate Media

Real estate media is no longer merely a tool for promoting projects or advertising offers; it has become a fundamental pillar in building a more balanced and transparent real estate market. It serves as an effective communication channel between real estate institutions, investors, and clients, playing a pivotal role in shaping the public image of the sector and strengthening its

credibility. In this context, real estate media seeks to achieve a set of key objectives, most notably:

1.1.1 Enhancing Investors' and Clients' Awareness: By providing accurate data on prices, market trends, and investment opportunities, which helps in making informed decisions and saving time. (Graham Norwood, 2014)

1.1.2 Promoting Transparency in Real Estate Transactions: Through the clear dissemination of information and the reduction of ambiguity, thereby minimizing disputes and strengthening credibility.

1.1.3 Supporting Digital Marketing Strategies: By employing modern tools such as virtual tours, promotional videos, and interactive platforms to increase the attractiveness of real estate projects.

1.1.4 Building Trust Between Real Estate Institutions and Stakeholders: By ensuring reliability, professionalism, and openness in communication and transactions (Graham Norwood, 2014):

- a. Trust represents the cornerstone of the real estate sector, given the magnitude and long-term nature of transactions.
- b. It is achieved through transparency of information, continuity of communication, and professionalism in managing the media image.
- c. It enhances investors' sense of security and encourages them to engage in larger and bolder transactions.
- d. It limits the spread of rumors and misleading information that may affect market stability.
- e. It makes real estate media a tool for building long-term relationships between institutions and clients, supporting project sustainability and market growth, while reducing illicit practices that could negatively impact economic and social stability. (Graham Norwood, 2014)

1.2. The Impact of Real Estate Media on the Property Market

The development of real estate media, particularly in its digital form, has led to fundamental transformations in the structure and functioning of the real estate market. Real estate activity has shifted from a traditional environment based on direct relationships and paper transactions to a digital space that relies on modern technologies. This shift has significantly influenced the methods of property presentation, promotion, purchasing, and selling (Fischer, 2005).

Before delving into the impact of digital media, it is important to note that the real estate market refers to the economic environment in which transactions involving the sale and purchase of properties (such as housing units, land, and commercial buildings) are carried out through traditional means such as real estate agencies, trade fairs, and printed advertisements. This market is typically characterized by the presence of intermediaries, paper-based transactions, and personal relationships, with limited information flow that often remains confined to local sources (Fischer, 2005).

1.1.1 Transformations Resulting from Digital Marketing

Digital marketing has brought about a qualitative shift in the real estate market by expanding the customer base through electronic platforms and social media networks. It has also enhanced advertising methods through the use of high-quality images, interactive videos, and virtual tours. Moreover, it has enabled clients to directly engage with real estate companies via instant messaging and online comments, while simultaneously increasing transparency and competitiveness by allowing immediate comparison of prices and property specifications (Olayiwola Oladiran, 2025).

1.1.2 Tools of Digital Marketing

While digital marketing has revolutionized the real estate market, this transformation would not have been possible without specialized tools and technologies that reshaped methods of presentation and promotion. These tools include social media platforms, online real estate

websites, paid advertisements, and data analytics. Together, they reflect a transition from traditional promotion to the development of digital strategies based on precision and efficiency ; among the most important of these are::

- a. **Social Media Platforms:** Platforms such as Facebook, Instagram, and LinkedIn have become primary tools for real estate promotion, allowing targeted advertising toward specific customer segments based on age, location, and interests. They also enable precise tracking of campaign performance through digital analytics (Pellerin, 2024).
- b. **Real Estate Websites and Digital Platforms:** These platforms provide comprehensive details about properties, including photos, specifications, and locations, while offering direct communication with sellers or agents. They also include tools for price comparison and market analysis.
- c. **Paid Advertising and Data Analytics:** Paid digital advertisements make it possible to reach targeted audiences, supported by customer data and behavior analysis. This helps real estate companies refine their targeting strategies, predict demand trends, and design more cost-effective and return-efficient marketing campaigns (Tsai, n.d).

1.3. Legal Regulations Governing Real Estate Media

The legal dimension constitutes a fundamental element in regulating the real estate market and protecting its stakeholders, both in traditional transactions and through digital platforms. The legislator plays a key role in organizing commercial, advertising, and marketing operations to enhance trust and prevent unlawful practices.

1.3.1. Legal Challenges in the Real Estate Market under Digital Marketing

The spread of digital marketing within the real estate sector has led to the emergence of numerous legal challenges related to consumer protection, the regulation of electronic transactions, and ensuring transparency in advertisements. While this digital transformation has opened vast opportunities for facilitating investment and expanding supply and demand, it has also revealed legal gaps that require proper regulation and updated legislation (Sweeney, 2008).

a. Risks of Fraud and Misleading Advertisements

Misleading or false real estate advertisements on digital platforms represent one of the most significant challenges facing the property market. Some intermediaries or individuals may provide inaccurate information or conceal essential details, leading to consumer deception. This situation raises legal concerns about the extent of contractual protection in the digital environment (Mettling, 2024) .

b. Protection of Client Data and Information

As digital real estate platforms increasingly rely on collecting and analyzing customer data, the issue of protecting personal information and preventing its misuse outside legitimate frameworks becomes critical. The relative weakness of national legislation in this area—compared to international frameworks such as the EU General Data Protection Regulation (GDPR)—makes clients vulnerable to privacy violations (Mettling, 2024).

c. Oversight of Digital Media and Advertising Content

The open nature of the Internet makes monitoring and regulating advertising content difficult, especially when platforms operate across borders. This raises questions about the capacity of national authorities to enforce oversight within the virtual space, emphasizing the need for international cooperation mechanisms and flexible legislation capable of adapting to technological developments ((Mettling, 2024).

1.3.2. Legal Regulations at the National Level

With the transition of real estate activities into the digital sphere, the need arose to regulate digital advertising and curb potential abuses that may occur through it. This necessity led to the enactment of legal frameworks governing digital promotion and advertising, particularly those related to publicity and electronic commerce.

In Algeria, Law No. 18-05 on Electronic Commerce defines the legal framework for online transactions, including advertising and digital marketing. Moreover, the Consumer Protection and Fraud Suppression Law prohibits misleading advertisements, whether conducted

through traditional or electronic media. These provisions reflect the legislator's commitment to protecting users from deception and fraud while reinforcing trust in digital transactions (ج. ر عدد 2018 ،28).

The legal framework would not be complete without clarifying the legal liability of real estate institutions that use digital media as a means of promotion. Liability serves as a fundamental guarantee for the rights of clients and consumers.

Real estate companies bear civil liability for any damages caused to consumers as a result of misleading advertisements or inaccurate information. They may also incur criminal liability in cases where fraud or data manipulation is proven. Furthermore, legislation requires these institutions to ensure the protection of consumers' personal data in accordance with cybersecurity and privacy standards.

1.3.3. At the International Level

The regulation of digital real estate marketing is no longer a purely national matter but has become an international concern due to the cross-border nature of electronic transactions. Several regional and international organizations have established legal frameworks and guiding principles to ensure transaction transparency and consumer protection. These efforts generally focus on three key areas: the protection of personal data, the prevention of misleading or fraudulent advertising, and the establishment of legal frameworks for electronic commerce, including the digital real estate market. The most notable of these organizations include:

a. The European Union (EU)

The EU adopted the General Data Protection Regulation (GDPR – 2018), which imposes strict rules on data collection and processing. It also issued specific directives on electronic advertising to ensure its credibility. The regulation entered into force on May 24, 2016, and became applicable on May 25, 2018 (Comission, 2016).

b. The United States of America (USA)

The Federal Trade Commission (FTC) oversees the regulation of digital marketing, with particular emphasis on protecting consumers from misleading advertisements. Additionally, real estate laws such as the **Fair Housing Act** prohibit discriminatory practices in real estate promotion.

c. The United Kingdom (UK)

Following the end of the Brexit transition period on December 31, 2020, the United Kingdom is no longer subject to the EU General Data Protection Regulation (EU GDPR). However, the EU GDPR was incorporated into UK domestic law at that time, creating a parallel regime known as the UK GDPR.

Although the UK GDPR is a separate legal framework, it remains largely identical to the EU GDPR. The Data Protection Act (DPA) 2018 also remains in force and operates alongside the UK GDPR to govern data protection within the country. It is worth noting that UK businesses may still be subject to the EU GDPR if they offer goods or services to, or monitor the behavior of, individuals within the European Economic Area (EEA) (Qayyum, 2023).

d. The United Nations (UN)

Through the United Nations Conference on Trade and Development (UNCTAD), the UN encourages countries to adopt policies that regulate digital real estate marketing in ways that protect consumers (Nations, 2016).

e. The Organisation for Economic Co-operation and Development (OECD):

The OECD has established principles for digital consumer protection and the regulation of online advertising, aiming to ensure fairness and transparency in electronic markets (OECD, 2015).

2. Fields and Evolution of Real Estate Media

In the digital age, real estate media has become one of the essential pillars in the development of the real estate sector. Its role has expanded beyond merely promoting projects or delivering news to becoming a strategic tool for disseminating knowledge, enhancing transparency, and supporting informed investment decisions.

With the advancement of communication technologies and the rise of digital platforms, the scope of real estate media has diversified to include online platforms, interactive applications, and digital advertising. These innovations have modernized communication

channels between investors, real estate institutions, and government bodies, thereby contributing to the creation of a more efficient, transparent, and data-driven property market.

Real estate media covers a wide range of functions that enable it to influence the real estate market on multiple levels. Its role is not limited to promotion alone but extends to building trust, monitoring information, and engaging with the public. The main fields can be summarized as follows:

2.1. Real Estate Marketing through Media Channels

In this area, both traditional and digital media platforms are employed to promote real estate projects, present their investment advantages, and target potential investors and buyers.

Public institutions use this domain to market public housing projects and major urban development plans, while the private sector relies on flexible and interactive digital advertising campaigns.

Studies have shown that online marketing and digital advertising significantly increase the sales of new housing units, especially in cities with middle-income populations and relatively low real estate prices (2016, الصيرفي).

Recent research also indicates that using social media in real estate marketing enhances consumer awareness, supports informed decision-making, and strengthens trust in developers through educational and informational content (2016, الصيرفي).

2.2. Dissemination of Market Information and Analysis

Real estate media serves as a key pillar for publishing data and analyses related to market dynamics, property prices, and supply-and-demand trends. Such information is essential for investors and policymakers as a reference tool for evaluating opportunities and risks.

This role is vital for reinforcing transparency in the real estate market, as information becomes accessible to all rather than being monopolized by a small group of intermediaries or specialized entities.

In times of crisis, real estate media can play a dual role: misleading information can worsen the situation, while reliable platforms—such as **Zillow** and **Redfin**—can help rebuild market confidence by providing accurate and transparent data (2016, الصيرفي).

2.3. Communication with the Public and Investors

Digital platforms have become interactive tools connecting real estate developers with their audiences in a direct and sustainable manner. The main communication methods include:

2.3.1. Managing interactive accounts on social media platforms (Facebook, Instagram, LinkedIn, etc.) to share images and videos of projects and to provide virtual tours using **3D** and **VR** technologies.

2.3.2. Organizing virtual seminars and exhibitions using tools such as **Zoom** and **Teams** to present projects and answer public inquiries in real time.

2.3.3. Utilizing instant communication tools such as **Live Chat**, intelligent chatbots, and instant messaging apps like **WhatsApp Business**. Studies have confirmed that using social media in real estate marketing enhances engagement, builds user trust, and attracts a larger audience at a lower cost (Tsai, n.d).

2. 4. Real Estate Public Relations and Reputation Management

Real estate institutions play a key role in building a positive reputation among their audiences by demonstrating transparency and credibility, sharing success stories, and participating in real estate events. When facing crises—such as project delays or client disputes—real estate media becomes a mechanism for managing reputational impact through transparent and prompt communication, clarifying corrective actions, and maintaining direct contact with stakeholders.

A notable example is **Emaar Properties** in the United Arab Emirates, which adopted strategic media campaigns, organized field visits for journalists and investors, and published regular updates through digital platforms to mitigate the effects of delays and strengthen trust in its brand (Williams, 2025).

2.3. The Evolution of Real Estate Media in the Digital Age

In the twenty-first century, real estate media has undergone a qualitative transformation driven by technological advancement and digitalization, which have introduced interactive and

experiential dimensions. The tools have changed, the influence has expanded, and the roles it plays have multiplied.

2.3.1. Modern Tools of Presentation and Interaction

Real estate presentations are no longer limited to static images or printed brochures; they have evolved into digital platforms that offer clients an almost realistic experience before purchase:

- a. **High-quality promotional videos and drone photography**, which provide a panoramic view of the project and its surroundings.
- b. **Virtual Tours**, allowing users to navigate through the property and move between rooms as if they were physically present, thus reducing the need for on-site visits (Gruman, 2006).
- c. **Augmented Reality (AR)** technologies that enable clients to visualize furniture within the space or see the project projected onto the land plot, and Virtual Reality (VR) that offers an immersive experience inside the property using VR headsets (Gruman, 2006).

2.3.2. Benefits of the Development of Modern Presentation and Interaction Tools

This technological advancement provides tangible benefits for consumers and investors alike:

- a. Enhancing trust and transparency, as clients can explore the property in detail as though they were visiting it in person.
- b. Facilitating decision-making and reducing risks through prior visual experience.
- c. Saving time and cost associated with travel and multiple site visits.
- d. Expanding accessibility, allowing foreign investors to explore projects remotely without the need for physical presence.

2.3.3. Practical Models and Leading Experiences

In Saudi Arabia, the *Sakani* program serves as a prominent example, offering citizens digital platforms that provide virtual tours inside housing units and allow online booking.

In the United Arab Emirates, companies such as EMAAR and DAMAC have integrated augmented and virtual reality technologies into major projects like *Burj Khalifa* and *Dubai Hills*, enabling international investors to explore projects remotely (J. Aswini, 2024).

Additionally, the Dubai Land Department launched a VR platform that allows real estate agents to create and share virtual tours of their listed properties.

3. Digital Platforms for Real Estate Investment

Digital platforms have become one of the most prominent manifestations of digital transformation in the real estate market, providing a virtual space that connects supply and demand more rapidly and transparently. These platforms are no longer merely advertising tools; they have evolved into integrated investment instruments that offer data, analytics, and facilitation of transaction processes (Ameer, 2024).

3.1. The Role of Digital Platforms in the Real Estate Market

Digital platforms have become one of the most prominent manifestations of digital transformation in the real estate market, providing a virtual space that connects supply and demand more quickly and transparently. Understanding the roles played by digital platforms is essential to interpreting the significant changes in real estate market dynamics. These platforms are no longer limited to providing preliminary property information; rather, they have evolved into integrated hubs for data management and interaction between stakeholders, including detailed data collection, facilitation of negotiations, and enabling investors to make decisions based on accurate and reliable information (Williams, 2025)

3.1.1. Facilitating Access to Information

Digital platforms offer a vast and comprehensive database containing information about prices, locations, property sizes, and technical specifications. This enables investors to make instant comparisons between different properties, understand market trends, and access past evaluations. Platforms also facilitate searches for properties based on precise criteria, such as intended use (residential, commercial, industrial) or proximity to facilities and services, enhancing the speed and accuracy of decision-making (Ameer, 2024).

3.1.2. Reducing Traditional Intermediaries

Digital platforms enable investors to communicate directly with owners or developers, reducing the need for traditional intermediaries and lowering associated commission fees. This

direct communication also allows for faster exchange of information and contractual terms, enhancing transaction transparency and reducing risks associated with reliance on third parties.

3.1.3. Enhancing Transparency and Trust

Many platforms use rating and review systems for projects and developers, in addition to displaying project history and legal compliance. This feature increases the level of trust among all parties, as investors can evaluate project quality based on previous experiences and user feedback. Platforms also allow buyers or investors to review updates or changes to the project directly, which reduces fraud and ensures adherence to specifications and legal standards (Ameer, 2024).

3.2. Examples of Real Estate Digital Platforms in Selected Countries

To provide a practical perspective, it is useful to examine examples of digital platforms in various countries, highlighting the level of development and their operational scope.

3.2.1. Real Estate Digital Platforms in Saudi Arabia

a. FAL – Electronic Real Estate Brokerage Services Platform:

Provides individuals and real estate enterprises with FAL licenses to practice real estate activities, along with innovative brokerage services, aiming to regulate and improve market services, protect beneficiaries, boost market confidence, and stimulate real estate activity (REGA, n.d.).

b. AQARI Real Estate Application:

The official application of the General Authority for Real Estate, offering a comprehensive digital experience that allows individuals and enterprises to access various real estate services (REGA, n.d.).

c. Real Estate Contributions Platform:

An official electronic platform for receiving requests for licenses to practice real estate contribution activities, including modification or cancellation of licenses, qualifying and classifying developers, and completing all licensing procedures electronically (REGA, n.d.).

d. Real Estate Indicators Portal:

Provides digital data on property sales and rentals at the national, city, and neighborhood levels, offering **geographical visualization, historical comparisons, and analytical tools** to help users make informed decisions and enhance market transparency (REGA, n.d.).

e. Ejari Electronic Network:

A fully integrated electronic network aimed at regulating the rental sector in Saudi Arabia and protecting the rights of all parties involved in leasing transactions (REGA, n.d.).

f. On-Plan Real Estate Sale and Lease Service Platform:

Allows individuals to request qualification and licensing for selling or leasing real estate projects off-plan, and access post-licensing services, under the supervision of the General Authority for Real Estate (REGA, n.d.).

g. Geospatial Real Estate Portal:

A digital gateway presenting spatial and descriptive data relevant to the real estate sector, including interactive maps, property locations, points of interest (education, health, hospitality), off-plan projects, brokerage offices, and authorized engineering offices, along with a search and inquiry service (REGA, n.d.).

3.2.2. Real Estate Digital Platforms in the United Arab Emirates

The widespread adoption of digital real estate platforms in the UAE is attributed to the investment and urban boom the country has experienced in recent decades. The flourishing real estate activity and the growing local and international interest in the sector created a favorable environment for adopting modern technological tools in real estate marketing and communication. In this context, several local and regional digital platforms have emerged, among the most prominent:

a. “Dari” Platform – Department of Municipalities and Transport:

Launched on February 16, 2022, the Dari digital system aims **to** integrate real estate services in Abu Dhabi into a unified platform, providing comprehensive and advanced real estate services. It offers users a flexible and seamless experience to manage various real estate transactions, enhancing the attractiveness of real estate investment and promoting transparency

in data provision to investors. The platform also provides market reports, development project information, registered contract values, and transaction flows (DARI, 2022)

b. Property Finder:

Originating in Dubai, Property Finder has become one of the largest real estate portals in the Middle East, offering a variety of services including property listings, periodic analytical reports, and accurate data relied upon by investors and international media when evaluating the market. The platform also provides information about ongoing projects and responsible developers, recommends top developers, and markets them. Recently, it launched the Property Finder app to facilitate property searches (finder, n.d.)

c. Bayut:

Launched in 2008, Bayut has grown to become the largest real estate website in the UAE, serving as the primary reference for individuals and real estate companies alike. Its listings cover properties for sale and rent across the seven emirates. Bayut has also launched numerous applications contributing to the growth and development of the real estate sector, alongside its “MyBayut” blog in both Arabic and English—the first Arabic real estate blog in the UAE (Bayut, 2025).

Since its launch, Bayut has been a pioneer in transforming the UAE real estate sector, achieving record-breaking milestones, fulfilling customer needs, and earning numerous awards, including recognition from Forbes and Arabian Business (Bayut, 2025).

3.2.3. Real Estate Digital Platforms in the United States

The US market hosts major platforms such as Zillow and Redfin, which go beyond mere promotion to include financing systems and investment analysis tools.

- a. Zillow:** Zillow is a leading online real estate marketplace in the United States, founded in Washington in December 2004, with its website launched on February 8, 2006. Zillow primarily provides information to the public, offering a free platform to search for homes and rentals. The company generates revenue from paid advertisements by real estate brokers and home development companies, which increases the platform’s value as its user base grows (zillow, n.d.).
- b. Redfin:** Redfin is a digital platform offering a range of real estate services, including buying, selling, and renting properties, along with online property listings across the United States and Canada. It was established in 2004 (redfin, n.d.).

3.2.4. Real Estate Digital Platforms in the United Kingdom

The UK hosts numerous digital real estate platforms, among the most prominent of which is Zoopla, which provides high-precision market analysis and forecasting services.

- **Zoopla Digital Platform:** Launched in 2008, Zoopla is a website offering free tools and information about the UK real estate market, particularly for searching homes for sale or rent and verifying property prices (zoopla, n.d.).

3.2.5. Major Digital Platforms in Algeria

In recent years, the sector of national properties and real estate registration in Algeria has witnessed a growing trend toward digitization, in line with public policies aimed at modernizing administration, simplifying procedures, and enhancing principles of transparency and good governance. Real estate media has emerged as a fundamental pillar in this process, highlighting the need to establish digital platforms and electronic applications that provide accurate and updated real estate data, allowing citizens, professionals, and investors to access real estate services and complete their transactions remotely. This digital transformation has helped reduce administrative burdens, limit bureaucracy, and contributed to improving the investment climate and developing urban planning tools. Among the most prominent platforms are:

a. “Fada Algeria” Geographic Portal:

On March 14, 2024, the Ministry of Finance, represented by the Directorate General of National Properties, launched the “Geographic Portal – Fada Algeria” (FADAELDJAZAIR). The portal is considered a strategic tool for managing and developing the real estate sector in Algeria, serving as a modern digital platform that enhances transparency, simplifies procedures, and reduces opportunities for corruption by providing the public with direct access to information. It allows citizens and professionals to carry out real estate, state property, and land registration transactions remotely, reducing the need for travel and saving time and effort, while also improving institutional efficiency and lowering administrative costs. Additionally, the portal provides accurate and updated geographic data that help better understand the spatial

distribution of resources and facilities, supporting urban planning by supplying engineers and urban planners with essential information (موقع وزارة المالية، 2025).

The portal also provides information about available land for development, helping investors make informed investment decisions. It facilitates the search for state-owned properties and provides detailed data about them (البوابة الجغرافية فضاء الجزائر، 2025).

b. Investor Digital Platform:

In implementation of Article 23 of Law No. 22-18 dated July 24, 2022 (ج.ر عدد 59، 2022), relating to Investment, the Investor Digital Platform (AAPI, n.d.) was established and is managed by the Algerian Investment Promotion Agency. The platform provides all necessary information, particularly regarding investment opportunities in Algeria, real estate offerings, incentives and benefits linked to investment, as well as related procedures.

This interconnected digital platform links to the information systems of the authorities and administrations responsible for investment processes, eliminating the physical aspect of all procedures and allowing all investment-related processes to be conducted online (AAPI, n.d.).

II. Conclusion:

It is evident from the study that digital media in the real estate sector has become a crucial component in the transformations of modern markets. It is no longer merely a tool for promoting projects; rather, it has evolved into a strategic platform integrating data collection, market analysis, and interaction with investors and consumers. Digital transformation has enhanced access to information, reduced the role of traditional intermediaries, and increased transparency among all stakeholders, both internationally and locally in Algeria through platforms such as “Fada’ Algeria” and the Investor Digital Platform.

Digital real estate media is no longer a secondary option but a strategic component of sustainable real estate development. By enhancing transparency, improving access to information, and facilitating decision-making, digital platforms pave the way for more efficient real estate markets, smart cities, and sustainable investments. Integrating these tools with local and international legal and regulatory frameworks positions Algeria and other countries toward alignment with global best practices, achieving a balance between investment, urban development, and societal well-being.

1. Findings:

- **Enhancing Transparency and Credibility:** Digital platforms disseminate accurate data and analyses regarding prices, projects, and market trends, leading to increased trust among investors, developers, and citizens while reducing the likelihood of fraud or misinformation.
- **Facilitating Investment Decisions:** By providing a broad and comprehensive database, investors can compare prices, locations, and specifications, as well as assess risks and investment opportunities accurately across residential, commercial, or industrial activities.
- **Reducing Traditional Intermediaries:** Direct communication between property owners and investors lowers additional costs and accelerates sales and purchase processes, supporting market flexibility and faster response to changes.
- **Advancing Urban Planning and Sustainable Practices:** Accurate geographic data and local digital platforms help improve resource and facility distribution and support well-informed urban expansion decisions, aligning with the concepts of smart and healthy cities.
- **Digital Interaction and Engagement:** The use of virtual and augmented reality, along with virtual tours, enhances the experience of investors and consumers, improving trust and compliance with standards.

2. Recommendations:

- **Strengthening Legal and Regulatory Frameworks:** Establish clear and updated legislation for digital platforms to protect investors and regulate real estate transactions in line with modern developments.
- **Integrating Social and Environmental Dimensions:** Expand platform functions to include assessment of the social and environmental impacts of real estate projects, promoting sustainable development and reducing health and environmental risks.
- **Encouraging Technological Innovation:** Support the use of modern presentation and interaction tools, such as virtual and augmented reality and interactive tours, to enhance user experience and transparency.
- **Developing Public-Private Collaboration:** Establish integrated platforms connecting all entities responsible for real estate and investment to exchange and analyze data in real-time, increasing decision-making efficiency.
- **Raising User Awareness:** Provide training programs and educational materials for investors and citizens on effectively using digital platforms, ensuring maximum benefit from digital services and promoting sustainable investment.

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