

## Algeria's Digital Economy And Digital Platform Reality

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**Abstract:** In recent years, Algeria has seen a significant expansion in the use of information and communication technologies. Figures published by the Swiss Post and Electronic Communications Regulatory Authority in 2022 show a generally positive trend for the country. Currently, Algeria enjoys an Internet penetration of more than 70%, with a continuous improvement in speed from year to year. Mobile density is 107%, positioning Algeria as the country with the lowest mobile Internet usage cost in Africa at \$0.48 per gigabyte. Significant progress has been made with increased investment and basic infrastructure such as wired and wireless communication networks and Internet access, especially with the accelerated deployment of optical fiber in the new urban districts of the big cities. However, Internet access remains limited in some areas, especially rural, and the development of communication infrastructure and web-hosting services has not yet reached the desired level, complicating the development of online businesses in Algeria. Despite these challenges, digital promotion initiatives are in place, including events to bring together digital enthusiasts and incubators to help entrepreneurs.

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## Introduction

The advancement of information and communication technologies and their widespread use has seen significant growth in recent years in our country. It cannot be denied that all the figures published by the Postal and Electronic Communications Regulatory Authority at the end of 2022 and those published by international organizations at the beginning of the year have shown a generally positive trend in favor of our country. Currently, we have a more significant number of internet connections with a penetration rate exceeding 70%, accompanied by a continuous improvement in speed from year to year. Mobile phone density is 107%, with Algeria ranking first globally, boasting the "lowest cost of mobile internet consumption in Africa" at \$0.48 per gigabyte. Algeria has made significant progress in this field. Investment has increased, and the basic infrastructure has improved, such as wired and wireless communication networks and internet access, especially with the accelerated deployment of optical fibers, particularly in new neighborhoods in major cities, which increased the number of subscribers by almost 40% by the end of January 2023 to over 520,000. Digital technology in Algeria is a rapidly expanding field, but it faces many challenges and obstacles. Firstly, access to the Internet is still limited in some parts of the country, especially in rural areas. This makes it difficult to deploy digital technologies and use online services. Additionally, the development of communication infrastructure, wired and wireless, and web hosting services has not reached the required level in Algeria, which does not facilitate the development of online businesses. Despite these challenges, there are digital promotion initiatives in Algeria. Events and conferences have been organized to bring together digital enthusiasts in Algeria and several startup incubators and accelerators aimed at helping entrepreneurs launch their businesses online. Furthermore, the Algerian government has launched a digital development program that includes establishing research and development centers in information technology and creating a regulatory framework to encourage investment in this sector. In summary, although digital technology in Algeria is not yet on par with that in some countries, efforts are being made to enhance its development and improve access to the Internet and digital technologies throughout the country.

## **Study problem**

Digital transformation is essential to integrating digital solutions into our daily lives. It affects various sectors, such as business, industry, and healthcare services. However, digital transformation enhances traditional solutions and can lead to innovative approaches, although it has not yet been widely adopted in Algeria. How challenging is the transition from a traditional economy to a digital one, and what are the benefits for all sectors, especially those classified as strategic, such as energy, transportation, and defense?

## **Study Hypothesis**

**H1:** Algeria's digital platforms are effectively used to promote government and commercial services,

**H2:** Algeria takes a low place in the Global Network Readiness Index due to lack of digital infrastructure and technological skills

## **I- Digitization of the economy in strategic sectors**

Digitizing the economy in strategic sectors refers to using digital technologies such as the Internet of Things, artificial intelligence, and robotics in healthcare, energy, agriculture, industry, transportation, and utilities to increase their effectiveness and efficiency. This digitization allows us to manage resources better, improve service quality, reduce costs, stimulate innovation, and accelerate economic growth. It can also help address environmental and social issues by making sectors more sustainable and inclusive. However, it is essential to consider security, privacy, regulatory challenges, and workforce training to ensure an effective transition to digitization.

### **I .1The importance of digital entrepreneurship :**

Digital entrepreneurship can be defined as the creation of new businesses and the modification of existing businesses by using new digital technologies. Digital companies are characterized by a high density of new digital technologies, particularly social, mobile, analytics, and cloud solutions, aimed at enhancing business operations, innovating new business models, improving business intelligence, and interacting with customers and stakeholders through new (digital) channels.

Digital entrepreneurship encompasses:

1. New companies (digital startups) and mature companies (digital incumbents) that have digital technologies at the core of their business models, meaning they develop and leverage digital technology to deliver new services and improve products and services for their customers.
2. Companies that utilize digital technologies (such as social solutions, mobile solutions, analytics, and cloud computing) to enhance business operations, improve business intelligence, and interact with customers and stakeholders through new (digital) channels.

It is emphasized that digitization is a real lever for economic growth and competitiveness, as it promotes the creation of new jobs. It is the way forward for developing countries in their pursuit of added economic value and in combating unemployment, particularly in societies facing this challenge. Priority should be given to addressing the business climate urgently to clean up burdens and bureaucratic practices that weigh heavily on the business world. There is a need for deep reforms to simplify the tax, administrative, and banking environment for companies and to improve access to land.

The digital economy offers many economic advantages. Here are some of the key benefits:

Algeria has recognized the importance of developing its digital economy to increase production and reduce costs. By embracing digital technologies and leveraging the power of information and communication technology (ICT) (Hassan BOUABDELLAH, 2018, p. 37), Algeria aims to enhance productivity, streamline processes, and drive economic growth.

Developing a digital economy can bring several benefits to Algeria. Here are a few ways it can contribute to increasing production and reducing costs:

1. Enhanced Efficiency: Digital technologies can automate and optimize various processes, increasing production and operations efficiency. By digitizing and streamlining workflows, businesses can eliminate manual tasks, reduce errors, and accelerate the pace of production.
2. Improved Access to Information: The digital economy allows better access to information and data analytics, enabling

businesses to make informed decisions. Real-time data insights can help optimize production processes, identify bottlenecks, and improve resource allocation.

3. E-commerce and Online Marketplaces: Embracing e-commerce platforms and online marketplaces can expand market reach for Algerian businesses. By selling products and services online, companies can tap into a larger domestic and international customer base, leading to increased sales and production.

4. Cost Reduction: Digital technologies can help reduce costs in various ways. For example, cloud computing can eliminate the need for substantial on-site IT infrastructure, reducing hardware and maintenance costs. Additionally, digital communication tools can facilitate remote collaboration, reducing travel expenses.

5. Innovation and Entrepreneurship: The digital economy fosters a culture of innovation and entrepreneurship. Algerian startups and businesses can leverage digital platforms to develop innovative solutions and products, stimulating economic growth and creating new job opportunities.

To achieve these goals, Algeria must invest in digital infrastructure, promote digital literacy and skills development, and create a conducive regulatory environment supporting digital innovation and entrepreneurship. Collaboration between the government, private sector, and educational institutions is crucial to successfully driving the development of Algeria's digital economy.

## **I.2 Digital transformation: from technology to the overall impact on business and society**

The digital economy has become a daily reality beyond mere technological changes. It profoundly impacts organizational structures, production processes, and individuals' lives. Businesses of all sizes and domains are becoming catalysts for technological and organizational innovation, creating employment opportunities and prosperity for society. This digital transformation, which affects the entire business sector, requires an in-depth exploration of its theoretical foundations, practical applications, and long-term implications.

Digitization is closely linked to the widespread use of the Internet, which now serves as the primary means of communication,

exchange platform, and source of information products and services. For businesses, the Internet has become an essential tool for digital transformation, enabling them to facilitate communication and data sharing among different organizational entities, business partners, and consumers. Strategic use of the Internet in business often aims to create a solid online presence, shape the company's image in the market, and influence consumer opinions. The evolution of search engines has encouraged the development of online marketing techniques and tools, such as content marketing, to better meet consumer needs.

The digital transformation of businesses encompasses changes in production processes and organizational structures, relying on a complex combination of business models, corporate culture, and shared values. The success of this transformation largely depends on businesses' ability to identify and respond to internal and external influences shaping their digital strategies. The digital economy is emerging due to this profound transformation in business processes.

Digital businesses benefit from a robust information infrastructure, with the Internet at the core of their operations (Dudézert, 2018). Cloud technologies; remote work, data management and analysis, and the Internet of Things enhance the Internet's role as an economic driver. Digital platforms, which provide a foundation for the online economic ecosystem, rely on the Internet to facilitate interaction among all actors.

The transition to a digital economy brings significant changes in the functioning of businesses:

- 1) Information becomes a significant production factor with increased economic value.
- 2) Production costs increase as managing information as a valuable resource requires significant investments.
- 3) Transaction costs decrease when information and communication technologies are efficiently used.
- 4) The role of employees in implementing information and communication technology-based processes becomes crucial.
- 5) Uncertainty and risks associated with business activity are reduced through intensive use of informational resources.

The drivers of digital transformation in businesses include mobile technologies, cloud computing, social media, and business

analytics. Mobile technologies, in particular, drive business growth by facilitating communication, collaboration, and market access for small businesses and individual entrepreneurs. (Mariam H. Ismail, 2018)

In conclusion, the transition to a digital economy is an inevitable trend that brings challenges and many opportunities for businesses that adapt and innovate in this new technological environment.

### **I .3. Digitization in Algeria.**

Digitization is a fundamental tool that enables companies and strategic sectors (M Nechar & M Saadaou , 2018, p. 176), whether strategic or not, to become more efficient and competitive and better meet the needs and expectations of citizens and consumers. In this context, E-commerce, online, and mobile payments are essential levers for promotion.

However, electronic payment terminals (POS) and virtual payment solutions are limited in Algeria. Companies that accept credit card payments are mainly concentrated in large cities such as Algiers, Oran, and Constantine. At the same time, small and medium-sized enterprises (SMEs) are less likely to offer electronic payment options.

The Algerian government has taken several measures to encourage the development of e-commerce and online payments. The digitalization of the economy can bring many benefits to all sectors, especially those classified as strategic, such as energy, health, transport, and defense.

It is stressed that an effective digitization strategy must consider the specificities of each sector without dispersion while focusing on specific objectives. To achieve these goals, it is necessary to mobilize human and material resources in a coordinated manner to maximize the benefits of digitization.

#### **I .3. 1The Legislative Aspect of Digitization in Algeria**

In Algeria, digitization has been integrated into the country's national economic and social development policies since 2005 (Lounes houda, 2018). However, specific digitization laws have not yet been enacted. In 2019, the supplementary finance law imposed a tax on selling goods and services online. This tax was set at a rate of 1% and applies to all transactions conducted online in Algeria. Additionally, in 2020, another draft law aimed at framing digital transformation in

Algeria was discussed. This draft law includes the establishment of a National Digital Transformation Authority to regulate and oversee digital activities in the country. Algerian legislation has recently evolved to address digital issues (Hadjar khalfallah & khaled bendjelloul, 2023, p. 788). Below are some laws and regulations applicable in Algeria regarding digitization:

1. Law No. 18-07 on Personal Data Protection, adopted in 2018, sets out rules for collecting, processing, retaining, and transferring personal data.

2. Law No. 10-90 on Wired and Wireless Communications, adopted in 2000, regulates Algeria's wired and wireless communications sector, including internet usage.

3. Law No. 20-03 on Electronic Signature and Certification Services, adopted in 2020, recognizes the legal validity of electronic signatures and certificates.

4. Law No. 15-97 on Intellectual Property Protection and Enhancement, adopted in 2015, protects intellectual property rights, including copyright in digital works.

5. Law No. 14-05 on Prevention and Combating of Information and Communication Technology Crimes, adopted in 2014, criminalizes activities such as cybercrimes, online fraud, hacking, and cyberbullying.

These laws and regulations demonstrate that Algeria recognizes the importance of digital technology in daily life and seeks to protect the rights and privacy of Algerian citizens in the digital space. In summary, despite legislative progress regarding digitization in Algeria, there is still vital work to be done to address legal gaps and regulate the sector effectively.

### **I .3. 2Uses of Algeria's digital economy**

In Algeria, the development of at least 37 digital government platforms is underway, with 16 platforms still considered low and 18 considered medium. At least seven digital platforms are being developed with the involvement of foreign companies and international organizations. Algeria reached 112th place in the UN E-Government Development Index in 2022 (Index, 2022, p. 4), and ranks 103rd out of the 134 economies included in the NRI 2023 (NRI, 2023, p. 3) being the ninth African nation with about 60% of the population connected to the Internet.

Despite a relatively high level of development of online government services, ministry websites and portals are designed with different layouts and languages: some are entirely in Arabic (such as the Ministry of Industry website), while the French version is announced but unavailable. Many platforms require improvements in terms of implementing announced features, as well as basic user needs. For example, the public procurement portal lacks search functionality, complicates interaction with the service, and there is no information on decisions and changes regarding tenders.

The National People's Assembly of Algeria was informed in 2022 by the prime minister of Algeria that a public service portal bringing together 208 government services is being developed. However (APS, 2022), access and details on its state of implementation are still lacking. Since 2017, the SAHTI electronic medical card has been implemented in the field of healthcare (Sahti, 2024). A private enterprise started the research, and the Algerian Ministry of Health later provided funding. Research released in June 2022 on the Algerian Scientific Journal platform states that 284 clinics and 16 medical institutions in Algeria are computerized, and almost two-thirds of the clinicians polled make use of this service. With the assistance of the Ministry of Pharmaceutical Industry, the SAHTI platform was established to facilitate doctor appointments. Nevertheless, only phone numbers, email addresses, and addresses of experts or clinics are supplied; online appointment scheduling is not. There are now just exam registration options available for government services in the education sector; schools do not offer electronic journaling, attendance tracking, or catering services.

Currently, internet surveys, comments, and complaints need integrated platforms. On certain government websites, surveys and complaints can be made independently, and the prosecutor's office offers an electronic complaint service. An electronic system for gathering and tallying votes at polling places is at the pilot deployment stage. It was used during the 2022 National Council by-elections. Voters sign electronically and register using an electronic card. However, the online voting method hasn't been put into use yet. The Automatic License Plate Recognition (LAPI) platform is used for

road traffic regulation. It keeps track of passing cars' license plates and routinely searches a specialized database for stolen automobiles. The system's database, which can read 8,000 license plates daily, enables it to identify cars that Interpol is looking for both in Algeria and beyond. Unfortunately, no road surveillance cameras are in place now that can track adherence to traffic laws and automatically identify collisions. These cameras are proposed to be placed on the AEO (East-West) route.

There are no online arbitration platforms, bill project portals, or systems for registering and archiving legislative process papers. Right now, the only justice-related service offered is the opportunity to get a certificate of non-conviction on the Ministry of Justice's website. Central Algerian banks (BNA, Société Générale Algérie) utilize the CIB interbank card, while the Edahabia postal service card is also widely used. For a population estimated at 45 million, 11.6 million cards have been distributed thus far. Seventeen million biometric cards (CNIBE) were distributed in 2019. Using the Albocos platform, biometric identification expedites border control and cuts the time it takes to process passports to "less than 5 minutes". Passport reading is also integrated into the platform. However, operators still need to perform manual labor at every level. The Afis-Criminal solution, which enables the identification of people wanted by fingerprints and matches data from the database of wanted people registered in the police identification and search system (Sirpal) with the passport's MRZ code, is integrated into this same platform.

The "Single Window" project, which decreases compliance time and costs with control requirements and enhances communication between numerous actors in foreign commerce, was put into action in 2022 with assistance from South Korea. 2018 saw the opening of a customs service data center with Huawei's assistance.

The National Identification Number (NIN) project is being deployed. For retirees, a facial recognition service is already operational (to reduce paper procedures for confirming pension entitlement).

The websites of different inspections are not yet integrated, and no data on inspections and other activities is provided; there is no single information system in this area of inspections. Systems for

controlling pesticides, agrochemicals, and alcoholic products are also absent. There is no land registry. Online cash registers are neither mandatory nor widespread, and electronic payment terminals (Electronic Payment Terminal - EPT) are used mainly.

There isn't a single government system for managing and storing data, and plans are in the works to implement one. To boost investments in the cloud storage industry, the Ministry of Posts, Telecommunications, Technologies, and Digital Economy created a strategy in 2020. Several private options have been offered, including ABM Mobilis (Algeria), AP Cloud (South Africa), Icosnet (Algeria), and EBS WebServices (Algeria). Expanding the possibilities of video surveillance for traffic violations and accidents, helping to develop government data management and storage systems, and helping to create new services in the fields of education and health hold the greatest promise for cooperation with Algeria. Other potential areas of collaboration include alcohol products, land registration, pesticide and chemical management, and the development of new markets and prospects for using facial recognition technology. To enhance the performance of websites and services, manage access, enhance integration, and safeguard data, one may also look for the Russian experience.

## **II Social networks as a lever for Algeria's digital economy**

Social media (Mostefaoui Belkacem, 2019) plays a vital role as a driver of the digital economy in Algeria (datareportal.com, 2023). They provide a platform for communication, information sharing, and promotion of products and services, which can contribute to business growth and economic opportunities (TAIEBI, 2014, p. 101).

Here are some ways social media can act as a lever for the digital economy in Algeria:

1. Business promotion: Social media allows companies to promote their products and services, reach a wider audience, and generate online visibility. Platforms such as Facebook, Instagram, and Twitter offer targeted advertising features (Nechar Manal , 2017, p. 16), allowing companies to reach their target audience specifically.

2. E-commerce: Social media can serve as online sales channels. Companies can create online shops on platforms such as Facebook and Instagram, enabling them to sell their products directly to consumers through these platforms.

3. Influencer marketing: Social media allows companies to collaborate with influencers, bloggers, and other content creators to promote their products or services. Influencers can play a crucial role in raising awareness and engaging their audience, which can positively impact sales and business growth.

4. Customer service and feedback: Social media allows companies to interact directly with their customers, answer their questions, solve their problems, and gather their input (Yousra Abdessemed & Sahbi Mohamed , 2023, p. 589). This real-time interaction helps strengthen customer relationships and improve the overall customer experience.

5. Innovation and collaboration: Social media can also serve as a platform for innovation and collaboration (Stefania , Silvia , & Antonella , 2020,, p. 25). Companies and entrepreneurs can share their ideas, find potential partners, and benefit from the collective intelligence present on social networks.

It is important to note that using social media as a lever for the digital economy in Algeria depends on several factors, such as internet accessibility (Ookla, 2023), the level of adoption of digital technologies, and regulatory policies in place. However, with increasing internet and social media usage in the country, there are opportunities for businesses and entrepreneurs to leverage these platforms to grow their businesses and contribute to the digital economy in Algeria.

**Table (1) Indicators of Internet use and media in Algeria**

| Dimension                                  | 2022          | 2023*         | 2024*         |
|--------------------------------------------|---------------|---------------|---------------|
| Internet users                             | 27,28 million | 32,09 million | 33.49 million |
| Internet penetration rate                  | 60,6 %        | 70,9 %        | 72.9%         |
| social media users                         | 17,70 million | 23,95 million | 25,15 million |
| cellular mobile connections                |               | 48,53 million | 50.65 million |
| people in Algeria did not use the Internet | 39,4%         | 29,1%         | 27.1%         |

**Prepared by the researchers based on(DataReportal)\* in January**

Follows in the preceding table in the remark:

1. Growth in Internet Users: From 27.28 million in 2022 to a projected 33.49 million in 2024, there has been a discernible increase in the number of Internet users. This is a reflection of both the population's growing technology understanding and the advancement of internet infrastructure

2. Internet Penetration Rate Improvement: From 60.6% in 2022 to an anticipated 72.9% in 2024, the internet penetration rate has increased dramatically, pointing to a wider range of internet access.

3. Increase in Social Media Users: The figure illustrates how, between 2022 and 2024, the number of social media users increased from 17.70 million to 25.15 million, underscoring the platforms' rising appeal and influence on culture and society.

4. Increase in Mobile Cellular Subscriptions: From 48.53 million in 2022 to 50.65 million in 2023, there has been a rise in mobile cellular subscriptions, indicating a greater reliance on mobile phones in day-to-day living.

5. Reduction in the Number of Algerians Without Internet Connection: As a result of initiatives to increase internet availability, the proportion of Algerians without Internet connection is progressively declining, from 39.4% in 2022 to an anticipated 27.1% in 2024.

These evaluations can be used to create policies that will improve technology and digital communication and comprehend how Algeria's technological infrastructure has evolved over time.

### **I 1.1 Typical Profile of Users According To Social Networks In Algeria**

In order to communicate effectively on social networks, it is crucial to check if the target audience is using them correctly. Thus, here is an analysis of users and their practices for each social media platform.

**Table (2) Social media statistics for Algeria(in million)**

| Dimension          | 2022  | 2023* | 2024* |
|--------------------|-------|-------|-------|
| Facebook           | 22,45 | 20,80 | 24,85 |
| YouTube            |       | 22,70 | 22,80 |
| Instagram          | 8,60  | 8,40  | 11,40 |
| Facebook Messenger | 14,25 | 13,60 | 16,40 |
| LinkedIn           | 2,80  | 3,20  | 3,90  |
| Snapchat           | 6,25  | 6,95  | 7,88  |
| Twitter            | 891,5 | 1,15  |       |

|                   |  |  |       |
|-------------------|--|--|-------|
| X users (Twitter) |  |  | 1,24  |
| TikTok users      |  |  | 17,42 |

**Prepared by the researchers based on (DataReportal)\* in January**

Between 2022 and 2024, Facebook experienced significant fluctuations in its user base. In 2022, it had 22.45 million users, but this number decreased to 20.80 million in 2023, possibly due to changes in user preferences or privacy concerns. However, in 2024, Facebook saw a considerable increase, reaching 24.85 million users. This could be attributed to major strategic changes such as algorithm modifications, privacy enhancements, or effective marketing campaigns. These initiatives appear to have regained user trust and expanded Facebook's reach across different populations, demonstrating its ability to innovate and effectively respond to external challenges and changing user expectations.

YouTube usage saw remarkable stability between 2022 and 2023, slightly increasing from 22.70 million to 22.80 million users. This growth is attributed to the platform's ability to capture and maintain user interest, benefiting from the popularity of video content. YouTube's revenue methods, such as advertising, premium subscriptions, and revenue sharing with creators, play a crucial role in its economic success and appeal to content producers.

The number of Instagram users slightly decreased from 8.60 million in 2022 to 8.40 million in 2023 but then experienced a strong recovery, reaching 11.40 million in 2024. This increase can be attributed to the successful introduction of new features such as Reels, which have enhanced user engagement and attracted a broader audience. Algorithmic targeting optimization has also played a significant role in improving user experience and overall satisfaction. Influencer marketing on Instagram has also been crucial, with brands continuing to recognize its importance in attracting targeted audiences.

Facebook Messenger experienced an interesting evolution in terms of user numbers, with a decline from 14.25 million in 2022 to 16.40 million in 2024. This development can be attributed to the integrating new communication features, such as improved video calls, integrated games, or smart responses. Additionally, the multiplatform functionality with Facebook has significantly promoted

a smoother user experience, leading to more frequent use of messaging for personal and professional communications.

LinkedIn's user base saw a steady increase, reaching 3.20 million in 2023 and 3.90 million in 2024. This growth is attributed to the platform's increasing importance as a professional network, attracting both individuals and businesses seeking to recruit and advance. The resurgence of global economic recovery after periods of slowdown may encourage more professionals to enhance their online visibility and access new opportunities. Additionally, a buoyant job market may prompt users to update their profiles and connect with potential colleagues and employers.

Snapchat's user base continues to grow, reaching 6.25 million in 2022, 6.95 million in 2023, and 7.88 million in 2024. This growth is largely due to its innovative features, such as augmented reality (AR) filters and updated content formats, which maintain user engagement. These features allow users to create interactive and immersive experiences, particularly among teenagers and young adults.

Twitter's user base also grew significantly, increasing from 891.5 million in 2022 to 1.15 billion in 2023, and 1.24 billion in 2024. This growth could be attributed to the platform's ability to disseminate and discuss information during major global events and improvements in content moderation and personalization innovations. Additionally, effective marketing approaches and strategic collaborations have played a crucial role in enhancing Twitter's visibility and expanding its community of users.

The strong viewership of TikTok, especially among young users, is attributed to its viral content creation feature, allowing for rapid and widespread dissemination. The platform's user-friendliness and ease of content consumption also contribute to high viewing and sharing rates. The algorithm's success lies in tailoring the content stream to users based on their previous interactions, promoting engagement by consistently providing relevant and captivating videos.

In conclusion, LinkedIn, Snapchat, Twitter, TikTok, and Facebook have all experienced significant growth on their respective platforms. These platforms have proven their importance as powerful communication tools and have become essential for the growth and success of these platforms in today's constantly evolving digital landscape.

## CONCLUSION

Algeria is gradually transitioning to a digital economy, with increased adoption of digital technologies across various sectors such as e-commerce, financial technology, telecommunications, and information technology. Consequently, Algeria has taken modest steps to enhance digital transformation and foster innovation, including developing a national digital strategy and establishing digital incubators. However, it is noticeable that Algerians increasingly use smartphones and mobile Internet, leading to increased demand for digital services and applications. As a result, the wired and wireless communications sector is undergoing significant reforms, with market liberalisation and the introduction of new technologies such as 4G and 5G networks. With the emergence of digital platforms in various sectors such as e-commerce, ride-hailing services, food delivery, online markets, and the development of software companies, IT service providers, and technology startups, the government is investing in information technology infrastructure and promoting digital skills development. Nevertheless, Algeria still faces challenges in its digital economy and the reality of the digital platform.

In analyzing the effectiveness of digital platforms in Algeria for government and commercial services (H1), it is crucial to examine the digital transformation strategies implemented in these areas carefully. The authorities' integration of digital solutions within public services such as healthcare and education demonstrates a shift towards increased accessibility and efficiency. Meanwhile, private sector actors have leveraged digital platforms to expand their market presence and optimize their operations through e-commerce and digital marketing. Successes in the areas of electronic payments and online government portals illustrate these advances. However, challenges remain, particularly in terms of adoption rates and specific sectorial issues, highlighting areas for improvement. To support this hypothesis, it is imperative to have data from reliable sources regarding the dissemination and impact of these digital services.

Regarding Algeria's position in the global network readiness index (H2), the country's low ranking can be attributed to gaps in digital infrastructure and a lack of technological skills. This index assesses a country's ability to exploit digital technologies beneficially. An analysis of the digital infrastructure in Algeria highlights

challenges related to internet access, broadband quality, and mobile connectivity, which hinder the development of digital activities. Moreover, the level of technological skills within the Algerian workforce is crucial for digital adoption. Thus, educational initiatives aimed at enhancing digital literacy are essential to promote technological skills. To deepen understanding of the situation, it is essential to compare Algeria's digital readiness with neighboring countries, as well as to analyze government policies developed to improve digital infrastructure and skills.

Overall, the two hypotheses shed light on significant aspects of Algeria's digital landscape. Despite notable advances in the use of digital platforms to improve services, significant challenges remain in terms of infrastructure and skills, impacting the country's global digital competitiveness. By addressing these issues through targeted policies and initiatives, it would be possible to improve Algeria's position in the global network readiness index and maximize the benefits of digital transformation.

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