

Challenges and Opportunities of Algerian Television Programs' Digital Marketing

التسويق الرقمي للبرامج التلفزيونية في الجزائر.. التحديات والفرص

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Abstract: This article aims to identify the challenges and opportunities that Algerian television programs face in digital marketing, an essential means of engaging audiences. By 2025, the number of social media users in Algeria is projected to reach approximately 110.64 million, reflecting a growing digital engagement. This statistic highlights a shift in audience interests and underscores the importance of content available on social media platforms. In response, television executives must innovate by marketing their programs and creating content that resonates with users on these platforms to remain relevant in the media landscape. Hence, the article will discuss the significance of integrating traditional broadcasting with digital platforms and outline strategies for marketing of television programs through social media. Furthermore, it will focus on future opportunities and challenges in this evolving environment.

Keywords:

Digital marketing, Digital Media, Television Programs, Social Media Platforms, Digital Audience.

ملخص: يهدف هذا المقال، إلى التعرف على التحديات والفرص التي يواجهها الإعلام التلفزيوني الجزائري من أجل خوض غمار التسويق الرقمي للبرامج باعتباره أضحى خيارا أساسيا للتكيف مع متطلبات الجمهور المتفاعل، خاصة أن عدد مستخدمي منصات التواصل الاجتماعي في الجزائر بلغ حوالي 110.64 مليون سنة 2025 وهذا بجمع عدد متابعي كل المنصات، يتقدمهم فيسبوك بـ 25.6 مليون ثم يوتيوب بـ 21.1 مليون يليها تيك توك بنفس العدد. وتعكس هذه الأرقام التحول الرقمي لاهتمامات الجمهور وارتباطه الوثيق بكل ما يقدم عبر هذه المنصات، وهو ما جعل القائمين بالاتصال في القنوات التلفزيونية يواكبون هذا التحول من خلال التسويق لبرامجهم، وصناعة محتويات عبر مختلف المنصات لضمان البقاء في المشهد الإعلامي من جهة، وتقديم مواد إعلامية تتناسب واهتمامات مستخدمي هذه المنصات من جهة ثانية.

ومن خلال هذا المقال، سنحاول التعرف على أهمية الدمج بين البث التقليدي والمنصات الرقمية، وما هي الإستراتيجيات المتبعة لتسويق مختلف البرامج التلفزيونية عبر مواقع التواصل الاجتماعي بالتركيز على الفرص والتحديات المستقبلية. الكلمات المفتاحية: التسويق الرقمي، الإعلام الرقمي، البرامج التلفزيونية، منصات التواصل الاجتماعي- الجمهور الرقمي

1. INTRODUCTION:

Over the past ten years, the media landscape has undergone a number of changes due to the technological and technical transformations taking place in many disciplines. In order to meet the expectations of the engaged digital audience, traditional media outlets have been forced to adjust to the needs of the digital environment in terms of marketing and promotion as well as content

generation methods and procedures. Digital platforms have taken the place of television screens, newspaper pages, and radio broadcasts as the main information sources for this demographic.

Amid these developments, digital marketing has emerged as a crucial tool for promoting various television programs. This is due to its interactive features and impressive technologies designed to attract viewers and drive engagement, compared to traditional promotional methods. This was confirmed by Reuters' 2025 annual report (Reuters, 2025), which revealed that many media organizations have turned to alternative channels for expansion and audience reach, such as WhatsApp, Instagram, TikTok, and Telegram, relying on short videos. The report also indicated that 44% of publishers worldwide are looking to innovate their media products and content.

In order to maintain their existence and continuity, Algerian media organizations, like those in other nations, are making investments in digital platforms and technologies. This also applies to a number of television networks, which have increased the number of digital channels they offer in order to develop fresh strategies for drawing in and engaging people. Digital marketing has become an urgent necessity for survival in a competitive digital media environment. In this context, this article will explore digital marketing strategies for various television programs and the opportunities and challenges presented by this transformation, by addressing the following central question:

What are the mechanisms and challenges of digital marketing for television programs in Algeria?

This central question leads to the following sub-questions:

1. What digital tools are used to promote television content and programs?
2. What are the characteristics of digital marketing through social media?
3. How does the use of digital platforms affect the marketing of television programs?
4. What are the challenges of digital marketing for television programs?

2-Conceptual Approach to the Study:

2.1 .Marketing:

The American Marketing Association (1985) defines marketing as the process of analyzing, planning, executing, and managing a comprehensive business strategy that aims to establish, enhance, and sustain mutually beneficial relationships with target markets in order to achieve the objectives of individuals and organizations (Stoducu, 2022). Similarly, Dr. Philip Kotler, widely regarded as the father of marketing, describes it as both a science and an art that involves identifying, creating, and delivering value to meet the needs of a specific market for the purpose of generating profit. He added, "Marketing identifies unmet needs and wants. It defines, measures, and estimates the size of a given market and its potential profitability, precisely identifies the segments to which a company is best served, and designs and promotes the appropriate products and services." (chaudhury, 2020)

2.2.Digital Marketing: The word "digital marketing" refers to the promotion of goods and services through digital technology, mostly the internet but also mobile devices, display advertisements, and any other digital medium. According to Keller, "it is the use of the power of the internet and digital interaction tools to achieve marketing objectives." (Ibrahim, 2017)

2.3.Television Programs: Since programs are a part of the audiovisual field, we will first present the idea of the audiovisual field before digging into the concept of television programs. All communication and media that use audio-visual pictures fall under this category. The display of events and data that are most relevant to the greatest number of people at significant moments, as

dictated by the medium's nature, is known as visual media (Bousif, 2014). In this context, television programs are defined as content prepared for broadcast on television. They include various types such as news, social programs, drama, comedy, and reality programs. Many studies have classified them as having a significant impact on culture and on shaping public opinion in many societies (Ahmed, 2009).

Television programs became a prominent cultural phenomenon in the 1960s and 1970s. At that time, programs contributed to shaping social attitudes and reflected societal changes. Television programs also began to reflect and address contemporary social issues, making them a fertile ground for media studies (Ahmed, 2009). In our study, by television programs, we mean the various segments and programs produced by Algerian television channels, covering diverse social, economic, sports, and political topics.

3. Digital Tools Used for Digital Marketing of Programs:

In 2005, marketing strategies underwent a significant transformation, evolving from a model of one-way communication to a more interactive two-way communication approach. This shift marked the beginning of a new phase in digital technology referred to as Web 2.0. The advent of Web 2.0 facilitated the growth of content marketing, enhancing engagement between various businesses and prospective customers, and establishing a foundation for interactive communication (K. Belkaci, 2024). This transformation also extended to marketing within media institutions, which benefited from it and leveraged it to maintain a presence in the media market amidst fierce competition from digital platforms.

According to the most recent digital assessments (2025, Digital Media Trends), social media platforms have emerged as a major resource for finding, promoting, and creating buzz about movies and other television shows. 56% of young people surveyed in America confirmed that they watch television programs or films via streaming services after hearing about them on these platforms, while 53% indicated that they receive better recommendations about what they watch through social media. Therefore, marketing efforts should begin and end on leading social media platforms.

In the Arab world and Algeria as well, the struggle has become fierce to publish on social media sites to gain more advertising and ensure the continuity of television channels on the one hand, and to meet the desires of followers on the other hand, who are no longer attracted to watching traditional television programs, but rather the platforms have become able to give them what they want from programs faster and at all times, as we notice that most of the public and news television channels have turned to digital publishing through YouTube, Facebook, TikTok, Telegram and special digital applications. In light of all this data, thinking about new mechanisms for marketing television programs by using digital platforms and what they offer in terms of attractive features for followers has become necessary.

3.1. Digital Marketing Tools for Television Programs:

In light of the aforementioned information, we will identify the key digital marketing tools utilized by managers of digital platforms for television channels. It is essential that these tools align with platform algorithms to maximize engagement, as evidenced by likes and views (Dwivedi et al., 2021).

Dwivedi points out in his article "*Setting the Future of Digital and Social Media Marketing, 2021*" that modern digital marketing tools for programs, adopted by television channels and even digital platforms, rely on content segmentation, enhancing interaction, building digital

communities, and leveraging social media platform algorithms. These tools allow television programs to be transformed from a traditional broadcast product into digital content that can be disseminated and reach large audiences (Dwivedi et al., 2021).

-These digital tools can be summarized as follows (al, 2021):

1. Content Segmentation: One of the most significant and widely used digital marketing tools for programs at the moment is this one. Those in charge of television channel-affiliated digital platforms divide programming into brief, multi-format chunks. This segmentation, which includes posting on Facebook, Instagram, TikTok, and other platforms, is based on the features of the site on which it will be published and the timeframe that is accessible. For example, short clips are published, or the program is transformed into a compelling story through a summary video. This enhances the sustainability of the content after broadcast and its visibility in platform algorithms.

Moreover, as soon as an episode of a program airs on television, it is segmented by those in charge of digital platforms into short video clips with catchy titles to attract attention. These clips are then supported with a link to the full episode on YouTube, directing viewers to watch the rest of the episode. Viewership of such clips is usually higher than watching the entire program on television. This technique also helps viewers grasp the most important information about a program without having to watch it in its entirety, and it suits the preferences and characteristics of the digital audience. Fragmentation also contributes to the distribution of content across different platforms and pages, leading to wider reach and increased viewership.

Sarah Flanery of Jellyfish Group noted that the boundaries between traditional television and digital video have blurred. "We all watch different things on different platforms. YouTube isn't just a competitor to television; it's an evolution of it. It's a mass-reach platform that gives advertisers a flexible canvas to suit different strategic goals and budgets." (The New TV: Fragmentation, 2025) Researchers point out that there is no longer a difference between screens. For younger generations, "kids" who switch from Netflix to YouTube Kids without realizing they've left "television" behind, they are "platform agnostic," treating YouTube as an extension of their television rather than a separate content category. (The New TV: Fragmentation, 2025)

Researchers divide content fragmentation techniques into (Xinyi Liu, 2021):

- **Climax Clips:** Because they draw the most viewers, fragmented content focuses on highlighting the most significant, contentious, thrilling, or unique moments from an episode and posting them on platforms. The goal is to generate excitement right away and persuade people to watch the full show.

- **Short, edited mini-teasers:** These use quick, exciting clips from upcoming episodes, along with a captivating introduction and the addition of eye-catching and shocking titles (clickbait titles) or sound effects suitable for the platform (such as TikTok). Content creators commonly use them, and today most channels rely on them to attract viewers, aiming for high open rates and full views when posted on platforms.

- **Video summaries (Recap Videos):** Posting short clips summarizing the events of the episode that just aired, to help viewers who missed the TV show catch up on the program, allowing followers to learn the basic information, the general idea and the visual summary in a short time without having to follow the full content.

1. Interaction as a Marketing Tool:

This process entails the facilitation of comments, likes, and shares on a given platform. In the contemporary digital landscape, user interaction transcends mere reactions to content, emerging as a potent marketing instrument. Algorithms are increasingly designed to prioritize content that achieves high levels of engagement within a limited timeframe. This trend is exemplified by the incorporation of questions related to each program or episode, which serve to stimulate interaction among users. Furthermore, engaging in discussions about specific characters or potential outcomes of drama series represents additional strategies employed to enhance user involvement (al, 2021). Researchers believe that interaction on social media represents one of the most fundamental shifts in contemporary digital marketing. Interaction is no longer limited to being an immediate response from the audience to content; rather, it has become a strategic marketing tool that brands and media organizations rely on to increase reach, build relationships, and achieve influence. (Mayank Yadav, 2017)

Among the tools used to encourage viewer engagement with programs are: (Mayank Yadav, 2017)

- **Niche Hashtags:** Creating a specific hashtag for each program (such as #ZoomOnTheLaw) and using it in all program-related posts, then encouraging the audience to use it during episode discussions to ensure the conversation remains focused and trending.
- **Questions and Polls:** After an exciting episode airs, open-ended questions are posed to the audience in the comments section (e.g., "What do you expect will happen to the protagonist in the next episode?") to increase engagement and commentary.
- **Interactive Live Streams:** Hosting the program's stars or director in live streams on Instagram or Facebook to answer audience questions about aired episodes or reveal some behind-the-scenes details.

We observe that this type of marketing has become remarkably widespread on the digital platforms of Algerian television channels. The focus is on engaging the audience and involving them in the content, especially during Ramadan. Those managing the digital platforms design questions to spark discussion about a series before an episode airs, serving as a form of promotion and advertising. They often tailor the question to the protagonist(s) to attract viewers and create anticipation for the episode.

2. Building a Digital Community:

Researchers in the field of media branding underscore the importance of not only promoting content but also fostering a digital brand community as a hallmark of successful and distinctive media brands. This process involves the strategic utilization of a digital identity, the implementation of specialized hashtags, and the maintenance of continuous interaction with the audience. Critical to this engagement are participatory discussions regarding specific programs, the sharing of audience-generated content, and the effective use of designated program hashtags (al, 2021). Such community engagement emerges as a fundamental element in the reinforcement of the brand identity and the sustenance of its relational dynamics with the audience (Zaglia, 2013). The latter indicates that digital communities integrated into social networks are built through: (Zaglia, 2013)

- Frequent interaction among the audience.
- Social connections among followers.

- A sense of belonging to a particular content or brand. According to these criteria, the program becomes a central element in shaping a digital community, where it is not viewed merely as a media product, but as an interactive space where the audience gathers to discuss episodes, characters, events, and potential endings.

3. Leveraging Algorithms:

Nowadays, organic dissemination depends on comprehending algorithm logic. Content that is brief, fast-paced, and emotionally driven is more likely to go viral and trend. This is accomplished by posting brief videos on sites like TikTok, following trends, and getting a lot of interaction right away.

Researchers believe that TikTok's algorithms are fundamental to modern digital marketing strategies because they rely heavily on user interaction and behavior to personalize and display content. The platform offers opportunities for widespread content reach, even for new accounts, through features that enhance content visibility on the "For You" page based on interaction signals, not just follower count. (Setyawan, 2024)

These strategies can be summarized as follows: (Setyawan, 2024)

- **Focus on short TikTok videos:** Leverage TikTok's algorithms that support viral spread, even for new accounts (zero followers), by creating short, entertaining, or engaging videos related to the app.

- **Trend hacking: Produce content** (whether acting or dialogue) inspired by the app but set to a currently trending sound, music, or trend on TikTok or Instagram to ensure its appearance on the Explore/For You page.

4. Live Streaming:

Maciej Sawicki argues that for Generation Z and Generation Alpha, "the new TV" exists on platforms and their smartphones. Live streaming culture functions much like traditional television; millions gather to watch and interact with streamers. Traditional television, on the other hand, was built on large audiences (The New TV: Fragmentation, 2025). Furthermore, live streaming is accessible anytime, anywhere via smartphones—a primary device for Generation Z users—making content more accessible than a television screen (Li, 2023). Live streaming has become one of the most widespread forms of media interaction because viewers are no longer passive recipients. They can now interact in real time with the broadcaster, creating a new experience that transcends the traditional television model.

In live streaming, viewers can (Li, 2023):

- Comment in real time
- Chat with streamers
- Participate in real-time events

4. Characteristics of Digital Marketing via Social Media:

The contemporary digital landscape has broadened the scope of social media beyond traditional functions such as communication, content sharing, and entertainment. It has emerged as a pivotal instrument in marketing, facilitating a profound transformation within the marketing sector. This evolution has significantly influenced media outlets, which increasingly depend on these platforms as foundational elements of their communication strategies. Currently, media organizations leverage social media to promote their programs and assess audience engagement

metrics. Indeed, social media has become a critical benchmark for evaluating the success or failure of various projects (Khatou, 2025).

Accordingly, we can present the most important characteristics of digital marketing, as stated by experts in the field (Khatou, 2025):

- Easy access to the target audience
- Engaging and interactive content
- Influencer marketing
- Targeted advertising
- Increased awareness
- Direct communication
- Interactive customer experiences.

• **Easy access to the target audience :**

One of the foremost attributes of digital marketing is its capacity to effortlessly reach the intended audience at any location and at any time. This immediacy is achieved without the unnecessary expenditure of resources, distinguishing it from historical marketing strategies that necessitated considerable time, effort, and comprehensive planning. In previous eras, access to content required audiences to own a television and engage with broadcasts at specific times. In contrast, contemporary digital marketing allows users to interact with content on their preferred digital platforms with minimal effort, simply by clicking on a device.

This enhanced accessibility is facilitated by the sophisticated algorithms employed by digital platforms that analyze audience preferences, behaviors, and interests. These algorithms enable the precise targeting of relevant content to viewers likely to engage with it, thereby optimizing viewer retention and satisfaction. Furthermore, many digital platforms offer features that remind users of upcoming broadcast times and provide notifications of program repeats, as exemplified by services such as Netflix, Shahid, and others.

For instance, when developing a new entertainment program, a broadcasting channel can harness social media platforms including Facebook, Instagram, and TikTok to effectively target younger demographics. Over the course of three decades, individuals interested in such programming—regardless of whether they reside in Algeria or abroad—can be reached by approximately one million potential viewers at a significantly reduced cost compared to traditional advertising methods. This strategic advantage underscores the transformative impact of digital marketing on audience engagement and marketing efficiency.

• **Engaging and Interactive Content:**

Digital platforms and smart applications offer the potential to create engaging and interactive content that resonates with the current generation and captures their attention. This contrasts sharply with the past, when traditional content creation tools didn't allow for audience interaction or feedback. Today, in the digital age, content can be delivered with direct, interactive elements that engage the audience, enabling them to express their opinions, vote, choose specific content or guests, participate in live sessions with actors or producers, and even take part in challenges and competitions.

• Influencer Marketing:

Marketing through digital influencers, or what are commonly known as content creators, is one of the most important characteristics of modern digital marketing. Most media, advertising, and commercial organisations employ influencers to market programs, goods, and services, benefiting from their fame, influence on the public, large following, and ability to deliver the message. The public often trusts influencer recommendations more than traditional, direct advertising. Furthermore, an influencer's large audience, which sincerely follows and interacts with their content, is a significant advantage for persuasion and for making a program trend on digital platforms simply by mentioning it on the influencer's page.

• Targeted Advertising:

This is one of the most important characteristics in digital marketing, which is embodied by displaying advertising content tailored to a specific audience. This is based on analyzing their data, behaviors, and interests. It is highlighted by tracking demographic data such as gender, age, educational, economic, and professional level, or according to the viewer's geographical location, or analyzing behavioral patterns (peak time, viewing habits and patterns). It aims to increase the rate of interaction and customize content according to the target group. For example, in a sports program, we find advertisements for energy or soft drinks, devices and applications for watching sports programs, and others that are broadcast to viewers interested in sports. As for cooking programs, we find several advertisements for cooking tools, food items, and ingredients, which are displayed specifically within the program segments to target those interested in cooking.

• Raising Awareness:

This is one of the mechanisms media organizations rely on to attract viewers before, during, and after a program airs. It focuses on building the program's reputation, or what's called its visual identity, to become ingrained in the viewer's consciousness. This is achieved through the use of engaging promotional clips on digital platforms like Facebook, YouTube, Instagram, and even TikTok to target audiences who don't watch television. Additionally, using hashtags for each episode and program contributes to its spread and creates a trending topic, making it more followed, discussed, and shared by viewers. This increases the program's reach and strengthens its identity among audiences. Furthermore, using notifications to remind viewers of their favorite program's broadcast times is also beneficial.

• Direct Communication:

This characteristic of digital marketing transforms the viewer from a passive recipient of media messages into an active participant. This strengthens the emotional connection between the audience and the program. The live broadcast mechanism also allows the audience to feel emotionally close to the presenters and guests. Moreover, the ability to conduct live polls through the program's and channel's Facebook and Instagram pages and integrate them into television programs is another advantage. Directly.

• Interactive Customer Experiences:

Digital marketing has enabled media organizations to create a more engaging experience for their viewers, treating them as customers. This approach recognizes that the relationship with the audience goes beyond just viewing content; it aims to build trust that ensures the program remains

memorable for years to come. Major channels invest in this strategy by offering additional content for their viewers, such as extra clips that don't air on television, behind-the-scenes footage, and exclusive interviews with the creators. They also launch digital competitions related to the program and provide an archive of episodes on digital platforms. This allows viewers the freedom to watch content anytime and anywhere they choose.

Researchers believe that marketing through digital social platforms is more than just promotion; it's about building a network of interaction and engagement between the media and its audience. It has four main dimensions (Felix, 2017):

(a) **Scope:** This ranges from advocates to explorers. Television programs that follow an "explorer" approach utilize digital platforms to engage the audience in conversations, share content, and create trends around the program, rather than simply posting schedules.

(b) **Culture:** This ranges from traditional conservatism to digital modernity. Today's programs adopt a modern digital culture that encourages the audience to interact and participate in content creation (e.g., Reels or TikTok videos).

(c) **Organizational Structure:** From traditional hierarchical structures to interactive networks: This indicates that television marketing teams must operate within interactive digital networks that enable viewers to participate instantly (comments, voting, content sharing).

(d) **Governance:** From strict content management to flexible interaction policies. This means organizing and guiding digital content and interaction through clear or flexible rules, depending on the platform and audience.

Based on the above, the characteristics of digital marketing for television programs include (Felix, 2017):

- **Direct interaction with the audience:** The key advantage of digital marketing is that it allows for immediate interaction between the television producer and their audience through comments, live streaming, and digital challenges on social media. This aligns with the focus on interactive relationships rather than the one-way communication that traditional television relied on before digitalization.

- **Creating User-Generated Content:** One of the most important characteristics of digital marketing is that it encourages the audience to produce content about the program, such as funny clips, thoughtful comments, or reactions, which increases the spread of the program and helps to maintain awareness of it.

- **Data Analysis and Rapid Response:** Digital marketing provides powerful data measurement and analysis tools that help television marketing teams understand audience behavior and preferences and optimize content accordingly.

- **Multichannel Marketing:** Digital marketing for a television program is not limited to a single platform. Instead, it involves synchronizing the program's content across multiple digital channels (YouTube, Facebook, Instagram, TikTok, etc.), thus enhancing its reach to the audience in diverse ways.

5. The Impact of Using Digital Platforms in Television Programs Marketing:

The Reuters Institute for Journalism's most recent Reuters Digital Report 2025 (News, 2025) highlights the ongoing significant changes in how people around the world consume news. Traditional news sources like television, newspapers, and websites are becoming less important,

while social media, video platforms, and news aggregation apps are becoming far more important. This also holds true for shows and programs created by conventional television.

Given these circumstances, relying on digital platforms has become essential for continuity and for attracting new audiences to television programs of all kinds. The impact of these platforms has become increasingly noticeable in recent years, with television channel owners increasingly creating official pages on sites like Facebook, Instagram, and TikTok. As Mike Proulx and Stacey Shepatin, authors of the book "Social TV," state, "The internet hasn't killed television! It's become its best friend." This is where its influence lies: social media has created a powerful new "backchannel," fueling the rise of live streaming. Furthermore, mobile devices and tablets allow us to watch and experience television anytime, anywhere. (Shepatin, 2012)

Experts in the field (Khatou, 2025) indicate that today, with the abundance of digital media tools and platforms, discussions often revolve around modern marketing tools and technologies and their effectiveness. Today, all platforms compete to offer the best and most powerful solutions to become the leading platform for marketing content in all its forms. Media outlets have likely recognised this trend and adjusted their plans and priorities to make optimal use of these modern digital tools.

The shift in marketing discourse from direct to indirect approaches has significantly influenced contemporary practices within the field. The efforts to raise awareness and enhance digital presence have expanded considerably beyond the confines of traditional, limited methodologies. Presently, the competitive landscape is characterized by an emphasis on innovative and unconventional strategies that challenge conventional paradigms, thereby enabling organizations to effectuate meaningful change. This evolution underscores the necessity for marketers to engage in creative thinking and to cultivate a distinctive presence in an increasingly crowded marketplace.

6. Digital Marketing Challenges for Television Programs in Algeria:

Many television channels in Algeria have recently kept pace with digital and technological advancements and changes in viewing habits and audience characteristics. This has made it a must for them to shift to digital marketing for their products and programs, utilizing platforms such as YouTube, TikTok, Facebook, and even Instagram. Some have even moved to Telegram. All of this is aimed at ensuring their survival and continuity in the media landscape and gaining viewership that guarantees additional advertising revenue through digital platforms, attracting advertisers and sponsors.

We can give an overview of the presence of some well-known Algerian channels on digital platforms: Echourouk TV, as of January 2026, has a YouTube channel with approximately 37 million subscribers, 9 million subscribers on Facebook, and 2 million subscribers on Instagram. As for the news channel Echourouk News, during the same period, it has 8 million subscribers on its Facebook page, 3.28 million subscribers on YouTube, and 2.2 million on Instagram. Since the summer of 2025, the channel has created the Echourouk Platform, specializing in digital content, which has so far attracted 142,000 subscribers.

Another example is Ennahar TV, which, as of January 2026, had 11 million YouTube subscribers, 19 million Facebook followers, and approximately 8.5 million Instagram followers.

As for Samira TV, one of the most-watched channels in Algeria, particularly among women and targeting Algerian and Arab women, it had 2.12 million YouTube subscribers as of January 2026, 5.5 million followers on its Facebook page, and 837,000 Instagram followers. Alongside

these figures, which reveal the shift of most television channels to digital platforms and their reliance on them to broadcast their various content and programs, we observe that some programs have adapted their content to align with the characteristics of social media platforms, focusing on how to transform this content into interactive content capable of attracting a wider audience. Experts in the field go so far as to assert that digital marketing is now a distinct science with its own tools and programs, requiring specialized professionals. Indeed, there are now experts in this field offering services for individuals and companies. Moreover, there are even centers and companies working exclusively in this area, which has become highly competitive and relied upon by many (Khatou, 2025).

Based on the above, we can present the most prominent challenges facing digital marketing for television programs in Algeria as follows:

- A shortage of specialized personnel in digital marketing within television institutions.
- The need to train and qualify employees in this field.
- Limited access to high-speed internet in some areas.
- Insufficient budgets allocated to digital marketing compared to traditional marketing.
- The absence of a clear digital content strategy that suits the nature of each platform.
- A lack of coordination between production and digital marketing teams.
- The need for a deeper understanding of the interests and preferences of the target audience.
- Competition from global digital platforms such as YouTube, Netflix, etc.

7. Conclusion:

This article aims to elucidate the mechanisms and strategies of digital marketing as they pertain to television programs in Algeria. In the contemporary media landscape, it has become imperative for television institutions to embrace a multifaceted approach to publishing across a variety of digital platforms—including but not limited to Facebook, YouTube, Instagram, and TikTok—to enhance viewer engagement and sustain audience loyalty. This shift is twofold: it not only seeks to attract a broader viewership but also to deliver content that resonates with the evolving expectations of audiences in the digital epoch.

In this study, we examine the most prevalent digital marketing mechanisms and tools and their application in the promotion of diverse television programming—encompassing news broadcasts, entertainment shows, films, live events, and more. Additionally, we analyze the opportunities that digital marketing presents for television programs and channels, while also addressing the challenges faced by managers of digital platforms associated with television institutions in Algeria. Through this exploration, we aim to contribute to the existing body of knowledge on the intersection of digital marketing and television broadcasting within the Algerian context.

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