

South Korea's Digital Revolution: K-Pop, AI, and the Future of Online Culture

South Korean Internet Culture · Answer Key · 18 Questions

1. In 2024, which genre segment of the South Korean online gaming market registered the fastest growth, according to market analysis?

- A) Role-playing games (RPG)
- B) Strategy games
- C) Multiplayer Online Battle Arena (MOBA)**
- D) Sports simulation games

2. What was the approximate revenue of South Korea's webtoon industry in 2024, marking its second consecutive year exceeding 2 trillion won?

- A) \$1.1 billion
- B) \$1.397 billion**
- C) \$1.6 billion
- D) \$1.9 billion

3. As of February 2025, what percentage of South Korea's population was actively using social media platforms?

- A) 78.5%
- B) 86.2%
- C) 94.7%**
- D) 97.4%

4. According to a March 2025 report, South Koreans spent approximately how many times more hours on short-form video platforms compared to traditional OTT streaming services in the preceding month?

- A) Three times
- B) Five times
- C) Seven times**
- D) Ten times

5. In 2024, South Korea ranked as the world's _____ largest market globally for mobile app revenue.

- A) Second
- B) Third
- C) Fourth**
- D) Fifth

6. Which of the following is identified as a primary driver for the growth of the South Korean mobile gaming market in the 2025-2030 forecast period?

- A) A decline in smartphone ownership
- B) The emergence of PC-only gaming cafes
- C) The rising e-sports culture and Gen-Z interest**
- D) Government restrictions on online gaming

7. In 2024, the online fashion segment accounted for roughly what percentage of South Korea's total e-commerce revenue, ranking second only to electronics?

- A) 10%
- B) 18%**
- C) 25%
- D) 32%

8. Which domestic platform is noted for its plans to introduce a dedicated short-form video tab in its Daum app during the second quarter of 2025?

- A) Naver
- B) Kakao**
- C) Coupang
- D) Tving

9. As of mid-2025, what percentage of Netflix and Tving ad-tier users in South Korea wished to keep their current plans, indicating growing acceptance of ad-supported streaming?

- A) 52.3%
- B) 68.9%
- C) 85.2%**
- D) 91.5%

10. In 2024, which major K-pop girl group led the category with the largest share of global K-pop media coverage, according to a Ministry of Culture report?

- A) TWICE
- B) BLACKPINK**
- C) NewJeans
- D) IVE

11. Which AI company's 'AI Super-Scaler' technology was used to digitally remaster the animated film 'Leafie, a Hen into the Wild' to 4K resolution in January 2025?

- A) Supertone
- B) Inshorts**
- C) Kakao AI
- D) Samsung SDS

12. According to a March 2025 report, what was the average monthly usage time per user on TikTok in South Korea for watching short-form videos?

- A) 8 hours and 30 minutes
- B) 12 hours and 15 minutes
- C) 19 hours and 54 minutes**
- D) 24 hours and 45 minutes

13. Which of the following South Korean internet portals saw a significant spike in illegal and harmful online content following the December 2024 martial law declaration?

- A) Kakao
- B) Naver**
- C) Daum
- D) All of the above

14. In the South Korean fashion influencer marketing scene as of January 2025, which technologies are being adopted to maximize campaign performance and engagement?

- A) Blockchain and NFTs
- B) AI and Augmented Reality (AR)**
- C) Virtual Reality (VR) and Haptics
- D) 5G Network Slicing

15. Which of the following was identified as the largest revenue-generating genre in South Korea's online gaming market in 2024?

- A) Multiplayer Online Battle Arena (MOBA)
- B) Role-playing games (RPG)**
- C) Shooter games
- D) Real-time strategy (RTS)

16. By mid-2025, what was the approximate percentage of Tving's total subscribers who were using the ad-tier plan?

- A) 14.4%
- B) 25.5%
- C) 39.2%**
- D) 85.2%

17. In 2024, South Korea's e-commerce market hit approximately US\$230 billion, with mobile shopping accounting for what percentage of transactions?

- A) 50%
- B) 60%
- C) 75%**
- D) 90%

18. What is the projected compound annual growth rate (CAGR) for the South Korean gaming market from 2025 to 2030?

A) 6.1%

B) 10.5%

C) 12.2%

D) 15.8%