

Celebrity AI Investments, K-Pop's Economic Surge, and the Shifting Influence

Celebrity Economy · Answer Key · 15 Questions

1. Which sector is experiencing a significant boom in celebrity investment, moving beyond traditional endorsements to include equity and active roles?

- A) Fashion and beauty brands
- B) Technology and AI startups**
- C) Luxury car manufacturing
- D) Music production companies

2. What is a major trend impacting the film industry in 2025, with AI tools increasingly used for scriptwriting, VFX, and post-production automation?

- A) A decline in international box office revenue
- B) The rise of AI-generated content and workflows**
- C) Increased reliance on traditional animation techniques
- D) A decrease in global film production budgets

3. The K-Pop industry, with groups like BTS and BLACKPINK leading the way, is projected to generate significant economic impact. Approximately how much annual revenue is the 'BTS effect' estimated to contribute to South Korea's economy?

- A) \$100 million
- B) \$1.5 billion
- C) \$3.6 billion**
- D) \$10 billion

4. In the influencer marketing landscape of 2025, what is a key shift in brand strategy observed, moving away from traditional celebrity endorsements?

- A) Increased focus on television advertising
- B) A pivot towards micro-influencers and creator-led campaigns**
- C) Exclusive reliance on celebrity-owned media channels
- D) Decreased investment in social media platforms

5. What is the projected global market value for influencer marketing in 2025?

- A) \$10.5 billion
- B) \$22.2 billion
- C) \$32.55 billion**
- D) \$50 billion

6. Celebrities are increasingly involved in the NFT space. Which of the following is a common trend observed in celebrity NFT portfolios in 2025?

- A) A majority focus on rare, physical art pieces
- B) Holding blue-chip collections like Bored Ape Yacht Club (BAYC)**
- C) Exclusive creation of 2D pixel art NFTs
- D) Investing solely in metaverse real estate

7. Which region is projected to have the fastest-growing influencer marketing market from 2025 to 2030?

- A) North America
- B) Europe
- C) Asia Pacific**
- D) Latin America

8. What is the estimated global box office revenue projected for 2025, indicating a rebound from previous years?

- A) \$25 billion
- B) \$30.5 billion
- C) \$33 billion**
- D) \$40 billion

9. AI's impact on the film industry includes potential for significant productivity increases. What is the estimated productivity increase in specific use cases due to AI in production workflows?

- A) 2-3%
- B) 5-10%**
- C) 15-20%
- D) 25-30%

10. Regarding the luxury market in 2025, what is a notable trend in brand collaborations and marketing strategies?

- A) A return to traditional print advertising
- B) Emphasis on 'entertainment' marketing and lifestyle/wellness crossovers**
- C) Sole focus on celebrity-exclusive product lines
- D) Exclusive collaborations with tech gadget manufacturers

11. As of 2025, what is the estimated global market value for AI in filmmaking?

- A) \$3.24 billion**
- B) \$10 billion
- C) \$23.54 billion
- D) \$50 billion

12. In the evolving creator economy, how do micro-influencers compare to macro-influencers in terms of engagement rates?

- A) Micro-influencers have lower engagement rates
- B) Micro-influencers deliver higher engagement rates**
- C) Engagement rates are similar across all influencer tiers
- D) Macro-influencers have higher engagement rates in niche markets

13. Which major trend is observed in the celebrity endorsement market in 2025, as indicated by a significant decline in celebrity-based ad volume in some regions?

- A) Celebrity endorsements are shifting towards paid social media challenges
- B) Brands are increasingly opting for influencers over expensive celebrities**
- C) Celebrity endorsements are seeing a surge in reality television advertising
- D) A focus on traditional media endorsements is increasing

14. What is the projected global market value for the K-Pop industry in 2025?

- A) \$5 billion
- B) \$9.08 billion**
- C) \$13 billion
- D) \$20 billion

15. The global influencer marketing industry is experiencing substantial growth. According to some reports, what is the projected market value for 2025?

- A) \$14.2 billion
- B) \$23.59 billion
- C) \$32.55 billion**
- D) \$480 billion