

# Canadian Internet Culture in 2024-2025: Viral TikToks, Streaming Shifts, and D

Internet Culture · Answer Key · 18 Questions

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**1. As of 2024, which Canadian artist's music has been notably featured in viral TikTok dance challenges, including moves like 'OVO Dance' and 'crip walking' to a diss track?**

- A) The Weeknd
- B) Justin Bieber
- C) Drake**
- D) Shawn Mendes

**2. According to reports in late 2024/early 2025, which social media platform has seen a significant increase in weekly usage among Canadian Millennials and Gen Z, with usage among older generations remaining consistent or declining?**

- A) Facebook
- B) X (formerly Twitter)
- C) TikTok**
- D) LinkedIn

**3. In 2025, what trend is shaping how Canadians stream content, with weekly viewing of ad-supported content increasing significantly and traditional subscription VOD usage slightly declining?**

- A) A shift towards exclusive ad-free content
- B) The dominance of live sports streaming
- C) An increasing preference for ad-supported streaming, particularly reality TV**
- D) A move back to linear television broadcasts

**4. Which of the following viral TikTok trends in Canada for 2024 involved users showcasing the natural beauty of their province, such as forests and mountain views?**

- A) Food recipe challenges from Alberta
- B) Driving through British Columbia's landscapes**
- C) Dance challenges in Toronto
- D) Humorous skits about Canadian politeness

**5. As of early 2025, which social media platform is noted for a gradual but consistent growth in weekly usage among Canadians, reaching 15%?**

- A) Instagram
- B) Reddit**
- C) TikTok
- D) Snapchat

**6. What particular genre of content is a major driver of engagement and subscriptions in Canadian ad-supported streaming environments in 2025, according to Roku's data?**

- A) Documentaries
- B) Children's programming
- C) Reality TV**
- D) True crime series

**7. According to YouTube's 2025 year-end data, which music genre heavily influenced Canadian viewing trends, with multiple tracks from a specific animated film dominating the most-watched music videos and shorts?**

- A) Country music
- B) K-pop**
- C) Canadian hip-hop
- D) Indie rock

**8. In 2024, the TikTok diss track 'Not Like Us' by Kendrick Lamar was associated with what specific dance moves gaining traction in Canada?**

- A) The 'Renegade' dance
- B) 'OVO Dance' and 'crip walking'**
- C) The 'Toosie Slide'
- D) The 'Calm Down' challenge

**9. What is the projected compound annual growth rate (CAGR) for the Canadian live streaming market between 2025 and 2035?**

- A) 10.5%
- B) 15.2%
- C) 24.07%**
- D) 30.1%

**10. Which social media platform has seen its account ownership and usage decline among Canadians, standing out as the lone decliner in a 2025 report?**

- A) Instagram
- B) YouTube
- C) TikTok
- D) X (formerly Twitter)**

**11. What viral toy searching spiked in Canada in 2025, prompting online searches to understand its growing presence on social media feeds?**

- A) Squishmallows
- B) Fidget spinners
- C) Labubu**
- D) Beyblades

**12. Which of the following is a notable trend in Canadian esports organizations as of 2025, according to industry reports?**

- A) A decline in viewership due to increased competition.
- B) Increased investment in training facilities and experienced coaches.**
- C) A focus on single-game specialization.
- D) A decrease in the diversity of games being played competitively.

**13. In 2025, the Canadian video entertainment market is projected to increase in total consumer spend by what percentage?**

- A) 1%
- B) 2%
- C) 3%**
- D) 5%

**14. What is the primary driver for the increase in ad-supported streaming in Canada, as indicated by data from late 2024 to 2025?**

- A) A desire for shorter ad breaks
- B) Rising subscription costs for ad-free services**
- C) The introduction of interactive ad formats
- D) A government mandate for more advertising on streaming platforms

**15. Which Canadian TikTok influencer, known for her authenticity and focus on fashion, makeup, and personal life, is also the founder of the clothing brand Klassy Network?**

- A) Sarah-Jade Bleau
- B) Spencer Barbosa**
- C) Francesca Farago
- D) Emily Demian

**16. What viral social media challenge, which spread from the US to Canada in 2025, involves damaging school laptops to disrupt classes?**

- A) The 'Tide Pod Challenge'
- B) The 'Milk Crate Challenge'
- C) The 'Chromebook Challenge'**
- D) The 'Planking Challenge'

**17. According to a 2025 report, what percentage of Canadian households are estimated to not have a traditional cable, satellite, or telecom-based television subscription?**

- A) 35.5%
- B) 48.5%**
- C) 57%
- D) 62%

18. In 2025, what is the projected revenue for the Canadian gaming console market?

- A) CA\$4.19 billion
- B) CA\$7.88 million
- C) CA\$12.4 billion**
- D) CA\$84.49 million