

Europe's Digital Frontier: Ad Spend Soars, E-commerce Booms, and SMEs Na

European Internet Culture · Answer Key · 18 Questions

1. In 2024, what was the approximate total value of digital ad spend across Europe, marking a significant milestone?

- A) EUR67.2 billion
- B) EUR118.9 billion**
- C) EUR149.2 billion
- D) EUR842 billion

2. Which sector experienced a significant growth of 22.2% year-on-year in Europe in 2024, reflecting a structural pivot towards commerce-based formats?

- A) Social Media
- B) Video Streaming
- C) Retail Media**
- D) Programmatic Advertising

3. By 2025, what is the projected turnover for the European e-commerce market, according to Statista?

- A) EUR707.90 billion**
- B) EUR800 billion
- C) EUR118.9 billion
- D) EUR149.2 billion

4. As of 2024, approximately what percentage of EU SMEs have achieved at least a basic level of digital intensity, using at least 4 out of 12 common digital technologies?

- A) 58%
- B) 73%**
- C) 90%
- D) 45%

5. In 2025, what was the projected revenue for the European cybersecurity market, according to IMARC Group?

- A) EUR165.73 billion
- B) EUR81.81 billion
- C) EUR67 billion**
- D) EUR172 billion

6. Which segment accounted for the largest revenue share in the Europe video streaming market in 2024?

- A) Non-linear video streaming
- B) Live video streaming**
- C) Video-on-demand
- D) Subscription video-on-demand

7. As of Q1 2025, which social media platform had the largest approximate monthly active users in the EU?

- A) YouTube
- B) Instagram
- C) TikTok
- D) Facebook**

8. In 2024, what was the total B2C European e-commerce turnover, and what was its growth percentage compared to the previous year?

- A) EUR842 billion, 7% growth**
- B) EUR784 billion, 4.6% growth
- C) EUR707.90 billion, 10% growth
- D) EUR800 billion, 8% growth

9. Which European region exhibited the highest growth rate in e-commerce turnover in 2024, at 18%?

- A) Western Europe
- B) Southern Europe
- C) Eastern Europe**
- D) Northern Europe

10. What percentage of European businesses, as of 2024, used at least one social media platform, according to Eurostat data?

- A) 58.4%
- B) 86.1%
- C) 60.9%**
- D) 73%

11. According to a report in February 2025, what is the projected Compound Annual Growth Rate (CAGR) for the European e-commerce market from 2023 to 2025?

- A) 10%**
- B) 7%
- C) 4.6%
- D) 16%

12. Which directive, implemented across Europe, has transformed cybersecurity from discretionary spending into compulsory investment?

- A) GDPR
- B) Digital Services Act (DSA)
- C) NIS2 Directive**
- D) DORA

13. In 2024, what percentage of all EU businesses reached a basic level of digital intensity, and what was the specific share for SMEs?

- A) 74% overall, 73% for SMEs**
- B) 98% overall, 90% for SMEs
- C) 46% overall, 41% for SMEs
- D) 73% overall, 50% for SMEs

14. Which country leads in social media adoption among adults in Europe, with 90% usage as of 2025 data?

- A) United Kingdom
- B) Germany
- C) Denmark**
- D) Italy

15. In 2024, what was the estimated total revenue for the European gambling market?

- A) EUR47.9 billion
- B) EUR75.5 billion
- C) EUR123.4 billion**
- D) EUR149.2 billion

16. According to data from May 2025, what percentage of all advertising spend in Europe is now digital?

- A) 16%
- B) 23.9%
- C) 53%
- D) 67.2%**

17. What is the projected CAGR for the Europe video streaming market from 2025 to 2030?

- A) 14.4%
- B) 21.7%**
- C) 22.98%
- D) 6.5%

18. In 2024, approximately how many low-value parcels (under EUR150) entered the EU, representing a significant increase from previous years?

A) 2.3 billion

B) 4.6 billion

C) 5.8 billion

D) 1.4 billion