

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

European Internet Culture · Practice Test · 18 Questions

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**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