

# Southeast Asia's Digital Boom: TikTok Shop's Dominance, Fintech Surge & AI

Digital Economy · Answer Key · 10 Questions

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**1. Which platform has rapidly emerged as a dominant force in Southeast Asia's e-commerce landscape, significantly increasing its Gross Merchandise Value (GMV) by 2025?**

- A) Shopee
- B) Lazada
- C) TikTok Shop**
- D) Tokopedia

**2. What is the projected total internet economy for Southeast Asia to grow to by 2025, according to industry forecasts?**

- A) USD 194 billion
- B) USD 330 billion**
- C) USD 500 billion
- D) USD 750 billion

**3. In the Southeast Asian fintech market for 2024, which segment accounted for the largest portion of the total market volume?**

- A) Digital Lending
- B) Digital Investments & Wealth Management
- C) Digital Payments and Transfers**
- D) Digital Banking

**4. Which country is projected to have the highest mobile fintech app penetration rate in Southeast Asia by 2030?**

- A) Indonesia
- B) Malaysia
- C) Philippines**
- D) Thailand

**5. What is the primary driver behind the growth of the Over-The-Top (OTT) video streaming market in Southeast Asia, besides general content consumption?**

- A) Exclusive sports broadcasting rights
- B) Partnerships with local third-party operators and content producers**
- C) The adoption of paid ad-supported streaming tiers
- D) Bundling with mobile-only plans

**6. Which gaming genre holds a significant share of Southeast Asia's gaming market revenue, with titles like Mobile Legends: Bang Bang being prominent?**

- A) Simulation
- B) Shooter
- C) MOBA and strategy**
- D) Sports

**7. As of 2025, what percentage of Southeast Asia's total e-commerce GMV does content commerce account for, indicating its integration into the ecosystem?**

- A) 15%
- B) 20%
- C) 32%**
- D) 45%

**8. What is a key trend observed in Southeast Asia's influencer marketing landscape in 2025, particularly concerning the type of influencers brands are prioritizing?**

- A) Mega-influencers with mass celebrity appeal
- B) Micro and nano-influencers known for authenticity and engagement**
- C) Bloggers focused solely on product reviews
- D) International macro-influencers

**9. Southeast Asia is shifting from a foundational digital economy to an 'intelligent economy' largely driven by the adoption of which technology?**

- A) Blockchain
- B) Artificial Intelligence (AI)**
- C) Quantum Computing
- D) 5G Network Expansion

**10. In Southeast Asia's gaming market for 2024, what percentage of the revenue was generated by the mobile games sector?**

- A) 50%
- B) 61%
- C) 73%**
- D) 85%