Southeast Asia's Digital Pulse: TikTok's Dominance, K-Pop's Reach, and Espo

Internet Culture · Practice Test · 15 Questions

1. In Vietnam, which social media platform has achieved a significant 'indispensability score,' with 11% of users choosing it as their most essential app in Q2 2024, surpassing other established platforms for short-form video preference?

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

2. Which Southeast Asian country is noted for having the world's second-highest proportion of monthly active TikTok users, with over eight in ten internet users engaging with the platform each month, according to a 2025 report?

A) Indonesia
B) Philippines
C) Vietnam
D) Thailand

3. The #MilkTeaAlliance is a prominent example of digital activism in Southeast Asia. Which country, facing significant political upheaval since its 2021 coup, has seen its youth actively join this online pro-democracy movement?

A) Thailand
B) Myanmar
C) Malaysia
D) Indonesia

4. According to projections for 2025, Southeast Asia is expected to become a key growth region for influencer marketing, with spending anticipated to reach a significant global market value. What is this projected global market value?

A) USD 15 billion
B) USD 20 billion
C) USD 25 billion
D) USD 30 billion

5. Which Southeast Asian country's influencer marketing market reached USD 8.3 million in 2024, showing a growth rate that surpasses other digital formats like banner ads?

A) Singapore
B) Thailand
C) Malaysia
D) Indonesia

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.

6. In the Philippines, what is the most popular social media platform, consistently ranking at the top for user engagement and daily social interactions?

A) TikTok
B) Instagram
C) X (Twitter)
D) Facebook

7. The esports industry in Southeast Asia is projected to grow significantly. According to one report, from $39.2 million in 2021, what is the projected market value for 2024?

A) USD 50.5 million
B) USD 61.8 million
C) USD 72.5 million
D) USD 85.2 million

8. Which Southeast Asian countries are leading in NFT ownership, with an expected user penetration rate of 0.08% by 2025?

A) Singapore, Malaysia, and Brunei
B) Philippines, Thailand, and Vietnam
C) Indonesia, Cambodia, and Laos
D) Myanmar, Timor-Leste, and Malaysia

9. In Indonesia, what is the most frequently watched type of content via streaming/OTT services, according to a survey conducted at the end of 2025?

A) Series
B) Cartoons/anime
C) Movies
D) Sports streaming

10. Regarding social media usage in Malaysia, which platform has the highest usage rate among the population, exceeding 90%?

A) Facebook
B) Instagram
C) WhatsApp
D) TikTok

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.

11. Southeast Asian creators are increasingly becoming entrepreneurs and changemakers. What is the name of the regional association formed by creators from Indonesia, the Philippines, Thailand, and Vietnam to provide structure and support for their growth?

A) SEA Creator Alliance (SCA)
B) ASEAN Creators Collective (ACC)
C) Southeast Asia Creators Association (CASA)
D) Regional Creators Guild (RCG)

12. In the Philippines, what is the approximate number of internet users as of January 2025, representing roughly 83.8% of the total population?

A) 57.5 million
B) 77.5 million
C) 97.5 million
D) 117.5 million

13. Which Southeast Asian country is noted for its multilingual social media environment, where users often communicate in Malay, English, Mandarin, and Tamil?

A) Indonesia
B) Thailand
C) Malaysia
D) Singapore

14. The K-pop industry is increasingly tapping into Southeast Asia for new talent and as a major driver of its global expansion. A joint study found that TikTok users in Indonesia, Thailand, and Vietnam spend significantly more on Korean cultural products. In Indonesia, what percentage of TikTok users consume K-pop daily, a figure 2.3 times higher than non-TikTok users?

A) 11%
B) 21%
C) 31%
D) 41%

15. In Singapore, which gaming segment is dominating the market, accounting for approximately 56% of the total online gaming market share in 2025 due to high smartphone adoption and connectivity?

A) PC Gaming
B) Console Gaming
C) Mobile Gaming
D) Cloud Gaming

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.