

Asia's Digital Surge: AI, E-commerce, and Social Media Trends Shaping 2025

Asian Digital Culture · Answer Key · 18 Questions

1. What percentage of e-commerce payments in Asia are made using digital wallets, significantly outpacing card payments?

- A) Approximately 73%**
- B) Approximately 50%
- C) Approximately 30%
- D) Approximately 15%

2. Which social media platform is considered China's equivalent to Twitter, focusing on open content and celebrity updates?

- A) WeChat
- B) Douyin
- C) Sina Weibo**
- D) Bilibili

3. In Southeast Asia, which super app, initially a ride-hailing service, has expanded to offer a wide range of services including food delivery and financial transactions?

- A) Gojek
- B) Grab**
- C) Shopee
- D) Sea Group

4. AI content generation is predicted to significantly impact businesses in Asia by:

- A) Reducing production costs and increasing time-to-market.**
- B) Solely focusing on translating content into different languages.
- C) Replacing human creative teams entirely.
- D) Decreasing user engagement with localized content.

5. Which payment method is rapidly gaining popularity across Asia, especially in countries like India, Indonesia, and the Philippines, for its simplicity and speed?

- A) Contactless credit cards
- B) Traditional bank transfers
- C) QR code payments**
- D) Cryptocurrency

6. By 2029, the Asian streaming market is projected to reach approximately what value?

- A) \$20 billion
- B) \$50 billion
- C) \$89 billion**
- D) \$150 billion

7. In influencer marketing trends for 2025, what type of influencers are gaining significant traction in Asia due to their perceived authenticity and engaged communities?

- A) Macro-influencers
- B) Celebrity influencers
- C) Nano and Micro-influencers**
- D) Mega-influencers

8. Which Southeast Asian country is expected to have the largest e-commerce market in terms of Gross Merchandise Value (GMV) by 2025?

- A) Singapore
- B) Vietnam
- C) Thailand
- D) Indonesia**

9. What is the projected growth rate for the Asia Pacific video streaming market from 2025 to 2030?

- A) 5%
- B) 10%
- C) 22.6%**
- D) 35%

10. What is a key trend in influencer marketing strategies for 2025, particularly in Southeast Asia?

- A) Focus on celebrity endorsements
- B) Increased use of AI for analytics and discovery**
- C) Prioritizing reach over relevance
- D) Exclusive use of traditional media channels

11. Short-form video platforms are experiencing significant growth across Asia. Which of the following is a major platform that has reshaped content consumption in the region?

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

12. What is the projected value of the Southeast Asian digital economy by 2025?

- A) \$100 billion
- B) \$211 billion
- C) \$360 billion**
- D) \$500 billion

13. Which country in East Asia is predicted to see a decline in its video game market revenue in 2025 due to currency fluctuations and economic slowdown?

- A) China
- B) Japan**
- C) South Korea
- D) Taiwan

14. The rise of 'super apps' in Southeast Asia is transforming the digital economy by:

- A) Encouraging users to download many single-purpose apps.
- B) Integrating various services like ride-hailing, food delivery, and payments into a single platform.**
- C) Focusing solely on traditional e-commerce transactions.
- D) Limiting access to financial services for unbanked populations.

15. What is a significant trend in AI's role in digital marketing in Singapore for 2025?

- A) AI is being used to replace all forms of customer service.
- B) AI tools are used for influencer discovery and campaign scripting.**
- C) AI is primarily used for generating long-form articles only.
- D) AI is being implemented to reduce multilingual content creation.

16. Micro-dramas are emerging as a significant media channel in Asia. What is a key characteristic of this format?

- A) They are exclusively long-form content.
- B) They are designed for short, fragmented viewing periods.**
- C) They require high production budgets and extensive cast.
- D) They are primarily targeted at elderly audiences.

17. Which of the following is a leading social media platform in China, known for its vast user base and integrated services like messaging and payments?

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

18. How is AI expected to impact the media industry in Southeast Asia, particularly in countries like Malaysia and Singapore?

- A) By solely automating content distribution.
- B) By streamlining processes from content creation to distribution and digital asset management.**
- C) By reducing the demand for personalized content.
- D) By limiting the use of AI-generated content.