

ASEAN's Digital Frontier: AI, E-commerce, and Cybersecurity Shifts in 2025

Digital Culture · Answer Key · 8 Questions

1. Which ASEAN country is leading the region in AI adoption among SMEs, with nearly 44% identifying AI as their top tech investment in 2024, double the previous year's figure?

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

2. What is the projected value of ASEAN's digital economy by 2030, a figure that could potentially double with the successful implementation of the ASEAN Digital Economy Framework Agreement (DEFA)?

- A) US\$1 trillion
- B) US\$1.5 trillion
- C) US\$2 trillion**
- D) US\$2.5 trillion

3. As of 2025, what percentage of Southeast Asia's platform e-commerce market is controlled by the three top regional platforms: Shopee, Lazada, and TikTok Shop (including Tokopedia)?

- A) Approximately 75%
- B) Approximately 88%
- C) Approximately 98.8%**
- D) Approximately 90.5%

4. In which year is the ASEAN Digital Economy Framework Agreement (DEFA) expected to be signed, following its substantial conclusion in October 2025?

- A) 2025
- B) 2026**
- C) 2027
- D) 2028

5. Which country in Southeast Asia is projected to have the highest influencer marketing spend in 2025, exceeding \$500 million USD?

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

6. According to a McKinsey & Company report published in February 2026, what percentage of companies in Southeast Asia have moved beyond AI experimentation into pilot and scaling phases, compared to a global average of 63%?

- A) 72%
- B) 81%**
- C) 88%
- D) 95%

7. In 2024, what was the total FinTech investment across the six largest PwC- and Singapore FinTech Association-tracked ASEAN economies, representing a drop of less than 1% year-on-year?

- A) US\$1.41 billion**
- B) US\$835 million
- C) US\$1.3 billion
- D) US\$3.37 billion

8. Which of the following is NOT listed as a key theme for the ASEAN Cyber Security Forum (ACSF) in 2025?

- A) Securing emerging technologies and critical infrastructure
- B) Strengthening regulatory frameworks post-Cyber Security Act (2024)
- C) Addressing national threats like ransomware and online fraud
- D) Developing new social media platform features for content creators**