

Southeast Asia's Entertainment Economy: K-Pop's Global Reach, Influencer M

Entertainment Economy · Practice Test · 15 Questions

1. Which Southeast Asian country is expected to see a significant surge in its digital economy, projected to reach approximately US\$39 billion in Gross Merchandise Value (GMV) by 2025, leading the region in growth?

- A) Philippines
- B) Vietnam
- C) Malaysia
- D) Indonesia

2. In the Philippines' e-commerce market for 2024, which platform maintained its lead, largely attributed to its strategic use of celebrity and local endorsers?

- A) Zalora
- B) Lazada
- C) Shopee
- D) Carousell

3. What percentage of Malaysian consumers prefer influencer-led short videos for discovering new brands, according to a 2025 report on Malaysia's Digital Landscape?

- A) 36%
- B) 54%
- C) 63%
- D) 72%

4. Which K-pop market was valued at \$12.32 billion in 2025 and projected to reach \$22.17 billion by 2033, showing a significant CAGR driven by idol popularity and cross-border collaborations?

- A) Japan
- B) China
- C) South Korea
- D) Indonesia

5. In Laos, what was the average daily spending per person for international tourists in 2024, contributing to over USD 1.4 billion in revenue?

- A) USD 54.53
- B) USD 74.53
- C) USD 94.53
- D) USD 114.53

6. Which Southeast Asian country's creative economy employed 27.4 million people in 2025, exceeding government targets and contributing significantly to job creation and GDP?

- A) Vietnam
- B) Malaysia
- C) Indonesia
- D) Philippines

7. What is the projected CAGR for the Vietnam entertainment market between 2025 and 2033, indicating rapid evolution and integration of global standards?

- A) 4.5%
- B) 6.5%
- C) 8.5%
- D) 10.5%

8. Thailand is utilizing global celebrities to boost its tourism image. Which British artist partnered with the Tourism Authority of Thailand (TAT) to produce promotional content in Krabi and Trang provinces for late 2025 and 2026, targeting long-haul markets?

- A) Ed Sheeran
- B) Harry Styles
- C) Henry Moodie
- D) Lewis Capaldi

9. In the Philippines, social media influencers are significantly impacting purchasing decisions. What percentage of Filipino consumers are likely to buy from a brand endorsed by someone they follow, according to a 2025 study?

- A) 76%
- B) 60%
- C) 45%
- D) 90%

10. Which K-pop export market remained the largest in 2025, accounting for \$80.6 million in music exports due to premium streaming subscriptions and high-priced concert tours?

- A) China
- B) United States
- C) Japan
- D) Europe

11. According to a 2025 report, what percentage of Malaysian online shoppers have purchased directly through social media, highlighting the growth of social commerce?

- A) 50%
- B) 68%
- C) 80%
- D) 92%

12. Which of the following Southeast Asian countries is projected to have its digital economy grow at approximately 12%, with an estimated revenue of \$920 million in 2024, driven by high internet and smartphone penetration?

- A) Thailand
- B) Malaysia
- C) Indonesia
- D) Vietnam

13. In Indonesia, what was the projected growth rate of the creative economy in 2024, outpacing the country's overall economic growth?

- A) 4.57%
- B) 6.57%
- C) 8.57%
- D) 10.57%

14. What is the primary driver of the projected US\$146 billion digital economy in Indonesia by 2025, according to Google, Temasek, and Bain & Company?

- A) Fintech
- B) Online Gaming
- C) E-commerce
- D) Digital Services

15. Which Thai celebrity, a member of the K-pop group Blackpink, is being leveraged by the Tourism Authority of Thailand (TAT) as part of its 2025 tourism strategy to attract high-value visitors, particularly after her appearance in HBO's "The White Lotus"?

- A) Jennie
- B) Jisoo
- C) Lisa
- D) Rosé