

Asia's Digital Pulse: K-Pop Dominance, TikTok Shifts, and AI Regulations in 2026

Internet Culture · Answer Key · 8 Questions

1. In 2026, which Asian country's K-pop industry is facing significant scrutiny, with a music executive linked to BTS reportedly facing arrest over allegations of investor fraud?

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

2. As of early 2026, what is a key algorithmic shift on TikTok that significantly impacts content distribution, requiring creators to achieve a higher engagement threshold for wider reach?

- A) Increased prioritization of trending audio clips
- B) A higher completion rate requirement, rising from 50% to 70%**
- C) Reduced emphasis on video length, favoring shorter clips
- D) Algorithm exclusively testing content with a global audience first

3. In February 2026, China implemented new regulations targeting online platforms. Which of the following was a key focus of these new rules?

- A) Banning all user-generated content
- B) Regulating AI-generated content and prohibiting discriminatory pricing**
- C) Mandating a minimum of 50% of content to be in Mandarin
- D) Restricting all e-commerce transactions to offline sales

4. According to projections for 2026, what is the estimated value of India's influencer marketing industry?

- A) INR 1,000 Crore
- B) INR 2,344 Crore
- C) INR 3,375 Crore**
- D) INR 5,000 Crore

5. Which of these streaming platforms has made a significant move to expand its anime content in 2026 through a partnership with MAPPA, a prominent anime studio?

- A) Amazon Prime Video
- B) Hulu
- C) Crunchyroll
- D) Netflix**

6. In 2026, which genre held the largest share of the global webtoon market, according to recent reports?

- A) Fantasy
- B) Action
- C) Romance**
- D) Sci-Fi

7. As of early 2026, what is a significant trend observed in the Indian influencer marketing landscape, moving beyond just follower counts?

- A) A complete shift away from social media collaborations
- B) Increased focus on performance-based collaborations and measurable outcomes**
- C) A decline in the popularity of regional influencers
- D) Exclusive partnerships with international mega-influencers only

8. Regarding China's new regulations effective February 1, 2026, what practice are online platforms prohibited from using big data for?

- A) Personalizing user interfaces
- B) Targeting advertisements more effectively
- C) Engaging in discriminatory pricing against frequent customers**
- D) Analyzing user behavior for content recommendations