

Asia's Entertainment Surge: K-Pop's Record Exports, Chinese Blockbusters, and More

Asian Entertainment · Answer Key · 18 Questions

1. In 2024, South Korea's content industry achieved a record export value.

Approximately how much did these exports total?

- A) \$8.5 billion
- B) \$14.08 billion**
- C) \$1.8 billion
- D) \$1.26 billion

2. Which sector led South Korea's content export surge in 2024, accounting for 60.4% of the total?

- A) Music industry
- B) Broadcasting and video
- C) Gaming industry**
- D) Animation

3. In 2024, the Chinese video game 'Black Myth: Wukong' achieved significant sales.

How many copies did it sell within just three days of its release?

- A) 2.4 million
- B) 10 million**
- C) 25 million
- D) 5.8 trillion yen

4. Which animated Chinese film released in 2024 reportedly grossed \$2 billion globally, surpassing 'Inside Out 2'?

- A) Ne Zha 2**
- B) Journey to the West
- C) The Monkey King
- D) Nezha

5. Japan's content exports reached an impressive figure in 2023. What was this value in yen?

- A) 5.8 million yen
- B) 5.8 billion yen
- C) 5.8 trillion yen**
- D) 40.6 billion yen

6. Which Japanese film earned an Oscar for Best Visual Effects at the March 2024 Academy Awards ceremony?

- A) The Boy and the Heron
- B) Perfect Days
- C) Godzilla Minus One**
- D) Shogun

7. In 2024, K-pop album sales experienced a decline. What was the percentage drop in sales compared to the previous year?

- A) 15.7%
- B) 19.4%**
- C) 24.7%
- D) 35.4%

8. Which K-pop group made history in 2024 by becoming the first K-pop act to attend the Met Gala?

- A) BTS
- B) BLACKPINK
- C) Stray Kids**
- D) TWICE

9. South Korea's entertainment industry is projected to generate a significant amount annually by 2025. What is this estimated figure?

- A) \$14 billion
- B) \$150 billion**
- C) \$10 billion
- D) \$5 billion

10. Which Chinese entertainment format, characterized by very short episodes (often 1-2 minutes), has seen explosive growth and is challenging the traditional film industry?

- A) Web novels
- B) Animation series
- C) Microdramas**
- D) Virtual reality concerts

11. In 2024, Bollywood faced several controversies. Which film's makers were accused by Divya Khosla Kumar of inflating box office numbers and plagiarism?

- A) Stree 2
- B) Fighter
- C) Jigra**
- D) Kalki 2898 AD

12. The Japanese VTuber phenomenon extends beyond entertainment. In which of the following fields have VTubers reportedly had a positive influence?

- A) Financial markets
- B) Automotive industry
- C) Education and safety awareness**
- D) Agricultural technology

13. Which South Korean film, released in 2024, reportedly grossed \$100 million globally, following the international success of Bong Joon-ho's 'Parasite'?

- A) Train to Busan
- B) Exhuma**
- C) The Host
- D) Oldboy

14. In the context of Japanese marketing, what is the term used for the versatility and omnipresence of celebrities across various media formats?

- A) Kawaii
- B) Tarento**
- C) Otaku
- D) Wabi-sabi

15. As of 2023, Japan's content exports reached 5.8 trillion yen. What was this value approximately in US dollars?

- A) \$4.06 billion
- B) \$40.6 billion**
- C) \$406 billion
- D) \$5.8 billion

16. Which K-pop girl group released the 2024 hit single 'Supernova,' which swept award shows and won Song of the Year?

- A) LE SSERAFIM
- B) aespa**
- C) NewJeans
- D) TWICE

17. The Chinese game 'Black Myth: Wukong' achieved 2.4 million peak concurrent players on Steam, making it second only to which other game?

- A) Genshin Impact
- B) PUBG**
- C) Honor of Kings
- D) League of Legends

18. Which K-pop group's comeback album 'ARIRANG' in March 2026 marked their return as a full seven-member group after nearly four years?

A) EXO

B) BTS

C) SEVENTEEN

D) GOT7