

Japan's Digital Pulse: VTubers, Viral Memes & Gaming Dominance - May 2026

Internet Culture · Answer Key · 17 Questions

1. Which VTuber group's large-scale festival, Nijisanji Festival 2026, is scheduled to take place at Makuhari Messe on May 16-17, with special stage events beginning May 14?

- A) hololive
- B) NIJISANJI**
- C) VSPO
- D) Kizuna AI

2. According to Famitsu's charts for the period of April 27 to May 10, 2026, which life-simulation game has surpassed Pokémon Pokopia to become the best-selling physical release of 2026 in Japan?

- A) Mario Kart World
- B) Pragmata
- C) Tomodachi Life: Living the Dream**
- D) Momotaro Dentetsu 2

3. The "Japan effect" is a Gen Z social media trend satirizing the romanticized image of Japan. On which platform has this trend seen significant traction, with users creating slideshows that label ordinary locations as 'Tokyo, Japan' to enhance their perceived appeal?

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

4. Hatsune Miku "Magical Mirai 2026" is scheduled to be held at three venues. Which of these is a new venue for the event this year, alongside Tokyo and Osaka?

- A) Sapporo
- B) Fukuoka
- C) Nagoya
- D) Hamamatsu**

5. Which Japanese company announced on May 12, 2026, that it is investing in a new game development studio, VS Studio SNK, to be led by Katsuhiro Harada, the creator of the Tekken series?

- A) Capcom
- B) Square Enix
- C) SNK**
- D) Nintendo

6. As of May 2026, approximately how many active hololive-affiliated talents are there, with a significant portion having over 1 million subscribers on YouTube?

- A) Over 120
- B) Around 87**
- C) Just over 50
- D) Fewer than 30

7. Netflix Japan has unveiled a slate of new titles for 2026. Which live-action series, based on a popular South Korean webtoon, is scheduled for a May 28, 2026 release?

- A) Sins of Kujo
- B) Sparks of Tomorrow
- C) Viral Hit**
- D) Doors Closed, Bids Open

8. Playism announced ten new Japanese doujin games for worldwide release. Which of these games is slated for a 2026 release on PlayStation 5?

- A) DevilConnection
- B) Samurai Bringer: Rampage
- C) No Case Should Remain Unsolved**
- D) Dungeon Sweeper Plus

9. What percentage of Capcom's game sales are now digital, as announced in their financial results presentation in May 2026, an increase from 90% in 2024?

- A) 90.5%
- B) 91.2%
- C) 93%**
- D) 95.4%

10. What is the primary theme for Hatsune Miku "Magical Mirai 2026"?

- A) Celebration of Creativity
- B) Future of Technology
- C) Sonare of the Lake**
- D) Digital Harmony

11. Which social media platform is projected to see a significant acceleration in influencer marketing spend in Japan, growing from ¥24.6 billion in 2024 to ¥40.7 billion in 2026?

- A) Instagram
- B) X (formerly Twitter)
- C) LINE
- D) TikTok**

12. Sony and TSMC are reportedly moving forward with a major joint venture in Japan focused on next-generation image sensors. What emerging technology sector is this partnership expected to significantly strengthen in Japan?

- A) Green Energy Technology
- B) Wooden Satellite Development
- C) AI Imaging Technology**
- D) Robotics for Retail Automation

13. Which of the following is NOT listed as a popular Japanese fashion style in 2026, according to recent trend reports?

- A) Lolita fashion
- B) Y2K revival
- C) Mori Kei
- D) Gothic Lolita**

14. Crunchyroll's Ani-May 2026 is expanding beyond streaming to include other areas. Which of these is NOT mentioned as part of their expanded campaign for 2026?

- A) Gaming Partnerships
- B) Live Fan Engagement
- C) Theatrical Releases
- D) Virtual Reality Concerts**

15. In terms of social media usage in Japan in 2026, which platform has the highest number of monthly active users, deeply integrated into daily life for messaging, payments, and updates?

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

16. Which indie game publishing company held its May 2026 Game Show, announcing ten Japanese doujin titles for worldwide release, including "DevilConnection" for Switch and "No Case Should Remain Unsolved" for PS5?

- A) Frontline Gaming Japan
- B) Gematsu
- C) Siliconera
- D) Playism**

17. The "Japan effect" TikTok trend involves users labeling ordinary locations as 'Tokyo, Japan' to enhance their appeal. This phenomenon is partly fueled by the explosion in popularity of which two entertainment industries?

A) J-Pop and Dramas

B) Anime and Games

C) Vocaloid and Virtual Singers

D) Traditional Arts and Crafts