

# Middle East's Economic Transformation: Celebrity Power & Entertainment Inv

Economy · Answer Key · 5 Questions

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**1. Saudi Arabia's Vision 2030 has significantly boosted its entertainment sector. What was the projected annual growth rate for Saudi Arabia's entertainment market from its 2020 size to \$1.17 billion by the end of 2030, reflecting this economic diversification?**

- A) 15.2% annually
- B) 28.9% annually
- C) 47.65% annually**
- D) 33.0% annually

**2. Which major global event saw Qatar invest an estimated \$220 billion to \$300 billion in infrastructure projects, aiming for long-term economic multiplier effects, with celebrity endorsements playing a role in its promotion?**

- A) Expo 2020 Dubai
- B) FIFA World Cup 2022**
- C) Saudi Seasons 2023
- D) Formula 1 Abu Dhabi Grand Prix

**3. Dubai launched the 'Creative Sector Resilience Portfolio' with a budget of AED 1 billion (\$272 million) in May 2026. What is a key economic goal of this initiative related to the creative industry's contribution to Dubai's GDP?**

- A) To increase its contribution to 2% of GDP by 2030
- B) To maintain its current 1% contribution to GDP
- C) To double the sector's contribution to GDP to 5% by 2025**
- D) To reduce reliance on the creative sector for GDP growth

**4. Despite its historical prominence, the Egyptian film industry has faced economic challenges. What was a significant factor contributing to the decline in its profitability and production by early 2025?**

- A) A surge in international co-productions
- B) Increased government funding for independent films
- C) Rising production costs, film piracy, and broader economic instability**
- D) A boom in demand for traditional cinema experiences

**5. The Middle East's luxury market is heavily influenced by digital trends. By 2025, what compound annual growth rate (CAGR) were influencer-marketing-platform revenues showing within the MENA region for luxury brands?**

- A) 5-10%
- B) 15-20%
- C) 30-40%**
- D) Less than 5%