

# Southeast Asia's Digital Ascent: Key Trends in AI, E-commerce, and Esports C

Internet Culture · Answer Key · 7 Questions

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**1. What was the projected Gross Merchandise Value (GMV) of Southeast Asia's digital economy in 2025, as reported by the e-Conomy SEA report?**

- A) Under \$100 billion
- B) \$150 billion
- C) \$300 billion**
- D) Over \$500 billion

**2. Which sector remained the dominant driver of regional digital consumption growth in Southeast Asia's digital economy in 2025?**

- A) Digital Payments
- B) Food Delivery
- C) E-commerce**
- D) Online Travel

**3. What emerging technology is significantly transforming live commerce operations in Asia by enabling automated and scalable live streaming, including the use of AI Hosts?**

- A) Virtual Reality (VR)
- B) Blockchain
- C) Augmented Reality (AR)
- D) Artificial Intelligence (AI)**

**4. Which content format is projected to dominate social media platforms in Asia, especially due to evolving consumer attention spans, as noted in recent trends for 2026?**

- A) Long-form Articles
- B) Infographics
- C) Podcasts
- D) Short Video Content**

**5. Which region is anticipated to emerge as the fastest-growing esports market globally during the 2026-2035 period?**

- A) North America
- B) Europe
- C) Asia-Pacific**
- D) Latin America

**6. In South Korea's search landscape, which AI-based platform notably entered the top four primary search channels for the first time in 2025, surpassing Instagram?**

- A) Bing AI
- B) Baidu AI
- C) ChatGPT**
- D) Google Bard

**7. By what value is social commerce in Southeast Asia projected to reach by 2026, with Artificial Intelligence playing a central role in personalization and customer service automation?**

- A) \$50 billion
- B) \$75 billion
- C) \$100 billion**
- D) \$150 billion