

# South America's Digital Frontier: TikTok's Reign, Fintech Surges, and AI's Art

South America Internet Culture · Answer Key · 10 Questions

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**1. Which Latin American country is projected to double its gaming revenue by 2028, reaching USD 3.67 billion, and currently supplies the largest contribution to the South American mobile gaming market?**

- A) Mexico
- B) Colombia
- C) Brazil**
- D) Argentina

**2. According to recent reports, what is the primary driver of mobile gaming's accelerating growth in Latin America, characterized by the lowest cost-per-install rates globally?**

- A) High disposable incomes and ARPU
- B) Affordable user acquisition and strong player engagement**
- C) Government subsidies for hardware manufacturers
- D) Increased availability of high-end gaming consoles

**3. In 2025, which social media platform has reached approximately 270.7 million monthly active users in Latin America, making it one of the platform's strongest markets worldwide?**

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

**4. Which of the following trends is identified as a key factor shaping social media consumption in Latin America in 2024-2025, as per Latam Intersect PR's report?**

- A) Hyper-personalization of advertisements
- B) De-influencing, Experiential Consumption, and Platform Magnetism & Pluralism**
- C) Dominance of augmented reality filters
- D) Exclusive use of voice-based social media

**5. What is the projected growth rate (CAGR) for the Latin America esports market from 2025 to 2030, with media rights being the largest and fastest-growing revenue segment?**

- A) 12.5%
- B) 20.6%**
- C) 15.3%
- D) 9.0%

**6. Which financial technology (fintech) system, led by Brazil, handled 63.4 billion transactions in 2024 and is approaching ubiquity among adults in South America for real-time payments?**

- A) Mercado Pago
- B) Nubank
- C) Pix**
- D) Ualá

**7. As of 2025, which social media platform is identified as the most popular in Argentina, Brazil, and Chile, while Facebook remains the favorite in Colombia, Mexico, and Peru?**

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

**8. In the context of digital art trends for 2025, what role is Artificial Intelligence (AI) increasingly playing?**

- A) Replacing human artists entirely
- B) Serving as a co-creator and tool to enhance human creativity**
- C) Solely generating abstract, non-representational art
- D) Being used exclusively for art authentication

**9. Which Spanish-language streamer is predicted to be the fastest-growing subscription streaming service in the Americas in 2025, with an 18% subscriber growth forecast?**

- A) Amazon Prime Video
- B) Max
- C) ViX**
- D) Netflix

**10. Brazil enacted new legislation in January 2026, Law No. 15,325/2026, which officially recognizes influencers as what new professional category, imposing new legal and transparency obligations?**

- A) Digital Content Creators
- B) Multimedia Professionals**
- C) Social Media Managers
- D) Online Advertising Specialists