

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

South America Internet Culture · Practice Test · 10 Questions

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