UK's Viral Financial Landscape: AI, Creator Economy Boom, and Market Shifts

UK Finance · Answer Key · 12 Questions

1. What is the projected market size of the UK influencer marketing industry for 2026, according to industry reports?

A) £1.3 billion
B) £2.9 billion
C) £9.1 billion
D) £15.7 billion

2. In 2025, how much venture capital funding did UK AI startups raise in the first quarter, marking the largest Q1 fundraise in three years?

A) £1.8 billion
B) £1.03 billion
C) £4.3 billion
D) £4.5 billion

3. Which sector has emerged as the fastest-growing area within the UK tech ecosystem, according to a 2025 analysis?

A) Fintech
B) Enterprise Applications
C) Robotics
D) Life Sciences

4. What was the approximate total value of investments raised by UK technology companies in 2025, despite an 11% decline from the previous year?

A) £15.3 billion
B) £17.1 billion
C) £17.9 billion
D) £9 billion

5. As of December 2025, what was the Bank of England's Bank Rate after a series of cuts?

A) 3.25%
B) 4.25%
C) 3.75%
D) 4.00%

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6. Which major UK film, released in 2025, was the highest-grossing release at the UK and ROI box office?

A) Wicked: For Good
B) Bridget Jones: Mad About the Boy
C) A Minecraft Movie
D) Jurassic World Rebirth

7. What percentage of UK brands reported expecting influencer marketing budgets to increase in the coming year, according to a November 2025 report?

A) 50%
B) 81%
C) 62%
D) 59%

8. In 2025, the UK's film and high-end TV production spend reached approximately how much, marking a 22% increase on 2024 figures?

A) £4 billion
B) £5.6 billion
C) £6.8 billion
D) £2.8 billion

9. Which social media platform was identified as the dominant channel for UK social commerce sales during the Christmas period of 2025?

A) Instagram
B) Facebook
C) TikTok
D) Meta Platforms

10. What was the projected revenue for UK non-food retailers from social commerce apps like TikTok Shop and Instagram in 2025?

A) £2.4 billion
B) £9.1 billion
C) £16 billion
D) £38 billion

11. The FTSE 100 index experienced a significant rally in 2025, outperforming the S&P 500. Approximately what percentage did it rally year-to-date?

A) 17%
B) 21%
C) 22.8%
D) 18.4%

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12. What significant policy shift occurred in UK sustainable finance for 2025, moving away from a UK Green Taxonomy project?

A) Increased focus on carbon pricing

B) Mandatory transition plans

C) Development of ESG ratings providers

D) Implementation of sustainability-linked bonds

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