

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

UK Finance · Practice Test · 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 fundraising 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%

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%

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