

Australian Celebrity Ventures & Economic Shifts: Top Trends & Investments i

Celebrity Business · Answer Key · 12 Questions

1. According to PwC's 2024 outlook, what is the predicted percentage growth for the Australian entertainment and media sector revenue in 2025?

- A) 3.4%**
- B) 5.9%
- C) 2.8%
- D) 10%

2. Which sector is projected to represent 73% of the Australian market by 2028, showing significant growth since 2013?

- A) Traditional media (TV, radio, print)
- B) Internet-enabled advertising (search, video)**
- C) Physical retail sales
- D) Live event ticket sales

3. What was the total expenditure on drama production in Australia in 2024/25, marking a significant increase from the previous year?

- A) \$1.1 billion
- B) \$2.7 billion**
- C) \$678 million
- D) \$1 billion

4. Deloitte's 2025 Media & Entertainment Consumer Insights report indicates a rise in digital entertainment spending. What was the percentage increase in monthly average digital entertainment spending between 2024 and 2025?

- A) 10%
- B) 24%**
- C) 16%
- D) 3.4%

5. In the 2024 financial year, the subscription television and streaming sector contributed how much to the Australian economy, according to an ASTRA report?

- A) \$62.3 billion
- B) \$2.9 billion**
- C) \$10.76 billion
- D) \$4.28 billion

6. What was the estimated direct gross value added (GVA) to the Australian economy by the music industry in 2024-25?

- A) \$10.76 billion
- B) \$1.08 billion
- C) \$4.28 billion**
- D) \$1.79 billion

7. Which celebrity's burger chain, Wahlburgers, opened its first Australian restaurant at Sydney's Opera Quays in 2022?

- A) Margot Robbie
- B) Mark Wahlberg**
- C) Sarah Monahan
- D) Banks

8. Tech billionaire Mike Cannon-Brookes' Sun Cable project aims to deliver solar-generated electricity from Darwin to which international city via an undersea cable?

- A) Tokyo
- B) Singapore**
- C) Jakarta
- D) Kuala Lumpur

9. According to IZEA's 2024 report, what percentage of Australian consumers are more likely to trust an influencer's sponsored post over one from an A-list celebrity?

- A) 46%
- B) 70%
- C) 59%**
- D) 88%

10. In 2025, Australian startups raised a total of how much across 390 deals, marking a 24% year-on-year increase?

- A) \$368.3 billion
- B) \$993 million
- C) \$5.1 billion**
- D) \$1 billion

11. ASIC's Moneysmart warned of a 25% increase in what type of scam endorsements using Australian identities in 2025?

- A) Product endorsements
- B) Social media challenges
- C) Investment scams**
- D) Fake news articles

12. Which sector, alongside Fintech and Biotech/Medtech, was a significant winner in Australian startup funding in 2025, attracting over \$1 billion to AI-native startups?

A) E-commerce

B) Climate Tech

C) Gaming

D) Edtech