

India's Digital Wave: Regional Content, AI, and Gen Z Trends (2025-2026)

Internet Culture · Answer Key · 15 Questions

1. What percentage of Indian internet users are projected to prefer content in their native language by 2026?

- A) Less than 50%
- B) Around 60%
- C) Over 70%**
- D) Approximately 80%

2. Which social media platform is consistently highlighted as a powerhouse for regional language content in India, particularly for users from non-metro cities?

- A) Facebook
- B) X (formerly Twitter)
- C) ShareChat**
- D) LinkedIn

3. According to a Meta-commissioned IPSOS study, what percentage of Indian consumers watch short-form videos daily as of February 2026?

- A) Around 75%
- B) About 85%
- C) Over 95%**
- D) Roughly 65%

4. What is a key trend in India's influencer marketing sector, particularly gaining traction in Tier-3 and Tier-4 cities by 2026?

- A) Focus on international celebrity endorsements
- B) Shift towards micro and macro regional creators**
- C) Exclusive partnerships with fashion brands
- D) Decline in overall campaign expenditure

5. By 2025, rural India accounted for what percentage of the total internet population?

- A) Approximately 40%
- B) Around 55%**
- C) About 60%
- D) Nearly 70%

6. Which major trend in online gaming in India for 2026 involves creators leveraging technology to produce more content with the same effort, and community engagement being shaped by real-time insights?

- A) Increased focus on console gaming exclusively
- B) Return to ad-heavy monetization models
- C) AI-native game production and community tools**
- D) Decline in multiplayer online games

7. What cultural shift was observed in India in 2025 with AI entering spirituality, leading to increased searches for specific AI tools?

- A) Rise of AI-powered meditation apps
- B) Integration of AI in traditional music production
- C) AI versions of religious texts and practices**
- D) AI-driven pilgrimage planning services

8. As of October 2025, how many active social media user identities were there in India?

- A) Less than 300 million
- B) Between 300-400 million
- C) Around 500 million**
- D) Over 600 million

9. Connected TV (CTV) adoption is rapidly growing in India, with Tier 2 and Tier 3 cities becoming central to this growth. What is a primary driver for this in these regions?

- A) Exclusive English content offerings
- B) Lack of alternative entertainment options
- C) Demand for content mirroring local culture and language**
- D) High cost of traditional cable TV

10. Which short-form video application, launched by ShareChat, is noted as one of the leading Indian alternatives to TikTok, supporting content in 15 languages as of January 2026?

- A) Chingari
- B) Moj**
- C) Mitron
- D) Tiki

11. What is a significant aspect of India's digital public infrastructure, highlighted in January 2025, that facilitates widespread digital payments?

- A) National Blockchain Registry
- B) Unified Payments Interface (UPI)**
- C) Digital Rupee exclusively
- D) Central Bank Digital Currency (CBDC)

12. According to reports from early 2026, which age group represents the largest segment of Instagram's user base in India?

- A) 18-24 years
- B) 25-34 years**
- C) 35-44 years
- D) 45-54 years

13. What was a notable online activism trend in India in May 2026, involving a group channeling Gen Z concerns and rapidly gaining followers on Instagram?

- A) The Green India Movement
- B) The Digital Rights Collective
- C) The Cockroach Janta Party**
- D) The Youth for Change Alliance

14. The Indian influencer marketing sector is projected to reach what value by the end of 2026?

- A) US \$100-200 million
- B) US \$250-350 million
- C) US \$467-519 million**
- D) US \$600-700 million

15. By early 2026, India's internet user base was projected to exceed how many million, primarily driven by Indic languages?

- A) 750 million
- B) 800 million
- C) 900 million**
- D) 1000 million