

ASEAN Pop Culture & Entertainment: Global Economic Impacts on Local Eco

Pop Culture & Entertainment · Answer Key · 17 Questions

1. In the Philippines, what was Netflix's investment in Philippine-produced shows in 2024, demonstrating a commitment to market-specific programming while leveraging global intellectual property?

- A) \$19 million**
- B) \$10 million
- C) \$25 million
- D) \$5 million

2. Which Southeast Asian country has seen its digital media market projected to grow by approximately 12%, with an estimated revenue of \$920 million in 2024, driven by high internet and smartphone penetration?

- A) Thailand
- B) Vietnam**
- C) Indonesia
- D) Malaysia

3. The Thai film 'How to Make Millions Before Grandma Dies' achieved a significant box office success in China, grossing over what amount in Chinese Yuan, indicating growing cultural resonance between the regions?

- A) 100 million Yuan**
- B) 50 million Yuan
- C) 200 million Yuan
- D) 150 million Yuan

4. In Indonesia, the 'Digital Content Localization Act' of 2023 mandates that a minimum of what percentage of a foreign platform's catalog must be domestically sourced?

- A) 30 percent**
- B) 20 percent
- C) 40 percent
- D) 50 percent

5. Southeast Asia's digital economy is projected to reach \$263 billion in gross merchandise value (GMV) in 2024. What is the primary growth driver for this sector in the region?

A) Digital Financial Services

B) E-commerce

C) Online Travel

D) Gaming

6. Which Southeast Asian country's government has been actively promoting entertainment complexes, modeled after Singapore, as a key strategy for tourism recovery in 2025, including the potential legalization of casinos within integrated resorts?

A) Malaysia

B) Indonesia

C) Philippines

D) Thailand

7. According to a report by Media Partners Asia (MPA), Southeast Asia's premium video-on-demand (VOD) market revenues climbed by what percentage to \$1.8 billion in 2024?

A) 7 percent

B) 14 percent

C) 10 percent

D) 12 percent

8. As of early 2024, what was Vietnam's internet penetration rate, with the country's digital economy showing robust growth fueled primarily by e-commerce and online travel?

A) 70.1 percent

B) 79.1 percent

C) 85.5 percent

D) 65.3 percent

9. In the Philippines, the application of a 12-percent value-added tax (VAT) on digital services, effective from 2025, has impacted Netflix subscription prices. How much did the premium bundle increase by per month?

A) P50

B) P70

C) P30

D) P90

10. Which Southeast Asian country is expected to see its economic growth pick up to 3.2% in 2024, supported by a recovery in tourism and goods exports, according to the World Bank's Thailand Economic Monitor?

- A) Malaysia
- B) Vietnam
- C) Thailand**
- D) Indonesia

11. By October 9, 2025, Disney+ Hotstar will rebrand to Disney+ in several Southeast Asian countries, including Malaysia, the Philippines, Thailand, and Indonesia. This rebranding aims to simplify services and enhance the viewer experience by introducing new content from which regions?

- A) India, China, and South Korea
- B) US, Korea, and Japan**
- C) Europe, Australia, and Canada
- D) Latin America, Africa, and the Middle East

12. Which Southeast Asian nation leads in esports awareness and regular viewership, with a 94% awareness rate and 59% regular viewership, according to Deloitte's report on the esports market?

- A) Malaysia
- B) Singapore
- C) Vietnam**
- D) Philippines

13. Artificial intelligence (AI) is a significant driver of ASEAN's digital transformation. By 2030, AI is projected to contribute between what percentage of the region's GDP?

- A) 5% to 10%
- B) 10% to 18%**
- C) 20% to 25%
- D) 30% to 40%

14. Cross-border co-productions are increasingly shaping the Southeast Asian film industry. Which of the following is an example of a Malaysian-Indonesian venture mentioned as contributing to this trend?

- A) The Fox King**
- B) On Your Lap
- C) Pangku
- D) The Silent Village

15. Thailand's tourism sector, which contributed nearly 20% of GDP in 2019, is expected to benefit significantly from the reopening of which major market, historically accounting for 28% of all Thai tourist arrivals?

- A) Japan
- B) South Korea
- C) China**
- D) India

16. What is the projected total revenue for Southeast Asia's streaming market by 2030, according to Statista projections, indicating significant growth from 2024 levels?

- A) \$1.8 billion
- B) \$680 million**
- C) \$825.30 million
- D) \$9.5 billion

17. In Vietnam, the marketing industry is expected to grow at an average annual rate of 5.78% between 2023 and 2029. Which sector within this market has shown remarkable performance with a 23% year-on-year growth in 2023?

- A) Traditional Advertising
- B) Digital Advertising**
- C) Influencer Marketing
- D) Print Media