

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

Pop Culture & Entertainment · Practice Test · 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