

ASEAN Pop Culture Pulse: Film Dominance, Esports Boom, and Streaming Sh

ASEAN Pop Culture · Answer Key · 14 Questions

1. In 2024, Indonesian films achieved an unprecedented high, accounting for what percentage of total cinema audiences, marking a significant shift from decades of Hollywood dominance?

- A) Over 65%**
- B) Around 50%
- C) Approximately 75%
- D) Just under 60%

2. Which Southeast Asian nation is projected to see its video streaming market reach USD 738.9 million by 2033, driven by increasing internet penetration and strategic telecom-OTT partnerships?

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

3. Singapore's esports market was valued at approximately USD 15.11 million in 2024 and is projected to grow at a CAGR of over 22% through 2032. Which game genre is identified as the fastest-growing segment within this market?

- A) First/Third Person Shooters (FPS/TPS)**
- B) Multiplayer Online Battle Arenas (MOBAs)
- C) Real-Time Strategy (RTS)
- D) Sports Simulation

4. In 2025, the ASEAN New Generation Short Film Award focused on the theme 'Inclusivity and Sustainability.' Which country's short film, 'PROM QUEER,' won the Most Popular Film Award?

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

5. The ASEAN International Film Festival and Awards (AIFFA) 2025 saw Cambodia's 'Tenement' win Best Film. This marked a shift towards a more multi-polar cinematic landscape in Southeast Asia, with other major awards also claimed by which countries, signaling a redistribution of creative leadership?

A) Indonesia, Malaysia, and the Philippines

- B) Thailand, Singapore, and Vietnam
- C) Myanmar, Laos, and Brunei
- D) All ASEAN member states equally

6. According to reports, in 2024, local music accounted for 35% of on-demand streaming in Indonesia. This indicates a significant increase compared to 2020, with which other major music market also seeing a decline in its share?

A) U.S. music

- B) K-pop
- C) J-pop
- D) Western classical music

7. BLAST, a major esports entertainment company, announced plans to host world-class Counter-Strike and Dota 2 tournaments in Singapore in 2024 and 2025. Which government board is supporting these high-profile events, aiming to establish Singapore as an esports and gaming hub?

A) Singapore Tourism Board (STB)

- B) Economic Development Board (EDB)
- C) Infocomm Media Development Authority (IMDA)
- D) Enterprise Singapore

8. In 2025, Thai dramas gained global attention with cinematic quality and innovative storytelling. The Girls' Love (GL) genre achieved mainstream success, rivaling the dominance of which other popular genre?

A) Boys' Love (BL)

- B) Romance Comedy
- C) Historical Dramas
- D) Supernatural Thrillers

9. Vietnam's video streaming market is projected for strong growth. Which of the following is NOT identified as a major growth driver for this market in the coming years?

A) Decreasing smartphone adoption

- B) Increasing internet penetration
- C) Strategic partnerships between local telecom operators and OTT platforms
- D) Expansion of 4G/5G networks

10. A PwC report indicates that in 2024, Indonesia's cinema sector experienced a CAGR of 9.9%, more than double the global average. What percentage of the total box office share did local films capture in this period?

- A) 65%**
- B) 55%
- C) 70%
- D) 45%

11. In 2025, the ASEAN-China Year of People-to-People Exchanges aims to strengthen cultural ties. What was the reported increase in visits between ASEAN countries and Chinese mainland residents from January to August 2025, indicating a surge in cross-border cultural engagement?

- A) 11.2%**
- B) 5.5%
- C) 15.8%
- D) 8.1%

12. The Philippine entertainment scene in 2025 saw significant collaborations, including a landmark partnership between GMA Network and ABS-CBN for 'Pinoy Big Brother: Celebrity Collab Edition.' What was a notable outcome of this collaboration?

- A) It led to a second installment featuring Gen Z artists**
- B) It resulted in a joint movie production
- C) It merged the two networks permanently
- D) It introduced a new music competition

13. In Malaysia, digital advertising is projected to continue its growth in 2025, with social media and search advertising expected to expand by 11% and 8% respectively. What percentage of total Malaysian adex is digital media forecast to command by 2029?

- A) 85%**
- B) 70%
- C) 90%
- D) 77%

14. The ASEAN music industry, valued at USD 1.39 billion as of May 2025, contributes 1.7% to the global music market. A distinctive trend in ASEAN's streaming is the larger share of ad-supported (freemium) streaming compared to global and broader Asian markets. Which of the following countries is noted for having a high Average Revenue Per User (ARPU) across paid sectors, despite a smaller user base?

- A) Singapore and Brunei**
- B) Indonesia and Vietnam
- C) Philippines and Thailand
- D) Malaysia and Cambodia