

South America's 2026 Buzz: AI, Film Festivals, and Viral Social Media Trends

South America Trends · Answer Key · 15 Questions

1. Which social media platform is seeing rapid growth and becoming a significant trend in Latin America by 2026, with Brazil being one of its top global markets?

- A) Facebook
- B) TikTok**
- C) Twitter
- D) Snapchat

2. In the realm of technological innovation in South America for 2026, which company is using AI and computer vision to assess residences and businesses for rooftop solar installations?

- A) Ainwater (Chile)
- B) Dapper (Colombia)
- C) Niko Energy (Mexico)**
- D) iFood (Brazil)

3. The Bonito South American Film Festival in 2026 will feature competitive screenings. Which of these is NOT one of the competitive sections mentioned for the festival?

- A) South American feature films
- B) Environmental-themed films
- C) International animated shorts**
- D) Films from Mato Grosso do Sul

4. According to media consumption trends in Latin America for 2026, what percentage of online time is spent on social media by users on average?

- A) Approximately 15%
- B) More than 40%**
- C) Around 25%
- D) Less than 10%

5. Which AI-driven software company is helping water utilities make better decisions and save energy in Chile, as highlighted in 2026 innovations?

- A) Niko Energy
- B) iFood
- C) Dapper
- D) Ainwater**

6. By 2026, what percentage of organizations in Latin America are projected to utilize composite AI, a blend of generative AI, predictive analytics, and intelligent agents?

A) Approximately 50%

B) 70%

C) 60%

D) 80%

7. Which messaging app functions as essential infrastructure in Latin America by 2026, used for commercial transactions, customer service, and community organization?

A) Telegram

B) Signal

C) WhatsApp

D) WeChat

8. The Santiago Wild Film Festival in 2026 is Latin America's most important festival for which genre?

A) Comedy

B) Horror

C) Nature, wildlife, and environment

D) Science Fiction

9. What is a key trend expected in the TV and online video industry in Latin America by 2026, involving formats like Reels and Shorts on streaming platforms?

A) Increased use of 3D content

B) Expansion of vertical formats

C) Dominance of live TV broadcasts

D) Rise of VR experiences

10. Which Brazilian electric motor giant acquired an app to connect drivers to chargers as part of its 2026 innovations?

A) Petlove&Co

B) WEG

C) Sucroal

D) Puna Bio

11. In terms of social media platforms, which one is strengthening its position as a strategic network for B2B companies in Latin America by 2026?

A) Instagram

B) TikTok

C) LinkedIn

D) Facebook

12. Which South American country's tech scene, specifically Rio Grande do Sul, is emerging as a top innovation hub in 2026, attracting global capital?

- A) Argentina
- B) Colombia
- C) Chile
- D) Brazil**

13. By 2026, what is projected to happen with the podcast audience in Latin America, according to forecasts?

- A) It will significantly decrease
- B) It may become the largest in the world**
- C) It will remain stagnant
- D) It will only be popular in one country

14. In the music world for 2026, which artist is noted for headlining Coachella and being the first female Latin artist to do so?

- A) Shakira
- B) Natalia Lafourcade
- C) Karol G**
- D) Gloria Estefan

15. Which fintech company, following the footsteps of Mexico's CoDi and Brazil's Pix, is building products on top of Colombia's Bre-B infrastructure for instant money transfers?

- A) Niko Energy
- B) iFood
- C) Cobre**
- D) Dapper