

# Global Economic Shifts and South Korean Celebrity Influence: An In-Depth Look

South Korean Celebrity Economy · Answer Key · 10 Questions

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**1. In 2025, South Korea's film, television, and streaming industry generated approximately USD 17.1 billion in GDP. What was the estimated number of jobs supported by this sector in the same year?**

- A) Approximately 150,000
- B) Approximately 291,100**
- C) Approximately 350,000
- D) Approximately 400,000

**2. The Hyundai Research Institute estimated that the K-pop group BTS alone generated an economic impact of approximately 27 billion euros between 2014 and 2023. What percentage of South Korea's GDP did the country's creative industries contribute in 2021?**

- A) Approximately 1%
- B) Approximately 3.5%**
- C) Approximately 5%
- D) Approximately 7%

**3. In 2020, the COVID-19 pandemic caused a significant decline in the South Korean film industry. By what percentage did cinema revenues drop in that year?**

- A) Approximately 45.5%
- B) Approximately 52.1%
- C) Approximately 63.6%
- D) Approximately 73.3%**

**4. As of early 2025, what percentage of South Korea's content sector had adopted generative AI, according to the Korea Creative Content Agency (KOCCA)?**

- A) Approximately 10%
- B) Approximately 20%**
- C) Approximately 30%
- D) Approximately 40%

**5. In 2023, K-pop achieved overseas sales of 1.24 trillion KRW. What percentage of these revenues came from international performances, demonstrating the success of global touring as a dominant revenue stream?**

- A) Approximately 25.5%
- B) Approximately 31.0%
- C) Approximately 38.2%
- D) Approximately 47.6%**

**6. Recent reports indicate that South Korea's film industry is facing financial challenges, with domestic box office sales dropping significantly compared to pre-pandemic levels. What was the percentage decrease in sales in 2022?**

- A) Approximately 25%
- B) Approximately 35%
- C) Approximately 45%**
- D) Approximately 55%

**7. The global popularity of K-pop has driven demand for Korean products. In 2025, what is the projected growth rate for exports of K-beauty products, fueled by endorsements from K-pop idols?**

- A) Approximately 5%
- B) Approximately 10%
- C) Approximately 15%**
- D) Approximately 20%

**8. A potential strike at Samsung Electronics, involving approximately 48,000 workers, raises concerns about global supply chains. Which crucial sector, essential for AI infrastructure and automotive technologies, is particularly vulnerable?**

- A) Automobile manufacturing
- B) Semiconductor production**
- C) Consumer electronics assembly
- D) Renewable energy components

**9. Netflix has committed a substantial investment to South Korean content. What is the total amount pledged for Korean content production between 2023 and 2027?**

- A) USD 1.5 billion
- B) USD 2.5 billion**
- C) USD 3.5 billion
- D) USD 4.5 billion

**10. South Korea's audiovisual industry shows strong multiplier effects. For every KRW 1 billion in direct economic value generated, how much additional value is created in other sectors of the Korean economy?**

- A) KRW 1.1 billion
- B) KRW 2.1 billion**
- C) KRW 3.1 billion
- D) KRW 4.1 billion