

Africa's Digital Surge: Latest Trends in Internet Culture, Funding, and AI Innov

African Internet Culture · Answer Key · 12 Questions

1. What was the projected contribution of Africa's internet economy to the total GDP by 2025?

- A) 5.2%**
- B) 2.5%
- C) 8.5%
- D) 10%

2. In 2025, which sector accounted for the largest share of funding among African unicorns (companies valued at \$1 billion or more)?

- A) Fintech**
- B) Agritech
- C) Edtech
- D) Healthtech

3. According to reports from early 2025, which African tech startups received significant funding rounds for expansion and development?

- A) LemFi, PowerGen, Naked, and Enko Education**
- B) Flutterwave, Jumia, OPay, and Andela
- C) Kloo, Spotter, Dr. 7alan, and Karny
- D) Wave Mobile Money, Smile Identity, Boomplay, and Flouci

4. Which countries were consistently among the top four ecosystems for tech startup funding in Africa in 2025?

- A) Nigeria, Kenya, Egypt, and South Africa**
- B) Ghana, Ethiopia, Rwanda, and Senegal
- C) Morocco, Algeria, Tunisia, and Egypt
- D) South Africa, Kenya, Nigeria, and Ghana

5. What was a significant trend in African tech startup funding in 2025, following a period of decline?

- A) A rebound with total funds raised jumping significantly, though the number of funded startups decreased**
- B) A consistent decline in both total funds raised and the number of funded startups
- C) A shift away from equity financing towards debt financing
- D) A decrease in the average deal size

6. What key regulatory issues were forecast to be top of mind in Africa in 2025, shaping the technology and business environment?

A) Artificial intelligence, data protection, the digital economy, digital public infrastructure, and competition

- B) Internet shutdown policies and social media censorship
- C) Blockchain adoption and cryptocurrency regulation
- D) E-commerce logistics and cross-border shipping

7. In 2025, which social media platform surged ahead as the platform of choice for habitual short-video consumption in South Africa, according to a new report?

A) TikTok

- B) Facebook
- C) Instagram
- D) X (formerly Twitter)

8. What percentage of internet access in Africa occurred via mobile devices in 2024, highlighting a mobile-first approach?

A) Over 90%

- B) Approximately 70%
- C) Around 50%
- D) Less than 30%

9. Which AI product, launched in Ethiopia in October 2025, is an AI app builder designed for the African context, allowing users to describe desired apps in plain language, including local languages?

A) Gebeya Dala

- B) Xara
- C) Chidi
- D) Curation AI

10. What was a significant trend in influencer marketing in Africa in 2025, indicating a shift in consumer trust?

A) 60% of African millennials trusted online influencers more than traditional advertisements

- B) Influencer marketing spending decreased by 10% year-on-year
- C) Micro-influencers had a lower return on investment than macro-influencers
- D) Brands shifted focus from short-form video to long-form content

11. The African Union's Digital Transformation Strategy (2020-2030) aims to achieve what by 2030 through initiatives like the World Bank's All Africa Digital Economy Moonshot?

A) Digitally connect every individual, business, and government in Africa

B) Establish free internet access for all citizens

C) Phase out all traditional banking systems

D) Create a pan-African social media platform

12. In 2024, what was the gender parity score for internet usage in Africa, indicating the gap between men and women online?

A) 0.72

B) 0.94

C) 0.69

D) 0.85