

East Asia's Digital Pulse: K-Pop, Gaming, and Viral Trends in 2024-2025

East Asian Internet Culture · Answer Key · 12 Questions

1. Which SM Entertainment girl group is slated for debut in the first quarter of 2025, marking their first girl group debut in five years since aespa?

- A) NCT Wish
- B) Katseye
- C) A new girl group**
- D) Meovv

2. In the East Asian games market for 2024, what is the forecast for the market's revenue growth over the next five years?

- A) Rapid growth at a 5% CAGR
- B) Stagnant growth at a 0.4% CAGR**
- C) Moderate growth at a 2% CAGR
- D) Decline at a -1% CAGR

3. What is a significant trend in Chinese influencer marketing for 2024, involving computer-generated models?

- A) The rise of physical influencers
- B) The decline of live streaming
- C) The rise of virtual influencers**
- D) The increased use of traditional advertising

4. Which K-pop agency is set to debut a new boy band named KickFlip in 2025, their first new boy band in seven years since Stray Kids?

- A) YG Entertainment
- B) JYP Entertainment**
- C) SM Entertainment
- D) HYBE

5. What is a key insight from the 2024 Weibo algorithm overhaul, prioritizing verified accounts and long-form content?

- A) Reduced visibility for government and media accounts
- B) Increased reach of unverified rumor accounts
- C) Extended average session duration through enhanced video recommendations**
- D) Decreased user engagement on the platform

6. Which K-pop group faced criticism for their live vocals during their Coachella 2024 performance?

A) NewJeans

B) LE SSERAFIM

C) IVE

D) aespa

7. In China's social media landscape for 2024, which platform is noted for focusing on authentic user experience sharing and a slow-living lifestyle?

A) Douyin

B) Weibo

C) Little Red Book (Xiaohongshu)

D) Kuaishou

8. What trend is observed in the East Asian games market regarding player behavior and game engagement?

A) Gamers strongly prefer single-platform experiences.

B) Cross-platform games lead to higher engagement.

C) Mobile gaming is declining rapidly in favor of PC.

D) Console gaming is seeing a resurgence in popularity.

9. What is a notable trend in Chinese social media for 2024, where brands are shifting towards deeper customer connections and relationships?

A) Focus on aggressive sales tactics

B) Emphasis on user worship

C) Shift towards concrete 'brand building' activities

D) Ignoring customer feedback

10. Which K-pop agency had a public conflict with its former CEO, Min Hee-jin, in April 2024 over accusations of plagiarizing concepts for ILLIT?

A) SM Entertainment

B) JYP Entertainment

C) HYBE

D) YG Entertainment

11. What is the projected market value for China's video gaming industry in 2024?

A) US\$20.5 billion

B) US\$44.8 billion

C) US\$66.13 billion

D) US\$95.51 billion

12. What is a significant trend in Taiwanese internet usage in 2024, as indicated by the 2024 Taiwan Internet Report?

A) Search engines are the primary source of information.

B) YouTube's use as a primary information source has surged.

C) News media has become the sole source of information.

D) Social media platforms are rarely used for information.