

# ASEAN Entertainment Boom: Streaming, Gaming, and Creator Economy Surge

ASEAN Entertainment · Answer Key · 25 Questions

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**1. In the Southeast Asian mobile gaming market, what trend was observed in in-app purchase (IAP) revenue during the first half of 2024?**

- A) It grew by 3.4% to reach 4.2 billion downloads.
- B) Revenue from in-game purchases declined by 3.0% to USD 1.16 billion.**
- C) Simulator games saw the highest increase in IAP revenue.
- D) Indonesia accounted for 41% of all IAP revenue.

**2. What is the projected market value for Southeast Asia's gaming market in 2025?**

- A) USD 5.89 billion
- B) USD 6.39 billion**
- C) USD 7.37 billion
- D) USD 4.2 billion

**3. Which Southeast Asian country is projected to lead in revenue within the video games segment of the digital media market in 2025?**

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

**4. What was the projected total influencer marketing value for Southeast Asia in 2024?**

- A) USD 1.5 billion
- B) USD 2.59 billion**
- C) USD 3.1 billion
- D) USD 4.2 billion

**5. Which social media platform is the most used in Indonesia?**

- A) TikTok
- B) Facebook
- C) Instagram
- D) WhatsApp**

**6. What percentage of Indonesian online consumers are influenced by creators and Key Opinion Leaders (KOLs) more than brand accounts?**

- A) Around 30%
- B) Around 50%
- C) Around 70%
- D) Around 90%**

7. What is the projected influencer advertising spending in Indonesia for 2025?

- A) USD 150 million
- B) USD 200 million
- C) USD 257 million**
- D) USD 300 million

8. Which content category has seen the fastest growth on TikTok in Southeast Asia, with a 57% year-on-year increase in viewership in 2024?

- A) Gaming
- B) Music
- C) Sports**
- D) Travel

9. What was the total consumer spending in Southeast Asia's games industry for 2024?

- A) USD 5.8 billion
- B) USD 6.2 billion**
- C) USD 6.6 billion
- D) USD 7.2 billion

10. What percentage of revenue does the mobile games sector account for in Southeast Asia's games industry?

- A) 53%
- B) 73%**
- C) 83%
- D) 93%

11. Which country leads Southeast Asia in mobile game downloads, reaching 870 million in Q1 2025?

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

12. Which country leads Southeast Asia in mobile game revenue, generating \$162 million in IAP revenue during Q1 2025?

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

13. What is the projected value of Southeast Asia's music industry as of May 2025?

- A) USD 0.8 billion
- B) USD 1.39 billion**
- C) USD 2.5 billion
- D) USD 5.8 billion

14. Which type of streaming accounts for a significantly larger share in ASEAN markets compared to global or broader Asian markets?

- A) Subscription-based streaming
- B) Ad-supported (freemium) streaming**
- C) High-fidelity audio streaming
- D) Live audio streaming

15. What is the projected total spending on influencer marketing in Southeast Asia in the next five years, with an annual growth rate of 10.83%?

- A) USD 1.5 billion
- B) USD 2.59 billion**
- C) USD 3.5 billion
- D) USD 4.8 billion

16. In Thailand, local films captured what percentage of total grosses in 2024, marking a first for the country?

- A) 35%
- B) 45%
- C) 54%**
- D) 65%

17. What was the total e-commerce Gross Merchandise Volume (GMV) in Southeast Asia in 2024?

- A) USD 78.4 billion
- B) USD 98.4 billion
- C) USD 118.4 billion
- D) USD 128.4 billion**

18. What is the projected Asia-Pacific creator economy value by 2032?

- A) USD 50 billion
- B) USD 75.28 billion**
- C) USD 100 billion
- D) USD 150 billion

**19. In Southeast Asia, influencer campaigns on TikTok surged from 28.35% in 2023 to what percentage in 2025?**

- A) 35.58%
- B) 40.58%
- C) 50.58%**
- D) 60.58%

**20. Which region is identified as the world's most commercially significant fandom market, combining youth demographic density, high digital penetration, and deep K-Pop fan culture?**

- A) East Asia
- B) North America
- C) Southeast Asia**
- D) South Asia

**21. What is the projected value of Southeast Asia's Entertainment and Media (E&M) sector by 2028, growing at an annual rate of 6%?**

- A) USD 39 billion
- B) USD 45 billion**
- C) USD 50 billion
- D) USD 55 billion

**22. Globally, what percentage of streaming subscription revenue did ad tiers account for in 2025?**

- A) 18%
- B) 28%**
- C) 38%
- D) 48%

**23. What is the projected growth of the online streaming services market in USD during 2024-2029?**

- A) USD 344.7 billion
- B) USD 444.7 billion
- C) USD 544.7 billion**
- D) USD 644.7 billion

**24. Which country's local films captured 65% of total box office revenue in 2024, with cinema admissions projected to reach 100 million by 2026?**

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

**25. In 2024, digital ad spend surpassed TV ad spend in Thailand, capturing what percentage of the market compared to TV's 35%?**

A) 40%

**B) 45%**

C) 50%

D) 55%