

South American Pop Culture Pulse: Music Festivals, Environmental Debates, and Digital Trends

South America · Answer Key · 12 Questions

1. Which of these major electronic music festivals is scheduled to take place in Buenos Aires, Argentina, in February 2026?

- A) Ocaso Festival
- B) Cosquín Rock
- C) Ultra Buenos Aires**
- D) Creamfields Chile

2. In May 2026, Brazil's Congress passed a bill that restricts environmental agencies from using which tool to enforce regulations on illegally deforested lands?

- A) Ground-based inspections
- B) Satellite imagery**
- C) Drone surveillance
- D) Environmental impact reports

3. According to a May 2026 report, what percentage of online time in Latin America is spent on social media, with Gen Z users aged 15-24 spending significantly more?

- A) Around 23%
- B) More than 40%**
- C) Less than 10%
- D) Exactly 50%

4. Which South American country is highlighted as having the highest share of gaming audiences, with 83% of its population playing video games, according to a May 2026 analysis?

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

5. In May 2026, Brazil's government announced a significant investment of \$617.5 million to foster what type of investment in the Amazon region?

- A) Agricultural expansion
- B) Mineral extraction
- C) Ecological investment**
- D) Industrial development

6. Which social media platform is consolidating its position as the fastest-growing in terms of relevance in Latin America by 2026, known for its short videos and discovery algorithm?

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

7. As of late 2025, what was Chile's internet penetration rate, indicating a highly mature digital market?

- A) 75%
- B) 81.7%
- C) 94.5%**
- D) 64%

8. According to a May 2026 report on viral social media trends, what global event is already dominating brand planning for social media campaigns?

- A) The Olympic Games
- B) The FIFA World Cup**
- C) The Super Bowl
- D) The Eurovision Song Contest

9. Which Brazilian artist is set to create a new monumental installation using local, bio-sourced materials for Bozar's Horta Hall in the summer of 2026?

- A) Julio Le Parc
- B) Beatriz Milhazes
- C) Laura Lima
- D) Delcy Morelos**

10. A May 2026 report on the Latin American media industry indicates that WhatsApp is used by what percentage of mobile internet users in the region?

- A) 70%
- B) 82%
- C) 94%**
- D) 60%

11. The Museo Moderno in Buenos Aires is celebrating which anniversary in 2026 with its 'Inhabiting the Future' program?

- A) 30th
- B) 50th
- C) 70th**
- D) 100th

12. In May 2026, a new gold rush is reportedly fueling illegal mining across which ecologically vital South American region?

A) The Atacama Desert

B) The Amazon rainforest

C) The Andes Mountains

D) The Pantanal wetlands