

Japan's Digital Frontier: AI Copyright Debates, Virtual Stars, and Evolving Internet Culture

Internet Culture · Answer Key · 20 Questions

1. In the context of AI and copyright in Japan, what key concern has the Japan Newspaper Publishers & Editors Association formally raised with the government in December 2024?

- A) AI companies using copyrighted content without fair compensation, potentially harming creative industries.**
- B) The lack of AI-generated content filtering for illegal material.
- C) The excessive use of AI in generating anime and manga.
- D) The high cost of AI training data for small businesses.

2. Which of the following virtual influencer companies is known for developing autonomous digital personalities for advertising and entertainment in Japan, such as the AI character MIRAI?

- A) Aww Inc.**
- B) Cover Corp.
- C) Anycolor Inc.
- D) Nijisanji.

3. As of early 2025, what percentage of Japan's total population is estimated to be using social media?

- A) 78.6%**
- B) 51.4%
- C) 87.0%
- D) 88.2%

4. Which Japanese buzzword from 2024 describes people connected by shared interests or hobbies, often inspiring trends like "Rotation Kawaii" on social media?

- A) Kawaii (??)**
- B) Shoro Japan (???????)
- C) Howaito Anken (???????)
- D) Futehodo (???????????)

5. In March 2025, what was the estimated domestic market value of Japan's VTuber industry, and by what factor had it grown since 2020?

- A) ¥126 billion, more than four times its 2020 size.**
- B) ¥80 billion, double its 2020 size.
- C) ¥50 billion, a 50% increase since 2020.
- D) ¥200 billion, ten times its 2020 size.

6. What significant change is occurring in Japan's gaming market, as noted in the 2025 Famitsu Game White Paper, regarding platform share?

A) Mobile games account for roughly 60% of the total market, with a decline in packaged console software.

B) Console games have overtaken mobile games in market share.

C) PC gaming has become the dominant platform, surpassing mobile.

D) The market has seen a significant increase in physical game sales.

7. What is the primary concern raised by Japanese rights holders regarding AI-powered summarization services, as discussed in May 2026?

A) Users may be satisfied with AI-derived responses, reducing website visits and sales of original content.

B) AI summarization services are too expensive for consumers.

C) The AI output is not accurate enough to be useful.

D) There is a lack of transparency in how AI summarizes content.

8. Which social media platform saw the largest proportional growth in Japan between late 2024 and late 2025, according to projections for 2026?

A) TikTok

B) Instagram

C) X (formerly Twitter)

D) LINE

9. What distinguishes Japan's legal framework regarding AI training data compared to the EU and US, as of early 2025?

A) Japan permits the use of copyrighted works for data analysis, including commercial AI training, with fewer restrictions.

B) The EU and US allow commercial AI training with no restrictions.

C) Japan requires explicit opt-out by rightsholders for any AI training data usage.

D) Commercial use of copyrighted works for AI training is prohibited in all three regions.

10. What is the approximate market size of Japan's otaku-related industries as of 2024, and what factor has significantly impacted this sector?

A) US\$25 billion, impacted by the proliferation of generative AI.

B) US\$10 billion, impacted by declining global interest.

C) US\$50 billion, impacted by increased government regulation.

D) US\$15 billion, impacted by the rise of virtual influencers.

11. Which virtual influencer, known for her realistic visuals and collaborations with brands like Coach in 2025, was developed by Aww Inc.?

- A) Imma**
- B) Kaf
- C) Zinn
- D) Ria

12. As of early 2025, what is the estimated number of monthly active users for LINE in Japan, and what percentage of the total population does this represent?

- A) 97.0 million users, representing 78.6% of the population.**
- B) 78.6 million users, representing 52.8% of the population.
- C) 92.4 million users, representing 87.0% of the population.
- D) 57.5 million users, representing 46.5% of the population.

13. In the context of Japanese online buzzwords for 2024, what does "Howaito Anken" (?????) refer to?

- A) Legitimate part-time work, often misused to lure individuals into criminal activities.**
- B) A new trend in fashion showcasing white clothing.
- C) A popular type of online game.
- D) A term for a high-paying job in the tech industry.

14. What is the estimated total consumer spending across all gaming platforms in Japan for 2024, according to the 2025 Famitsu Game Hakusho?

- A) \$16 billion (2.4 trillion yen).**
- B) \$26.3 billion (3.8 trillion yen).
- C) \$50.94 billion (7.3 trillion yen).
- D) \$60.5 billion (8.7 trillion yen).

15. Which specific type of AI-generated content is Japan's Agency for Cultural Affairs (ACA) clarifying the approach to, with a draft released in January 2024?

- A) Copyright implications of ingesting and outputting copyrighted materials.**
- B) The ethical considerations of AI in elder care.
- C) The use of AI in news summarization.
- D) The regulation of AI in autonomous vehicles.

16. What is the projected market size of the global VTuber market by 2033, and what is the expected Compound Annual Growth Rate (CAGR) during the forecast period (2026-2033)?

- A) USD 13.62 Billion, 20.5%.**
- B) USD 5.03 billion, 15%.
- C) USD 100 billion, 30%.
- D) USD 2.54 Billion, 10%.

17. Which Japanese slang term, primarily used by young adults and children, is almost identical in meaning to the English slang "ikr" or "I know right"?

- A) Sore na (???)**
- B) Chiru (??)
- C) Hamaru (???)
- D) Mukatsuku (????)

18. What percentage of Japan's total population is estimated to have active internet users at the start of 2025?

- A) 88.2%**
- B) 78.6%
- C) 80.5%
- D) 87.0%

19. What is the primary advantage of virtual influencers over human influencers, as noted in the context of the Japanese market?

- A) Consistency, scalability, and immunity to scandals or burnout.**
- B) Lower production costs only.
- C) Wider appeal to older demographics.
- D) Ability to provide real-time emotional support.

20. What is the estimated number of active internet users in Japan at the start of 2025?

- A) 109 million**
- B) 97.0 million
- C) 92.4 million
- D) 78.7 million