

# Global Trends Reshape India's Pop Culture: From Streaming Wars to NFT Boom

Pop Culture & Entertainment · Answer Key · 10 Questions

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**1. Which technological innovation is revolutionizing how artists in India monetize their work and engage with fans, potentially transforming ownership and distribution models in the digital entertainment sector?**

- A) Augmented Reality (AR) filters
- B) Blockchain-based Non-Fungible Tokens (NFTs)**
- C) Artificial Intelligence (AI) for content creation
- D) Virtual Reality (VR) concert experiences

**2. The Indian music industry has seen substantial growth, with global platforms like Spotify significantly impacting it. What key change has Spotify and similar platforms brought regarding Indian artists and their reach?**

- A) A decrease in royalty payments due to global competition
- B) A focus solely on promoting Western music within India
- C) A significant increase in international streams for Indian artists and improved royalty payments**
- D) A shift away from digital platforms towards physical media sales

**3. The rise of Over-The-Top (OTT) platforms in India has significantly impacted traditional media. Which of the following has been a direct consequence of this trend on the Indian film industry?**

- A) A substantial increase in cinema footfalls and ticket sales
- B) Reduced reliance on digital content for major production houses
- C) A decline in cinema footfalls, with a greater access to worldwide content for viewers**
- D) Increased investment in television broadcasting over streaming services

**4. The Animation and VFX sector in India is rapidly growing and is expected to reach a significant valuation by 2026. What is a primary factor contributing to India's strength and global competitiveness in this industry?**

- A) Dominance in animation software development
- B) Being the world's most cost-effective yet high-quality outsourcing hub**
- C) A lack of international collaboration opportunities
- D) Primarily focusing on domestic animation content for local audiences

**5. The Korean Wave (Hallyu) has a notable economic impact on India. Besides cultural influence, what has been a significant economic benefit observed due to the popularity of K-pop and K-dramas in India?**

- A) A decrease in the demand for Korean beauty products
- B) Reduced investment in digital platforms and content
- C) Increased consumer shifts, boosted digital platforms, and new business opportunities**
- D) A decline in travel interest between India and South Korea

**6. India's gaming industry is experiencing a significant boom. What percentage of India's AVGC (Animation, Visual Effects, Gaming, and Comics) sector's total revenue is projected to be contributed by online gaming by 2026?**

- A) Approximately 10%
- B) Approximately 68%**
- C) Approximately 25%
- D) Approximately 50%

**7. The Indian VFX market has seen remarkable growth, attracting both domestic and international projects. Which of the following is a key factor driving this growth?**

- A) A decrease in demand for digital content on OTT platforms
- B) Reduced outsourcing from international studios
- C) The high cost of production in India
- D) Growing demand for quality digital content on OTT platforms and rising outsourcing from international studios**

**8. The introduction of NFTs has opened new avenues for creators in India. Besides selling digital art, what additional monetization opportunity do NFTs offer to creators?**

- A) Forced collaboration with established brands
- B) Earning ongoing royalties every time the work is resold**
- C) Exclusive rights to all future platforms
- D) A guaranteed minimum income regardless of sales

**9. The Indian media and entertainment sector is projected to grow significantly. According to PwC India's Global Entertainment and Media Outlook 2025-29, what is the projected Compound Annual Growth Rate (CAGR) for this sector in India?**

- A) Approximately 4.2%
- B) Approximately 7.8%**
- C) Approximately 10.2%
- D) Approximately 15.9%

**10. The resurgence of Indian cinema post-pandemic is evident in box office collections. What has been a significant contributing factor to the global reach of Indian films in recent years?**

- A) A decline in international film festivals
- B) Increased reliance on traditional television broadcasting
- C) Popular streaming services enabling wider global audience access**
- D) A reduction in film production budgets