

Global Economic Ripples: How International Trends Are Shaping Australia's E

Entertainment Economy · Answer Key · 12 Questions

1. In 2023-24, what was the estimated revenue generated by the Australian music industry, according to a report by Music Australia?

- A) \$2.82 billion
- B) \$8.78 billion**
- C) \$1.44 billion
- D) \$975 million

2. Taylor Swift's Eras Tour in Australia in early 2024 was projected to generate significant economic activity. Which of the following figures best represents the estimated total economic impact for the Sydney concerts alone?

- A) \$33 million
- B) \$86 million
- C) \$135 million**
- D) \$300 million

3. Recent reports highlight the significant contribution of Australian actors to the global screen industry. In 2024-2025, Australia hosted a record number of productions. Approximately how many productions were hosted, bringing substantial expenditure into the country?

- A) 17
- B) 74
- C) 174**
- D) 740

4. The Australian creator economy has seen substantial growth. By early 2026, approximately what percentage of the national population was estimated to be active creators?

- A) 5%
- B) 12%
- C) 23%**
- D) 45%

5. In 2020, the COVID-19 pandemic severely impacted Australia's entertainment and media revenues. Which sector experienced the sharpest contraction, falling by approximately 41.0%?

- A) Video on Demand (VOD)
- B) Live Music
- C) Filmed Entertainment**
- D) Gaming

6. What is the estimated total economic output generated by Australia's live entertainment industry in 2019, prior to the impact of COVID-19?

- A) \$12.8 billion
- B) \$36.5 billion**
- C) \$10.8 billion
- D) \$4.9 billion

7. Australian actors often pursue opportunities in Hollywood due to limited local prospects. What percentage of Australian actors reportedly secure full-time work domestically, according to data from 2025?

- A) 5%
- B) 15%
- C) 29%**
- D) 51%

8. Influencer marketing in Australia is a growing sector. What is the projected value of the influencer marketing sector in Australia in the future, according to estimates?

- A) AUD 1.2 million
- B) AUD 1.2 billion**
- C) USD 1.2 billion
- D) AUD 12 billion

9. The Melbourne International Film Festival (MIFF) is a significant event for the local economy. In 2022, what was the estimated contribution of the MIFF to the City of Melbourne's economy?

- A) \$97,000
- B) \$970,000
- C) \$9.7 million**
- D) \$97 million

10. In 2023-24, music exports, including income from overseas streaming, performances, rights, and retail, contributed an estimated amount to the total Australian music industry revenue. What was this estimated contribution?

- A) \$1.44 billion
- B) \$4.83 billion
- C) \$975 million**
- D) \$2.82 billion

11. Australian brands are increasingly investing in the creator economy. What was the estimated rise in influencer-led marketing spend in Australia by 2025?

- A) 3%
- B) 8%
- C) 13%**
- D) 20%

12. During the 2019-20 bushfire season, several high-profile Australian celebrities used their platforms to raise funds for relief efforts. Which of the following celebrities was NOT mentioned as having actively participated in these fundraising efforts in the provided search results?

- A) Chris Hemsworth
- B) Kylie Minogue
- C) Nicole Kidman
- D) Hugh Jackman**