

# India's Digital Surge: Creator Economy, AI Integration, and Web3 Frontiers in 2025

Internet Culture · Answer Key · 15 Questions

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**1. As of 2025, what is the projected market value of India's creator economy, and what is its expected growth trajectory in the subsequent two years?**

- A) USD 1.5 billion, doubling within two years
- B) USD 2.5 billion, doubling within two years**
- C) USD 3 billion, tripling within two years
- D) USD 5 billion, growing by 50% within two years

**2. Which demographic segment is reporting the highest usage of AI-enabled features in India as of 2025, according to recent reports?**

- A) Users aged 45-54
- B) Users aged 65+
- C) Users aged 15-24**
- D) Users aged 35-44

**3. What is the estimated value of the Indian influencer marketing sector in 2025, and what is its projected growth by 2027?**

- A) INR 2,000-2,500 Cr, projected to reach INR 3,500-4,000 Cr by 2027
- B) INR 3,000-3,500 Cr, projected to reach INR 4,500-5,000 Cr by 2027**
- C) INR 4,000-4,500 Cr, projected to reach INR 6,000-6,500 Cr by 2027
- D) INR 5,000-5,500 Cr, projected to reach INR 7,000-7,500 Cr by 2027

**4. According to the 'Internet in India Report 2025', what percentage of India's population remains non-active internet users?**

- A) 12%
- B) 25%
- C) 38%**
- D) 57%

**5. Which of the following is a key trend identified in India's creator economy for 2025, focusing on a shift away from perfection?**

- A) The rise of hyper-polished, studio-produced content
- B) The "Lo-Fi" authenticity shift, favoring relatable and uncurated content**
- C) An increased reliance on traditional media for content creation
- D) A decline in user-generated content due to AI advancements

**6. What is the projected market potential for Web3 and Metaverse in India by 2035, according to Arthur D. Little's analysis?**

- A) USD 50 billion
- B) USD 100 billion
- C) USD 150 billion
- D) USD 200 billion**

**7. As of 2025, what percentage of Indian consumers watch short-form videos daily, and which platform leads this trend?**

- A) 97%, led by YouTube Shorts
- B) 97%, led by Instagram Reels**
- C) 92%, led by TikTok
- D) 95%, led by Moj

**8. Which category of games saw the most downloads in India by the end of 2024, according to the FICCI EY Report 2025?**

- A) Arcade games
- B) Puzzle games
- C) Simulation games**
- D) Real Money Gaming (RMG)

**9. What is the projected growth rate for the India OTT market from 2025 to 2035?**

- A) 10.62% CAGR
- B) 15.62% CAGR**
- C) 20.62% CAGR
- D) 25.62% CAGR

**10. In 2025, India's active internet user base reached approximately 958 million. What proportion of these users are from rural areas?**

- A) 45%
- B) 51%
- C) 57%**
- D) 62%

**11. Which of the following viral meme moments was notably mentioned as a 2025 trend, characterized by unexplained phrases spreading rapidly?**

- A) The 'Maha Kumbh ki Mona Lisa' debate
- B) The awkward Coldplay kiss cam incident
- C) The '6-7' (six seven) phrase on TikTok and Instagram Reels**
- D) Jet2 Holiday jingles

**12. What is the expected market value of India's social commerce sector by 2030, according to some reports?**

- A) USD 8.42 billion
- B) USD 10.5 billion
- C) USD 13.76 billion**
- D) USD 20 billion

**13. In 2025, which short-form video platform emerged as the most popular in India, with a significant user preference margin?**

- A) YouTube Shorts
- B) Moj
- C) Josh
- D) Instagram Reels**

**14. What percentage of India's active internet users reported using AI-enabled features in the past year, according to the 'Internet in India Report 2025'?**

- A) 22%
- B) 31%
- C) 44%**
- D) 57%

**15. By FY2025, how many esports players are projected to be in India, coinciding with nearly 1 billion smartphones in use?**

- A) 500,000
- B) 1 million
- C) 1.5 million**
- D) 2 million