

US Internet Culture Pulse: Streaming Hits, E-Commerce Shifts & AI Buzz - June 2024

Internet Culture · Answer Key · 15 Questions

1. In June 2024, which period drama series led the US streaming charts with the highest number of views?

- A) The Crown
- B) Bridgerton**
- C) Downton Abbey
- D) Outlander

2. According to recent reports, what was the year-over-year growth percentage for U.S. online and other nonstore retail sales in June 2024?

- A) 15.87%
- B) 23.08%**
- C) 18.52%
- D) 20.15%

3. Which streaming series, a legal drama starring Bryan Cranston, followed "Bridgerton" in popularity for U.S. streams in June 2024?

- A) Better Call Saul
- B) Suits
- C) Your Honor**
- D) The Good Wife

4. As of June 2024, which tech company's stock value reached \$3 trillion, making it the second-largest in the US market and surpassing Apple?

- A) Microsoft
- B) Nvidia**
- C) Alphabet (Google)
- D) Meta Platforms

5. What new feature did Facebook introduce in May 2024 to allow creators to offer exclusive perks to subscribers, usable in comments and during live streams?

- A) Custom Subscriber Badges
- B) AI-Generated Avatars
- C) Custom Sticker Packs**
- D) Exclusive Live Q&A Sessions

6. In June 2024, what percentage of total retail sales did e-commerce sales hover around in the US, according to reports?

A) Approximately 10%

B) Approximately 15%

C) Approximately 20%

D) Approximately 25%

7. Which of the following was a major streaming series premiere or season return in June 2024 in the US?

A) Stranger Things

B) The Boys

C) The Mandalorian

D) Squid Game

8. What significant event occurred with Amazon in June 2024, as highlighted by its CEO Andy Jassy's statements about technological transformation?

A) Acquisition of a major competitor

B) Launch of a new streaming service

C) Reaching a \$2 trillion market capitalization, driven by AI investments

D) Announcement of a new e-reader device

9. What trend in gaming, as of June 2024, involves playing games on demand without needing expensive hardware, accessible via high-speed internet?

A) Virtual Reality (VR) Gaming

B) Augmented Reality (AR) Gaming

C) Cloud-based gaming services

D) Esports Tournaments

10. What new feature did TikTok release in June 2024 to allow marketers to use AI-generated avatars for product promotion, including multi-language dubbing?

A) TikTok Business Suite

B) Symphony Digital Avatars

C) TikTok Creator Fund

D) TikTok Spark Ads

11. Which of the following tech developments faced privacy concerns in June 2024, leading Microsoft to make it an opt-in feature?

A) Windows Copilot

B) Microsoft Recall

C) Xbox Game Pass

D) Microsoft Teams

12. In June 2024, the US saw a significant increase in online retail sales. What was the month-over-month growth percentage?

A) 0.78%

B) 1.78%

C) 2.78%

D) 3.78%

13. What popular show, originally airing on Showtime, became a new entry on Netflix and gained significant viewership in the US in late May and June 2024?

A) Dexter

B) Billions

C) Your Honor

D) Homeland

14. What new AI-powered feature was announced by Apple at WWDC 2024 to personalize user experiences with on-device processing?

A) Apple Intelligence

B) Siri Pro

C) iMessage AI

D) Apple Vision AI

15. Which of these new series premiered on Disney+ in June 2024, set in a galaxy far, far away?

A) Andor

B) The Acolyte

C) Ahsoka

D) Obi-Wan Kenobi