

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

Internet Culture · Practice Test · 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