

East Asian Entertainment Buzz: Scandals, New Releases, and Global Endorsements

Celebrity News · Answer Key · 19 Questions

1. Which Japanese celebrity was recently involved in a scandal leading to his settlement and the resignation of television executives?

- A) Masahiro Nakai**
- B) Takuya Kimura
- C) Ken Hirai
- D) Kazushi Sakuraba

2. A major scandal in the South Korean entertainment industry in 2025 involved allegations of illegal medical procedures and violations of the Narcotics Control Act, with which prominent entertainer's name was heavily associated?

- A) IU
- B) Park Na-rae**
- C) BTS's Jin
- D) Blackpink's Jennie

3. Which K-pop girl group recently released a collaborative single titled 'ICONIC BY MISTAKE' featuring members from different HYBE labels?

- A) TWICE
- B) LE SSERAFIM**
- C) aespa
- D) NewJeans

4. Which Chinese actress was recently appointed as Estee Lauder's global makeup ambassador, signifying a shift towards global endorsements for Chinese talent?

- A) Yang Mi
- B) Fan Bingbing
- C) Xin Zhilei**
- D) Gong Li

5. The 2026 Cannes Film Festival saw significant recognition for Asian cinema. Which country's drama won the Palme d'Or, and which country's director received the Best Director award?

- A) Japan and South Korea**
- B) South Korea and China
- C) China and Japan
- D) Thailand and Vietnam

6. Recent news indicates that fan meetings for K-pop groups in China have faced cancellations or exclusions of members due to diplomatic tensions, particularly affecting groups with members from which country?

- A) South Korea
- B) Japan**
- C) Thailand
- D) Vietnam

7. Which K-pop group's debut single 'Spaghetti' was subject to a fan signing event cancellation in Shanghai amidst concerns of 'Hanilryeong'?

- A) aespa
- B) LE SSERAFIM**
- C) ITZY
- D) Stray Kids

8. A controversy arose in February 2026 regarding Southeast Asian fans calling for a boycott of K-dramas and K-pop due to an alleged incident at a concert involving the use of what?

- A) Unauthorised merchandise sales
- B) Improper stage access by fans
- C) Large and professional cameras**
- D) Disruptive fan chants

9. Which Chinese celebrity couple reportedly signed a \$3 million, two-year endorsement deal with a top Chinese skincare brand, as reported in June 2026?

- A) Yang Mi and Wei Daxun
- B) Luhan and Guan Xiaotong
- C) Yu Long and Yang Mei Mei**
- D) Huang Xiaoming and Angelababy

10. Which K-pop girl group's member Kim Chaewon was recently benched from comeback activities due to a neck injury, impacting their PUREFLOW Pt.1 release?

- A) aespa
- B) NewJeans
- C) LE SSERAFIM**
- D) ITZY

11. The Japanese talent agency formerly known as Johnny & Associates, embroiled in a significant scandal, has since been renamed to what?

- A) Smile-Up
- B) Starto Entertainment
- C) Johnny's Island
- D) K-Plus

12. Which K-pop group's 2nd full-length album, 'Lemonade,' has achieved over 1.03 million copies sold according to its agency?

- A) BTS
- B) aespa
- C) Stray Kids
- D) SEVENTEEN

13. A recent report highlighted that China introduced new rules for actor credits in dramas. What is the primary aim of these new regulations?

- A) To promote international collaboration
- B) To end ranking disputes in dramas
- C) To increase female representation
- D) To standardize scriptwriting

14. Which South Korean actor, known for 'Squid Game', was appointed a global brand ambassador for Gucci in November 2021?

- A) Song Joong-ki
- B) Lee Jung-jae
- C) Gong Yoo
- D) Hyun Bin

15. The 2026 Cannes Film Festival featured a strong presence of Asian cinema. Which of these countries had a drama win the Palme d'Or?

- A) South Korea
- B) China
- C) Japan
- D) Thailand

16. Which K-pop group is mentioned as having a joint single release with LE SSERAFIM and KATSEYE, all under HYBE labels?

- A) TWICE
- B) BLACKPINK
- C) ILLIT
- D) Red Velvet

17. Which Chinese actress, known for her role in 'The Knockout', was appointed as a global makeup ambassador for Estee Lauder in March 2026?

- A) Dilraba Dilmurat
- B) Zhao Liying
- C) Xin Zhilei**
- D) Yang Zi

18. Which K-pop artist, a member of aespa, is noted for becoming a Versace muse?

- A) Karina
- B) Giselle
- C) Winter
- D) Ningning**

19. A recent report indicated that fan meetings for K-pop groups in China have been affected by diplomatic tensions. Which specific event involving the group LE SSERAFIM was abruptly canceled in Shanghai?

- A) A concert tour stop
- B) A fan signing event**
- C) A music video launch party
- D) A brand collaboration event