

Asia's Digital Pulse: Unpacking Viral Trends, Creator Economies, and Metaver

Internet Culture · Answer Key · 17 Questions

1. Which Southeast Asian country is projected to see its influencer marketing ad spend reach USD 693.7 million in 2024, significantly contributing to the region's burgeoning digital economy?

- A) Indonesia
- B) Philippines
- C) Singapore**
- D) Malaysia

2. In India's short-form video (SFV) market, which monetization stream has shown significant traction in the last 12 months, particularly among audiences engaging in live-streaming?

- A) Advertising
- B) Virtual tipping**
- C) Affiliate marketing
- D) Brand collaborations

3. As of 2024, which country's creator economy was valued at approximately USD 16.7 billion, with projections to grow rapidly at a CAGR of 25.4%?

- A) Japan
- B) South Korea
- C) India
- D) China**

4. In 2024, Southeast Asia's digital economy is projected to reach USD 263 billion GMV, with video commerce contributing a significant portion. Approximately what percentage of total e-commerce GMV does video commerce represent in this projection?

- A) 10%
- B) 15%
- C) 20%**
- D) 25%

5. Which virtual influencer leads in South Korea as of May 2024, boasting 165,000 Instagram followers?

- A) Lucy
- B) Rozy**
- C) Ayayi
- D) Lu do Magalu

6. The #MilkTeaAlliance is a notable online pro-democracy movement active across Asia. In the context of Myanmar, which platform saw approximately 25 million hashtags used and around 600,000 people posting about events between 2020 and 2021?

- A) TikTok
- B) Facebook
- C) YouTube
- D) Twitter**

7. In the competitive streaming market of Southeast Asia, which country's VOD market generated the highest revenues in 2024, reaching \$552 million?

- A) Thailand
- B) Philippines
- C) Singapore
- D) Indonesia**

8. As of 2024, what is the primary platform for esports gameplay in Japan, differing from the global trend towards PC gaming?

- A) Mobile
- B) Console**
- C) PC
- D) Virtual Reality (VR) headsets

9. In the Asian art market, which demographic is showing a significant trend towards collecting contemporary and digital art, including NFTs and AI-generated works?

- A) Baby Boomers
- B) Generation X and Millennials**
- C) Silent Generation
- D) The Greatest Generation

10. Which Asian country is leading in the adoption of virtual influencer technology, with companies like Tencent heavily investing in metaverse capabilities and virtual humans such as Ayayi gaining prominence?

- A) Japan
- B) South Korea
- C) China**
- D) India

11. Regarding data protection in 2024, which Asian country enacted the Digital Personal Data Protection Act (DPDP) in August 2023 and is poised for its full implementation with the establishment of a Data Protection Board?

- A) Malaysia
- B) India**
- C) Vietnam
- D) Singapore

12. In Japan's gaming market, while mobile gaming is expected to stagnate, which two platforms are projected to grow over the next five years, with PC gaming showing a significant CAGR of 8.8%?

- A) PC and Mobile
- B) Console and PC**
- C) Mobile and Console
- D) VR and AR platforms

13. What is the estimated market value of the creator economy in Asia and Oceania as of 2024, and what is its projected Compound Annual Growth Rate (CAGR) through 2032?

- A) USD 58.8 billion, 15.7% CAGR**
- B) USD 41.6 billion, 25.1% CAGR
- C) USD 183.1 billion, 10.5% CAGR
- D) USD 65.6 billion, 28.9% CAGR

14. In Southeast Asia, the metaverse market is projected to grow at a significant CAGR. What is the estimated CAGR for the metaverse market in this region between 2025 and 2033?

- A) 15.7%
- B) 25.1%
- C) 40%**
- D) 28.9%

15. Which specific feature introduced in 2024 by platforms like Josh has gained significant traction, especially among regional language users for narrative-driven content in genres like horror and fantasy?

- A) Live, personalized calls
- B) Audio Stories**
- C) Interactive polls
- D) Short-form documentaries

16. According to a Meta-commissioned IPSOS study, what percentage of Indian consumers watch short-form videos daily, with Instagram Reels being the leading platform?

- A) 83%
- B) 95%
- C) 97%**
- D) 100%

17. In China's evolving data privacy framework, which of the following regulations came into effect in January, emphasizing the growing recognition of data as a valuable corporate asset?

- A) Rules on Online Protection of Minors
- B) Pilot schemes for data security assessments in free trade zones
- C) Regulations requiring companies to include data assets in their financial reporting**
- D) Cross-border data flow regulations