

# Global Pop Culture Pulse: K-Wave Fashion, Anime Boom, Afrobeats Dominance

Pop Culture & Entertainment · Answer Key · 15 Questions

---

**1. In 2024, which region's anime market revenue significantly surpassed its domestic Japanese revenue for the third consecutive year, driven largely by global streaming platforms?**

- A) North America
- B) Europe
- C) Asia Pacific

**D) International Markets Overall**

**2. Which African streaming platform, in early 2024, aimed to fill the content gap left by Amazon Prime's reduced investment and announced a significant increase in African Originals, including titles from Nigeria?**

- A) KweliTV
- B) Showmax**
- C) NollyLand
- D) Iroko TV

**3. As of 2024, Latin music accounted for what percentage of global streaming revenue, demonstrating its significant impact on the international music industry?**

- A) 5%
- B) 10%
- C) 20%**
- D) 30%

**4. The Association of Japanese Animations (AJA) reported that in 2024, overseas revenue accounted for what percentage of the total anime industry income, highlighting its global dominance?**

- A) 44%
- B) 56%**
- C) 62%
- D) 75%

**5. Which streaming service displaced Netflix as Africa's most popular platform by late 2023, and in 2024, significantly increased its investment in African original content?**

- A) Amazon Prime Video
- B) Showmax**
- C) KAVA
- D) AfroLand TV

**6. In 2024, which genre became the fastest-growing streaming genre in the United States, with regional Mexican music being its largest subgenre?**

- A) Hip-Hop
- B) Pop
- C) Rock
- D) Latin Music**

**7. Which South Korean cultural phenomenon, driven by artists like BTS and BLACKPINK, has had a profound impact on global fashion trends in 2024, influencing streetwear and luxury brands alike?**

- A) K-Drama
- B) K-Beauty
- C) K-Pop**
- D) Webtoons

**8. As of 2024, the Asia-Pacific region leads global esports revenues, contributing approximately what percentage of the total market value?**

- A) 22%
- B) 35%
- C) 55%**
- D) 80%

**9. According to a 2024 report, Korean content on Netflix was the second most watched worldwide, following only content from which country?**

- A) United Kingdom
- B) Japan
- C) United States**
- D) South Korea

**10. In 2024, which music genre, originating from West Africa, experienced a significant global surge, with artists like Rema and Burna Boy achieving mainstream success and topping international charts?**

- A) Reggaeton
- B) Afrobeats**
- C) Samba
- D) K-Pop

11. The Bollywood film industry in 2024 saw a notable trend of major stars like Shah Rukh Khan and Aamir Khan having no releases. What genre saw significant success with films like 'Stree 2' and 'Bhool Bhulaiyaa 3'?

- A) Action
- B) Horror Comedy**
- C) Biographical Drama
- D) Sci-Fi

12. In 2024, the global esports audience was estimated to be around 620 million. Which region accounts for the significant concentration of these fans?

- A) North America
- B) Europe
- C) East and Southeast Asia**
- D) Latin America

13. Which of the following is a key trend identified in the 2024 Bollywood box office report, indicating a shift in what audiences are seeking?

- A) The dominance of sequels and franchise films**
- B) A resurgence of musical films
- C) The return of the ensemble cast as a superstar
- D) A focus on historical epics

14. In 2024, the anime industry's international revenue grew by 26%, contributing to a total market value of US\$25 billion. What was the approximate percentage of this total market value that came from overseas revenue?

- A) 26%
- B) 44%
- C) 56%**
- D) 74%

15. Which social media platform has been most instrumental in music discovery in 2024, with 84% of songs entering the Billboard Global 200 first gaining traction there?

- A) Instagram
- B) Facebook
- C) X (formerly Twitter)
- D) TikTok**