

Celebrity Economy Shifts: Influencer Marketing Soars as Traditional Endorsers

Celebrity Economy · Answer Key · 10 Questions

1. In 2025, what was the projected global market value for influencer marketing, indicating a significant shift towards digital creator partnerships?

- A) \$10.52 billion
- B) \$24 billion
- C) \$32.55 billion**
- D) \$250 billion

2. According to projections for 2025, which segment of the media and entertainment market is expected to contribute the largest share to AI in media and entertainment market revenue, driven by personalized user experiences?

- A) AI in film and television production
- B) Personalization in streaming and advertising**
- C) Generative AI for content creation
- D) AI for operational efficiency

3. What significant trend was observed in the K-Pop industry in 2024 regarding domestic sales, impacting major entertainment companies' stock performance?

- A) A 19% increase in physical album sales
- B) A 19% decrease in physical album sales**
- C) A 10% rise in digital track consumption
- D) Steady growth in domestic concert attendance

4. In 2025, how did ad-supported tiers contribute to the global streaming subscription revenue, showing a significant increase from previous years?

- A) 5%
- B) 15%
- C) 28%**
- D) 49%

5. What was the projected global box office revenue for 2025, indicating a recovery from the previous year but still below pre-pandemic averages?

- A) \$30.5 billion
- B) \$33 billion**
- C) \$41.5 billion
- D) \$50 billion

6. Which type of revenue stream saw a significant surge in 2025 for K-Pop entertainment agencies, becoming a more dominant income source than album sales?

- A) Merchandise sales
- B) Digital streaming royalties
- C) Concert and live performance revenue**
- D) Brand collaborations and sponsorships

7. As of 2024, approximately what percentage of households globally were subscribed to at least one SVOD platform, indicating high penetration of subscription video on demand?

- A) 35.8%
- B) 49%
- C) 61%
- D) 74%**

8. What was the projected global market value for influencer marketing in 2024, serving as a baseline for its subsequent growth?

- A) \$10.52 billion
- B) \$21.1 billion
- C) \$24 billion**
- D) \$32.55 billion

9. What trend in celebrity endorsements was observed in India during 2025, showing a significant decline in high-profile campaigns?

- A) A 3% increase in celebrity ad volume
- B) A 22% decrease in celebrity ad volume**
- C) A 10% rise in celebrity-driven product launches
- D) Celebrity endorsements remained stable

10. In 2025, what was the estimated global market value for the K-Pop production market, indicating substantial growth fueled by international demand?

- A) \$7.77 billion
- B) \$8.36 billion
- C) \$10 billion**
- D) \$21.58 billion