

EU Digital Culture Unpacked: TikTok's Economic Surge, AI's Rise, and Evolving Trends

Digital Culture · Answer Key · 20 Questions

1. Which social media platform has seen significant growth in Europe, reaching over 200 million monthly users and contributing substantially to local economies and creative industries?

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

2. What is a significant trend in the European e-commerce market regarding consumer preferences in 2024-2025?

- A) A decrease in online shopping due to economic uncertainty
- B) A strong preference for international brands over local ones
- C) A growing emphasis on sustainability and eco-friendly practices**
- D) A decline in mobile commerce in favor of desktop shopping

3. According to recent reports, what percentage of young people (aged 16-29) in the EU used generative AI tools in the three months prior to a 2025 survey, a figure nearly double that of the general population?

- A) Approximately 20%
- B) Approximately 60%**
- C) Approximately 40%
- D) Approximately 80%

4. Which European region showed the highest growth in e-commerce in 2024, according to the European E-commerce Report 2025?

- A) Western Europe
- B) Northern Europe
- C) Eastern Europe**
- D) Southern Europe

5. In the European online gaming industry, what device segment accounted for the largest portion of revenue in 2024 and is expected to see the fastest growth?

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

6. What is a primary driver for the growth in the Europe mobile gaming market?

- A) A decrease in smartphone penetration
- B) The proliferation of high-speed internet and 5G deployment**
- C) A decline in in-app purchases
- D) Stricter regulations on digital content

7. Which social media platform is considered the undisputed leader for B2B marketing and recruitment in Europe as of early 2025?

- A) TikTok
- B) Instagram
- C) LinkedIn**
- D) YouTube

8. What key trend is shaping influencer marketing in Europe, with consumers increasingly prioritizing genuine recommendations and ethical conduct from creators?

- A) The dominance of mega-influencers
- B) A focus on follower count over engagement
- C) The rise of authenticity and transparency**
- D) Increased reliance on automated content generation

9. As of 2024, what is the primary revenue source for paid streaming services in Europe, surpassing public TV revenue?

- A) Subscription fees and advertising revenue**
- B) Pay-per-view purchases
- C) Live event broadcasting rights
- D) Merchandise sales

10. Which European country is projected to register the highest Compound Annual Growth Rate (CAGR) in the gaming market from 2025 to 2030?

- A) Germany
- B) United Kingdom
- C) France**
- D) Italy

11. In 2025, what percentage of European brands are predicted to increase their influencer marketing budgets, despite a complex economic context?

- A) Around 30%
- B) Around 50%
- C) Around 70%**
- D) Around 90%

12. What is a major concern for regulators regarding the gaming sector in the EU, leading to potential tougher stances in 2025?

- A) Excessive use of cloud gaming
- B) The rise of esports tournaments
- C) Harmful player practices like dark patterns and subscription traps**
- D) The popularity of retro gaming

13. What percentage of EU workers reported using AI tools in their jobs in 2024-2025, according to a Joint Research Centre study?

- A) Approximately 10%
- B) Approximately 30%**
- C) Approximately 50%
- D) Approximately 70%

14. Which social media platform has shown a significant increase in daily usage among young people in Austria in 2025, becoming the most popular messenger?

- A) Snapchat
- B) YouTube
- C) WhatsApp**
- D) Instagram

15. What percentage of young people (aged 16-29) in the EU reported engaging in civic or political issues online in 2025, a figure higher than the overall population?

- A) Approximately 10%
- B) Approximately 24%**
- C) Approximately 40%
- D) Approximately 60%

16. In the context of streaming services in Europe, which type of content is EU regulation mandating to constitute 30% of catalogs?

- A) American-produced content
- B) Content from emerging economies
- C) EU-produced content**
- D) Documentary films

17. What is the projected market size for the European NFT art market in 2025?

- A) USD 1.78 billion**
- B) USD 5.3 billion
- C) USD 10.1 billion
- D) USD 17.82 billion

18. What percentage of EU businesses use at least one social media platform for their operations?

- A) Approximately 30%
- B) Approximately 45%
- C) Approximately 60%**
- D) Approximately 80%

19. Which continent is projected to lead the global gaming market in terms of revenue by 2030?

- A) Europe
- B) North America
- C) Asia Pacific**
- D) South America

20. According to recent data, what is the average daily time spent per user on LinkedIn in Europe as of early 2025?

- A) 1 hour 59 minutes
- B) 30 minutes
- C) 11 minutes**
- D) 5 minutes