

# North America's Viral Economy: Tech Titans, Streaming Wars & Millennial Wealth

Finance · Answer Key · 8 Questions

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**1. Which technology sector experienced significant growth and drove market gains in North America during 2024, largely due to advancements in artificial intelligence?**

- A) Renewable Energy
- B) Biotechnology
- C) Technology and Communication Services**
- D) Aerospace

**2. In 2024, North America held a dominant share of the global media streaming market. Approximately what percentage of the market did North America capture?**

- A) 15.2%
- B) 44.2%**
- C) 70.5%
- D) 22.8%

**3. According to recent data, what was the approximate percentage increase in the net worth of Millennials in 2024?**

- A) 3.5%
- B) 12.7%**
- C) 21.9%
- D) 8.1%

**4. Which of the following tech giants was a leading contributor to the U.S. stock market's gains in 2024, significantly boosted by AI technologies?**

- A) Meta Platforms
- B) Tesla
- C) Nvidia**
- D) Alphabet

**5. In Canada, what trend was observed in retail spending in 2024, with a notable increase in e-commerce revenue?**

- A) A significant decrease
- B) A slight decline
- C) A moderate increase**
- D) E-commerce revenue remained stagnant

**6. The influencer marketing industry saw substantial growth. By what year was global influencer marketing spending projected to reach \$24 billion?**

A) 2023

**B) 2024**

C) 2025

D) 2026

**7. Which sector, besides technology and communication services, experienced a downturn in the U.S. stock market during 2024?**

**A) Healthcare**

B) Financial Services

C) Consumer Staples

D) Utilities

**8. In Canada's retail market during 2024, which types of retail centers showed stronger performance due to shifts in consumer spending habits?**

A) Enclosed malls

B) Downtown core retail spaces

**C) Neighborhood and strip centers**

D) Large shopping plazas