

Nordic Celebrities Navigate Global Economic Shifts: Impact on Local Economies

Celebrity Economy · Answer Key · 10 Questions

1. Swedish pop star Zara Larsson achieved a significant global milestone in early April 2026 by becoming the first Swedish artist to top which prestigious music chart?

- A) Billboard Global 200**
- B) UK Singles Chart
- C) Spotify Global Top 50
- D) Apple Music Top 100

2. Norway ranks highly on a global scale for its music exports. In terms of 'music exports per capita,' what is Norway's approximate global ranking?

- A) 5th**
- B) 10th
- C) 15th
- D) 20th

3. The Nordic news media landscape, while showing high public trust, is facing economic pressure. What is a primary reason for this pressure, as indicated by recent reports?

- A) Digital advertising increasingly bypassing traditional journalism.**
- B) A decrease in global news consumption.
- C) Increased competition from local radio stations.
- D) Reduced government subsidies for public service media.

4. In May 2026, Stockholm is betting on culture as an economic driver. Which former industrial district is being transformed into a cultural destination, often referred to as a 'Nashville model applied to a Nordic city'?

- A) Slakthusområdet**
- B) Gamla Stan
- C) Södermalm
- D) Djurgården

5. Iceland's participation in global cultural events is highlighted by the 2026 Venice Biennale. Who is representing Iceland at this prestigious art exhibition?

- A) Ásta Fanney Sigurðardóttir**
- B) Björk Guðmundsdóttir
- C) Olafur Eliasson
- D) Hildur Guðnadóttir

6. Denmark has introduced a production incentive scheme to attract international film and series productions. What is the approximate annual budget allocated to this scheme?

A) \$19.5 million

- B) \$5 million
- C) \$1 million
- D) \$50 million

7. Finland's technology and entertainment sectors are seeing growth. Which of the following is a significant development in Finland's AI landscape in early 2026?

A) AI Finland partnering with Futurice to accelerate generative AI adoption.

- B) The launch of a new Finnish AI-powered social media platform.
- C) A government mandate for all Finnish citizens to use AI assistants.
- D) The discovery of a new form of quantum AI by Finnish researchers.

8. The global supply chain has been significantly impacted by various events. By 2026, what trend is expected to influence supply chain leaders to move beyond a focus on resilience toward 'Total Value'?

A) The integration of customer, employee, and partner interactions into an intelligent ecosystem.

- B) A widespread return to purely physical retail.
- C) A global decrease in e-commerce activity.
- D) The complete elimination of international trade.

9. In the context of Nordic marketing in 2026, what consumer behavior is becoming more prevalent due to economic considerations?

A) Consumers are applying 'wiser wallets,' leading to more deliberate spending.

- B) Impulse buying has reached record highs.
- C) Consumers are prioritizing luxury goods over essential items.
- D) There is a decreased focus on brand ethics and value.

10. Regarding the Norwegian music industry, what is projected to be a significant source of revenue growth in the coming years, according to market data?

A) Live music events and festivals.

- B) Physical music sales (CDs and vinyl).
- C) Digital downloads of music.
- D) Music education programs exclusively for children.