

Latin America & Caribbean Digital Culture: Influencer Shifts, AI Integration, and

Internet Culture · Answer Key · 18 Questions

1. In 2024, what percentage of online purchases in Latin America are influenced by content creators, highlighting the significance of influencer marketing?

- A) Approximately 27%
- B) Over 67%**
- C) Less than 15%
- D) Around 45%

2. Which of the following streaming services notably rebranded and introduced an ad-supported plan to Latin America in February 2024?

- A) Netflix
- B) Disney+
- C) Amazon Prime Video
- D) Max (formerly HBO Max)**

3. What is the projected market value for mobile gaming in the Caribbean by the end of 2024, indicating a significant digital entertainment sector?

- A) US\$ 467 million
- B) US\$ 114.70 million**
- C) US\$ 371.40 million
- D) US\$ 50 million

4. According to recent analyses, what is the projected annual growth rate for influencer marketing investment in Latin America from 2020 to 2029?

- A) 12.6%
- B) 32%**
- C) 27%
- D) 7.57%

5. Which Latin American country is identified as having the highest e-commerce sales, contributing a significant portion to the region's total?

- A) Mexico
- B) Argentina
- C) Brazil**
- D) Colombia

6. What key trend is driving the growth of e-commerce in Latin America, according to recent reports, particularly in Mexico?

- A) Increased use of cryptocurrency
- B) Rapid adoption of conversational commerce**
- C) Expansion of brick-and-mortar stores
- D) Decline in smartphone usage

7. What percentage of Latin American publishers are expected to deny access to their content for large AI platforms, according to forthcoming Reuters Institute research?

- A) Less than 20%**
- B) Over 50%
- C) Exactly 20%
- D) Around 30%

8. In the context of digital copyright laws in Latin America, which countries are specifically mentioned for comprehensive analysis in a recent academic paper?

- A) Chile, Peru, and Colombia
- B) Brazil, Mexico, and Argentina**
- C) Venezuela, Ecuador, and Bolivia
- D) Cuba, Nicaragua, and Dominican Republic

9. What is the projected total number of SVOD subscriptions in Latin America by 2029?

- A) 110 million
- B) 165 million**
- C) 84 million
- D) 176 million

10. What significant shift is occurring in influencer marketing in Latin America, with consumers showing a preference for what kind of influencers over traditional ones?

- A) Celebrity influencers with large followings
- B) Micro-influencers offering specific appeal and genuine connection**
- C) Influencers who exclusively promote luxury brands
- D) Influencers focused solely on product reviews

11. Which region is identified as the second fastest growing for streaming services globally, second only to Sub-Saharan Africa?

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

12. In Brazil, what percentage of internet users reportedly follow influencers in niche categories, according to late 2024 data?

- A) Over 40%**
- B) Around 25%
- C) Less than 10%
- D) Exactly 50%

13. What is the projected market size for the video game industry in the Caribbean for 2024?

- A) US\$ 467 million
- B) US\$ 371.40 million**
- C) US\$ 6.5 million
- D) US\$ 114.70 million

14. What is the primary driver for the growth of the media streaming market in Latin America, as consumers increasingly move away from traditional cable and satellite subscriptions?

- A) The rise of free-to-air television
- B) Increased investment in local news channels
- C) The growing popularity of over-the-top (OTT) services**
- D) A shift towards physical media sales

15. In 2024, Latin America's startup funding increased by what percentage compared to the previous year, according to Crunchbase News?

- A) 30%
- B) 27%**
- C) 65%
- D) 10%

16. Which specific instant payment system, introduced by Brazil's Central Bank, has led the charge for payment innovation in Latin America?

- A) Mercado Pago
- B) Pix**
- C) Nequi
- D) Bancolombia

17. What percentage of Latin American consumers prefer peer reviews and recommendations over influencer endorsements, indicating a trend towards 'de-influence'?

A) Approximately 7.6%

B) Over 77%

C) Around 50%

D) Less than 5%

18. Which of the following countries leads the Latin American Artificial Intelligence Index (ILIA 2024) in terms of AI readiness?

A) Brazil

B) Uruguay

C) Chile

D) Mexico