

Viral South East Asian Entertainment: From TikTok Trends to Netflix Hits and

Pop Culture · Answer Key · 16 Questions

1. Which Thai animated series, released in October 2025, achieved the No. 1 spot on Netflix's Top 10 TV Shows in Malaysia and Indonesia, and also ranked No. 1 in Netflix's Top Kids TV Shows category in Singapore and Vietnam?

- A) Ejen Ali
- B) BoBoiBoy Galaxy Baraju**
- C) Mechamoto Movie
- D) Dongeng Sang Kancil

2. In 2024, which Thai film became a massive box-office hit across Southeast Asia, praised for its heartwarming story about family and redemption, and was Thailand's submission for the 2025 Academy Awards?

- A) The Paradise of Thorns
- B) How to Make Millions Before Grandma Dies**
- C) Bad Genius
- D) Mat Kilau

3. Which Malaysian animated series, known for its high-tech espionage and action, had its first season air on Cartoon Network Asia and Netflix, and later aired on Japanese television, winning the Anime Fan Award at Japan's Tokyo Anime Awards Festival in 2023?

- A) BoBoiBoy
- B) Ejen Ali
- C) Mechamoto**
- D) Batik Girl

4. As of late 2024, influencer marketing is a significant driver of e-commerce sales in Southeast Asia, contributing approximately what percentage of the region's online sales?

- A) 10%
- B) 15%
- C) 20%**
- D) 25%

5. In 2024, the Indonesian animated film 'Jumbo' became the highest-grossing Southeast Asian animation, surpassing 'Moana 2' in Indonesia. Approximately how much did 'Jumbo' gross worldwide?

- A) US\$4 million
- B) US\$6 million
- C) US\$8 million**
- D) US\$10 million

6. Which Singaporean artist's single 'the cutest pair' went viral, garnering over 20 million streams on Spotify and topping the Spotify Viral 50 Global playlist in 2024, leading to her debut album 'fangirl'?

- A) Bernadya
- B) Regina Song**
- C) Sophia Laforteza
- D) RINI

7. Which Vietnamese K-pop idol, born in Australia, is a member of the group NewJeans and gained significant attention in the K-pop scene in 2024?

- A) Elisia
- B) Gehlee
- C) Hanni**
- D) Kien

8. In 2024, Netflix highlighted projects from which three Southeast Asian countries during its Asia-Pacific (APAC) showcase in Jakarta?

- A) Malaysia, Singapore, and Philippines
- B) Indonesia, Thailand, and Philippines**
- C) Thailand, Malaysia, and Vietnam
- D) Indonesia, Singapore, and Vietnam

9. Which fashion trend, characterized by accessorizing bags with numerous charms, keyrings, and plushies, became a mega-craze in 2024, partly influenced by luxury brands like Miu Miu and Balenciaga?

- A) Boho Revival
- B) Leopard Print
- C) Bag Charms**
- D) Performance Shoes

10. Which Thai pygmy hippopotamus became a global sensation in 2024, stealing the hearts of netizens worldwide and drawing large crowds to its enclosure?

- A) Moo Deang
- B) Moo Deng**
- C) Khao Kheow
- D) Siam

11. In 2024, social media platforms like TikTok and Instagram Reels continued to dominate, emphasizing which type of content format?

- A) Long-form articles
- B) Short-form video**
- C) Infographics
- D) Podcasts

12. Which Malaysian alternative band, formed in 2023 and fronted by Eff Hakim, released their debut album 'Terkuburnya Seorang Gadis Di Kuala Lumpur' in 2024, blending 90s alt-rock influences with Malaysian rock legends?

- A) Hawa**
- B) Bunkface
- C) Masdo
- D) Midnight Fusic

13. According to reports from late 2024, the influencer marketing market in Southeast Asia was projected to reach approximately what figure in 2024, driven by high engagement and trust in influencers?

- A) USD\$300 million
- B) USD\$500 million
- C) USD\$693.7 million**
- D) USD\$1 billion

14. Which Indonesian director's supernatural sci-fi series 'Nightmares and Daydreams' was released on Netflix in June 2024, marking his first Netflix original series?

- A) Edwin
- B) Timo Tjahjanto
- C) Mouly Surya
- D) Joko Anwar**

15. The 'Asoka makeup trend', which went viral on TikTok in 2024, was a production involving elaborate makeup inspired by which cultural context?

A) Japanese geisha

B) Indian bridal makeup

C) Korean K-beauty

D) Balinese dance

16. Which Filipino group was recognized as 'Best Asia Act' at the MTV Europe Music Awards in 2024 and became a top P-pop phenomenon with hits like 'Pantropiko' and 'Salamin, Salamin'?

A) SB19

B) BEN&BEN

C) BINI

D) EXO-CBX