

Hollywood's New Money: 2026 Celebrity Tech Investments, Brand Equity, and

Celebrity Economics · Answer Key · 4 Questions

1. Which celebrity's Sound Ventures, as of May 2026, notably closed a \$240 million fund dedicated entirely to generative AI, and saw their OpenAI position balloon to an estimated \$1.3 billion?

- A) A) Serena Williams
- B) B) Joe Montana
- C) C) Ashton Kutcher**
- D) D) Robert Downey Jr.

2. What significant shift characterizes celebrity brand deals in 2026, moving beyond traditional endorsements?

- A) A) A return to exclusive print advertising campaigns
- B) B) Celebrities primarily focusing on political endorsements
- C) C) A trend towards celebrities taking equity stakes and co-founder roles in brands**
- D) D) Brands exclusively partnering with micro-influencers over A-list celebrities

3. What is a defining economic trend in the entertainment industry for 2026, following years of expansion?

- A) A) Unchecked growth and increased film production budgets
- B) B) A reset towards tighter financial discipline and efficiency**
- C) C) A complete shift from streaming to traditional broadcast television
- D) D) Massively increasing advertising revenues across all platforms

4. Which country is identified as a key driver for recovery and growth in the global luxury fashion market for 2026?

- A) A) China
- B) B) Italy
- C) C) United States**
- D) D) Japan