Europe's Pop Culture Economy Under Pressure: Film, Books, and Festivals Fa

Pop Culture Economics · Answer Key · 12 Questions

1. Despite nominal growth in turnover to nearly EUR25 billion in 2024, what significant factor is undermining the real profitability of the European book market, causing unit sales to decline?

A) A surge in audiobook production costs.
B) A widening gap between book price increases and general inflation.
C) Increased competition from online retailers like Amazon.
D) A sharp decrease in government subsidies for publishers.

2. In 2024, European cinema experienced a slight decline in admissions. What factor, alongside rising ticket prices, helped to stabilize total box office revenues across the continent?

A) A significant increase in international film co-productions.
B) A record number of independent European films produced.
C) The continued dominance of Hollywood blockbusters.
D) A substantial rise in the number of cinema multiplexes opening.

3. While the European video games industry has seen a 15% growth over the past five years, with 90% of its revenue being digital, what key challenge did the industry outline in its Manifesto for 2024-2029 to EU policymakers?

A) The need for stricter regulations on in-game purchases.
B) The demand for greater investment in physical game distribution.
C) The imperative to make Europe the best place to create and invest in games.
D) A call to ban certain AI-generated content within games.

4. In 2024, the European gambling market reached EUR123.4 billion. What segment accounted for the largest share of online gross gaming revenue (GGR)?

A) Sports and events betting.
B) Lottery products.
C) Casino games.
D) Horse racing.

5. The European luxury market faces a projected dip of 1-3% in 2025. Which of the following is identified as a primary reason for this softening trend in Europe?

A) A significant increase in counterfeit luxury goods.
B) A sudden decrease in consumer demand for sustainable luxury.
C) Slowing tourist inflows impacted by a strong euro and geopolitical tensions.
D) Over-saturation of the market with new luxury brands.

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6. In 2024, Spain's live music industry experienced a record year with a turnover exceeding 725 million euros. Which technological advancement is anticipated to play a significant role in the sector's consolidation and sophistication in 2025?

A) The widespread adoption of vinyl record sales.
B) The development of analog music synthesizers.
C) The use of AI in production and set design.
D) A return to exclusively in-person musical performances.

7. The European film industry, valued at over EUR120 billion, is the third largest globally. Despite a record number of feature films produced in the EU in 2024, what trend poses a significant challenge to traditional models of film production and distribution?

A) The decline in international film festival attendance.
B) The rise of global streaming platforms like Netflix and Disney+.
C) A decrease in government funding for independent cinema.
D) The growing popularity of physical media formats.

8. In 2024, AI adoption in the European media sector remained uneven. Which sector reported the highest usage of AI-based tools and solutions, employing AI for use cases like in-game level generation and dynamic narrative?

A) News media sector.
B) Audiovisual sector.
C) Video game industry.
D) Publishing industry.

9. European music festivals faced rising production costs in 2025, with 28% of festivals reporting this as their most significant challenge. What was the average increase in ticket prices for a whole event in 2025?

A) A 2.5% increase.
B) A 5.6% increase.
C) A 10.1% increase.
D) A 15% increase.

10. Regarding the European book market in 2024, while nominal turnover increased, real turnover adjusted for inflation painted a different picture. What was the approximate real turnover in billions of euros?

A) EUR24.9 billion.
B) EUR22.2 billion.
C) EUR15.5 billion.
D) EUR36.1 billion.

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11. In 2025, European cinema attendance saw a significant downturn, falling by 5.5% to 796 million admissions. Which three countries accounted for the largest portion of this total drop in admissions?

A) Germany, Poland, and Austria.
B) France, Spain, and Türkiye.
C) Italy, UK, and Netherlands.
D) Sweden, Finland, and Norway.

12. The European streaming services market is undergoing stabilization. In contrast to the overall slowdown in the EU, which two countries were noted for maintaining or expanding overall subscription numbers due to a high number of 'super users' (consumers with more than three video subscriptions)?

A) France and Germany.
B) Spain and the United Kingdom.
C) Italy and Portugal.
D) Belgium and the Netherlands.

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