

Southeast Asia's Viral Pop Culture Holidays: K-Pop, Webtoons, and Esports C

Pop Culture Holidays · Answer Key · 8 Questions

1. The "K-Comics World Tour" exhibition, a government-organized showcase of Korean webtoons, is embarking on a multi-country tour. Which of the following Southeast Asian countries is NOT part of this tour that concludes in November?

- A) Philippines
- B) Indonesia
- C) Singapore
- D) Malaysia**

2. Anime Festival Asia (AFA) is a major event in Southeast Asia. In which year is AFA Singapore scheduled to be held from November 28-30 at the Suntec City Convention & Exhibition Centre?

- A) 2024
- B) 2025**
- C) 2026
- D) 2027

3. Which of these esports tournaments is slated to be held in Bangkok, Thailand, from December 13th to 19th, 2025, as part of the SEA Games 2025?

- A) Valorant Masters Bangkok 2025
- B) PUBG Mobile Global Championship 2025
- C) SEA Games 2025 Esports Tournament**
- D) Esports Championships Asia 2025

4. The Tourism Authority of Thailand (TAT) launched the 'BE MY GUEST' campaign in June 2025, aiming to showcase Thailand's soft power. Which of these is a key program within this campaign?

- A) The 'Nihao Month' campaign
- B) The 'Soft Power Fam Trip'**
- C) The 'K-Comics World Tour'
- D) The 'I Love Anisong' concerts

5. WeTV, the international streaming platform by Tencent Video, has announced its 2025 content lineup. Which of these Chinese dramas, originating from WeTV, was among the top 5 most discussed on TikTok in 2024?

- A) Love Game in Eastern Fantasy
- B) Reborn
- C) Amidst a Snowstorm of Love**
- D) Generation to Generation

6. The ASEAN-Korea Music Festival '2025 ROUND' is scheduled to be held in Kuala Lumpur, Malaysia. Which of these Korean artists is NOT listed as part of the 2025 lineup?

- A) Paul Kim
- B) Touched
- C) Dragon Pony

D) IU

7. In the Philippines, TikTok has become an integral part of the Christmas season. According to a TikTok commissioned survey, what percentage of Filipino TikTok users rely on the platform to discover new brands and products for the festive season?

- A) 66%
- B) 74%
- C) 77%

D) 81%

8. The "World Webtoon Festival" is set to return to Seoul for its second edition in October 2025. Which of these is NOT among the popular webtoons listed as finalists for the World Webtoon Awards?

- A) The Uncanny Counter
- B) Maru Is a Puppy

C) Solo Leveling

D) Omniscient Reader's Viewpoint