

European Pop Culture Pulse: Film Awards, Music Triumphs, and Media Law S

Pop Culture · Answer Key · 10 Questions

1. Which film was the most awarded at the 2024 European Film Awards, securing five major wins including European Film, Director, and Actress?

- A) The Substance
- B) Emilia Pérez**
- C) Flow
- D) The Girl with the Needle

2. Nemo, representing Switzerland, won the 2024 Eurovision Song Contest with the song 'The Code.' What significant identity aspect does the song explore?

- A) Their journey of self-discovery as a non-binary person**
- B) Their heritage and family history
- C) Their struggles with fame and public life
- D) Their aspirations for a united Europe

3. As of late 2024, which European countries are leading the charge in subscription video-on-demand (SVOD) revenue growth, with double-digit increases attributed to local content investments and pricing strategies?

- A) Germany and the Netherlands
- B) France and Belgium
- C) Spain and Italy**
- D) Sweden and Denmark

4. The European Media Freedom Act (EMFA), which entered into force in May 2024, aims to protect media pluralism and independence. What is one of its key provisions regarding very large online platforms (VLOPs)?

- A) Mandating VLOPs to offer exclusive content from EU media providers.
- B) Requiring VLOPs to provide new functionalities for service recipients to declare themselves as media service providers and receive explanations for content removal.**
- C) Granting VLOPs the right to unilaterally remove content from recognized media service providers without notification.
- D) Establishing a direct financial subsidy from the EU to VLOPs for hosting journalistic content.

5. The EU's 'Culture Compass for Europe' strategic framework, part of the Work Plan for Culture 2023-2026, aims to integrate cultural policy into all relevant EU policies. What is a key challenge it aims to address within the cultural and creative industries?

- A) Over-reliance on traditional art forms
- B) Lack of interest from younger generations
- C) Restrictions on artistic expression and precarious livelihoods of artists**
- D) Excessive government funding leading to market saturation

6. Which Latvian-French-Belgian animated film won the award for European Animated Feature Film at the 2024 European Film Awards?

- A) Savages
- B) Living Large
- C) Flow**
- D) They Shot the Piano Player

7. In the context of European streaming markets in 2024, what strategy are platforms like Netflix and Disney+ employing to increase their market share and cater to diverse audiences?

- A) Exclusive focus on English-language content
- B) Phasing out all forms of advertising
- C) Investing in localized content and offering ad-supported subscription tiers**
- D) Discontinuing partnerships with local broadcasters

8. The European Commission, Parliament, and Council signed their first joint declaration on culture in June 2026, outlining guiding principles for EU cultural policy. Which of the following is a stated principle regarding Artificial Intelligence (AI)?

- A) AI should fully automate creative processes to increase efficiency.
- B) AI should be used to restrict artistic expression and protect traditional media.
- C) AI should support human creativity and ensure fair compensation for creators in the digital economy.**
- D) AI development in culture should be solely driven by private sector interests.

9. Which of the following artists was a headliner at the Primavera Sound festival in Barcelona in May-June 2024?

- A) Fred Again
- B) Dua Lipa
- C) Pulp**
- D) Ed Sheeran

10. The European Gaming and Betting Association (EGBA) reported record-breaking results for its 2024 European Safer Gambling Week. What was a notable trend in the European gambling market in 2024?

- A) A significant decrease in online gambling revenue
- B) Online gambling accounting for approximately 39% of Europe's total gambling revenue**
- C) A decline in mobile device usage for online gambling
- D) Increased market share for land-based gambling over online gambling