

China's Entertainment Landscape 2026: Film Awards, Streaming Trends, and C

Chinese Entertainment · Answer Key · 8 Questions

1. Which film won Best Film at the 44th Hong Kong Film Awards in April 2026?

- A) The Shadow's Edge
- B) Someone Like Me
- C) Ciao, UFO**
- D) Sons of the Neon Night

2. What significant policy change did Douyin implement in March 2026 regarding AI-generated content for commercial use?

- A) Mandatory monetization of all AI content
- B) Prohibition of all AI-generated content
- C) Required labeling for AI-generated or heavily AI-translated content**
- D) Exclusive partnership with a single AI content provider

3. Which domestic drama became China's second-highest-grossing film of 2026 as of early June, known for its modest budget and Teochew language?

- A) Pegasus 3
- B) Scare Out
- C) Blades Of The Guardians: Wind Rises In The Desert
- D) Dear You**

4. What is Tencent's stated target for the percentage of its gaming revenue to come from outside China by 2026?

- A) 10%
- B) 30%
- C) 50%**
- D) 70%

5. In March 2026, Tencent Music Entertainment Group (TME) shifted its primary revenue model to focus on what, moving away from livestreaming-heavy 'social entertainment'?

- A) Virtual Reality Concerts
- B) Music Subscriptions and Long-Form Audio**
- C) Merchandise Sales
- D) Gaming Integration

6. What key trend is Bilibili emphasizing in its 2026 marketing plan, highlighted by significant growth in related content and an audience with high purchasing power?

- A) Urban Romance Dramas
- B) E-sports Tournaments
- C) Outdoor Trend Industry**
- D) Traditional Opera Revivals

7. What new content format is Youku reportedly adopting for some of its finished modern workplace C-dramas like 'Irreplaceable' in 2026, aligning with industry trends and policy changes?

- A) Interactive Choose-Your-Own-Adventure episodes
- B) Feature-length film adaptations
- C) 20-minute medium-length episodes**
- D) Live, unscripted reality shows

8. What was a notable change for Weibo Night 2026 that generated significant discussion among fans and industry observers?

- A) It was held entirely overseas for the first time.
- B) It featured only international celebrities.
- C) The event proceeded without a live audience under strict security measures.**
- D) It introduced a new category for short-form video awards only.