

Europe's Pop Culture Economy: Streaming Soars, Cinema Adapts, Art Market

Pop Culture & Entertainment · Answer Key · 17 Questions

1. In 2024, which segment of the European entertainment industry experienced its first-ever moment where total revenues surpassed public television revenue?

- A) Live Music
- B) Streaming Services**
- C) Theatrical Cinema
- D) Video Game Development

2. Which European country's cinema market saw significant growth in 2024, partly due to the success of local films like "Gundi: Legend of Love"?

- A) France
- B) Germany
- C) Bulgaria**
- D) Italy

3. The European art market in 2024 experienced a slowdown. Which major European country's art sales saw a 10% year-on-year decline?

- A) United Kingdom
- B) France**
- C) Germany
- D) Netherlands

4. What was a primary driver for the robust growth in streaming revenues in Spain and Italy in 2024, according to Futuresource Consulting?

- A) A decrease in local content production
- B) Strategic price adjustments and ad-supported tiers**
- C) A significant drop in international film releases
- D) Increased competition from public broadcasters

5. In 2024, which sector dominated the European music tourism market, attracting millions of visitors and generating significant regional revenue?

- A) Concerts in small venues
- B) Online music streaming events
- C) Music Festivals**
- D) Classical music tours

6. Which European country has the highest percentage of its population actively playing video games, as of 2024?

- A) Germany
- B) United Kingdom
- C) France**
- D) Spain

7. Despite economic uncertainties and rising costs in 2024, what trend was observed in the average daily spending of festival-goers in Europe?

- A) A decrease in spending on food and beverages
- B) A significant increase in spending on merchandise
- C) An overall increase in the average daily basket**
- D) A shift towards free entertainment options

8. How did European cinema box office revenues perform in 2024, according to preliminary reports from UNIC and the European Audiovisual Observatory?

- A) A significant increase of over 10%
- B) A slight decline of just 0.3%**
- C) A moderate increase of 5%
- D) A substantial drop of 8%

9. In 2024, global art market sales saw a significant decrease. What was the estimated percentage decline year-on-year?

- A) 3%
- B) 7%
- C) 12%**
- D) 20%

10. Which of the following factors contributed to the slowdown in the European art market in 2024?

- A) Increased demand for emerging artists
- B) A surge in high-end art auctions
- C) Geopolitical uncertainties and economic tensions**
- D) A rise in government funding for art institutions

11. In 2024, the European video game industry generated EUR26.8 billion in revenue. What percentage of this revenue came from digital distribution?

- A) 50%
- B) 70%
- C) 90%**
- D) 100%

12. According to Ampere Analysis, what is the projected revenue growth for paid streaming services in Europe by 2029?

- A) 5% increase
- B) 15% increase
- C) 37% increase**
- D) 50% increase

13. Which region's tourism recovery in 2024 was still lagging behind pre-pandemic levels, impacting European tourism overall?

- A) The Middle East
- B) Asia-Pacific**
- C) North America
- D) Latin America

14. In 2024, what percentage of spending on original European content came from global streamers, reflecting their growing role in financing productions?

- A) 5%
- B) 12%
- C) 24%**
- D) 40%

15. What was the primary driver for the significant increase in the price of European flexible packaging materials in the first quarter of 2024?

- A) A surge in consumer demand for packaging
- B) The introduction of new eco-friendly materials
- C) Disruptions in shipping and supply chains**
- D) A decrease in the cost of raw materials

16. In 2024, European consumers reported higher prices for goods and services. What was a common consumer response to compensate for these higher costs?

- A) Increased spending on non-essential luxury goods
- B) Trading down to lower-priced brands**
- C) Significantly reducing savings
- D) Avoiding all non-essential purchases

17. Which European country led the market in terms of event-related tourism spending in 2025, supported by its mature event infrastructure and international appeal?

- A) Belgium
- B) Ireland
- C) France
- D) United Kingdom**