

# Sub-Saharan Africa's Digital Pulse: AI, Creator Economy, and Esports Surge A

Digital Culture · Answer Key · 15 Questions

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**1. Which of the following countries has seen its internet freedom decline significantly due to the civil war, leading to destruction of infrastructure and deliberate disruptions that exacerbated the humanitarian crisis?**

- A) Senegal
- B) Kenya
- C) Sudan**
- D) Nigeria

**2. In early 2024, which country experienced nationwide internet shutdowns attributed to a paramilitary group's occupation of ISP data centers, severely impacting humanitarian aid and communication?**

- A) Ethiopia
- B) Sudan**
- C) Zimbabwe
- D) Libya

**3. As of July 2025, Kenya leads global ChatGPT usage among internet users aged 16 and above at approximately 42.1%. What are the primary reported use cases for this AI tool among Kenyans?**

- A) Social media content creation and marketing
- B) Entertainment and gaming
- C) Education, content creation, entrepreneurship, and coding**
- D) Financial analysis and investment guidance

**4. According to a report published in May 2025, what was the estimated value of the African creator economy in March 2025, and its projected value by 2032?**

- A) \$3.08 billion in 2023, projected to reach \$17.84 billion by 2030
- B) \$5.10 billion in 2025, projected to reach \$29.84 billion by 2032**
- C) \$1.8 billion in 2024, projected to reach \$10 billion by 2030
- D) \$66 million in 2024, projected to reach \$100 million by 2028

**5. In 2023, which African country became the top video game market on the continent, generating \$249 million in gaming activities, slightly ahead of South Africa?**

- A) Kenya
- B) Ghana
- C) Nigeria**
- D) Ethiopia

**6. Which South African music genre, propelled by streaming platforms and social media integration like TikTok and Instagram, has gained significant global audiences beyond geographical boundaries?**

- A) Kwaito
- B) Gqom
- C) Afro-house
- D) Amapiano**

**7. As of May 2026, South African music artists generated over R504 million on Spotify in 2025. What percentage increase year-on-year did this figure represent?**

- A) 18%
- B) 24.7%
- C) 28%**
- D) 32%

**8. Senegal experienced significant internet shutdowns in 2023 and 2024, often coinciding with protests and political events. Which platform did authorities specifically cite for alleged 'spread of hateful subversive messages' as a reason for restriction?**

- A) Facebook
- B) WhatsApp
- C) TikTok**
- D) X (formerly Twitter)

**9. A bill introduced in Nigeria's Senate in November 2019, titled 'Protection from Internet Falsehood and Manipulations Bill 2019', aims to criminalize the use of social media for spreading false information. What specific power would the bill grant authorities in certain circumstances?**

- A) Mandatory social media content moderation
- B) Temporary suspension of social media operations**
- C) Imposing daily fines for misinformation
- D) Requiring user identification for all online posts

**10. In 2025, South Africa's music industry saw streaming account for nearly 75% of total music income. What was the reported year-on-year revenue increase for the South African music industry in 2023?**

- A) 15%
- B) 20%**
- C) 24.7%
- D) 32%

**11. Which Nigerian bill, introduced in November 2019, sought to criminalize the use of social media in peddling false or malicious information, and faced significant opposition from civil society organizations and human rights activists?**

- A) The Digital Economy Bill
- B) The Cybersecurity Bill
- C) The Social Media Bill (Protection from Internet Falsehood and Manipulations Bill 2019)**
- D) The Data Protection and Privacy Bill

**12. In July 2026, a bill advanced to a public hearing in Nigeria's Senate seeking to amend the Nigeria Data Protection Act, 2023. What is the primary requirement proposed by this bill for major social media platforms operating in Nigeria?**

- A) To offer free internet access to all citizens
- B) To establish physical offices within the country**
- C) To create a dedicated customer support team for Nigerian users
- D) To partner with local media houses for content distribution

**13. According to a report from May 2026, South African artists were discovered by first-time listeners on Spotify more than 1.6 billion times in 2025, representing a significant increase compared to the previous year. What was this percentage increase?**

- A) 20%
- B) 28%
- C) 30%
- D) 40%**

**14. In 2024, Africa's gaming market was valued at \$1.8 billion, with the mobile gaming sector accounting for over 90% of the continent's gaming revenue. Which African country led in gaming revenue in 2022, generating \$249 million?**

- A) South Africa
- B) Kenya
- C) Nigeria**
- D) Egypt

**15. Which Ghanaian-Australian singer, known globally for his unique musical style, has a significant following on Instagram and YouTube, with audience affinities for brands like Spotify?**

- A) Citizen Kay
- B) Idris Elba
- C) Fuse ODG
- D) Genesis Owusu**