

RAKUTEN VIKI'S K-DRAMA DAY RETURNS FOR THE FOURTH YEAR: CELEBRATE WITH FREE SHOWS, PRIZES, TALENT EXCLUSIVES AND MORE

Viki Invites Fans Across Southeast Asia to Vote for Their Favorite K-Drama, with the Winning Show to Be Featured on Digital Billboards in Select Markets

SAN MATEO, CA, UNITED STATES, September 11, 2026 / EINPresswire.com/ -- [Rakuten Viki](https://www.viki.com), the leading destination for Asian entertainment, announces its fourth annual K-Drama Day, celebrating the growing popularity of Korean entertainment and its passionate fan communities across Southeast Asia and around the world. Kicking off September 25 and running through October 1, Viki is rewarding its community with free content, an exciting slate of prizes, talent exclusives, and more.

“

Fans have always been at the heart of Viki. K-Drama Day is our tribute to the incredible passion of this global community. Thank you for making Viki what it is today.”

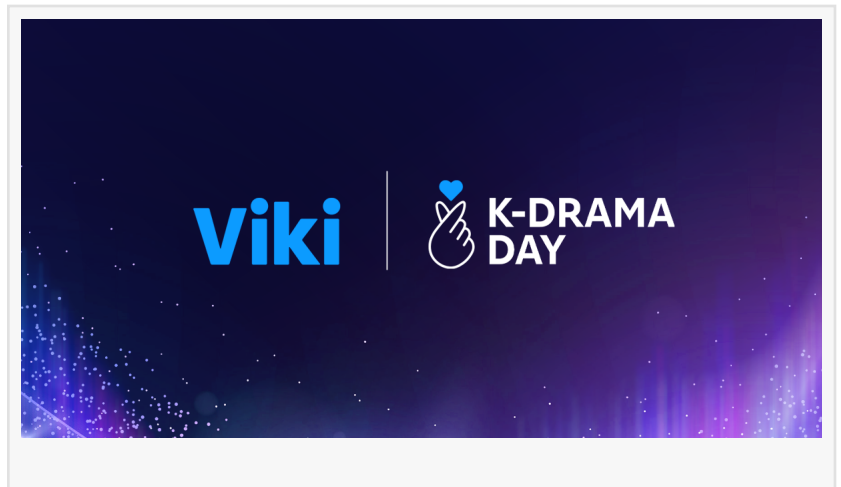
Sam Wu, CEO of Viki

A promotional graphic for K-Drama Day on Viki. The background is dark blue with a subtle grid pattern. At the top left is the 'K-DRAMA DAY' logo with a heart icon. At the top right is the 'viki' logo. In the center, the text 'Celebrate K-DRAMA DAY with 10 Free* Shows!' is displayed in white and pink. Below this, ten K-drama posters are arranged in a grid-like fashion. The posters include: 'MY INCIDENTS' (a couple embracing), 'LOVE ME' (a woman's face), 'TO MY BELIEVED' (a couple in a field), 'ALBINA FIRE KILLER' (a woman in a green shirt), 'ICOL' (a couple), 'LAST SUMMER' (a couple), 'THE SCARECROW' (a couple), 'DOUBT' (a couple), 'POSITIVE VIBES' (a couple), and 'LAST SUMMER' (a couple). At the bottom, a small line of text reads: '*Available to stream on Viki for free Sept 25 - Oct 1, 2026 in licensed regions'.

Kicking off September 25 and running through October 1, Viki is rewarding its community with free content, an exciting slate of prizes, talent exclusives, and more.

Viki fans have been at the heart of the K-drama community by sharing their favorite shows, introducing friends to new stories, and helping K-dramas find audiences around the world. This year, Viki is putting the celebration in their hands. From September 14–21, fans across Southeast Asia can vote for the K-drama they'd love to see take the spotlight, with the winning series to be featured on digital billboards in select international markets. The winner will be revealed on K-Drama Day, September 25, and the billboards will go live shortly after.

To extend the K-Drama Day festivities, Viki will offer must-have prizes and promotions, as well as exclusive K-entertainment content. Ten of Viki's hottest titles will be available for free for a limited time in select regions, including hit shows like [A Bona Fide Killer](#), [Last Summer](#), and [Positively Yours](#).



Sam Wu, CEO of Viki, said, "Fans have always been at the heart of Viki. K-Drama Day is our tribute to the incredible passion of this global community. Thank you for making Viki what it is today. We are thrilled to celebrate this day by putting your voices front and center."

Free Popular K-Dramas

From September 25–October 1, K-drama fans can watch 10 of Viki's most iconic series for free without a paid subscription, including:

Spirit Fingers
To My Beloved Thief
Positively Yours
IDOL I
Last Summer
Love Me
Ms. Incognito
A Bona Fide Killer
First Lady
The Scarecrow

Dive into Exclusive K-entertainment Content

As part of the K-Drama Day celebration, fans are invited to explore a robust line-up of talent exclusives, including interviews, AMAs, and exclusive prizes, including autographs from K-drama stars. Among the highlights are interviews with K-drama directors Yoon Jong Ho, who directed the breakout series [A Bona Fide Killer](#), and So Jaehyun, who served as director on [Dive into You](#), a Viki co-production debuting on September 26. Other exclusives include:

Video compilation shoutout from talent across series including Park Ji Hoon, Lee Hye Ri, Hwang In Youp, Choi Soo Young, Kang Tae Oh, Kim Se Jeong, and Kong Hyo Jin.
Exclusive Interview with Bae In Hyuk, star of [Our Universe](#).
Conversation and snack truck video with the [Dive into You](#) cast including Kim Ji Yeon, Park Seo Ham, Jang Se Hyuk, and Moon Seung You.

Interview with So Jaehyun, director of Dive into You.

Interview with Yoon Jong Ho, director of A Bona Fide Killer.

Contests with prizes featuring signed polaroids from Viki series actors, including Moon Sang Min, Park Sung Hoon, Nam Ji Hyun, Kong Hyo Jin, and many more.

Enjoy Exciting Promotions and Integrations

To mark K-Drama Day, Viki is collaborating with a number of partners including Agoda and WEBTOON on cross-promotional content, integrations, and more:

Agoda: The global travel platform is bringing K-drama dreams to life with a booking discount towards an unforgettable trip just for Viki users and a chance to win a complimentary overnight stay in South Korea.

LG: A special 1-month free trial offer of the Viki Pass Standard subscription for LG TV users will run through October 13 across select regions including Indonesia, Philippines, Malaysia, Thailand, Singapore, and other participating markets.

WEBTOON: Cross-promote between highly engaged Korean entertainment audiences, introducing Viki to fans already consuming Korean content.

Viki is available to watch for free (with advertisements) or without advertisements through tiered subscriptions of Viki Pass Standard and Viki Pass Plus, and is available on several platforms, including desktop, mobile, streaming devices and connected TVs.

For more information on Viki's K-Drama Day, including the terms and conditions applicable for each prize promotion, giveaway and/or contest held during K-Drama Day, visit www.kdramaday.com.

Follow Viki on Instagram, TikTok, Facebook, YouTube, and X.

###

About Rakuten Viki

Rakuten Viki is a leading global destination for Asian entertainment, attracting audiences worldwide with its extensive library of dramas, variety shows, and exclusive Viki Originals. Reaching over 100 million registered users in 190+ countries and territories, Viki, along with its entertainment news site Soompi, offers its fans unparalleled access to popular and original content. As part of Rakuten Group, Inc., a global powerhouse in e-commerce and internet services, Viki continues to connect K-drama fans around the world.

Carla Moreno

Habi

[email us here](#)

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.