

Viu unveils *Viu Shorts* – vertical viewing for bite-sized drama

Featuring curated micro-dramas in Chinese, Korean, Thai, and Indonesian



PCCW (SEHK:0008) - HONG KONG – 8 January 2026 – Viu, PCCW’s leading video streaming service, today announced an expansion of its content offering with the launch of **Viu Shorts**, a new vertical video section available on the Viu mobile app. The new micro-drama complements Viu’s extensive offering of premium long-form series and movies, offering viewers a broader range of entertainment.

Janice Lee, CEO of Viu and Managing Director of PCCW Media Group said, “We are thrilled to add a new facet to our service with the launch of **Viu Shorts**. This new feature brings viewers fast-paced storytelling in a 1–3 minute episodic format, perfectly complementing Viu’s extensive offering of premium long-form series and movies. With these bite-sized dramas now part of our offering, we aim to engage our audience according to their content preferences and provide enjoyable viewing for every moment.”

Key features of Viu Shorts:

- **Multi-lingual & multi-genre library:** Viu Shorts features a diverse and expanding selection of micro-dramas in Chinese, Korean, Thai, and Indonesian. The library spans popular genres including romance, thriller, variety, and fantasy, all with subtitles in local languages.

- **Optimised for mobile:** Purpose-built for vertical, bite-sized viewing, the Shorts section is seamlessly integrated into the Viu app. A new bottom navigation bar allows users to switch effortlessly between short-form content and Viu's full library of premium, standard-length series and movies.
- **Freemium access model:** Viu Shorts is available to all Viu users. Subscribers enjoy unlimited access to the full micro-drama library, and free users can watch selected content. Ads may vary by subscription tier.
- **Diverse content partnerships:** Viu has collaborated with leading micro-drama distributors Rising Joy and KT Studiogenie, as well as renowned producers, including China Huace, 1001 Frames and Youhug Media, ensuring a steady pipeline of high-quality content.

The introduction of Viu Shorts reinforces Viu's successful mobile-first strategy, catering to the growing appetite for short-form, on-the-go entertainment while maintaining the premium quality the brand is known for.

The updated Viu app, featuring the new Viu Shorts section, is available for free on the Apple App Store and Google Play Store.

Featured titles available at launch Include:

Title	Genre	Synopsis
Pear Perfect	Modern, strong female lead	After a family tragedy plunges Shen Qingli in financial ruin, she crosses paths collides with Gu Heng—a notorious playboy secretly battling a human trafficking ring. As he shields her from Beijing's dark underworld, unexpected connections and buried secrets ignite a journey of love, betrayal, and redemption.
The Most Painful Kiss In The World	Romance, fantasy, family, drama	The protagonist, gifted with the power to absorb others' pain through touch, is abandoned by an unfaithful husband—only to rediscover true love and destiny in an unexpected way.
My Husband Murdered Me	Drama, revenge, mutual redemption	When Hyang-mi discovers her husband destroyed their family to be with his mistress, she allies

		with a mysterious stranger to orchestrate a revenge so meticulous it could consume them all.
Becoming the Wife of a Dark Cult Overlord	Thriller, romance, occult	The female protagonist is thrust into the deadly inner circle of a cult and becomes the wife of its ruthless overlord—uncovering dark secrets that blur the lines between survival, power, and forbidden love.

Download official images [here](#) (Credit: Viu)

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About Viu

Viu, a leading over-the-top (OTT) video streaming service, is available in markets across Asia, the Middle East, and South Africa.

The Viu service is available to consumers through a dual model, with an ad-supported free tier and a premium subscription tier. In addition to premium original productions under the brand “Viu Original”, Viu showcases TV series, movies, and lifestyle programmes from top content providers in local and regional languages with subtitles. Viu Scream Dates, its multi-market fan-meet offering, extends the Viu experience beyond the screens by bringing stars closer to their fans via live events.

The holding company of Viu, Viu International Limited, also operates MOOV, a popular digital music streaming and live concerts service in Hong Kong.

Viu is a member of PCCW Media under PCCW Limited, a global company headquartered in Hong Kong with interests in telecommunications, media, IT solutions, property development and investments, and other businesses. PCCW also operates ViuTV, a free television service in Hong Kong, through HK Television Entertainment Company Limited, and has interests in Pacific Century Premium Developments Limited, among other global investments.

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