

South Korea's Digital Pulse: K-Pop's Global Reign, Esports Triumphs, and Vir

South Korea · Answer Key · 15 Questions

1. As of early 2026, which K-pop group is consistently mentioned as a dominant force in global music charts, album sales, and touring power, maintaining its status even during members' military service?

- A) BLACKPINK
- B) Stray Kids
- C) BTS**
- D) SEVENTEEN

2. In the rapidly evolving South Korean social media landscape of 2026, which platform is noted for its fast growth among Gen Z, driven by trends like short-form challenges and K-pop edits?

- A) Instagram
- B) YouTube
- C) KakaoTalk
- D) TikTok**

3. Which South Korean esports team achieved its first overall victory at the Esports Championships Asia (ECA) 2026, securing the top spot with a total of 2,625 points?

- A) China
- B) Vietnam
- C) Japan
- D) South Korea**

4. In 2026, K-beauty trends are moving beyond 'glass skin' towards a new aesthetic. What is this emerging trend called?

- A) Dewy Skin
- B) Cloudglow Skin**
- C) Matte Finish
- D) Sun-Kissed Glow

5. Which new K-drama adaptation, based on a webtoon with over 2.6 billion views and starring Shin Min-a, Lee Jong-suk, and Ju Ji-hoon, is slated for a second-half 2026 release on Disney+?

- A) Solo Leveling
- B) Portraits of Delusion
- C) Bloodhounds 2
- D) The Remarried Empress**

6. As of early 2026, South Korea's mobile gaming market ranks as the fourth largest globally by revenue. Which genre primarily drives this revenue?

- A) Strategy Games
- B) Casual Games
- C) RPG Games**
- D) Action Games

7. In the K-beauty makeup trends for 2026, what is the name of the soft, slightly cool brown nude lip color that has gained popularity?

- A) Caramel Nude
- B) Peanut Butter Lips**
- C) Cocoa Kiss
- D) Toffee Taupe

8. Which K-pop group, known for their strong global presence and individual member successes, was highlighted as arguably the most visible K-pop act in the world in early 2026?

- A) BTS
- B) TWICE
- C) Stray Kids
- D) BLACKPINK**

9. In 2026, what is the dominant platform for short-form content consumption in South Korea, according to the Korea Herald?

- A) Instagram Reels
- B) TikTok
- C) YouTube Shorts**
- D) X (formerly Twitter)

10. South Korea's national esports team secured overall victory at the Esports Championships Asia (ECA) 2026. Which game contributed the most points to their win with a first-place finish?

- A) PUBG Mobile
- B) Steppin
- C) Fighting Games
- D) Eternal Return**

11. Which trend in K-beauty for 2026 emphasizes fewer, more strategic skincare steps using multi-active products, moving away from the traditional 10-step routine?

A) Minimalist Skincare

B) Intentional Maximalism

C) Biotech Infusion

D) Natural Ingredients Focus

12. As of early 2026, which K-pop group leads globally in Spotify followers with 82 million, and monthly listeners with nearly 25 million, maintaining significant global cultural influence?

A) BLACKPINK

B) Stray Kids

C) SEVENTEEN

D) BTS

13. Which South Korean gaming giant is accelerating its global push with a lineup of new titles for 2026, including 'StoneAge: Idle Adventure' and 'Solo Leveling: Karma'?

A) NCSOFT

B) Netmarble

C) Krafton

D) Pearl Abyss

14. In 2026, what is a prominent K-beauty trend related to makeup placement, where blush is applied higher than usual in the under-eye area for a fresher look?

A) Under-eye contouring

B) Cheekbone highlighting

C) Under-eye blush

D) Temples shimmer

15. South Korea has a significant presence in global esports. Which major international esports tournament did South Korea officially withdraw from in April 2026 due to disagreements over roster selection?

A) Esports World Cup

B) Esports Championships Asia (ECA)

C) Esports Nations Cup (ENC)

D) Global Esports Games