

NEWS RELEASE

October 15th, 2022

“39ch” Renewal Celebration MV “culture” Premier!**Streaming Via KARENT 2022/10/16!****Interview With Artist TSUMIKI Coming Soon!**

Crypton Future Media, INC. (head office: Sapporo, Hokkaido, Japan; CEO: Hiroyuki Itoh) is premiering “culture” by TSUMIKI on October 15th, 2022, at 20:00 JST, in celebration of the renewal of its YouTube channel “39ch.” Streaming and digital release will begin on October 16th, via KARENT. An interview video with TSUMIKI is coming soon as well. Please stay tuned!

“39ch”: <https://www.youtube.com/HatsuneMiku>

“39ch” Renewal Celebration MV “culture” Premier!

The YouTube channel “39ch” operated by Crypton renewed on October 14th, 2022, into a space focused on singing synthesizer software such as Hatsune Miku, as well as experimental content, and aims to become a place for new creativity.

The first post-renewal upload is “culture” by TSUMIKI, written exclusively for the occasion. A preview was posted with the renewal, and the full video premiered at 20:00 JST on October 15th. It is a high-tension rock song about Vocaloid and related internet cultures – please enjoy!

“culture” MV: <https://youtu.be/KAoY-tK1l0o>

Digital Release October 16th! Interview Video Coming Soon!

The digital release and streaming of “culture” will start October 16th via KARENT. The instrumental version of the song will be posted to Crypton’s CGM contents site “piapro” on October 15th 21:00 JST, available for anybody to use for their own creations.

KARENT “culture” Site: <https://karent.jp/album/3320>

piapro “culture” instrumental: https://piapro.jp/Official_39ch

Additionally, an interview video with TSUMIKI is coming soon to “39ch.” Details will be announced on the official “39ch” Twitter account at a later date.

“39ch”: <https://www.youtube.com/HatsuneMiku>

“39ch” Official Twitter: https://twitter.com/39ch_Official

Please look forward to the future of the music-focused “39ch!”

<Related Information>

What is Hatsune Miku? <https://piapro.net/>

“Hatsune Miku” is a software program developed by Crypton Future Media, INC. that allows anyone to create a song by entering lyrics and a melody. It became a movement when a large number of creators composed music with Hatsune Miku and posted it on the Internet. As a “character,” Hatsune Miku has also gathered attention, and as a virtual singer she is now active in many fields, like merchandising or live performances, and her popularity has spread worldwide.

What is “39ch (Miku Channel)”? <https://www.youtube.com/HatsuneMiku>

“39ch” is one of the YouTube channels owned and operated by Crypton Future Media, INC. It was started in December of 2011 and currently has over 2.2 million subscribers. Since its renewal in October of 2022, it has become a channel for new and experimental content with a focus on Hatsune Miku as well as other singing synthesizer software. It aims to be a cultural broadcast point for many people to visit.

About TSUMIKI https://twitter.com/_23ki_

Composer and instrumentalist who performs and records their own instruments such as drums and guitars on top of Vocaloid vocals. Has been active as a Vocaloid producer since 2017, and released their debut album "SAKKAC CRAFT" in February of 2021. Later release "phony" has over 27 million plays, and is praised for its diverse backbone and multifaceted production. The first one-man live as NOMELOM NOLEMON with Maria Miki (PLUSONICA) sold out shows in Tokyo and Osaka.

https://www.youtube.com/channel/UCpLKk1TqiGRqLWcR9_ZcNaA

https://www.instagram.com/_23ki_/



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<Company Profile>

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Established: July 1995

Our Business

We have more than 100 partners around the world, including the U.S. and Europe, and have licensed and sold more than 30 million pieces of sound software to the Japanese market. We started out as a "sound trading company" importing and selling audio materials such as sound effects, etc. Today, we are building and developing a wide range of services and technologies such as DTM software, sound delivery stores, music aggregators, 3D CGI systems, and smartphone game development, under a horizontal company structure. We are also known as the developer of the singing voice synthesis software "Hatsune Miku".

URL

<https://www.crypton.co.jp/>

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