

NEWS RELEASE

October 14th, 2022

Hatsune Miku Official YouTube Channel “39ch” Renewal!
New MV “culture” Premier 2022/10/15 20:00 JST!



Crypton Future Media, INC. (head office: Sapporo, Hokkaido, Japan; CEO: Hiroyuki Itoh) is renewing the “Hatsune Miku Official YouTube Channel” into a music contents platform “39ch (Miku Channel)” as of Friday, 2022/10/14. A new official Twitter account has been created in accordance with the renewal. As part of the celebrations of the renewal, a new original song by popular artist TSUMIKI will be premiered at 20:00 JST on Saturday, 10/15.

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

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

“39ch” Renews into a Space for New Creativity!

Since its inception in December of 2011, “39ch” has been viewed internationally as a channel for introducing the world of “Hatsune Miku” and related works. With this renewal, the channel will branch out from featuring Hatsune Miku exclusively and will become a place for showcasing music with other singing synthesizer software, as well as new and experimental contents. It will aim to become a staple of the creative culture where creators and listeners can visit.

Updates and news regarding the rebranded “39ch” will be posted on the official Twitter account (https://twitter.com/39ch_Official). Planned contents include brand new original songs, remixes of existing songs, creator interviews, and more.

The first post after renewal premieres 10/15 20:00 JST!

In celebration of the renewal, a brand new song "culture" featuring Hatsune Miku has been exclusively produced for the channel by popular creator TSUMIKI. The music video will premiere at 20:00 JST on Saturday, 10/15. The teaser trailer has been released ahead of the premiere.



Video link: <https://youtu.be/KAoY-tK1l0o> *Trailer released/premier tomorrow 20:00 JST

Comment from TSUMIKI:

The first time I came into contact with Hatsune Miku was 15 years ago, when I was in elementary school. Anybody with a copy of the singing synthesizer software could join in the scene, which was a brand new concept and totally different from any music I had been listening to up until then. Imperfect, various, no face or name in the credits. The open margins and ruggedness excited me. I want to preserve this culture. I don't want that excitement I felt back then to disappear. I want Hatsune Miku to provide a culture shock to someone again. There is value in music that nobody understands. Those who came before me built this free and open market, so I won't overthink it and just selfishly create what I want to create. That is the kind of song this is. I hope that this song will be the culture shock for people who are coming in to the scene in the future.

Please look forward to the new "39ch" focused on music content!

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

"39ch" Official Twitter: https://twitter.com/39ch_Official

<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 NOMELON 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>

Company name: Crypton Future Media, INC.

CEO: Hiroyuki Itoh

Address: Nippon Seimei Sapporo Bldg. 11F, 4-1-1, Kita 3-jo Nishi 4-chome, Chuo-ku,
Sapporo, Hokkaido, Japan 060-0003

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/>

[contact us]

Crypton Future Media, INC. International Marketing

E-mail : intlbiz@crypton.co.jp