A Study of Vocaloid Singing:
On the Contemporary Production of Song

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Vocaloid, the voice synthesizer software developed by Yamaha, has become very popular among young people, mainly in the form of "Hatsune Miku," the first in the Character Vocal Series, released in 2007. This paper examines the reasons why synthesized singing ('Vocaloid singing') is so popular with the young. The environment created through the use of portable music players has made it possible today to listen to vocal music whenever and wherever one wishes. This ubiquity has diminished the effect that song once had of providing an escape from the quotidian, and at the same time it has lessened its power. In Vocaloid singing, young people encountered song as the voice of the Other at a time when they were seeking to reclaim the power of song. Due to the special nature of the processes involved, both in the creation of the songs and in their delivery via the fictitious body of Hatsune Miku, this form of vocal musical expression functions as a connection among the individuals who listen to it.