



representing the  
recording industry  
worldwide

# Responsible AI and Music 负责任AI与音乐

IPKey: EU-China Roundtable on Copyright Protection in the Digital Environment

IPKey: 中欧数字环境下版权保护研讨会

19. November 2024 | 2024 年 11 月 19 日



# About IFPI | 关于国际唱片业协会

IFPI is the voice of the recording industry worldwide, representing over 8,000 record company members across the globe.

We work to promote the value of recorded music, campaign for the rights of record producers and expand the commercial uses of recorded music around the world.

IFPI is a not-for-profit international organisation registered in Switzerland. We have offices in London, Brussels, Singapore, Miami, Nairobi and Abu Dhabi plus a representative office in Beijing.

**70** IFPI has more than 70 offices, National Groups and Affiliated MLCs

IFPI设有70多个办事处、国家小组和关联音乐授权主体

**70** Our members operate in more than 70 countries worldwide

IFPI会员遍及全球70多个国家

国际唱片业协会（IFPI）是全球录音行业之声，代表全球8,000多家会员唱片公司。

致力于推广录制音乐，维护录音制作人权益，扩大全球录制音乐的商用价值。

IFPI是在瑞士注册的非营利性国际组织，在伦敦、布鲁塞尔、新加坡、迈阿密、内罗毕和阿布扎比设有办事处，在北京设有代表处。

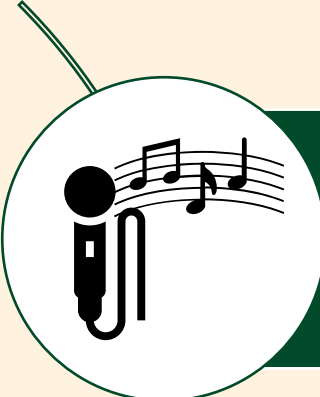
# Key AI categories | 关键AI类别



Introduction to vocal clones and generative AI | 声音克隆与生成式人工智能

## VOCAL CONVERSION | 语音转换

A digital copy of a person's voice. | 个体声音的数字副本。




Vocal cover | 翻唱



Deep fake | 深度伪造

## GENERATIVE AI | 生成式人工智能

Content outputted by a machine learning model that was trained on existing material. For example: | 通过已有资料进行模型训练，实现内容输出。



Text-to-music | 文生音乐



Text-to-video | 文生视频



Text-to-image | 文生图片



Multi-modal | 多模态

# The music industry embraces technology – AI is no different 音乐行业拥抱技术——包括人工智能技术



DAACI Home About DAACI News Contact

It's time to break the sound barrier.

DAACI empowers composers to produce authentic, high-quality original music through its pioneering meta-composition interface.

COMPOSERS PRODUCERS

Sleep Focus Relax Technology About Offers

Endel

Personalized soundscapes to help you focus, relax, and sleep. Backed by neuroscience.

Try Today

Available on the App Store, Google Play, and other platforms.

WARNER MUSIC GROUP

PRESS RELEASE

WARNER MUSIC PARTNERS WITH EDITH PIAF'S ESTATE ON GROUNDBREAKING AI TECHNOLOGY

November 14, 2023

THE ORB with DAVID GILMOUR

JOIN A GLOBAL REMIX EXPERIENCE

Collaborate with AI to create unique album art and remix tracks based on MeraiWic Spheres in Colour from The Orb to David Gilmour, with original artwork by Simon Galsbury.

Album art generated may be included in our upcoming music video.

Create Album Cover Art

or

Remix a Track

POWERED BY VERMILLIO AUTHENTICATED AI

UNIVERSAL UNIVERSAL MUSIC GROUP

NEWS

YOUTUBE ANNOUNCES AI MUSIC PRINCIPLES AND LAUNCHES YOUTUBE MUSIC AI INCUBATOR WITH ARTISTS, SONGWRITERS AND PRODUCERS FROM UNIVERSAL MUSIC GROUP

# Unauthorised Generative AI Models 未经授权的生成式人工智能模型



## Getty Images sues AI art generator Stable Diffusion in the US for copyright infringement

Getty Images在美诉人工智能艺术  
作品生成平台Stable Diffusion侵权

## 'Biggest act of copyright theft in history': thousands of Australian books allegedly used to train AI model

史上最大盗版案：上万澳洲书刊据称被用于AI训练

Booker prize winner Richard Flanagan among authors whose work  
has potentially been pirated by US-based Books3 dataset to train  
generative AI

June 24, 2024 | Press Statements

## Record Companies Bring Landmark Cases for Responsible AI Against Suno and Udio in Boston and New York Federal Courts, Respectively


负责任AI的里程碑案件：唱片公司分别于波士顿、纽约法院对Suno、Udio提起诉讼


*Copyright Infringement Cases Against AI Music Services Seek to Stop Unlicensed Use of Copyrighted Sound  
Recordings to "Train" Generative AI Models*




# Deep fakes – Wider areas of concern | 深度伪造——问题面更广

Voicify AI is now Jammable! 🗨️


 **Jammable**    Home   Features ▾   Pricing   Contact    Login   [Sign Up](#)




**AI Donald Trump Model**  
43.8K Uses · 985 Likes · BurntKnight




**AI Alastor Model**  
14.7K Uses · 711 Likes · FrameTime




**AI ASMR Woman Model**  
6.6K Uses · 318 Likes · DastardMater



**AI Messi Model**  
1.3K Uses · 278 Likes



**AI Sfera Ebbasta Model**  
6.2K Uses · 230 Likes · CarlotaFallaci

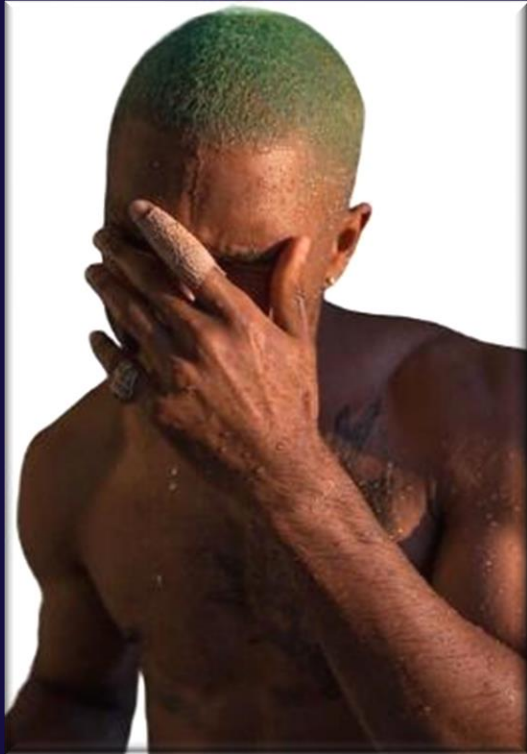


**AI Joe Biden Model**  
13.6K Uses · 200 Likes · BurntKnight

# Vocal Clones and Deep fakes | 语音克隆和深度伪造

Illicit market for deepfake pre-release content | 深度伪造“预发布内容”的非法市场

诈骗团伙谎称AI生成歌曲为Frank Ocean “泄密” 原作获利数千



**Scammer Made Thousands Selling 'Leaked' Frank Ocean Tracks That Were Fake, AI-Generated**

**Frank Ocean fans, starved for new music, allegedly paid money for so-called leaked tracks. Turns out they were AI-generated**

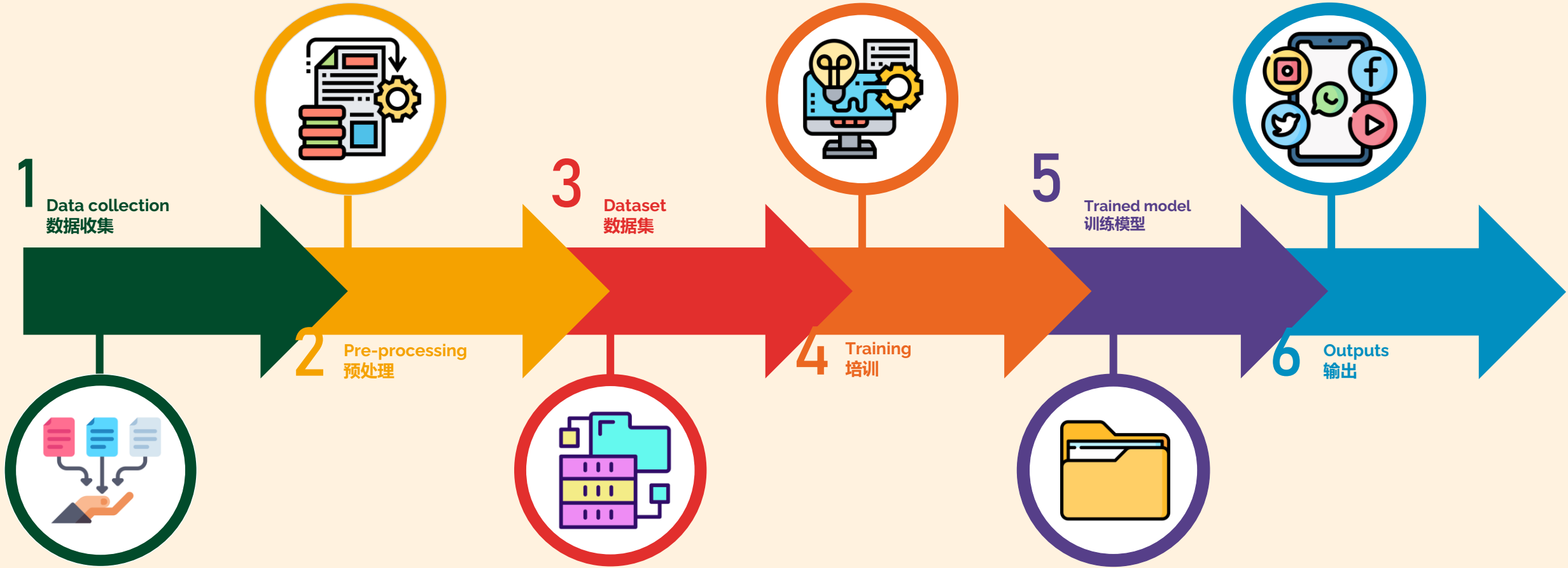
Frank Ocean歌迷“久旱逢甘霖”，付费获取偶像“泄密”原作，结果却是AI生成音乐

# AI model lifecycle + disruption touchpoints | AI模型生命周期及关键步骤



- Sound source separators | 声源分离器

- AI communities | AI社区
- Streaming platforms | 流媒体平台



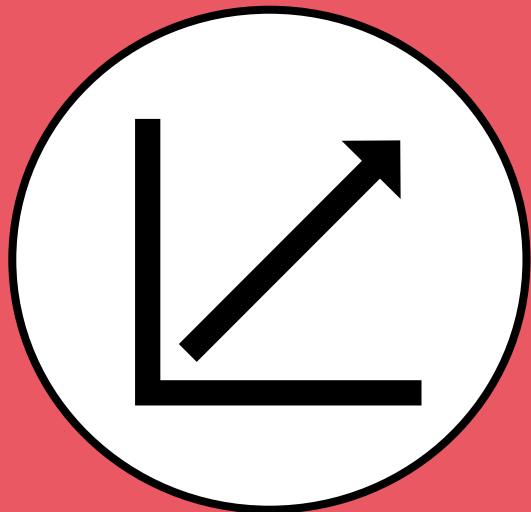
- Stream rippers | 流媒体抓取工具
- Content repositories | 内容存储库

- Training datasets | 训练数据集

- Standalone models on ML platforms | 机器学习平台上的独立模型
- Consumer-facing websites, apps, bots (can include stream ripping) | 面向消费者的网站、app、智能系统 (可能包括流媒体抓取)



# Enforcement challenges and potential solutions. 维权挑战及潜在方案



**Scale of infringing activity**  
侵权规模



**Detection of infringements**  
侵权检测



**Acquiring the evidence**  
取证保全



**Compliance with notices of infringement**  
侵权通知的合规跟进

# Framework for Responsible AI 负责任的人工智能框架



# Global Guidelines on AI to ensure respect for intellectual property rights

## 关于人工智能的全球指南：保障知识产权



- 1. Use of copyright content to develop AI models must not happen without right holder authorisation.** To ensure this, existing copyright norms (including the 3-step test) must be observed. Exceptions to this (e.g. TDM exceptions) must be rejected or truly narrow in scope. | **未经权利人许可，不得利用著作权保护内容开发人工智能模型。** 为此，必须遵守当前已有的著作权规范（包括三步检验标准）。例外情况（如TDM著作权例外）必须被拒绝或设定严格限制范围。
- 2. Transparency** – key entities in the AI development and deployment chain must keep and disclose full records on content they have used for training. | **透明度**——人工智能开发部署环节的关键主体必须保存、披露关于其训练所用内容的完整记录。
- 3. Protections** must be in place to prevent an **artist’s voice, image, name and likeness** being used without authorisation. | 必须采取**保护措施**，防止未经许可使用**艺术家声音、形象、姓名和肖像**。
- 4. Content purely generated by AI**, with no human creativity, should not be rewarded with copyright protection. It should also be labelled appropriately. | **纯由人工智能生成**、不含人类创造的内容不应获得著作权保护，且应合理标注。
- 5. “Forum shopping” and “AI laundering”** via third countries with inadequate or unclear protections must be prevented. | 必须防止借由保护力度不足或保护规范不明确的第三国进行“**择地行诉**”或“**AI洗稿**”。

*In line with the [Human Artistry Campaign Principles on AI](#) | 与[人类艺术家运动关于人工智能的原则](#)相符*

# Global Developments 全球动态



# Positive Global Developments | 全球积极发展



EU | 欧盟:

Artificial Intelligence Act |  
人工智能法案



UK | 英国:

Proposed TDM exception:  
withdrawn | TDM著作权例外  
: 拟议, 现已撤回  
  
(ongoing) (未完待续)



China | 中国:

Implementing Regulations  
on AI | 关于人工智能的著  
作权法实施条例



India: | 印度:

Ministry of Commerce &  
Industry View on AI &  
Copyright | 工商部: 关于  
人工智能与著作权的意见

+ Respect for copyright and IP in Multilateral Fora: | + 在多边框架内的著作权及其他知识产权规范:  
G7, G20, OECD etc | 七国集团、二十国集团、经合组织等

# EU AI Act: Key Provisions | 欧盟人工智能法案：关键条款



EU: Artificial Intelligence Act | 欧盟：人工智能法案

1. General confirmation that undertaking text and data mining of copyright protected content requires authorisation (subject to the TDM exceptions). | 一般而言，使用受著作权保护内容进行文本和数据挖掘需获得许可（符合TDM例外规定的除外）。
2. GPAI model providers who place their model in the EU must (even where they acquired data or trained and developed their model outside the EU) : | 部署于欧盟境内（即使数据来源或训练/开发地点位于欧盟外）的通用人工智能模型提供者必须：
  - **Keep records** and make available a sufficiently detailed summary of the works used for training. | **保留记录**，提供用于训练的内容细节摘要。
  - Put in place **policies to comply with EU copyright law**, including to identify and comply with rights reservations. | 制定**遵守欧盟版权法的相关政策**，包括著作权内容识别与合规政策。
  - **Mark and make detectable** AI-generated content. | **标记并使AI生成内容具有可检测性**。
3. AI system deployers must label deep fakes. | 人工智能系统部署方必须对深度伪造内容进行标注。

# AI Case Law Developments 人工智能判例 法进展

- US – 20+ copyright cases brought against AI developers, inc NYT v OpenAI + Universal Music Publishing v Anthropic, Suno & Udio | 美国——20多起针对AI开发者的版权案件，包括纽约时报诉OpenAI、环球音乐诉Anthropic、Suno和Udio
- UK – Getty Images v Stability AI + Thaler inventorship case | 英国——Getty Images诉Stability AI、Thaler发明权案
- China – four cases including judgments handed down on copyright eligibility of AI generated content and intermediary liability | 中国——四宗诉讼，包括关于人工智能生成内容的著作权资格、关于第三方平台法律责任的判决
- Germany – photographer sued LAION for copyright infringement. | 德国——摄影师诉LAION著作权侵权案
- Czech Republic – protection of AI generated content | 捷克——人工智能生成内容保护相关判例



THANK YOU!

谢谢!

[elena.blobel@ifpi.org](mailto:elena.blobel@ifpi.org)

Dr. Elena Blobel

Director of Global Litigation | 全球诉讼事务主管

IFPI | 国际唱片业协会