

# Notice on Issuing the Measures for Identifying Synthetic Content Generated by Artificial Intelligence

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## Notice on Issuing the Measures for Identifying Synthetic Content Generated by Artificial Intelligence

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To the Internet Information Offices, Communications Administrations, Public Security Departments (Bureaus), Radio and Television Bureaus of all provinces, autonomous regions, and municipalities directly under the Central Government, and the Internet Information Office, Industry and Information Technology Bureau, Public Security Bureau, and Culture, Sports, Radio, Film, Television, and Tourism Bureau of the Xinjiang Production and Construction Corps:

In order to promote the healthy development of artificial intelligence, standardize the identification of synthetic content generated by artificial intelligence, protect the legitimate rights and interests of citizens, legal persons and other organizations, and safeguard the public interest, the Cyberspace Administration of China, the Ministry of Industry and Information Technology, the Ministry of Public Security, and the National Radio and Television Administration have formulated the "Measures for the Identification of Synthetic Content Generated by Artificial Intelligence", which are now issued to you. Please follow them conscientiously.

Cyberspace Administration of China

Ministry of Industry and Information Technology

Ministry of Public Security

State Administration of Radio and Television

March 7, 2025

### Methods for Identifying Synthetic Content Generated by Artificial Intelligence

**Article 1:** These Measures are formulated in accordance with the Cybersecurity Law of the People's Republic of China, the Provisions on the Administration of Algorithm Recommendations for Internet Information Services, the Provisions on the Administration of Deep Synthesis of Internet Information Services, the Interim Measures for the Administration of Generative Artificial Intelligence Services, and other laws, administrative regulations, and departmental regulations in order to promote the healthy development of artificial intelligence, standardize the identification of synthetic content generated by artificial intelligence, protect the lawful rights and interests of citizens, legal persons, and other organizations, and safeguard the public interest.

**Article 2** These Measures shall apply to Internet information service providers (hereinafter referred to as "service providers") that carry out AI-generated synthetic content identification activities in accordance with the "Internet Information Service Algorithm Recommendation Management Provisions", "Internet Information Service Deep Synthesis Management Provisions", and "Interim Measures for the Management of Generative Artificial Intelligence Services".

**Article 3** Artificial intelligence-generated synthetic content refers to text, images, audio, video, virtual scenes and other information generated and synthesized using artificial intelligence technology.

Artificial intelligence-generated synthetic content identification includes explicit identification and implicit identification.

Explicit identifiers refer to identifiers added in the generation of synthetic content or interactive scene interfaces, which are presented in the form of text, sound, graphics, etc. and can be clearly perceived by users.

Implicit identifiers refer to identifiers that are added to the data of synthetic content files through technical measures and are not easily perceived by users.

**Article 4** Where the generated composite services provided by a service provider fall under the circumstances set out in Article 17, Paragraph 1 of the "Regulations on the Administration of Deep Composite Internet Information Services", the generated composite content shall be explicitly identified in accordance with the following requirements:

(1) Adding text prompts or general symbol prompts or other signs at the beginning, end, or appropriate position in the middle of the text, or adding prominent prompt signs in the interactive scene interface or around the text;

(2) Adding voice prompts or audio rhythm prompts or other signs at the beginning, end, or appropriate position in the middle of the audio, or adding prominent prompt signs in the interactive scene interface;

(3) Add prominent warning signs at appropriate locations on the images;

(iv) Add prominent warning signs at the beginning of the video and at appropriate locations around the video. Prominent warning signs may be added at appropriate locations at the end and in the middle of the video.

(V) When presenting a virtual scene, a prominent reminder logo shall be added at an appropriate location on the starting screen, and a prominent reminder logo may be added at an appropriate location during the continuous service of the virtual scene;

(VI) Other generated synthetic service scenarios shall add prominent prompt signs based on their own application characteristics.

When service providers provide functions such as downloading, copying, and exporting generated synthetic content, they should ensure that the files contain explicit identification that meets the requirements.

**Article 5** Service providers shall add implicit identifiers to the metadata of files that generate synthetic content in accordance with Article 16 of the "Regulations on the Management of Deep Synthesis of Internet Information Services". The implicit identifiers include information on the attributes of the

generated synthetic content, the name or code of the service provider, the content number, and other production element information.

Service providers are encouraged to add implicit identification in the form of digital watermarks when generating synthetic content.

File metadata refers to descriptive information embedded in the file header in a specific encoding format, which is used to record information such as the file's source, attributes, and purpose.

**Article 6:** Service providers that provide online information content dissemination services shall adopt the following measures to regulate the dissemination of generated synthetic content:

(1) Verify whether there are implicit identifiers in the file metadata. If the file metadata clearly indicates that it is generated synthetic content, take appropriate measures to add prominent reminders around the published content to clearly remind the public that the content is generated synthetic content;

(2) If no implicit identifier is verified in the file metadata, but the user declares that the content is generated and synthesized, appropriate means shall be adopted to add prominent prompt identifiers around the published content to remind the public that the content may be generated and synthesized;

(3) Where no implicit identifiers are verified in the file metadata, and the user has not declared that the content is generated synthetically, but the service provider providing network information content dissemination services detects explicit identifiers or other traces of generation and synthesis, it shall be identified as suspected generation and synthesis content, and appropriate means shall be taken to add prominent warning labels around the published content to remind the public that the content is suspected of being generated synthetically;

(IV) Provide necessary identification functions and remind users to proactively declare whether the published content contains generated synthetic content.

In the cases mentioned in the first to third paragraphs of the preceding paragraph, information on the dissemination elements such as the attribute information of the generated synthetic content, the name or code of the dissemination platform, and the content number shall be added to the file metadata.

**Article 7** When reviewing applications for listing or online release, Internet application distribution platforms shall require Internet application service providers to state whether they provide artificial intelligence generated synthesis services. If Internet application service providers provide artificial intelligence generated synthesis services, Internet application distribution platforms shall verify the materials related to the identification of their generated synthetic content.

**Article 8** Service providers shall clearly state the methods, styles and other specifications for generating synthetic content identifiers in the user service agreement, and prompt users to carefully read and understand the relevant identifier management requirements.

**Article 9** If a user requests a service provider to provide generated synthetic content without explicit identification, the service provider may, after clarifying the user's identification obligations and usage responsibilities through a user agreement, provide generated synthetic content without explicit identification and retain relevant logs such as information on the provided objects for no less than six months in accordance with the law.

**Article 10** Where users publish and generate synthetic content using network information content dissemination services, they shall proactively declare and use the identification function provided by the service provider to identify it.

No organization or individual may maliciously delete, tamper with, forge, or conceal the generated synthetic content identifiers specified in these Measures, provide tools or services for others to carry out the above-mentioned malicious acts, or damage the legitimate rights and interests of others through improper identification means.

**Article 11** Where a service provider carries out labeling activities, it shall also comply with the requirements of relevant laws, administrative regulations, departmental rules and mandatory national standards.

**Article 12** When performing algorithm filing, security assessment and other procedures, service providers shall provide relevant materials for generating synthetic content identification in accordance with these Measures, and strengthen the sharing of identification information to provide support and assistance for preventing and combating related illegal and criminal activities.

**Article 13** Any violation of the provisions of these Measures shall be handled by the relevant competent departments such as the Internet Information Office, telecommunications, public security, and radio and television according to their duties and in accordance with the provisions of relevant laws, administrative regulations, and departmental rules.

**Article 14** This Measures shall come into force on September 1, 2025.