



IBA/IFA JOINT CONFERENCE

May 6-7, 2025 | Washington, DC

News around the World - China

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iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

Copyright Law

- **Copyrightable work must be created by a human author**
- **No separate category for computer generated work**
- **No specific rules on use of third party's materials for training**
- **Note : 2023 Interim Measures – observance of other's IPR rights**

2023 Interim Measures

- **Generative AI : model and technology that can generate texts, pictures, sounds, video footage**
- **National security considerations**
- **Prohibition of discrimination**
- **Prohibition of monopolistic behaviour and unfair competition behaviour**
- **Observance of other's rights (e.g. IPRs, personal data)**
- **Measures to control addictive behaviour of young users**
- **Preservation of records for investigation**

2022 Algorithm Regulations

- **Algorithm recommendation services :**
 - generative and synthetic algorithms
 - personalized contents pushing algorithms
 - sorting and refined selection algorithms
 - Retrieval and filtering algorithms
 - scheduling and decision-making algorithms
- **Several authorities jointly regulate this area**
- **Recordal system for those with public opinion and social mobilization capabilities, as a first step of regulation**

2022 Algorithm Regulations

- **No settings for addictive and over-consumption behaviour**
- **Illegal and unethical contents should not be labelled for pushing information purpose**
- **No block of information, over-recommending certain contents, manipulating ranking or sequence of search results**
- **No use for monopolistic and unfair competition behaviour**
- **Elderly protection and adaptation, minor protection**
- **If target service providers – observe labour rights**
- **No price differentiation or unequal treatment**

2024 Security Governance Framework

- **To understand the logic of the authorities**
- **A mix of regulatory rules and technical requirements**
- **National security considerations**
- **Cognitive and ethical risks stressed**
- **IPR, personal data considerations**
- **Capability to trace back**