

# Analysis of Legal Issues Related to Personalized Synthetic Content

Taking “AI Singer Cover Songs” as an Example

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# 1.From Text to Audio and Video — Synthetic Media Technology Is Becoming Increasingly Sophisticated

- With iterative breakthroughs in AI foundation models and multimodal generation, personalized synthetic content technologies are rapidly maturing. Various AI products can now accurately generate personalized text, music, voice narration, and even interactive custom storylines based on user preferences.
- Content creation is shifting from standardized “one-size-fits-all” output to highly individualized expression — “a thousand faces for one person.” Personalized synthetic content is becoming a new digital medium for users to convey unique ideas and emotional resonance.

## 《将进酒·赠高考诸生》

君不见青衿十载灯前影，墨海沉浮笔作舟！  
君不见书山万仞云梯陡，星斗垂肩志未休。  
人生恰似春潮急，最是风华争上游。  
今日考场挥毫处，便是青云第一筹！  
烹羊宰牛且为乐，会须一饮壮行酒。  
天生我辈少年狂，敢教日月换新章！  
千题淬就霜刃利，万卷堆成玉宇楼。  
莫惧龙门风浪险，且看鲲鹏击水游！  
金榜高悬星月畔，姓名已上凤凰阶。  
待得功成花满径，呼朋把盏笑尘埃。  
古来才俊多磨砺，今朝试剑正当时！  
愿君笔落山河动，直取蟾宫桂子归！

## 视频选集 (6/10)

自动连播

- 03.[AI 孙燕姿] 《晴天》 - (cover周杰... 02:21
- 04.[AI 孙燕姿] 《搁浅》 - (cover周杰... 03:59
- 05.[AI 孙燕姿] 《断了的弦》 - (cover... 04:52
- 06.[AI 孙燕姿] 《成都》 (cover赵... 04:03
- 07.[AI孙燕姿] 《盛夏的果实》 (cover... 04:09
- 08.[AI孙燕姿] 《挪威的森林》 (cover... 04:02
- 09.[AI 孙燕姿] 如愿 (cover王菲) 04:23
- 10.[AI 孙燕姿] 《黄昏》 -(cover周传雄 ) 05:05



SORA2: OpenAI's founder traveling across different scenarios.

Generate a poem in the style of Li Bai's *Bring in the Wine* to encourage students taking the college entrance exam — produced by Tencent's Hunyuan model.

AI Sun Yanzi: using Sun Yanzi's voice to sing various famous songs.



## 2. The Generation Process of “AI Sun Yanzi”

### Target Singer Audio Dataset

- Obtain audio files containing the target singer’s voice. Use audio tools to separate pure vocals from accompaniment and harmonies, then use tools such as Audio Slicer to split the pure vocals into segments of no more than 30 seconds each, forming an audio dataset of the target singer.

### Voice Model Training

- Use the above dataset to train the “SO-VITS-SVC” model, producing a model capable of reproducing the target singer’s vocal timbre.

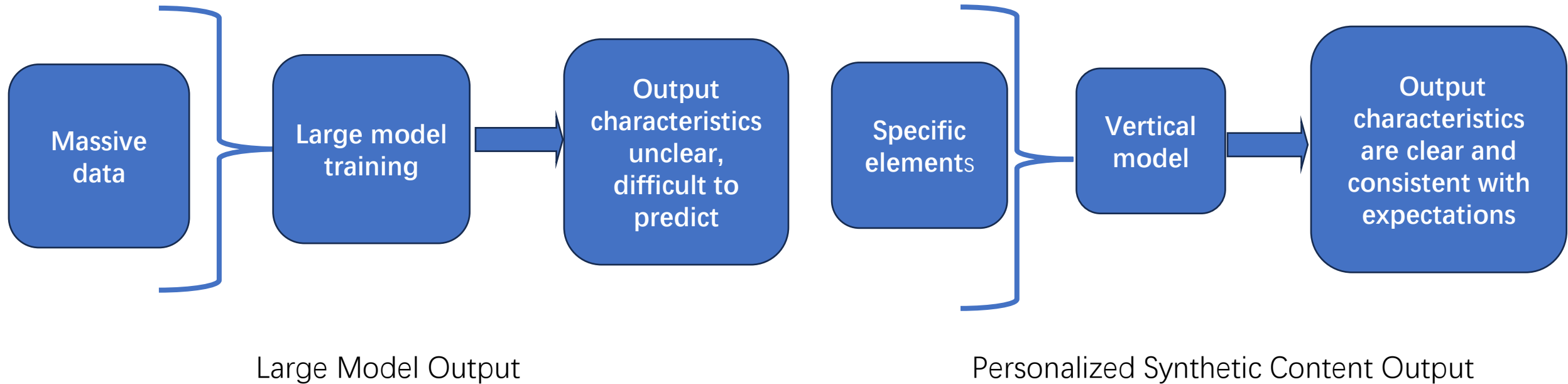
### Generating the Cover Song

- Select the desired “target song,” prepare a pure vocal track of that song, and apply the trained vocal timbre model to infer and convert the vocals — resulting in an “AI singer” cover version.



### 3. Differences Between Personalized Synthetic Content Generation and Foundation Model Generation

- Foundation models such as ChatGPT, trained on massive datasets, usually produce content distinct from existing works, making it difficult to determine infringement.
- However, “AI singer cover” models involve identifiable elements (such as Sun Yanzi’s vocal timbre) and direct use of the “target song’s” lyrics and music — thus allowing a clearer determination of whether authorization was obtained and whether infringement exists.





## 4. Legal Analysis of Elements Involved in “AI Sun Yanzi”

### Copyright Issues in the Covered Songs

1. Cover performance: Performance right of the songs
2. Vocal dataset training: Reproduction right
3. Online dissemination of cover: Reproduction and network communication rights
4. Use of original accompaniment: Rights of the sound recording producer

### Legal Attributes of Personal Characteristics

The *Civil Code* explicitly protects rights such as portrait and voice rights as specific personal rights:

Article 1018: “A natural person enjoys the right to **portrait** and has the right to create, use, make public, or authorize others to use their portrait.”

Article 1012: “A natural person enjoys the right to name and has the right to decide, use, change, or authorize others to use their name, provided it does not violate public order or good morals.”

Article 1023: **Protection of a natural person’s voice shall refer to the provisions applicable to the protection of portrait rights.”**

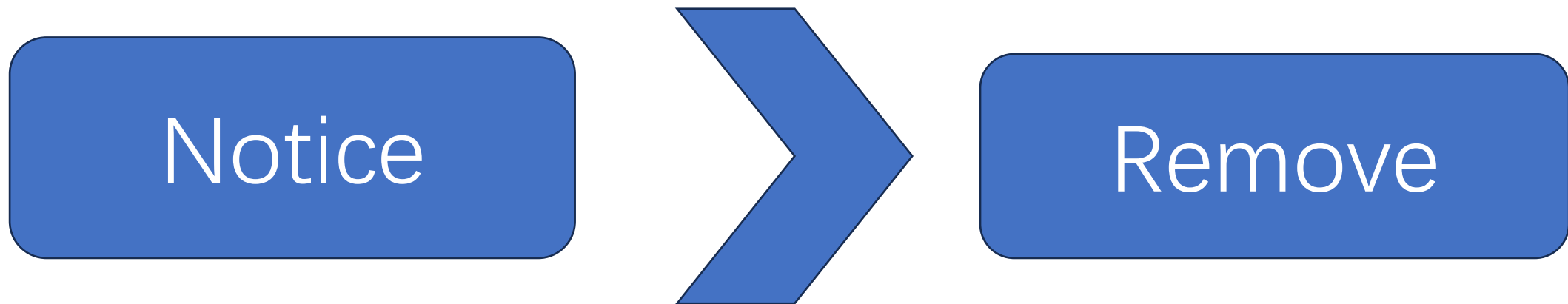
The 2023 *Interim Measures for the Management of Generative Artificial Intelligence Services*, Article 7, states: **III. for data involving personal information, consent must be obtained or legal exceptions must apply.**

The 2020 *Information Security Technology – Personal Information Security Specification* defines **voiceprints as personal sensitive information.**

Therefore, **before extracting voiceprints for AI model training, the target singer must be informed of the purpose, method, and scope of use, and explicit consent must be obtained.**

## 5. Platform Governance Solutions for Potentially Infringing Personalized Synthetic Content

- Because personalized synthetic content involves specific personal elements — such as a celebrity’s name, likeness, and voice — as well as direct use of a “target song’s” lyrics and composition, infringement can usually be determined with reasonable clarity once a rights holder files a notice, and a notice–remove mechanism can effectively address this issue.





Thanks