New Regulation on AI-generated Content

Policy Express

By CHEN Chunyou & CUI Shuang

The Cyberspace Administration of China (CAC), together with three other departments, recently issued a new regulation on the identification of AI-generated content, which will take effect on September 1, 2025.

The rapid development of generative AI and deep synthesis technologies has made it easier to create synthetic text, images, audio and video. While these technologies boost economic growth and enrich online content, they also lead to risks, such as misinformation and damage to the online environment.

According to CAC, the regulation focuses on labeling AI-generated content to help users identify fake information and clarify service providers' responsibilities. It aims to regulate the entire content creation and distribution process, balancing costs with security. This will promote the safe use of AI in text generation, content creation, and design, while reducing the misuse of AI to spread false information.

Visible and hidden labels for AI content

"Labeling AI-generated content is now an international practice," said Jin Bo, deputy director of the Third Research Institute of the Ministry of Public Security. He said that the EU's AI Act, the U.S. REAL Political Advertisements Act, and the UK's AI Regulation Bill all require content labeling or watermarking.

In China, previous regulations have already addressed labeling, such as the deep synthesis provisions enacted in January 2023 and the interim measures on generative AI services in August 2023.

This time the new regulation introduces two forms of labels: visible and hidden. Visible labels use text, audio, or graphics to make users aware that the content was AI-generated, while the hidden labels are embedded in data files and not easily detectable.

Service providers offering AI-generated content must add explicit labels in certain cases and embed hidden labels in the metadata. Content distribution platforms are required to use technical measures to manage the spread of AI-generated content, according to the regulation.

"More than 300 generative AI products and 3,000 services have been registered in China. The regulation marks another step forward in building China's AI governance framework," said Zhang Zhen, senior engineer at the National Computer Network Emergency Response Technical Team/Coordination Center.

End-to-end governance

The regulation also requires application platforms to check whether services involve AI-generated content during approval reviews. Zhang said that the regulation covers multi-modal content such as text, images, audio, and video, and extend regulation from content creation to distribution.

Alongside this regulation, China will also implement a mandatory national standard — Cybersecurity Technology: Identification Methods for AI-Generated Content, effective on September 1. Fan Kefeng, deputy director of the China Electronics Standardization Institute, said this marks a new phase of combining technical standards with management rules in AI safety.

This dual approach clarifies responsibilities, improves oversight, and offers a complete framework for AI content governance in China, Fan added.

AI Governance Should Balance Innovation, Responsibility

AI Ripples

By LIN Yuchen

In recent years, artificial intelligence (AI) has advanced rapidly, leading to the proliferation of AI-generated content across various platforms. While this technology enriches information availability, it also poses significant challenges, including the spread of misinformation, disruption of communication order, and the emergence of sophisticated scams.

To address these issues, China's cyberspace administration, along with three other departments, jointly issued a regulation on labeling of AI-generated content, effective from September 1, 2025.

China has consistently demonstrated its leadership in AI governance. As a major AI power and a key member of the Global South, it participated in negotiations on a UN resolution "Seizing the opportunities of safe, secure, and trustworthy artificial intelligence systems for sustainable development" passed in 2024.

The Washington Post reported that the joint endorsement of the resolution by China and the U.S. signifies that the two nations will further collaborate in the field of AI safety.

In general, AI's capability to generate text, images, audio, and video has revolutionized content creation. However, this ease of creation has also facilitated the dissemination of false information. Instances include the use of AI to create fake news, manipulate public opinion through intelligent bots, fabricate videos featuring renowned academicians supposedly endorsing products, and impersonate celebrities to defraud individuals, particularly the elderly.

Such misuse of AI makes it increasingly challenging for the public to discern truth from falsehood. Labeling AI-generated content is a proactive measure to curb AI-related deception. Similar to product labeling in manufacturing, where producers put labels to inform consumers, AI service providers are now required to mark content produced by AI.

The labeling provisions stipulate that both content creators and disseminators must ensure that AI-generated content is appropriately labeled. This ensures that content is identifiable at both the production and distribution stages, enabling platforms and the public to recognize AI-generated material, thereby reducing the likelihood of deception.

While it is crucial to regulate AI to prevent ethical violations, it is equally important that such regulations do not stifle technological innovation. The labeling provisions strive for this balance by not mandating overly complex or costly labeling technologies. Instead, they propose multiple low-cost labeling methods to avoid imposing excessive burdens on enterprises.

The national standards incorporated professional opinions from high-tech enterprises in the AI field, reflecting a governance philosophy that harmonizes development with security.

Looking globally, China is not alone in its efforts to regulate AI-generated content. Spain, for example, has approved a draft law that would impose significant fines on companies that fail to properly label AI-generated content, with the aim of curbing the misuse of deepfakes and other AI-manipulated media.

Similarly, the European Union's AI Act includes provisions requiring explicit disclosure of AI-generated content to enhance transparency and trust in AI applications. These international efforts underscore a collective recognition of the need for regulatory frameworks to manage the ethical and societal implications of AI technologies.

Guideline to Boost Green Equipment Manufacturing

By CHEN Chunyou

China has its eyes set on a new trillion RMB industry with strong international competitiveness, after boosting its environmental protection equipment manufacturing industry.

That's according to a guideline jointly released by the Ministry of Industry and Information Technology (MIIT), the Ministry of Ecology and Environment and the State Administration for Market Regulation.

Environmental protection equipment is a key component of China's green industry. Developing this industry will help support the green transformation of traditional manufacturing, and advance strategic emerging industries, according to MIIT.

The industry has shown steady growth over the past decade. "Industry data indicates that the total output value has grown at an average annual rate of nearly six percent since China's 13th Five-Year Plan period, reaching 920 billion RMB in 2024. China's environmental technologies now generally keep pace with international standards, and in some areas, are taking the lead. Equipment systems have largely met domestic needs for pollution control," said MIIT.

The guideline sets development targets for 2027 and 2030. By 2027, China plans to expand the market share of advanced environmental technologies, address weak links in the industrial supply chain, and build a strong domestic position while expanding internationally. By 2030, the country aims to have full control over core technologies, stronger advantages in high-end equipment, and shift from traditional pollution control to green, low-carbon and circular development.

To achieve these goals, the plan focuses on four main actions.

Advancing research on key technologies

- Overcoming bottlenecks in industrial and supply chains;
- Launching a three-year program to upgrade major environmental technologies and equipment;
- Supporting partnerships between companies, universities and research institutes to build innovation centers and pilot platforms.

Promoting the use of advanced equipment

- Developing a recommended list of top-performing environmental equipment;
- Strengthening supply and demand links to increase the use of high-quality equipment.

Fostering new drivers for industry development

- Helping equipment enterprises offer combined pollution and carbon reduction solutions;
- Promoting the transformation of equipment enterprises to achieve coordinated pollution and carbon reduction with improved efficiency;
- Upgrading traditional equipment to be high-end, intelligent, and green.

Improving the industry environment

- Enhancing policies for talent, tax and financial support;
- Strengthening industry standards and regulations to encourage fair competition.

MIIT will collaborate with related departments to guide companies in improving technical processes and increasing market share, fostering a group of enterprises that meet industry standards, including specialized and sophisticated "little giant" enterprises (SMEs that boast cutting-edge technologies and specialize in niche sectors), and manufacturing single-item champion enterprises.

Next-generation information technologies like 5G and AI will be promoted in equipment design, pollution control and environmental monitoring, driving the industry's digital and intelligent transformation, said MIIT.

Efforts will also be made to speed up the commercialization of research results, targeting key links in the industrial chain, and promoting the application of innovative products in key industries, leading enterprises and major projects, according to MIIT.

Case Study

Guizhou Science City: An Innovation Landmark

By Staff Reporters

To enhance its technological capabilities and economic development, Guizhou province in southwestern China has established Guizhou Science City as a dynamic hub for scientific innovation. With its strategic focus on research, industry collaboration, and efficient technology transfer, the science city is poised to transform the local economy and contribute to the broader national agenda for technological progress.

An ecosystem of innovation resources

Since the completion of its core area in 2015, Guizhou Science City has continually improved its scientific innovation facilities, fostering an environment where scientific achievements and talent converge. Notable establishments, including research institutions like the Guizhou Green Industry Technology Institute, Research Center for Ecological Environment of the Chinese Academy of Sciences, and the Center for Lunar and Planetary Sciences have amplified the region's innovation capacity.

"We focus on closing the technological gaps identified in major industries, transforming challenges into actionable projects," said Hu Shengyifan, deputy dean of the Guizhou Green Industry Technology Institute.

The institute, a unique entity supported by both the Guizhou provincial government and Southern University of Science and Technology (SUSTech) in Guangdong province, has rapidly established itself as a model for regional research and development efforts.

In collaboration with the research team from SUSTech, the institute launched a startup, Guizhou Deep Carbon Technology Co., Ltd., which develops leading-edge materials and technologies for carbon capture that meet international standards in cost, energy consumption, and efficiency, highlighting the region's strides in sustainable innovation.

Accelerating transformation and future prospects

The Guizhou technology transaction market plays a pivotal role in transforming scientific outcomes into practical applications. For instance, a recent collaboration between Guizhou Lvhao Technology Co., Ltd. and Guizhou University led to important patents related to legal tech applications, with a contract value of 10 million RMB.

The transaction market serves as a vital hub, facilitating the integration of innovation and industry. As highlighted by over 4,000 technological achievements reaching the market, Guizhou Science City is becoming a key player in fostering technology transfer and innovation.

Three major industries are growing rapidly in the science city: aero engines, micro and special motors, and electronic components.

In light of these developments, Guizhou Science City is positioned to expand its industrial base. Significant advancements in areas such as low-altitude economy, unmanned aerial vehicles, and advanced manufacturing signal promising growth.

A view of the Guiyang National High-tech Industrial Development Zone, where the Guizhou Science City is located. (PHOTO: VCG)

Pioneering the Future of Embodied AI

From page 1

Path to embodied AI future

In terms of how to develop embodied AI, China provides a systematic solution. The fundamental step is to provide policy support for the industry, starting with a top-level design and local response.

Since the release of the Next Generation Artificial Intelligence Development Plan by China's State Council in 2017, numerous policies aimed at fostering the development of the embodied AI industry have been introduced. Over 10 provincial and municipal governments have followed the central government's move, releasing specific supporting policies.

The development of the entire industry chain, from component suppliers and infrastructure, to core technology R&D, component assembly, and integration with complete machines, as well as application and service providers, is essential. Research institutions like the Beijing Embodied Artificial Intelligence Robot Innovation Center (HUMANOID) focus on addressing upstream challenges, while tech companies like Unitree Robotics and AgiBot engage in robot development and explore downstream application scenarios.

Global cooperation remains crucial, as evidenced by China's sharing of achievements with the international community, such as making HUMANOID's Tien-Kung and OpenLoong robots open-source. These actions demonstrate China's dedication to fostering global collaboration and progress in AI technology.

Future expectations

At the level of civilization evolution, embodied AI not only enhances production efficiency but also fundamentally redefines the relationship among humans, machines, and the environment.

There will no doubt be obstacles to the future development of embodied AI. Challenges remain concerning safety, reliability, and ethical and social impacts. Ensuring the safe operation of these systems, especially in areas critical to human health and safety, is paramount.

China's approach has always been faithful in word and resolute in action. Once a plan is made, efforts will be steadily pursued to achieve the set objectives. Therefore, the inclusion of embodied AI technologies in the government work report indicates that China has begun to prioritize its efforts in this field, undertaking serious and comprehensive development considerations. Through continuous research, collaboration, and development, China can ultimately better enhance human well-being with embodied AI.