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New Value of “Voice” Created by Voice Generation AI

How to protect the rights to one's own voice generated by AI

Economic Research Dept.

Miho Tanabe

Summary

- Voice generation AI refers to a broad category of technologies that generate human-like, natural-sounding speech based on text or existing audio data. Recent technological advancements have enabled the creation of high-quality voice synthesis featuring natural intonation, stress patterns, and emotional expression. Furthermore, the evolution of related AI technologies such as speech recognition and language generation has expanded the application areas for voice generation AI itself, creating new value in society and business settings.
- Meanwhile, the proliferation of voice generation AI has brought new rights violations to light, such as unauthorized use of voices and fraud or impersonation using fake audio. Japan's current legal framework lacks any law explicitly protecting “voice rights.” In response to this situation, discussions are underway to establish a legal framework, but regulations alone are insufficient to completely prevent abuse or rights violations. The evolution of AI technology is making it increasingly difficult to distinguish generated speech, necessitating new countermeasures such as detection technologies and measures to ensure transparency.
- Regarding this detection technology and ensuring transparency, voluntary initiatives by voice generation AI-related businesses are currently leading the way. Among companies offering voice generation AI services, licensing models aimed at protecting voice rights and ensuring compensation are gaining traction. Initiatives to balance rights protection and utilization are advancing globally, including the introduction of certification systems and guidelines, as well as revenue-sharing mechanisms. These industry-led efforts are also expected to play a role in supporting future regulatory frameworks and international rule formation.
- Voice generation AI will continue to expand its applications alongside technological advancements, holding the potential to create new value across diverse fields such as animation, dubbing, education, and accessibility. At the same time, addressing rights infringements like unauthorized voice use is essential, requiring institutional

frameworks and alignment with international guidelines. Ensuring a balance between technological progress and rights protection, while securing transparency and reliability through public-private collaboration, is key to fostering sustainable innovation and strengthening international competitiveness.

Attention

This report is a summary translation. The official document is only in Japanese.