

Japan Issues Guidelines on AI-Generated Imitations of Voice Actors

生成AIの進化によって、実在する人の声を本物そっくりに再現することも可能になってきました。一方で、本人の知らないところで声が使われることに、不安や懸念も広がっています。こうした中、法務省は声優などの「声」の権利に関する新たな指針を公表しました。AIを活用しながら、一人ひとりの大切な権利を守るためには、どのようなルールが必要なのでしょう。



(Stock image/MountainDweller from Pixabay)

1. Article

Read the following article aloud.

Japan's Justice Ministry has issued guidelines on [rights](#) concerning the voices of voice actors and others, stating that, like a person's name or likeness, their voice is an expression of their identity and is entitled to legal protection.

Videos using generative AI to imitate voice actors' narration or singing have been posted on social media, raising concerns over [potential](#) rights violations.

Social media platforms and other service providers are also expected to develop measures to help prevent violations.

The guidelines clarify that voice actors' voices may be protected by a right, derived from personality rights, not to have one's voice used without justification. They may also be protected by the right of publicity, which allows celebrities and others to exclusively use their ability to attract customers.

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Source: Japan Issues Guidelines on AI-Generated Imitations of Voice Actors

1. Article

Japan's Supreme Court recognized the right of publicity in a 2012 ruling involving the unauthorized use of photographs of the popular singing duo Pink Lady.

However, the legal boundaries surrounding the unauthorized imitation of voice actors' voices have remained unclear. A panel of experts convened by the Justice Ministry has been examining the issue of civil [liability](#).

The guidelines cite as a potential infringement the creation of a video using generative AI to imitate a voice actor singing as a character and then earn [revenue](#) from the video.

They also state that publicly releasing an audio recording in which obscene text is read in a voice resembling that of a voice actor could infringe on the person's honor and dignity.

Such use could violate the right not to have one's voice used without justification, regardless of whether it is intended to generate income, and could lead to a [claim](#) for damages.

The guidelines also warn that companies offering paid generative AI services that can easily reproduce the voices of voice actors and others could potentially be held jointly liable for violations of publicity rights.

In November last year, voice actor Kenjiro Tsuda, known for roles in Jujutsu Kaisen and Yu-Gi-Oh!, sued the operator of a video-sharing app, seeking the removal of a video that he said had been posted using an unauthorized AI-generated imitation of his voice.

During interviews with the expert panel, voice actors said that the spread of AI-generated copies of their voices online was tantamount to having their identities destroyed.

While Japan aims to produce world-class content such as anime, its legal framework for protecting the rights of voice actors and others who create that content has been criticized as lagging behind those of countries such as the United States and South Korea.

2. Key phrases and vocabulary

First repeat after your tutor and then read aloud by yourself.

1. right 権利

Every person has the right to clean water.

2. potential 可能性のある

The new vaccine has the potential to prevent millions of cases of cancer.

3. liability 賠償責任

The dietary supplement company may face liability for injury caused by its product.

4. revenue 収益

The pop band earns most of its revenue from ticket sales for live performances.

5. claim 請求

The passenger filed an official claim for damages after the airline accident.

3. Questions

Read the questions aloud and answer them.

1. Why have AI-generated imitations of voice actors raised concerns?

2. What rights may protect voice actors' voices?

3. What kind of AI-generated video does the article cite as a potential infringement?

4. What other rules do you think are needed to protect the careers and reputations of voice actors and personalities from AI misuse?

5. Should the new guidelines be applied to all people, not just voice actors and famous personalities? Why or why not?

4. 「声」の権利 人格ととらえ侵害を防げ

声優らの「声」の権利について法務省が解釈指針を公表した。肖像や氏名と同様、個人の人格の象徴であり、法的保護の対象だと明記した。

生成AI（人工知能）を使い声優のナレーションや歌唱を模倣した動画がSNSに投稿され問題となっている。

投稿者が違法性を認識するのはもちろん、SNSの運営事業者なども指針を参考に防止策を講じるべきだ。模倣が容易なAI時代だからこそ、こうした権利を十分理解し、侵害行為の横行を防ぎたい。

指針では声優らの声について、人格権に由来する「みだりに利用されない権利」や、著名人らが客をひきつける力（顧客吸引力）を独占的に利用できる「パブリシティ権」の保護対象になることを明確化した。

パブリシティ権は人気歌手「ピンク・レディー」の写真の無断使用を巡る平成24年の最高裁判決で認められた。だが声優らの声は違法性の線引きが曖昧で、法務省の有識者検討会が民事上の責任を検討してきた。

指針では、権利侵害の可能性のある事例として、声優が演じるキャラクターの歌唱動画を生成AIで作成し、収益を得た場合などを挙げている。

声優に似せた声でわいせつな文章を読み上げる音源の公開は名誉感情などを侵害する可能性が高いと指摘した。収益目的の有無にかかわらず、「みだりに利用されない権利」の侵害にあたり、損害賠償請求などの対象となりうるとした。

また声優らの声を容易に生成できる生成AIサービスを有償で提供した場合は、パブリシティ権侵害の連帯責任を負う可能性があると指摘した。事業者側の責任にも言及していることを重くみるべきだ。

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[Japan Forward](#)

4. 「声」の権利 人格ととらえ侵害を防げ

昨年11月に声優の津田健次郎さんが、自身の声を生成AIで無断模倣した動画が投稿されたとして動画投稿アプリの運営会社に動画削除を求め提訴した。声優らは有識者検討会のヒアリングで、AIで作成された声がネット上に広がることに「アイデンティティーが破壊されるに等しい」とも訴えた。

日本は、アニメなど世界的に優良なコンテンツづくりを目指す一方、その担い手でもある声優らの権利を守る法的整備は、米韓などに比べ遅れが指摘される。早急な対応が必要だ。