



17 October 2024

(24-7257)

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Committee on Technical Barriers to Trade

Original: English

### NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

<b>1. Notifying Member:</b> <u>CHINA</u> <b>If applicable, name of local government involved (Article 3.2 and 7.2):</b>
<b>2. Agency responsible:</b> State Administration for Market Regulation (Standardization Administration of the P.R.C.) <b>Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above:</b>
<b>3. Notified under Article 2.9.2 [X], 2.10.1 [ ], 5.6.2 [ ], 5.7.1 [ ], 3.2 [ ], 7.2 [ ], other:</b>
<b>4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable):</b> Content generated by artificial intelligence (HS code(s): 98) ; (ICS code(s): 35.030)
<b>5. Title, number of pages and language(s) of the notified document:</b> National Standard of the P.R.C., Cybersecurity technology—Labeling method for content generated by artificial intelligence; (20 page(s), in Chinese)
<b>6. Description of content:</b> This document specifies the methods for explicit and implicit labeling of artificial intelligence-generated content.  This document applies to the labeling activities of generative service providers and content propagation service providers for artificial intelligence-generated content.
<b>7. Objective and rationale, including the nature of urgent problems where applicable:</b> Prevention of deceptive practices and consumer protection
<b>8. Relevant documents:</b> -
<b>9. Proposed date of adoption:</b> To be determined <b>Proposed date of entry into force:</b> To be determined
<b>10. Final date for comments:</b> 60 days from notification

**11. Texts available from: National enquiry point [X] or address, telephone and fax numbers and email and website addresses, if available, of other body:**

WTO/TBT National Notification and Enquiry Center of the People's Republic of China

Tel : +86 10 57954633/ 57954627

E\_mail: [tbt@customs.gov.cn](mailto:tbt@customs.gov.cn)

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