

FTC Voice Cloning Challenge

Official Rules

The Federal Trade Commission’s (“FTC”) Voice Cloning Challenge (“Challenge”) is an open, exploratory challenge to the public to develop multi-disciplinary approaches—from products to policies to procedures—aimed at protecting consumers from AI-enabled voice cloning harms, such as fraud and the broader misuse of biometric data and creative content. Submissions that are able to address harms, as defined by the judging criteria, will be eligible for challenge prizes that can be used to further develop and implement the given solution.

The Challenge encourages individuals, teams of individuals, for-profit legal entities and/or non-profit organizations (collectively, “Participants”) to develop and submit ideas aimed at protecting consumers from AI-enabled voice cloning harms, such as fraud and the broader misuse of biometric data and creative content (“Submissions”). Submissions must, at a minimum, address one or more of the following voice cloning harms intervention points:

Prevention or Authentication. Methods to limit the use and application of voice cloning software by unauthorized users.

Real-time Detection or Monitoring. Methods to detect cloned voices or the use of voice cloning technology.

Post-use Evaluation. Methods to check after the fact if audio clips contain cloned voices.

Background

While AI-enabled voice cloning (the creation of an artificial simulation of a person’s voice) may have important beneficial applications, such as in the medical field or options for accessibility, it can also create risks of fraud and other misuse of biometric data and creative content. Scammers already are using voice cloning technology to turbocharge fraud. As publicly-a

The FTC has undertaken significant efforts to raise awareness about risks of AI, including voice cloning. The FTC held a [workshop in 2020](#) called “You Don’t Say: An FTC Workshop on Voice Cloning Technologies.” Further, staff has released numerous written pieces about aspects of that topic, including blogs and educational material for both consumers and businesses (for example: “[Voice cloning: Where WOW meets OMG](#)” and “[Scammers use AI to enhance their family emergency schemes](#)”). The Voice Cloning Challenge is the FTC’s latest effort on this front.

Challenge Rules

The Challenge is subject to all applicable laws and regulations, including but not limited to Section 105 of the America COMPETES Reauthorization Act of 2010, P.L. 111-358 (Jan. 4, 2011), codified as amended at 15 U.S.C. § 3719. Entering the Challenge constitutes Participants’ full agreement to these Official Rules (“Rules”) and to decisions of the Sponsor (as defined below), which are final and binding in all matters related to the Challenge. Winning a Prize is contingent upon fulfilling all requirements set forth in these Official Rules. Any failure to comply with these Rules can be grounds for disqualification from the Challenge.

meet all eligibility requirements set forth in Sections 2.B–D. To be eligible to win a Prize, Participants must meet the additional prize eligibility requirements set forth in Section 9.

- 2) Participants must comply with all terms and conditions of these Official Rules.
- 3) Participants must own or have access at their own expense to a computer, an Internet connection, and any other electronic devices, documentation, software, or other items that Participants may deem necessary to create and enter a Submission (as defined in Section 4 below).
- 4) Each team, Small Organization, and Large Organization must appoint one individual (the “Representative”) to represent and act on behalf of the team or organization, including by entering a Submission (as outlined below). The Representative must meet the eligibility requirements for an individual Participant and must be duly authorized to submit on behalf of the team or organization. The Representative represents and warrants that: (i) they are duly authorized to act on behalf of the team, Small Organization, or Large Organization; and that (ii) each member of the team (or in the case of Small Organization or Large Organization, each participating member) has read the Official Rules and agrees to abide by these Official Rules. The Representative will ensure that each member of the team, Small Organization, or Large Organization reads, agrees to, and complies with the Official Rules.
- 5) An individual who is part of a team, Small Organization, or Large Organization may also enter the Competition once on an individual basis. No individual may join more than one team, Small Organization, or Large Organization.

C. The following individuals (including any individuals participating as part of a team) and organizations are not eligible to participate in the Challenge, regardless of whether they meet the criteria set forth above:

- 1) Pursuant to the America COMPETES Reauthorization Act of 2010, codified as amended at 15 U.S.C. 3719, individuals and teams of individuals who are not citizens or permanent residents of the United States, or Small Organizations or Large Organizations that, at the time of entry, are not incorporated in, and maintain a primary place of business in, the United States, which is subject to verification by the Sponsor before Prizes are awarded (see Section 9 below);

2) Any individual under the age of 18

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3. Source code if submitted, may be provided as an appendix to the Detailed Explanation. Source code must also be accompanied by pseudocode in the Detailed Explanation that explains what the code is and what it does.

4. No part of a Submission, including any records, platforms, technologies, or licenses required to evaluate the Submission, may require the Sponsor or Challenge Judges to log-in to any service, create any form of user account, spend money, or otherwise obtain anything, whether of value or not, or otherwise expend time or resources to an unreasonable degree or to execute or enter into any binding agreement not otherwise provided for under these Rules.

5. Submissions from a team or organization must be indicated as such when entering a Submission.

6. Submitter must provide contact information for the submission, including name, email address, and phone number.

A. Threshold Submission Criteria

Participants must develop and submit an idea that would help protect consumers from AI-enabled voice cloning harms. Submissions must address at least one of the following three voice cloning harms intervention points :

- x Prevention or Authentication. Methods to limit the use and application of voice cloning software by unauthorized users.
- x Real-time Detection or Monitoring. Methods to detect cloned voices or the use of voice cloning technology.
- x Post-use Evaluation. Methods to check after the fact if audio clips contain cloned voices.

Submissions that do not address at least one of these intervention points will not be considered for the Prize.

B. Initial and Final Phase Judging

1) Initial Phase: Abstract and Video, If Submitted

The Internal Panel will review the participant's abstract (required) and any video submitted therewith (optional). The abstract should include a title for the Submission and a brief explanation of how the Submission functions. The video, if submitted, must address the Judging Criteria below and: (i) state what the Submission is specifically designed to do; (ii) if possible, demonstrate the Submission; and (iii) explain what impact the Submission would have for consumers.

2) Final Phase: Detailed Explanation, Abstract and Video, If Submitted

In the Final Phase, in addition to looking at the abstract and video, if submitted

- 1) Administrability and Feasibility to Execute: How well does it work? How feasible /administrable is it to deploy? (50 points out of 100 total score)

How well does your Submission address at least one of the voice cloning harms intervention points listed above? If the idea is currently conceptual, what is the potential of this Submission to address at least one of the points?

Are there any conditions that need to be met in the current ecosystem for the Submission to be implemented? Can it function in today's marketplace? (E.g., Does it require changes to telecommunications networks? Does it require active cooperation by voice service providers and/or telephone manufacturers?) What resources are required to execute this submission?

How many consumers can be protected? If applicable, does it matter what type of technology consumers use—wireline vs. VoIP vs. mobile phones, different brands of phones, videoconferencing, digital voice clips? Proposals that will work for more consumers will be scored higher.

What evidence do you have to support your responses to the questions above?

Are there aspects of your Submission that require further development?

- 2) Increased Company Responsibility, Reduced Consumer Burden: If implemented by upstream actors, how does it place liability and responsibility on companies and minimize burden on consumers? How do we ensure that the assignment of liability and responsibility matches the resources, information, and power of the relevant actors?

much of a change to a user's regular routine would it represent? Would your Submission be accessible to people with disabilities?

For all ideas: What evidence do you have to support your responses to the questions above?

Are there aspects of your Submission that require further development to better meet its objectives?

- 3) Resilience: How is your Submission resilient to rapid technological change and evolving business practices? How easily can it be sustained and adapted as voice cloning technology improves, including how the idea will avoid or mitigate any additional safety and security risks that it itself might introduce? (30 points out of 100 total score)

How will the Submission stay up-to-date?

How easy might it be for bad actors to adapt and counter your Submission? How flexible is your Submission to adapt to new voice cloning techniques?

What evidence do you have to show how your Submission can be updated and resilient to current and future risks? Remember that the real test of a system is not whether you can break it (or find loopholes); it's whether bad actors can.

Are there aspects of your Submission that require further development to be better scaled, upgraded, or iterated upon?

D. To be considered for a Prize, Submissions must receive a score greater than zero in each required category (how well it works, how it minimizes burden on consumers, and how easily it can be scaled, upgraded, or iterated upon). If the (95.7 (r)2 (de)s S w [(l)-5.9 (o)(l)-41.7 (i).891 Td (n)-5 (n(a))TJ T* [1 (m)2.6 (e (o)2..8 (r)3.

or other special relationship, and that the Participant's decision to provide the Participant's Submission to Sponsor for the purposes of this Challenge does not place the Sponsor and its respective agents in a position that is any different from the position held by the members of the general public with regard to elements of the Participant's Submission, except as specifically provided in these Official Rules.

C. Winners (including any winning team members or winning organization) are responsible for reporting and paying all applicable federal, state, and local taxes. It is the sole responsibility of winners of \$600 or more to provide information to the Sponsor in order to facilitate receipt of the award, including completing and submitting any tax forms when necessary. It is also the sole responsibility of winners to satisfy any applicable reporting requirements. The Sponsor reserves the right to withhold a portion of the Prize amount to comply with tax laws.

D.

Verification Form within ten (10) business days after Sponsor sends the email notification to the team's Representative);

- 2) The Participant (or in the case of a team or organization, its Representative) does not timely communicate with the Sponsor to provide payment information and all other necessary information within ten business days of a request for such information;
- 3) Such individual or team or organization Representative is contacted and refuses the Prize;
- 4) The Prize is returned as undeliverable; or
- 5) The Submission of the Winner, the Winner, or any member of a Winner's team is disqualified for any reason.

D. In the event of a disqualification, Sponsor, at its sole discretion, may award the applicable Prize to an alternate Participant

misconduct): Injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from the Participant's participation in a competition, whether the claim of injury, death, damage, or loss arises through negligence, mistake, or otherwise. This release does not apply to claims against the Sponsor arising out of the unauthorized use or disclosure by the Sponsor of intellectual property, trade secrets, or confidential business information of the Participant.

C. Without limiting the foregoing, each Participant (including, in the case of a team or organization, all participating members) agrees to release all Released Parties of all liability in connection with:

- 1) Any incorrect or inaccurate information, whether caused by the Sponsor's or a Participant's electronic or printing error or by any of the equipment or programming associated with or utilized in the Challenge;
- 2) Technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines, internet connectivity, or electronic transmission errors, or network hardware or software or failure of the Challenge Web site, or any other platform or tool that Participants, Sponsor, or Challenge Judges choose to use;
- 3) Unauthorized human intervention in any part of the entry process or the Challenge;
- 4) Technical or human error that may occur in the administration of the Challenge or the processing of Submissions; or
- 5) Any injury or damage to persons or property that may be caused, directly or indirectly, by the Challenge.

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11. Publicity

Participation in the Challenge constitutes consent to the use by the Spo-

15. Contact Us

Please visit the Challenge Web site for further Challenge information and updates.