

# Federal Trade Commission

## ••••• The FTC Voice Cloning Challenge •••••

# Introductions

James Evans

- Attorney with the FTC's Division of Marketing Practices

Christine Barker

- Senior Investigator with the FTC's Division of Marketing Practices

May 2024

Federal Trade Commission

# FTC's Consumer Sentinel Network

**FTC** CONSUMER SENTINEL NETWORK

A free and secure online investigative tool from the Federal Trade Commission.

<https://reportfraud.ftc.gov/>



# Past 12 months of DNC Reports

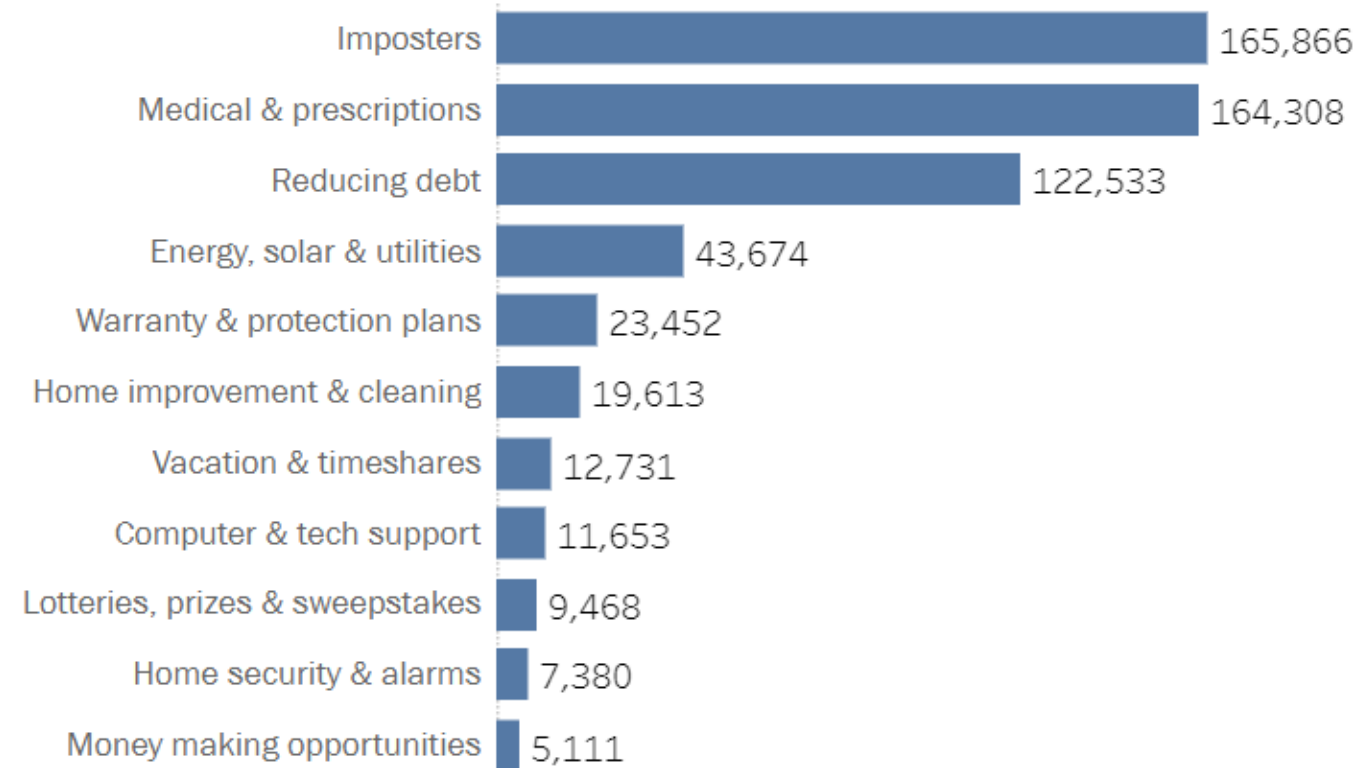


## All DNC Complaints

2,052,696 Total Complaints

616 Complaints per 100K

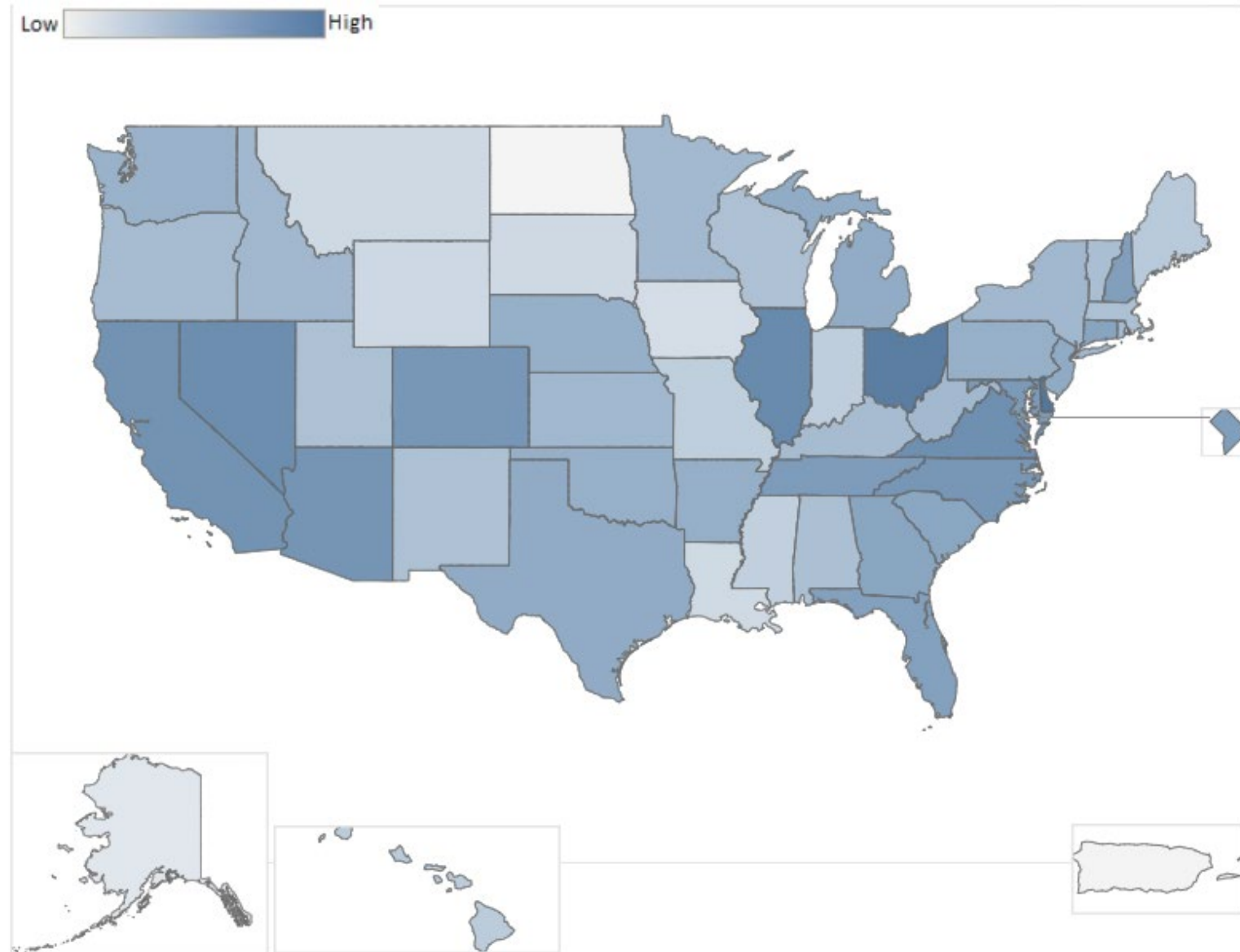
### Complaints By Topic:



\* <https://www.ftc.gov/news-events/data-visualizations/explore-data>



# Past 12 months of DNC Reports



\* <https://www.ftc.gov/news-events/data-visualizations/explore-data>



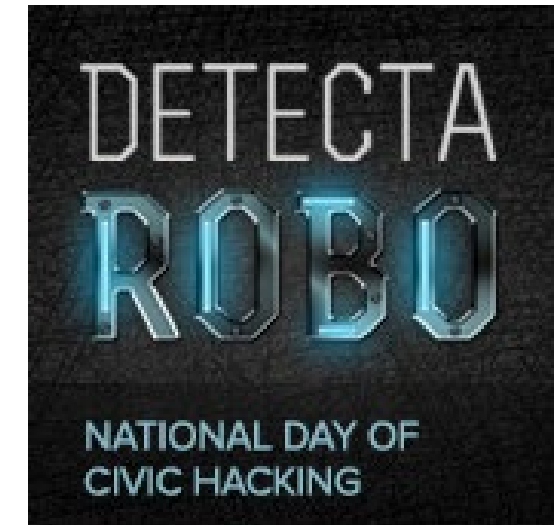


# News Articles

- **Kidnapping scam attempt used daughter's clone voice as proof in order to demand money from mother.**
  - <https://www.economist.com/culture/2023/07/20/ai-is-making-it-possible-to-clone-voices>
- **Scammer used cloned voice to convince elderly man that his grandson was in Mexico and in trouble after a night of drinking.**
  - <https://www.goodmorningamerica.com/news/story/dad-warns-ai-voice-scams-after-family-lost-99344931>
- **A McAfee report found that AI voice cloning scams are on the rise. AI tech combined with social engineering only makes them better**
  - <https://www.lifewire.com/why-ai-voice-scams-mean-you-should-probably-never-answer-your-phone-7497432>
- **How I Broke Into a Bank Account With an AI-Generated Voice**
  - <https://www.vice.com/en/article/dy7axa/how-i-broke-into-a-bank-account-with-an-ai-generated-voice>



# Past FTC Challenges



# The FTC's Voice Cloning Challenge

- Exploratory Challenge
- \$35,000.00 in prize awards
- Entrants could be
  - Individuals
  - Small Groups
  - Large Organizations\*

\*Large Organizations were only eligible for a Recognition Award.





# The FTC's Voice Cloning Challenge

- 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.



# The FTC's Voice Cloning Challenge

- Administrability and Feasibility to Execute:
  - How well does it work? How feasible /administrable is it to deploy?
- 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? How does this mitigate risks at their source or otherwise strategically intervene upstream before harms occur?
  - If required to be implemented by consumers, how easy is it for consumers to use?
- Resilience:
  - How is the 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?



# Winning Entries

- Three winning entries from the Individual/Small Group category who will split the prize money.
- One Large Organization received the Recognition Award
- Two categories of solutions
  - Watermarking
  - AI to combat AI



## ANNOUNCEMENT



# The FTC Voice Cloning Challenge Winners

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



FEDERAL TRADE  
COMMISSION

OmniSpeech

---

Dr. Ning Zhang

---

OriginStory

---

Pindrop Security



CO-WINNER • TOP PRIZE



# The FTC Voice Cloning Challenge

# OmniSpeech

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



**FEDERAL TRADE  
COMMISSION**



**David Przygoda**  
CEO, OmniSpeech



**Dr. Carol Espy-Wilson**  
Founder & CTO, OmniSpeech





FEDERAL TRADE  
COMMISSION

# The FTC Voice Cloning Challenge

AI DEEPFAKE  
VOICE  
DETECTION

AI Detect

<https://vimeo.com/932073269>

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)

## THE FTC VOICE CLONING CHALLENGE



Innovation in this area is crucial because  
AI-enabled voice cloning technology  
presents both an opportunity and a threat.



David Przygoda  
CEO, OmniSpeech



FEDERAL TRADE  
COMMISSION



## THE FTC VOICE CLONING CHALLENGE



This award reaffirms our dedication to developing cutting-edge technology that not only advances AI voice capabilities but also prioritizes the safety and security of consumers against the latest AI voice clones.



Dr. Carol Espy-Wilson  
Founder & CTO, OmniSpeech



**FEDERAL TRADE  
COMMISSION**



CO-WINNER • TOP PRIZE



# The FTC Voice Cloning Challenge

# Dr. Ning Zhang

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



**FEDERAL TRADE  
COMMISSION**



**Dr. Ning Zhang**

Assistant Professor  
at Washington University  
in St. Louis





FEDERAL TRADE  
COMMISSION

# The FTC Voice Cloning Challenge



<https://www.youtube.com/watch?v=-WGlZSAGhHI>

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



## THE FTC VOICE CLONING CHALLENGE



While our solution is recognized for its potential, it remains a first step towards making a difference for society at large. This award will serve as a reminder that we now have a greater obligation to the billions of AI users out there.



Dr. Ning Zhang

Assistant Professor at Washington University in St. Louis



**FEDERAL TRADE  
COMMISSION**



CO-WINNER • TOP PRIZE



# The FTC Voice Cloning Challenge

# OriginStory

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



**FEDERAL TRADE  
COMMISSION**



**Dr. Visar Berisha**  
Principal, OriginStory



**Drena Kusari**  
Business Lead, OriginStory



**Daniel W. Bliss**  
Technical Advisor, OriginStory

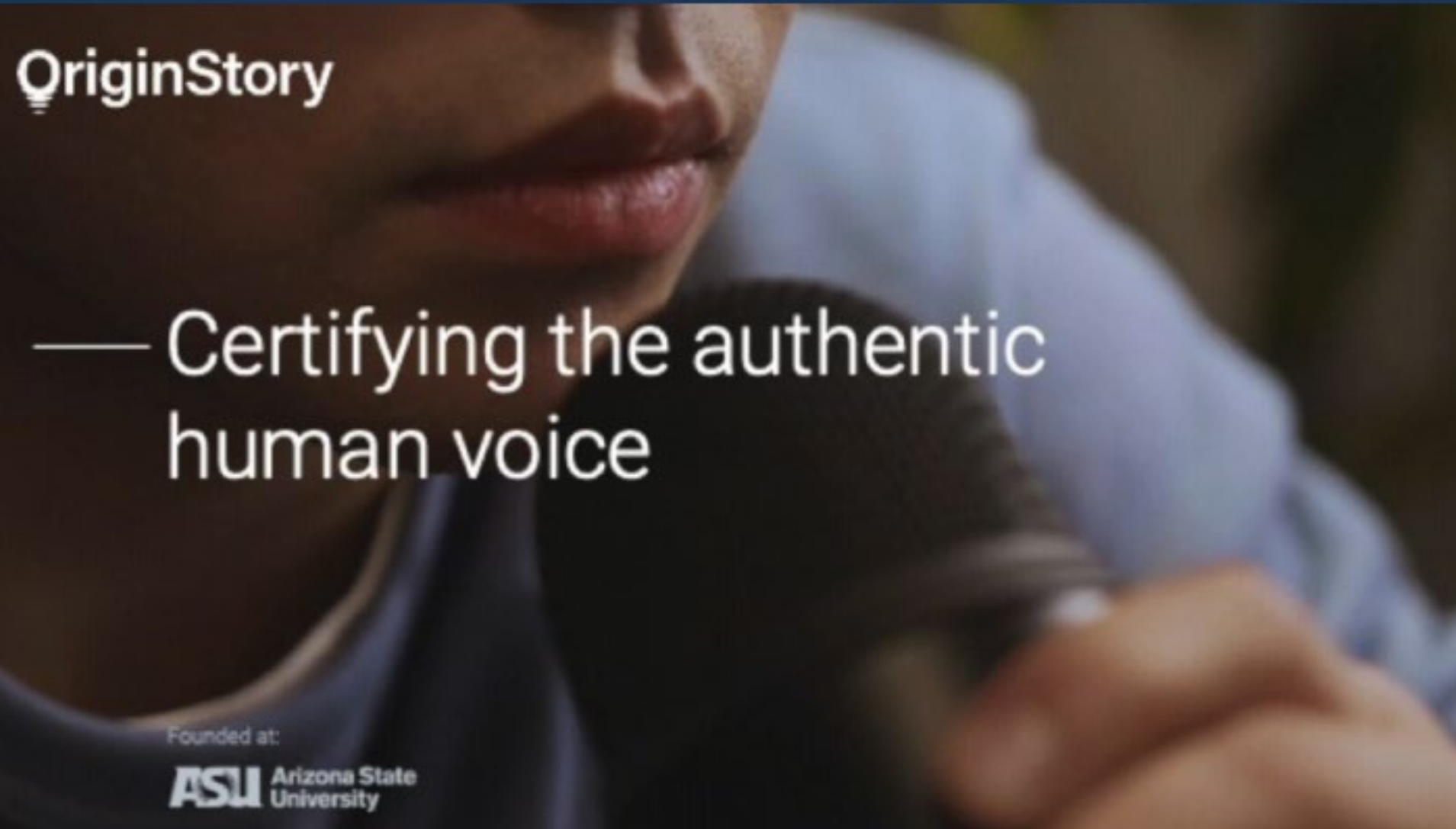


**Julie M. Liss**  
Scientific Advisor, OriginStory



FEDERAL TRADE  
COMMISSION

# The FTC Voice Cloning Challenge



<https://vimeo.com/931626987/508c5d6195>

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



## THE FTC VOICE CLONING CHALLENGE



It's exciting that the FTC has taken a leadership role in this space and we are honored to win the Voice Cloning Challenge. Our selection serves as further validation for our central thesis: we need new technology to establish a chain of trust that a voice is authentically human from the moment it is recorded to when it is listened to.



Dr. Visar Berisha

Principal, OriginStory; Professor and Associate Dean, ASU



**FEDERAL TRADE  
COMMISSION**



RECOGNITION AWARD



# The FTC Voice Cloning Challenge

# Pindrop Security

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



**FEDERAL TRADE  
COMMISSION**



**Elie Khoury**  
VP Research



**Anthony Stankus**  
Technical Marketing Engineer



**Ketuman Sardesai**  
Sr. Product Marketing Manager



**Amanda Braun**  
Assistant General Counsel





FEDERAL TRADE  
COMMISSION

# The FTC Voice Cloning Challenge

## FTC Voice Cloning Challenge

The Federal Trade Commission's ("FTC") Voice Cloning Challenge ("Challenge") is an open, exploratory challenge to the public to develop multidisciplinary 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.

<https://vimeo.com/931627881/ada35a403e>

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)

## THE FTC VOICE CLONING CHALLENGE



Voice cloning and GenAI driven advanced speech and language tools have given scammers a potent weapon. A significant leapfrog in innovation is needed in the area of liveness detection, conversation security, and ethical use of AI to counter these threats before fraudsters cause long-term damage.



Elie Khoury  
VP Research, Pindrop Security



**FEDERAL TRADE  
COMMISSION**





FEDERAL TRADE  
COMMISSION

# The FTC Voice Cloning Challenge

# Thank you to our judges!



**Arvind Narayanan**  
Professor of Computer Science,  
Princeton



**Beau Woods**  
Founder/CEO,  
Stratigos Security



**Britt Paris**  
Assistant Professor,  
Rutgers University School of  
Communication & Information

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



FEDERAL TRADE  
COMMISSION

# The FTC Voice Cloning Challenge

QUESTIONS?

[ftc.gov/VoiceCloning](https://ftc.gov/VoiceCloning)



FEDERAL TRADE  
COMMISSION

# The FTC Voice Cloning Challenge

## Contacts

- James Evans – [james.evans@FTC.gov](mailto:james.evans@FTC.gov)
- Christine Barker – [CBarker@FTC.gov](mailto:CBarker@FTC.gov)