

EU AI Act vs Interim Measures for Generative AI Service Management

Editorial verdict: **converges** — see comparison narrative below.

EU · BINDING REGULATION

EU AI Act

EU-AIA-2024

TREATMENT OF DEEPFAKES / SYNTHETIC CONTENT

governs

Art. 50(4) (disclosure obligation for deep fakes)

Primary source: [Regulation \(EU\) 2024/1689](#)

CN · BINDING REGULATION

Interim Measures for Generative AI Service Management

CN-GENAI-2023

TREATMENT OF DEEPFAKES / SYNTHETIC CONTENT

governs

Art. 12 (labelling) + Deep Synthesis Rules

Primary source: [CAC Order No. 15](#)

What this comparison shows

The two regimes take the same position. This is a candidate for cross-jurisdictional alignment in industry guidance, voluntary codes, and harmonisation tracks.

Contested question: Is robust watermarking durable under adversarial removal at deployment scale? Field is split on technical feasibility despite policy convergence on the requirement.

Bibliography

1. [Regulation \(EU\) 2024/1689](#) — EU AI Act.
2. [CAC Order No. 15](#) — Interim Measures for Generative AI Service Management.
3. [Policy Window — Deepfakes / Synthetic Content](#) (cross-jurisdiction topic article with full coverage matrix).