

# Guidelines for supplying AI-generated content to Storytel

Works created (written, narrated, translated etc.) by AI, fully or partially, should be marked as such in one or two ways, preferably both: 1) if applicable, the contributor field, to notify the listeners/readers in advance, and 2) if applicable, in the ONIX/Excel metadata files.

Storytel has the right to take down content created partly, or in full, by AI that is not labeled as AI, without informing publishers.

## Types of AI voice narration

If the narration is made by AI, the synthetic/cloned voice should have a high vocal quality, clearly and consistently read the work with correct pronunciation and in the correct accent.

These guidelines identify two types of AI narration that could be distinguished from each other using two different naming conventions.

### Type 1: AI Voice

This label should be applied to an AI-based synthesized voice that has been generated using samples from a large group of unidentified speakers.

An example of this is Google's "Auto Narration" voices, such as "Archie" or "Mary".

### Type 2: Authorized Voice Replica (AVR)

AI-based voice that has been generated using authorized/licensed samples from a specific human voice and seeks to replicate that voice.

An example of this would be a publisher working with a deceased author's estate to create an authorized voice replica based on archive samples of the author's voice.

In the past, replication has also been referred to as 'cloning'. For the purposes of these guidelines, 'cloning' refers to unauthorized replication where a human has not given permission for their voice to be replicated.

-----

Many AI Voices have identifying names, in some cases a single given name. These guidelines encourage the use of this name as the 'narrator' or 'reader' in the title metadata, allowing consumers to easily identify and select voices, as they do with standard human narrators.

## Additional details on supplying AI information in the contributor fields

Please add the name of the AI contributors directly followed by (AI [role]) to the Author/Narrator/Translator etc. field in the metadata.

<b>Example 1</b>	John Smith (AI voice)
<b>Example 1.1</b>	John Smith (Authorized voice replica)
<b>Example 2</b>	John Smith (AI author)
<b>Example 3</b>	John Smith (AI translator)

Note that the examples are not exhaustive, for additional roles, please follow the same recommendations of [NAME] (AI [ROLE]).

### Naming conventions in local languages

For books in languages other than English, our advice is to replace “AI voice/author/translator” with an equivalent phrasing/translation in the local language.

### In cases where AI contributor names are missing

If no name is supplied, only data stating that an unnamed contributor is AI, Storytel takes the liberty to use a fallback solution to make this clear to end customers.

# Supplying AI information via ONIX

We support the usage of any of the below listed ONIX tags from list 19 for stating if a contributor of a book is non-human:

- 05 – Synthesised voice – male
- 06 – Synthesised voice – female
- 07 – Synthesised voice – unspecified
- 08 – Synthesised voice – based on real voice actor
- 09 – AI (Artificial intelligence)

## ONIX markup examples

<https://ns.editeur.org/onix/en/19>

### AI voice

In ONIX List 19 (Unnamed persons) codes 05–07 should be used for AI voice. ONIX calls this a “synthetic voice” – a generic AI-based voice generated using samples from a large group of unidentified speakers. In this example the generic AI Voice has been given the name, Amir.

```
<Contributor>
  <SequenceNumber>2</SequenceNumber>
  <ContributorRole>E07</ContributorRole> <!-- read by -->
  <UnnamedPersons>07</UnnamedPersons> <!-- synthesised voice unspecified -->
  <AlternativeName>
    <NameType>07</NameType> <!-- fictional character name -->
    <PersonName>Amir (AI voice)</PersonName>
  </AlternativeName>
</Contributor>
```

In this example, Amir is a male AI Voice. The Unnamed Persons codes 05 (Synthetic Voice Male) or 06 (Synthetic Voice Female) could also be used.

### Authorized Voice Replica

Code 08 in List 19 (Unnamed Persons) indicates an Authorized Voice Replica. ONIX calls this a “synthetic voice based on a human voice actor”, and the Alternative name composite can be used to provide the real-world name of the actor – in this example we’ve used a fictitious narrator called Jane Smith.

```
<Contributor>
  <SequenceNumber>2</SequenceNumber>
  <ContributorRole>E07</ContributorRole> <!-- read by -->
  <UnnamedPersons>08</UnnamedPersons> <!-- synthesised voice based on -->
  <AlternativeName>
    <NameType>04</NameType> <!-- 'real name' -->
    <PersonName>Jane Smith (Authorized Voice Replica)</PersonName>
  </AlternativeName>
</Contributor>
```

## Other AI contributors

Code 09 in List 19 (Unnamed Persons) indicates a generic AI contributor. This can be used in combination with the contributor role, to state if fictitious contributor is in fact AI.

```
<Contributor>
  <SequenceNumber>2</SequenceNumber>
  <ContributorRole>A01</ContributorRole>  <!-- by (author) -->
  <UnnamedPersons>09</UnnamedPersons> <!-- AI (artificial intelligence) -->
  <AlternativeName>
    <NameType>04</NameType>      <!-- 'real name' -->
    <PersonName>Jane Smith (AI author)</PersonName>
  </AlternativeName>
</Contributor>
```

## Supplying AI information via Excel

AI information can be supplied via Excel for Author(s), Narrator(s) and Translator(s). The applicable column headers, and corresponding input fields, are listed below.

Author(s)	Y	Author(s) of the book as "firstname lastname". If more than one, separate with semicolon ( ";" ). This field is not allowed to contain comma characters.	
AI Type Author(s)	N	Optional AI characteristic. Applies to all authors in the Author(s) column. Specify one of [AI, SYNTHESIZED_VOICE_MALE, SYNTHESIZED_VOICE_FEMALE, SYNTHESIZED_VOICE_UNSPECIFIED, SYNTHESIZED_VOICE_REAL_VOICE]	
Narrator(s)	Y*	Narrator(s) of the book as "firstname lastname". If more than one, separate with semicolon ( ";" ). This field is not allowed to contain comma characters. * Only vital for audiobooks, if "ISBN Audiobook" is specified this is vital.	
AI Type Narrator(s)	N	Optional AI characteristic. Applies to all narrators in the Narrator(s) column. Specify one of [AI, SYNTHESIZED_VOICE_MALE, SYNTHESIZED_VOICE_FEMALE, SYNTHESIZED_VOICE_UNSPECIFIED, SYNTHESIZED_VOICE_REAL_VOICE]	
Translator(s)	N	Translator(s) of the book as "firstname lastname". If more than one, separate with semicolon ( ";" ). This field is not allowed to contain comma characters.	
AI Type Translator(s)	N	Optional AI characteristic. Applies to all translators in the Translator(s) column. Specify one of [AI, SYNTHESIZED_VOICE_MALE, SYNTHESIZED_VOICE_FEMALE, SYNTHESIZED_VOICE_UNSPECIFIED, SYNTHESIZED_VOICE_REAL_VOICE]	