

Series of brief newsletters released by **Bharucha & Co.** on latest legal developments predominantly in Pakistan.

ByteDance's Seedance 2.0

ByteDance's Seedance 2.0 has stretched the digital contours of the artificial intelligence landscape. Recently launched, this AI video-making tool has been used by millions to generate content, earning widespread praise for its realistic quality. The app quickly gained traction, garnering significant acclaim on the Chinese social media platform Weibo.

However, the app has now found itself in hot water. Many users have incorporated copyrighted characters and personalities from movies and TV shows to create what Disney has termed a "virtual grab-and-go" content. Consequently, Disney has accused ByteDance of providing a library of copyrighted content within the Seedance 2.0 app for video generation and recently served the company a cease-and-desist notice, demanding they curb the app's infringing capabilities.

Focusing solely on Seedance 2.0 outpacing its rivals and pushing AI competition a notch or two higher misses the bigger picture. One must look at the social environment that produced such a masterful video-generation app—one capable of producing "Oscar-worthy" user-generated content using image, text, and aural prompt commands. As China embarks on implementing its 15th Five-Year Plan, AI is no longer confined to strategic policy documents; it is being treated by a younger demographic as a technology to play with, remix, test, and experiment.

One can only envisage the remarkable advancements that future developments in artificial intelligence will yield, particularly as the knowledge and capacity to develop applications cease to be confined to a select group of major technology corporations and instead become broadly accessible to the wider public.

