



Office of Commissioner  
Melissa Holyoak

UNITED STATES OF AMERICA  
**Federal Trade Commission**  
WASHINGTON, D.C. 20580

**Concurring Statement of Commissioner Melissa Holyoak**

*Voice Cloning Challenge*, Matter No. P234400

July 29, 2024

I support issuing a comment to the Federal Communications Commission regarding the FTC's Voice Cloning Challenge, which is an example of the Commission's work at its best. With the Challenge, the Commission used authority specifically granted by Congress to spur innovative solutions to complex consumer protection issues.<sup>1</sup> As I mentioned in my remarks during the Commission's May Open Commission Meeting, which announced the winners of the Challenge, innovation happens best when we gather thought leaders from a variety of perspectives and approaches to solve problems posed by evolving technology.<sup>2</sup>

I write separately to note that my support for issuing a comment describing the Challenge does not necessarily entail support for every enforcement action, rule, or staff guidance referenced in the comment. Where I believe the Commission oversteps its authority, has not conducted sufficient analysis, or acts without due consideration of potential unintended consequences, I will not hesitate to call for a more measured approach.<sup>3</sup>

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<sup>1</sup> America COMPETES Reauthorization Act, codified as amended at 15 U.S.C. § 3719.

<sup>2</sup> Tr., FTC Open Comm'n Meeting, at 16, May 23, 2024, [https://www.ftc.gov/system/files/ftc\\_gov/pdf/transcript-ftc-open-commission-meeting-5.23.24.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/transcript-ftc-open-commission-meeting-5.23.24.pdf).

<sup>3</sup> See, e.g., Dissenting Statement of Comm'r Melissa Holyoak, In the Matter of the Pharmacy Benefit Managers Report (July 8, 2024), [https://www.ftc.gov/system/files/ftc\\_gov/pdf/Holyoak-Statement-Pharmacy-Benefit-Managers-Report.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/Holyoak-Statement-Pharmacy-Benefit-Managers-Report.pdf); Dissenting Statement of Comm'r Melissa Holyoak, Regarding Policy Statement of the Fed. Trade Comm'n on Franchisors' Use of Contract Provisions, Including Non-Disparagement, Goodwill, and Confidentiality Clauses (July 8, 2024), [https://www.ftc.gov/system/files/ftc\\_gov/pdf/holyoak-statement-franchise-policy-statement.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/holyoak-statement-franchise-policy-statement.pdf); Concurring Statement of Comm'r Melissa Holyoak, Regarding Arise Virtual Solutions, Inc. (July 1, 2024), [https://www.ftc.gov/system/files/ftc\\_gov/pdf/holyoak-statement-arise-7-1-2024.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/holyoak-statement-arise-7-1-2024.pdf); Statement of Comm'r Holyoak, Joined by Comm'r Ferguson, Regarding the Health Breach Notification Rule, FTC Matter No. P205405, at 2 (Apr. 26, 2024), <https://www.ftc.gov/legal-library/browse/cases-proceedings/public-statements/statement-commissioner-holyoak-joined-commissioner-ferguson-regarding-health-breach-notification>.