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Claude 实名制解读：中国大模型厂商长期利好
Claude KYC Mechanism: Positive Long-Term Impact on Chinese AI Models

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热点速评 Flash Analysis

(Please see APPENDIX 1 for English summary)

事件

2026 年 4 月 14 日，Anthropic 正式在 Claude 平台大规模启用身份验证机制（由第三方平台 Persona Identities 提供），部分用户（尤其是 Claude Max 订阅者、高频用户、触发风控或疑似灰产场景）需提交政府颁发的实体带照片证件（护照、驾照、身份证原件等）+实时手持自拍活体检测。验证数据仅用于身份确认和合规，不用于模型训练。未通过或不支持地区的账户可能直接封禁，无人工申诉缓冲。Claude 官方服务从未对中国大陆开放，此举直接针对绕过限制的代理、共享账号、VPN 用户。

点评

该事件虽属单一厂商行为，却成为观察 AI 大模型结构性去全球化趋势与中国大模型厂商竞争格局的重要窗口。我们认为对中国大模型厂商而言，Claude 实名制短期影响中性，长期则构成利好。

Claude 实名制提高了全球前沿模型访问壁垒，并遏制大规模蒸馏行为，AI 行业整体加速分层。此次强制实名延续了 Anthropic 一贯的立场（不向中国商业开放+防蒸馏），进一步防止前沿能力向受限地区扩散。Claude 平台风控能力大幅提升，有望有效遏制滥用（jailbreak、非法内容生成、深度伪造）、模型蒸馏攻击和灰产流量。

其他前沿厂商如 OpenAI 和 Google 也可能跟进地区限制：OpenAI 已于 2025 年 4 月使用同一验证服务商 Persona，要求组织/开发者完成身份验证才能访问高级模型，并于 2026 年 1 月宣布全球实施用户年龄预测和验证机制；Google 的 Gemini 虽暂未大规模推行用户端实名制，但其 AI Studio 等服务已存在地区可用性限制。今年 4 月初，彭博社报道称 OpenAI、Google、Anthropic 通过 Frontier Model Forum 合作，共同打击蒸馏行为，矛头直指涉嫌大规模提取模型输出的中国企业。

对于中国大模型厂商，短期技术迭代放缓和用户回流对冲下，整体影响呈中性。Claude 的身份验证可能直接削弱境外模型向国内的知识迁移效率，导致部分依赖蒸馏技术快速迭代的国产模型在能力追赶上出现暂时放缓。但与此同时，大量此前依赖国际模型的用户因访问门槛提升而回流国内平台，客观上为本土厂商带来流量与场景红利。

长期看，我们 Claude 认为实名制对中国大模型厂商构成利好:

首先，根据我们的渠道调研，**蒸馏防范措施的影响难以持久，**国内头部模型厂商仍有能力快速迭代模型，单一访问控制手段造成的短期扰动不会演变为长期瓶颈。同时，重度模型用户的回流更构建起“反馈—优化”的正向飞轮，对国产模型的高质量反馈直接成为精准补短板的优质训练数据。

其次，更具结构性的利好在于全球 AI 技术保护趋势加速，为中国开源生态让出成长空间。随着国际顶级模型对新兴市场和开发者的开放度进一步收窄，大量开发者与企业用户将被迫转向国产模型，形成需求侧的结构性回流。在 LLM 领域的全球领先者普遍倾向于技术保护的背景下，领先模型越是“闭源守门”，越能为中国开源生态让出成长空间。

我们建议关注智谱、MiniMax 为代表的中国开源模型厂商，它们既能承接回流用户，又能依托本土数据优势构建差异化能力，最终在全球 AI 版图中占据更稳固的份额。

风险

国产 AI 模型发展不及预期；数据中心建设放缓。

APPENDIX 1

Summary

Event

On April 14, 2026, Anthropic officially rolled out a large-scale KYC (Know Your Customer) mechanism on the Claude platform (provided by the third-party platform Persona Identities). Certain users, especially Claude Max subscribers, high-frequency users, those triggering risk controls, or suspected gray-industry scenarios, are required to submit a government-issued physical photo ID (such as a passport, driver's license, or national ID card original) along with a real-time live selfie with liveness detection. The verification data is used solely for identity confirmation and compliance purposes and will not be used for model training. Accounts that fail verification or are in unsupported regions may be directly banned, with no manual appeal buffer. Claude's official service has never been available in mainland China; this move directly targets proxy services, shared accounts, and VPN users attempting to bypass restrictions.

Comment

Although this incident is the action of a single vendor, it serves as an important window into the structural de-globalization trend in AI models and the competitive landscape for Chinese AI model vendors. We believe that for Chinese AI model companies, the short-term impact of Claude's KYC mechanism is neutral, while the long-term impact is positive.

Claude's KYC mechanism raises access barriers to global frontier models and curbs large-scale distillation activities, accelerating the overall stratification of the AI industry. This mandatory verification continues Anthropic's consistent stance (not opening commercially to China and preventing distillation), further preventing the diffusion of frontier capabilities to restricted regions. Claude's risk control capabilities have been significantly enhanced, which is expected to effectively curb abuse (jailbreaks, illegal content generation, deepfakes), model distillation attacks, and gray-industry traffic.

Other frontier vendors such as OpenAI and Google may also follow suit with regional restrictions: OpenAI already began using the same verification provider, Persona, in April 2025, requiring organizations/developers to complete identity verification before accessing advanced models, and announced in January 2026 the global implementation of user age prediction and verification mechanisms. Although Google's Gemini has not yet rolled out large-scale user-side real-name verification, its AI Studio and other services already have regional availability restrictions. In early April this year, Bloomberg reported that OpenAI, Google, and Anthropic are cooperating through the Frontier Model Forum to jointly combat distillation activities, with the focus squarely on Chinese enterprises suspected of large-scale extraction of model outputs.

For Chinese AI model vendors, the short-term impact is neutral overall, as any slowdown in technological iteration is offset by user return flows. Claude's KYC may directly weaken the efficiency of knowledge transfer from overseas models to the domestic market, causing a temporary slowdown in capability catch-up for some domestic models that rely heavily on distillation techniques for rapid iteration. At the same time, however, a large number of users who previously depended on international models will return to domestic platforms due to higher access thresholds, objectively bringing traffic and scenario dividends to local vendors.

In the long term, we believe Claude's KYC mechanism constitutes a positive impact for Chinese AI model vendors:

First, according to our channel check, the impact of anti-distillation measures is difficult to sustain. Domestic leading model vendors still have the ability to iterate models rapidly, and short-term disruptions caused by a single access control measure will not evolve into long-term bottlenecks. Meanwhile, the return of heavy AI model users builds a positive "feedback—optimization" flywheel, turning high-quality feedback from these users directly into valuable training data for precisely addressing shortcomings.

Second, a more structural positive lies in the acceleration of global AI technology protection trends, which creates growth space for China's open-source ecosystem. As international top-tier models further reduce openness to emerging markets and developers, a large number of developers and enterprise users will be forced to turn to domestic models, creating a structural return flow on the demand side. In the context where global leaders in the LLM field generally favor technology protection, the more "closed-source gatekeeping" the leading models adopt, the more growth space they create for China's open-source ecosystem.

We prefer the Chinese open-source AI model vendors represented by Zhipu and MiniMax. They can both accommodate returning users and leverage domestic data advantages to build differentiated capabilities, ultimately securing a more stable share in the global AI landscape.

Risks: AI development slower than expected; slowdown in data center construction.

附录 APPENDIX

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