# Russian Propagandists Utilise AI and Stunts to Undermine Paris Olympics and Shift Focus from Ukraine



Pro-Russian propagandists are intensifying their efforts to undermine the upcoming Paris Summer Olympics and shift Western focus away from supporting Ukraine, according to private experts and Western officials. Stunts include the use of artificial intelligence (AI) to mimic the voice of actor Tom Cruise in a fake documentary criticizing the International Olympic Committee (IOC) and placing coffins with anti-war inscriptions near the Eiffel Tower.

Microsoft's report reveals that the film, "Olympics Has Fallen," appeared on Telegram last year and is part of a broader campaign by Russian operatives to discredit the Paris Olympics. This group, identified as Storm-1679, also created fake news stories about Parisians buying property insurance due to terror fears and fabricated press releases allegedly from the CIA and French intelligence warning about terrorism.

On the ground, French police recently found coffins near the Eiffel Tower marked with "French soldiers in Ukraine." French authorities suspect Russian involvement and are questioning three individuals in connection with the incident.

Russian propaganda has a longstanding animosity toward the IOC, exacerbated by restrictions on Russian athletes at the 2024 Olympics due to Russia's invasion of Ukraine. Experts warn that advanced AI techniques, such as deepfakes and manipulated media, are being increasingly used to enhance disinformation campaigns.

The GRU, Russia’s military intelligence agency, previously disrupted the Winter Olympics in 2018 and is expected to target the Paris Olympics similarly. According to cybersecurity experts, the goal is to damage French prestige and the solidarity celebrated by the event.

The Paris Summer Olympics will commence from July 26 to August 11, 2024.