# China Utilizes AI-Generated News Anchors for Propaganda Campaigns



### AI-Generated News Anchors Used in Chinese Propaganda

China has increasingly utilized AI-generated news anchors to disseminate state-backed propaganda on social media platforms. A notable example involves an AI-created presenter delivering messages in Mandarin, critiquing Taiwan’s outgoing president, Tsai Ing-wen. This AI-driven disinformation aims to sway public opinion against politicians favoring Taiwan’s sovereignty.

Experts predict such AI-generated content will proliferate as technology becomes more accessible. Tyler Williams from Graphika highlighted that the success of these videos doesn’t depend on perfection but rather on their ability to capture quick, unquestioned attention on platforms like TikTok.

China has been at the forefront of this trend. In 2018, Xinhua, a state news agency, introduced a digital news presenter named Qiu Hao, although it failed to gain widespread traction. Recent examples include pro-China bot accounts sharing AI-generated videos on social media networks like Facebook and TikTok, targeting various international issues.

Microsoft's April report indicated that Chinese state-backed cyber groups had targeted the Taiwanese election with AI-generated disinformation. Clips falsely accused pro-sovereignty candidate Lai Ching-te of personal misconduct. These AI-generated news anchors were reportedly created using CapCut, a tool developed by ByteDance, which also owns TikTok.

Despite their increasing volume, experts like Clint Watts from Microsoft’s threat analysis center argue that these AI presenters are not yet highly effective. The crude execution of AI avatars, characterized by stiff, computer-generated speech and unconvincing visuals, often reveals their artificial nature.

China’s approach involves not only perfecting AI avatars for domestic media but also applying this technology in disinformation campaigns abroad. However, regulatory efforts have been implemented, with guidelines requiring AI-generated content to be clearly marked. The enforcement of these guidelines remains uncertain, particularly for state-generated propaganda.

The use of AI for disinformation is not limited to China. Other countries, including Iran and Ukraine, have experimented with AI-generated news anchors. Iranian hackers used deepfake newsreaders to interrupt TV services in the UAE, while Ukraine introduced an AI spokesperson for its foreign ministry.

In summary, AI-generated news anchors represent an evolving tool for propaganda, with significant implications for disinformation. While still imperfect and often detectable, these avatars highlight the growing role of AI in shaping public perception and political discourse.