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Kremlin Launches Global 'Anti-Propaganda' Media Network

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Russia launched a new state-run international broadcaster Monday that aims to offer an alternative for people who are "tired of aggressive propaganda promoting a unipolar world and want a different perspective," according to its press release.

The new multimedia group, Sputnik, will include news agencies and radio stations and is built on the foundations of the international service of state news agency RIA Novosti, which was liquidated at the end of last year by presidential decree and replaced with an umbrella organization called Rossiya Segodnya (which translates as "Russia Today").

From next year, Sputnik will broadcast in 30 languages from "multimedia hubs" established across the former Soviet Union and in other major cities, including London, Paris, Washington, Rio de Janeiro, Berlin, Buenos Aires, Kabul and New Delhi, each employing from 30 to 100 people, the agency said.

Dmitry Kiselyov, the vehemently anti-Western host of a political news show who was appointed head of Rossiya Segodnya upon its creation, said Sputnik's editorial policy would

revolve around the idea of a multipolar world, in an apparent reference to what he and other Russian pundits have criticized as U.S. hegemony.

"We are against the aggressive propaganda that everybody is fed with and that imposes a unipolar model of the world," he said during a presentation ceremony at the Rossiya Segodnya office Monday.

"We will say what others are silent about. The world is tired of one country thinking of itself as exceptional," Kiselyov said.

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