

— PROMTPRESS PUBLIC REPORT

Channel audit

RIA Novosti



@rian_ru

RIAN Main News Authors are our correspondents in Russia and abroad. We report what we see. Registered in Roskomnadzor list www.gosuslugi.ru/snet/678637f9506f967728faabaa

SUBSCRIBERS

3 052 951

-13318 per month

ERR (% SEE POSTS)

10.0%

per day **8.5%**

REACH/POST

263.9K

ad reach **260.6K/24h**

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— SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

<p> SUBSCRIBERS</p> <p>3 052 951</p> <p>—</p>	<p> ENGAGEMENT</p> <p>8.64%</p> <p>+57% vs norm</p>	<p> VIEWS/POST</p> <p>263.9K</p> <p>median 265.4K · 17 days</p>	<p> POSTS/DAY</p> <p>53.7</p> <p>~376 per week</p>
<p> 7D TREND</p> <p>—</p> <p>no data for period</p>	<p> REACTIONS/POST</p> <p>1458.5</p> <p>total 1,344,729 reactions, 386,484 reposts, 0 comments</p>	<p> POST LENGTH</p> <p>313 chars</p> <p>median 258 · 17 days</p>	<p> POSTS ANALYZED</p> <p>922</p> <p>17 days</p>
<p> AD REACH</p> <p>260.6K</p> <p>24h avg</p>	<p> CHURN / MONTH</p> <p>-13318</p> <p>last month</p>	<p> CITATIONS</p> <p>20 029</p> <p>citation index · 47,015 channels mentioned ever</p>	<p> CHANNEL AGE</p> <p>9 years 3 months</p> <p>created 28.02.2017</p>

| AI EDITOR SUMMARY

Channel «RIA Novosti» — 3 052 951 subs. Each post avg views 263.9K people (9% from subs), that's 1.6x higher niche norm (5.5%) — great. Publishes 376 posts per week (~54/day) — very active posting.

— SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

| WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **922** posts in 17 days.
- 02 Dominant format – **Text** (452/922 posts).
- 03 Avg post length – **313** chars (median 258).
- 04 Peak audience activity – **Monday**, 22:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (372.1K avg top vs 229K worst) – among 922 posts in 17 days. Worth analyzing what top posts share – topic, format, timing.

| TOP 5 POSTS

<p>Nº1 25.05 · 13:34 TEXT</p> <p>✂Russia begins systematic strikes on Ukraine's defense industry facilities in Kyiv, the Foreign Ministry said. The ministry stressed that...</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>410 375</td> <td>7 674</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>4 841</td> <td>13.4%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	410 375	7 674	REPOSTS	ER	4 841	13.4%
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REPOSTS	ER								
4 841	13.4%								
<p>Nº2 25.05 · 18:14 TEXT</p> <p>Russia begins strikes on Kyiv facilities used by Ukrainian Armed Forces. Lavrov told Rubio this during a phone...</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>354 915</td> <td>4 492</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>1 244</td> <td>11.6%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	354 915	4 492	REPOSTS	ER	1 244	11.6%
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<p>Nº3 01.06 · 05:46 PHOTO</p> <p>France detained tanker allegedly from Murmansk. Macron claims it's the Tagor, supposedly under...</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>351 127</td> <td>1 674</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>246</td> <td>11.5%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	351 127	1 674	REPOSTS	ER	246	11.5%
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Nº4 25.05 · 16:15 **PHOTO**

Top news of the day: ☒ Russia launches systematic strikes on Ukrainian defense enterprises in Kyiv. ☒ Putin to visit...

VIEWS	REACTIONS
350 805	648
REPOSTS	ER
180	11.5%

Nº5 28.05 · 20:55 **VIDEO**

Ukrainian gymnast closed eyes and ears during Russian anthem. Junior demonstratively ignored anthem at ceremony...

VIEWS	REACTIONS
350 144	6 603
REPOSTS	ER
1 455	11.5%

WORST 3

↓ 02.06 · 07:17 **TEXT**

Pregnant students and working women can go on maternity leave. Benefits are calculated based on the regional living wage...

VIEWS	REACTIONS
230 440	911
REPOSTS	ER
310	7.5%

↓ 21.05 · 13:56 **VIDEO**

Russia will boost strategic and tactical nuclear forces readiness, Putin said. What else the president said in...

VIEWS	REACTIONS
229 178	1 351
REPOSTS	ER
155	7.5%

↓ 02.06 · 12:36 **PHOTO**

International Fencing Federation allowed Russian senior teams to compete with flag and anthem. The decision takes effect from...

VIEWS	REACTIONS
227 344	2 558
REPOSTS	ER
261	7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

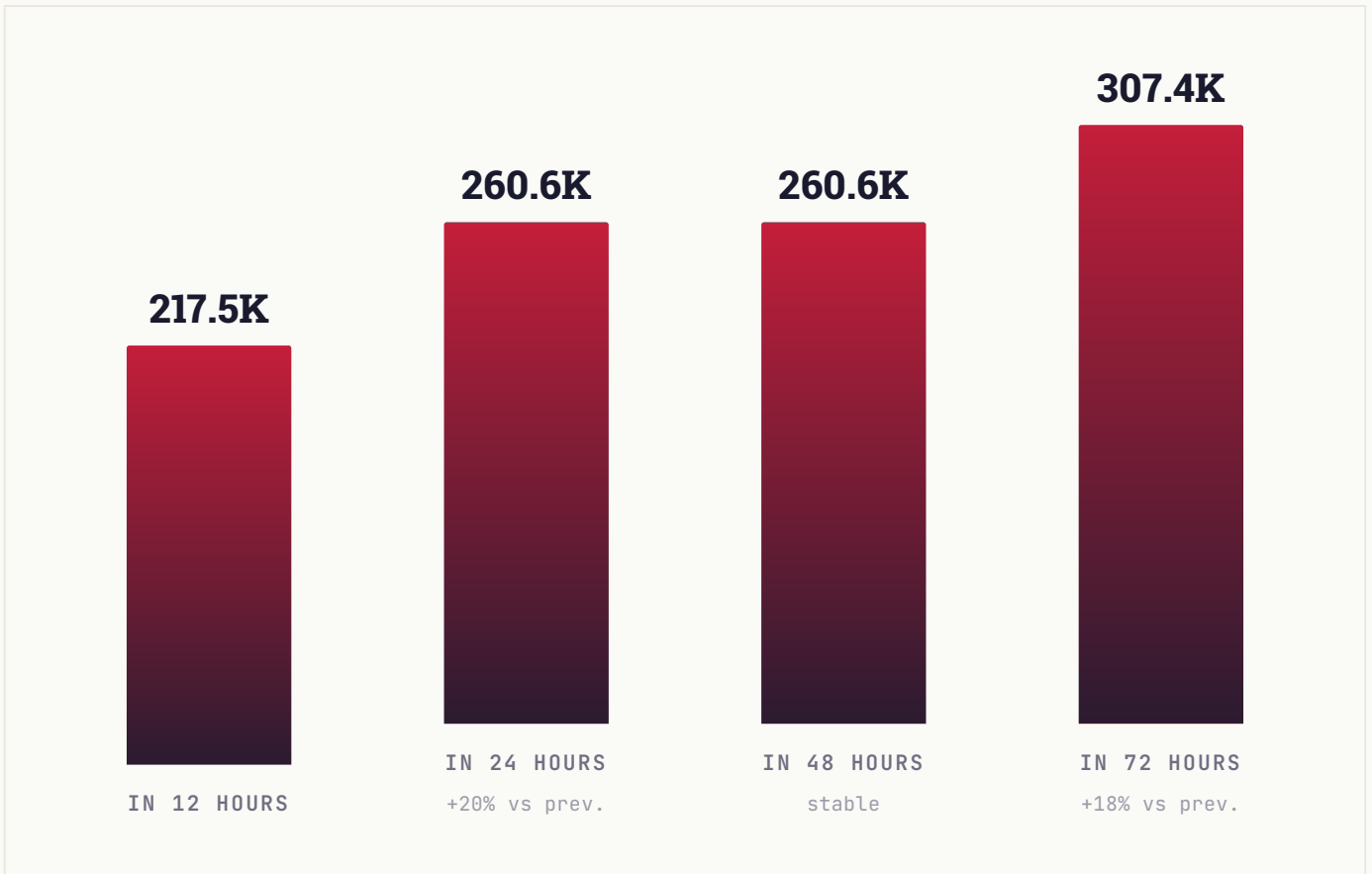
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



— SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long placement stays effective.



— SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti YOU	3.1M
SR Media Russia not Moscow	3M
NM Moscow News	2.7M
MS Moscow today	2.7M
M2 Moscow 24/	2.2M

| COMPARATIVE CONCLUSION

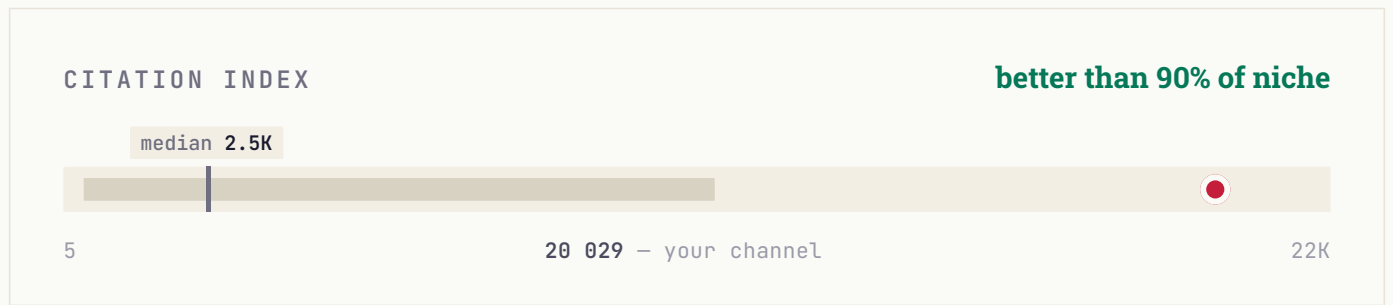
Channel in niche top 10 (#7 of 99). Strong position. Niche leader – Live • News (4.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#7 /100 POSITION IN NICHE
Channel in top 7% News & Media Russia



— SECTION 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Best post of the week – on Monday

Audience is most active on this day and at 22:00 MSK.

EFFECT

Best window for an important post

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth – no need daily.

EFFECT

Relevant audience growth

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords – it's a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by PromptPress?

This audit — what we can do in minutes using public data. Want to go further — run ads with us and close your growth plan in a month.

01 **Run ad in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
