

— PUBLIC PROMTPRESS REPORT

Channel audit

Kinoproanstvo

moon



@mooncinema

moon and Silver Screen are a network of cinema spaces with comfy halls and a unique cinema bar 🍷
■ Site: moon.by ■ Instagram: [instagram.com/mooncinema](https://www.instagram.com/mooncinema) ■ VK: vk.com/mooncinemas ■ TikTok:...

SUBS

6 968

+370 per month

ERR (% SEE POSTS)

31.0%

per day **18.4%**

REACH/POST

2.1K

ad reach **1.3K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in 'Video & Movies' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

<p> SUBS</p> <p>6 968</p> <p>—</p>	<p> ENGAGEMENT</p> <p>30.84%</p> <p>+461% vs norm</p>	<p> VIEWS/POST</p> <p>2.1K</p> <p>median 2.1K · 29 days</p>	<p> POSTS/WEEK</p> <p>19.0</p> <p>for the period</p>
<p> 7D TREND</p> <p>-7.2%</p> <p>vs previous week</p>	<p> REACTIONS/POST</p> <p>60.0</p> <p>total 4,737 reactions, 520 reposts, 442 comments</p>	<p> POST LENGTH</p> <p>220 chars</p> <p>median 116 · 29 days</p>	<p> POSTS ANALYZED</p> <p>79</p> <p>29 days</p>
<p> AD REACH</p> <p>1.3K</p> <p>24h avg</p>	<p> CHURN / MONTH</p> <p>+370</p> <p>last month</p>	<p> CITATION RATE</p> <p>0</p> <p>citation index · 17 channels mentioned ever</p>	<p> CHANNEL AGE</p> <p>2 years 6 months</p> <p>created 09.11.2023</p>

AI EDITOR SUMMARY

Channel «Kinoprostranstvo moon» – 6 968 subs. Each post averages 2.1K people (31% from subs), that's 5.6x higher niche norm (5.5%) – excellent. Publishes 19 posts per week (~3/day) – consistent. For week May 25–31, reach dropped -7.2% to the week of May 18–24 – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **79** posts in 29 days.
- 02 Dominant format – **Photo** (45/79 posts).
- 03 Avg post length – **220** chars (median 116).
- 04 Peak audience activity – **Wednesday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2.7K avg top vs 1.8K worst) – across 79 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

<p>Nº1 13.05 · 16:26 PHOTO</p> <p>We know you've been waiting 🤖 https://moon.by/afisha/events/vecher-v-stile-maykl-predpokaz-filma-4371?utm_source=telegram</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>2 810</td> <td>81</td> </tr> <tr> <td>REP.</td> <td>ER</td> </tr> <tr> <td>26</td> <td>40.3%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	2 810	81	REP.	ER	26	40.3%
VIEWS	REACTIONS								
2 810	81								
REP.	ER								
26	40.3%								
<p>Nº2 12.05 · 11:51 PHOTO</p> <p>Miranda Priestly already judges you... if you haven't tried the themed menu 'The Devil Wears Prada 2' ☒ ☒ Set 'Choice...</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>2 720</td> <td>85</td> </tr> <tr> <td>REP.</td> <td>ER</td> </tr> <tr> <td>8</td> <td>39.0%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	2 720	85	REP.	ER	8	39.0%
VIEWS	REACTIONS								
2 720	85								
REP.	ER								
8	39.0%								
<p>Nº3 11.05 · 13:54 TEXT</p> <p>Tickets for Mortal Kombat 2 on sale now ☒</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>2 719</td> <td>97</td> </tr> <tr> <td>REP.</td> <td>ER</td> </tr> <tr> <td>15</td> <td>39.0%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	2 719	97	REP.	ER	15	39.0%
VIEWS	REACTIONS								
2 719	97								
REP.	ER								
15	39.0%								

<p>Nº4 09.05 · 07:04 PHOTO</p> <p>True talent is forged here.</p>	<p>VIEWS 2 689</p> <p>REP. 2</p>	<p>REACTIONS 69</p> <p>ER 38.6%</p>
<p>Nº5 13.05 · 06:02 PHOTO</p> <p>Today's premiere week is like May holidays – short but exciting 🎮 🎮 «Mortal Kombat 2» (18+) – Earthrealm champions...</p>	<p>VIEWS 2 624</p> <p>REP. 5</p>	<p>REACTIONS 54</p> <p>ER 37.7%</p>

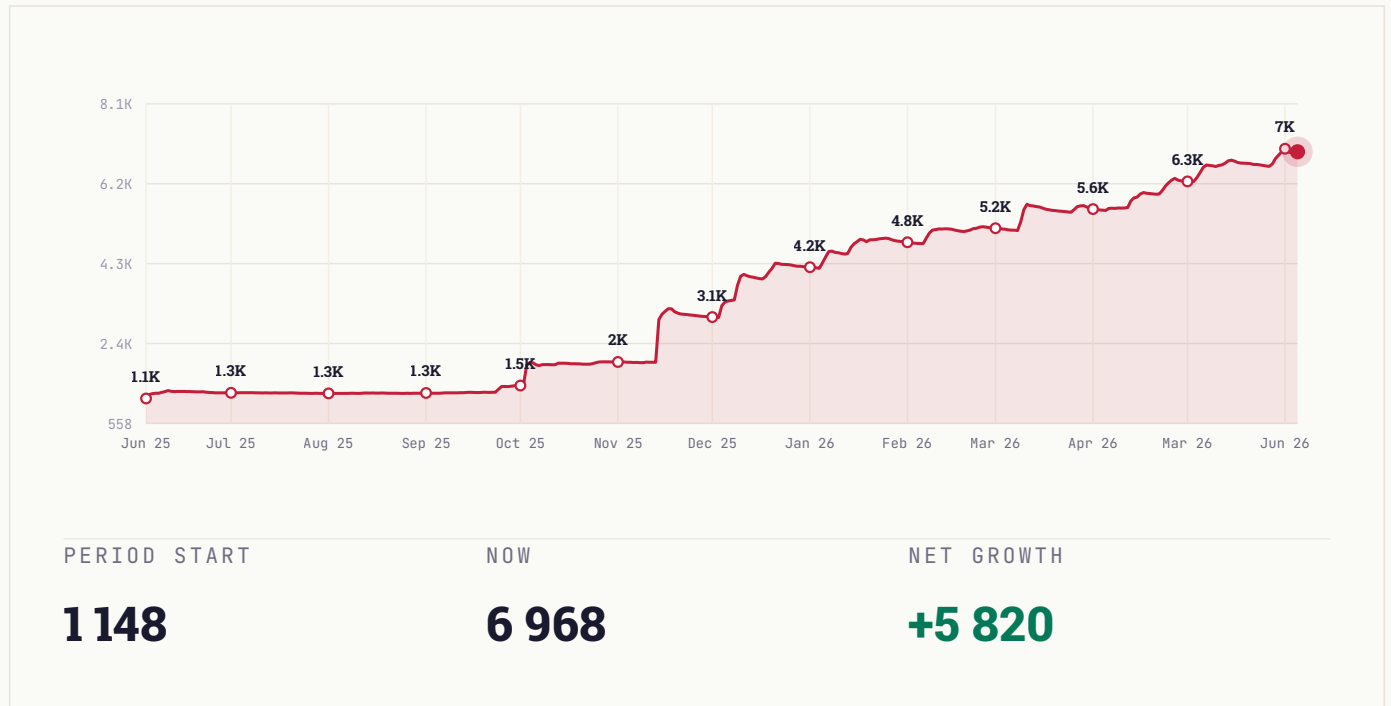
WORST 3

<p>↓ 02.06 · 06:02 TEXT</p> <p>Envy is a great motivator for developing creative potential that lacks something worthwhile. © Meryl Streep</p>	<p>VIEWS 1 802</p> <p>REP. –</p>	<p>REACTIONS –</p> <p>ER 25.9%</p>
<p>↓ 27.05 · 07:02 TEXT</p> <p>This is the way. © Mandalorian</p>	<p>VIEWS 1 800</p> <p>REP. 5</p>	<p>REACTIONS –</p> <p>ER 25.8%</p>
<p>↓ 02.06 · 07:04 TEXT</p> <p>Watch movies alone or with company?</p>	<p>VIEWS 1 739</p> <p>REP. –</p>	<p>REACTIONS 54</p> <p>ER 25.0%</p>

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

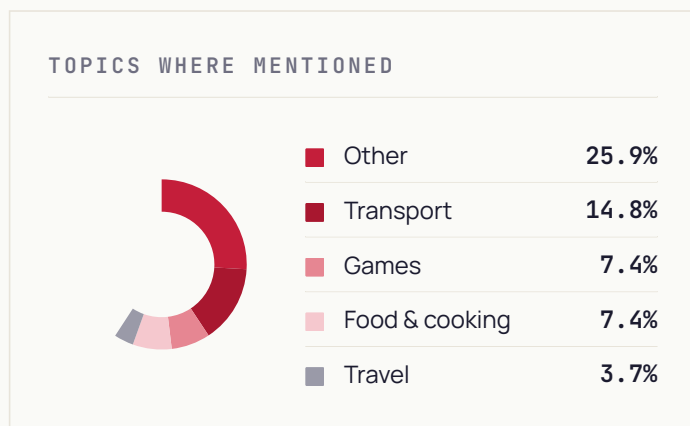
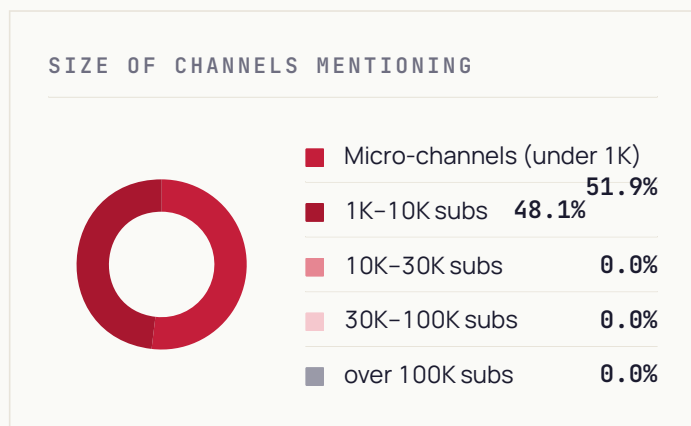
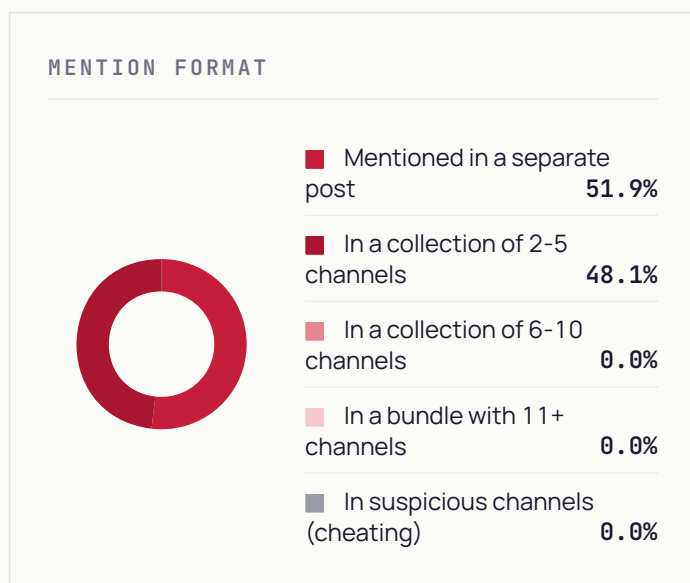
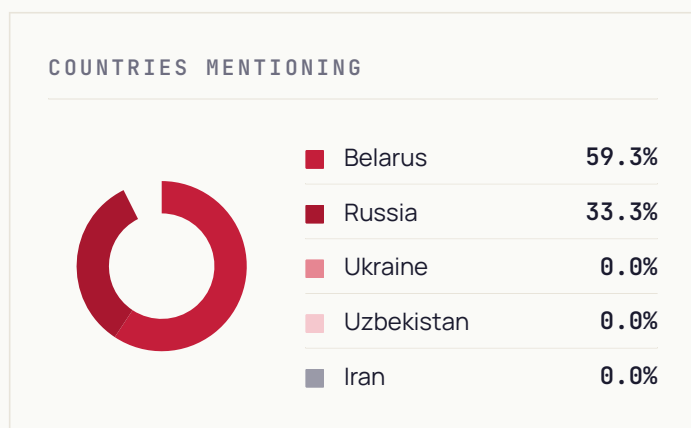
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

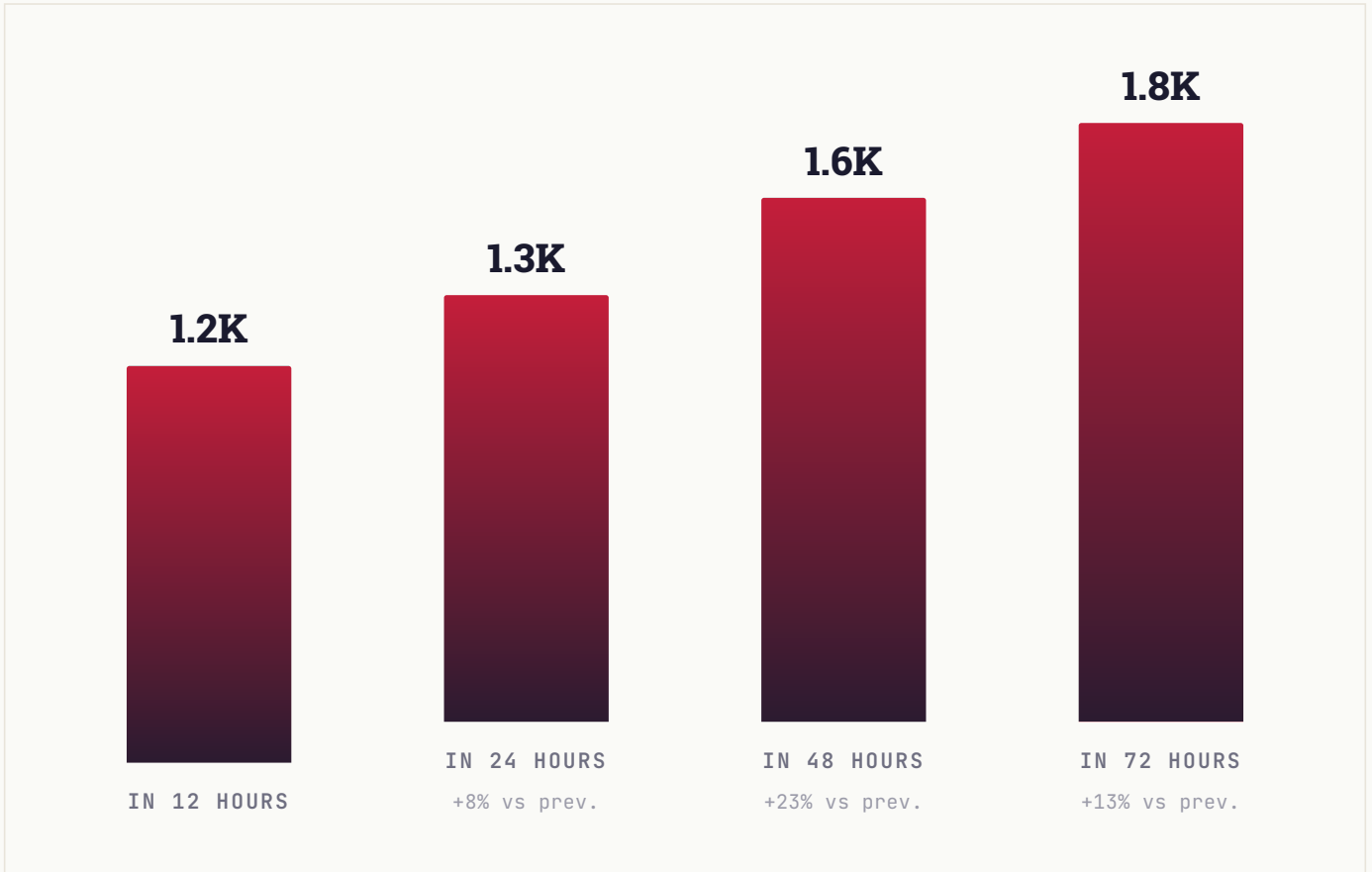
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions 17 different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



— SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
TA tali_abramovich	172.8K
SH ShopSaver	78.3K
ⓂN ⓂMovies for Evening Kinovpn	35.4K
FOR EARN	18K
VV Video Wiki show	13.2K
FF FXPremiere Free Gold Signals	12.3K
K Кінакіпа Фільмы і серыялы па-беларуску	10.4K
KV Casting agency Vita Art	9.5K
KM Kinoprostranstvo moon YOU	7K
SI Seryozha and his backup	4.9K
TM TMCTMCofficial	4.4K

| COMPARATIVE CONCLUSION

Channel in top-10 niche (#9 of 48). Strong position. Niche leader — tali_abramovich (172.8K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

— SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **3 569** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	1	1	1 387	
November 2025	0	0	1 283	
October 2025	1	1	664	
Sep 2025	0	0	194	
August 2025	0	0	25	
July 2025	0	0	16	

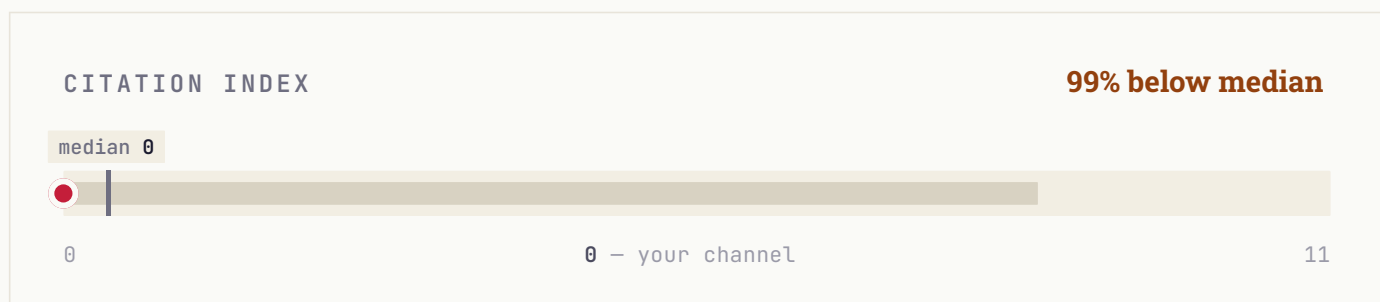
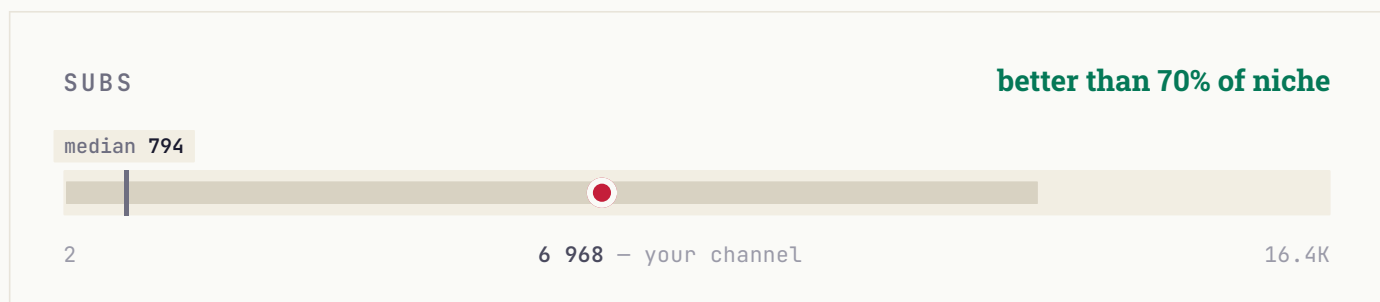
TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
2	6	3 569

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-48 channels in category «Video & movies» (Belarus) and saw how your channel compares. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#9 /48 NICHE RANK
Channel in top 18% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

- ## 01

Top post of the week – on Wednesday

On this day at 19:00 MSK audience is most active.

EFFECT

Best time for key posts
- ## 02

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- ## 03

Test polls & interactive formats

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

EFFECT

+5-15% ER
- ## 04

Cross-promo with similar channels

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

EFFECT

Growth from relevant audience
- ## 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 is what we can do in a few minutes based on public data. Want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

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