

— PUBLIC REPORT BY PROMTPRESS

Channel Audit Tengrinews.kz - Новости Kazakhstana



@tengrinews

Official channel of Tengrinews.kz. Kazakhstan news. Feedback & ads
→ @tengri_infobot Qazaqsha: @tengri_kz Feed: @tengri_feed Live:
@tengri_live Astana: @tengriastana Almaty:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
258 579	14.0%	35.2K
06.06.2026 ⁻¹⁵⁴⁷ per month	daily ^{9.5%}	ad reach ^{24.6K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/TENGRINEWS		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and 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 «News & Media» category

09 Strategy

5 priority actions

— SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period.

<p> SUBSCRIBERS</p> <p>258 579</p> <p>–</p>	<p> ENGAGEMENT</p> <p>13.62%</p> <p>+148% vs norm</p>	<p> VIEWS/POST</p> <p>35.2K</p> <p>median 35.3K · 29 days</p>	<p> POSTS/DAY</p> <p>8.0</p> <p>~56 per week</p>
<p> 7D TREND</p> <p>+1.0%</p> <p>vs previous week</p>	<p> REACTIONS/POST</p> <p>494.4</p> <p>total 114,215 reactions, 11,539 reposts, 0 comments</p>	<p> POST LENGTH</p> <p>489 chars</p> <p>median 454 · 29 days</p>	<p> POSTS ANALYZED</p> <p>231</p> <p>29 days</p>
<p> AD REACH</p> <p>24.6K</p> <p>24h avg</p>	<p> CHURN / MONTH</p> <p>-1547</p> <p>last month</p>	<p> CITATION RATE</p> <p>678</p> <p>citation index · 4,831 channels mentioned ever</p>	<p> CHANNEL AGE</p> <p>10 years 5 months</p> <p>created 10.12.2015</p>

| AI EDITOR SUMMARY

Channel «Tengrinews.kz - News of Kazakhstan» – 258 579 subs. Each post averages 35.2K people (14% of subs), that's 2.5x higher niche norm (5.5%) – great result. Publishes 56 posts/week (~8/day) – active publishing. Week of May 25–31 reach stable (+1.0% vs week 18–24 May).

— SECTION 02 · CONTENT ANALYSIS

What works best

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

| WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **231** posts in 29 days.
- 02 Dominant format — **Photo** (113/231 posts).
- 03 Avg post length — **489** chars (median 454).
- 04 Peak audience activity — **Saturday**, 15:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (47.2K avg top vs 26K worst) — among 231 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

| TOP 5 POSTS

<p>Nº1 17.05 · 13:04 VIDEO</p> <p>Today Astana residents posted videos of "stuck" LRT trains. Here's what CTS says: "LRT line recorded..."</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>50 272</td> <td>1 093</td> </tr> <tr> <td>REP.</td> <td>ER</td> </tr> <tr> <td>210</td> <td>19.4%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	50 272	1 093	REP.	ER	210	19.4%
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50 272	1 093								
REP.	ER								
210	19.4%								
<p>Nº2 10.05 · 13:45 VIDEO</p> <p>POV: You're on the LRT and hear the next station is "Theater". Judging by emerging videos, Astana residents don't have long to wait.</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>46 036</td> <td>913</td> </tr> <tr> <td>REP.</td> <td>ER</td> </tr> <tr> <td>90</td> <td>17.8%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	46 036	913	REP.	ER	90	17.8%
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REP.	ER								
90	17.8%								
<p>Nº3 16.05 · 10:09 VIDEO</p> <p>Astana residents, by the way, are already getting acquainted with the new product. Here's that capital vibe.</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td>45 333</td> <td>856</td> </tr> <tr> <td>REP.</td> <td>ER</td> </tr> <tr> <td>101</td> <td>17.5%</td> </tr> </tbody> </table>	VIEWS	REACTIONS	45 333	856	REP.	ER	101	17.5%
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<p>Nº4 10.05 · 07:45 PHOTO</p> <p>Astana residents, if you see fighters and smoke in the sky – don't worry. Pilots are training. On May 15, military aviation has a demonstration...</p>	VIEWS	REACTIONS
	45 237	594
	REP.	ER
	102	17.5%

<p>Nº5 11.05 · 07:41 PHOTO</p> <p>Akorda is working today. The President received the newly appointed First Deputy Prime Minister. Tokayev gave first instructions to Nalibayev on...</p>	VIEWS	REACTIONS
	44 810	527
	REP.	ER
	17	17.3%

WORST 3

<p>↓ 02.06 · 09:10 PHOTO</p> <p>Regarding Alatau City, the idea was voiced: expectations are high, but the "city of the future" status alone doesn't guarantee success. – First, you need...</p>	VIEWS	REACTIONS
	26 261	603
	REP.	ER
	27	10.2%

<p>↓ 02.06 · 08:57 PHOTO</p> <p>Key takeaways from Alatau development meeting: – Alatau should become a new hub for business activity and innovation. – The project has...</p>	VIEWS	REACTIONS
	25 921	540
	REP.	ER
	21	10.0%

<p>↓ 02.06 · 07:00 VIDEO</p> <p>Rinat Zaitov held a surprise blitz poll for the Ministry of Education: the MP claimed that toys with LGBT symbols may appear in kindergartens, and...</p>	VIEWS	REACTIONS
	25 862	234
	REP.	ER
	29	10.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

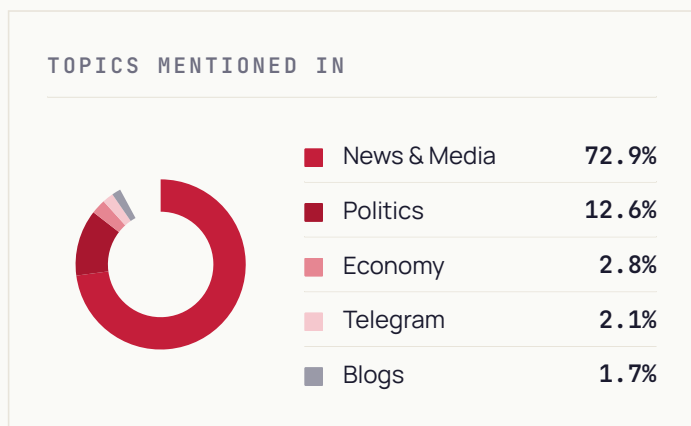
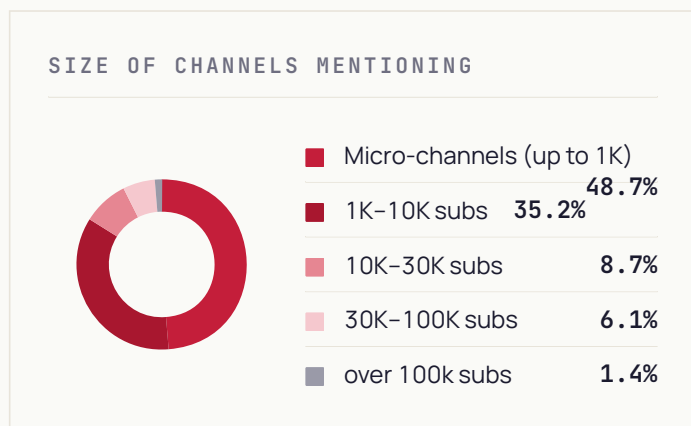
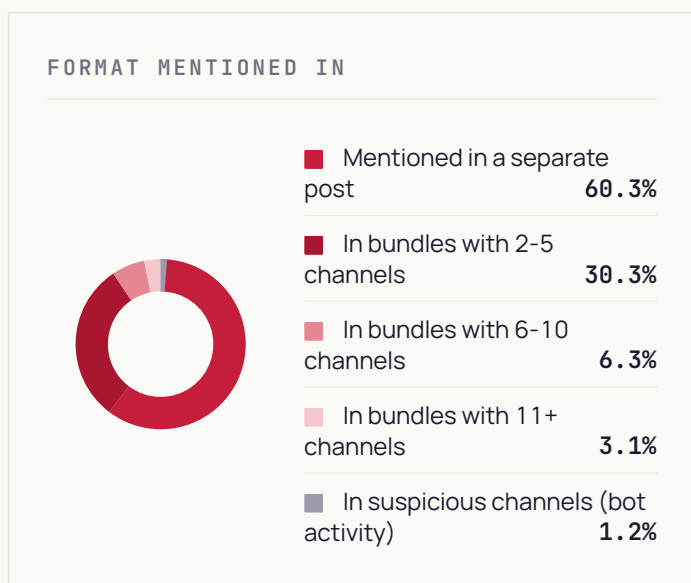
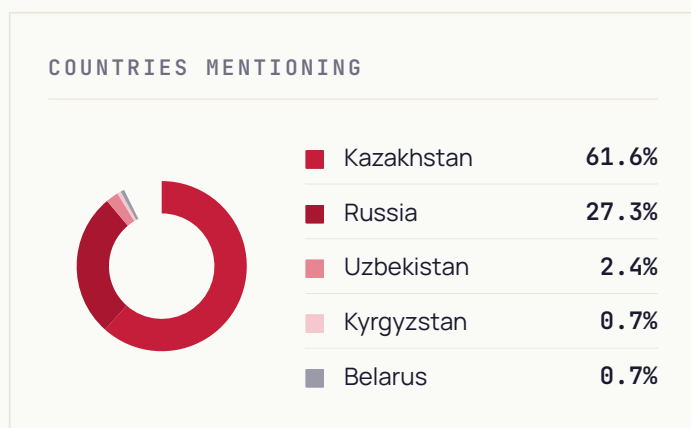
Subscriber growth chart for the year. Key months show exact subscriber count. Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel & how

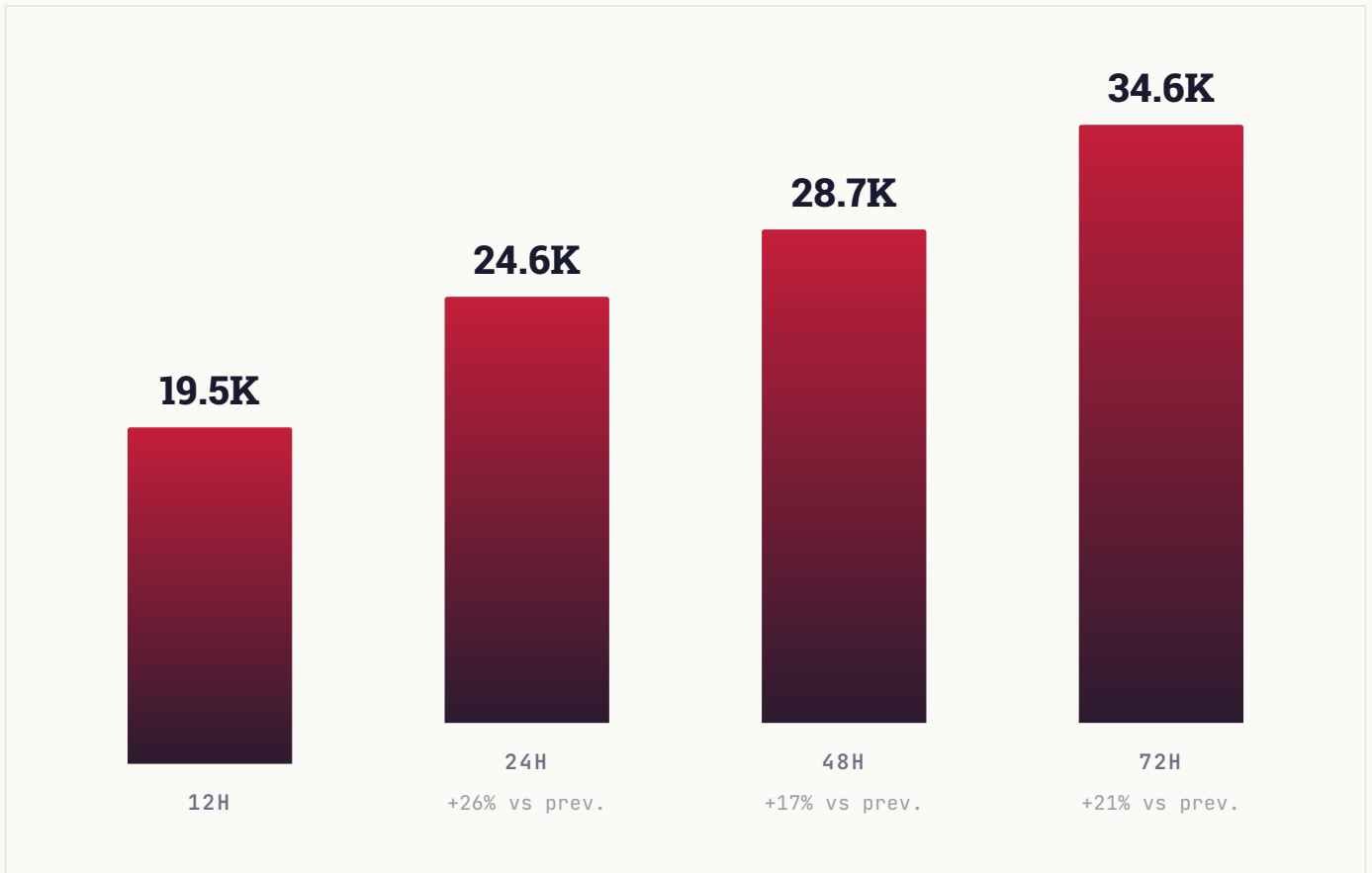
Citation index **678** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **4 831** different channels.



— 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 and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	5.5M
کانال اخبار فوری خبر فوری	4.4M
خبر فوری اخبار فوری جنگ فوری امریکا	4.4M
خبر فوری	4.2M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TP Trukha Україна	3.1M
T- Tengrinews.kz - Новости Kazakhstan YOU	258.6K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا (5.5M), top-98 median: 1.3M. First goal: enter top-98 via systematic traffic & content work.

— SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **539**, they brought **14 970** new subs.

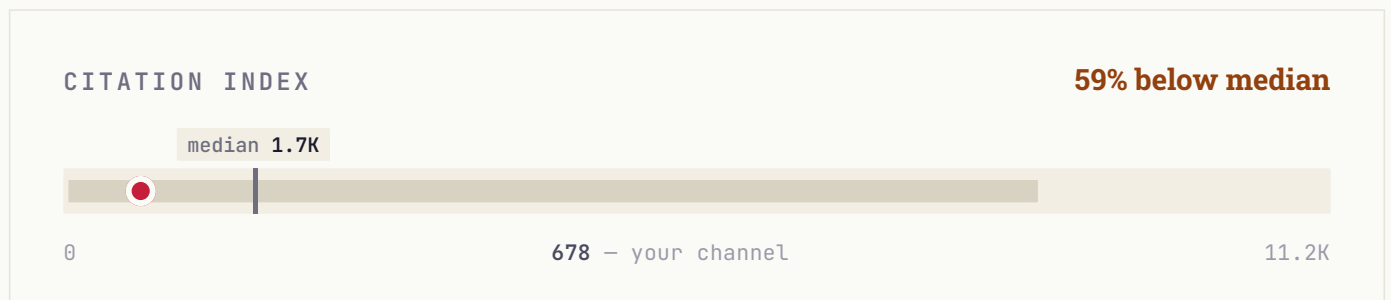
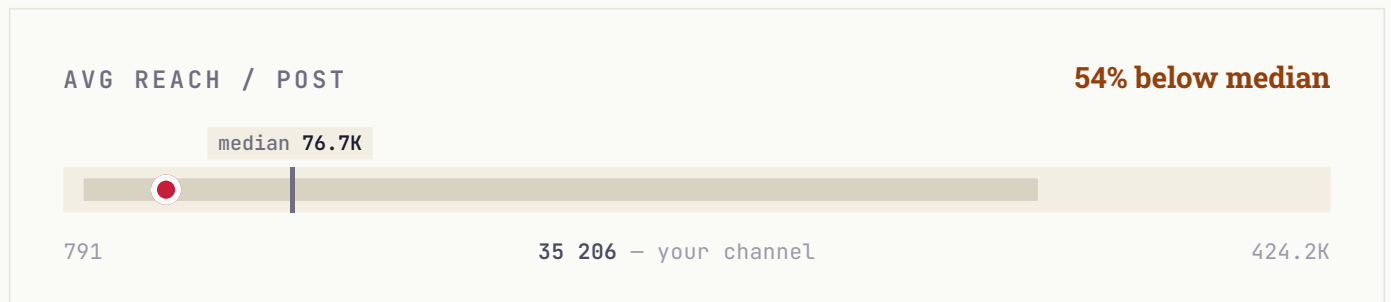
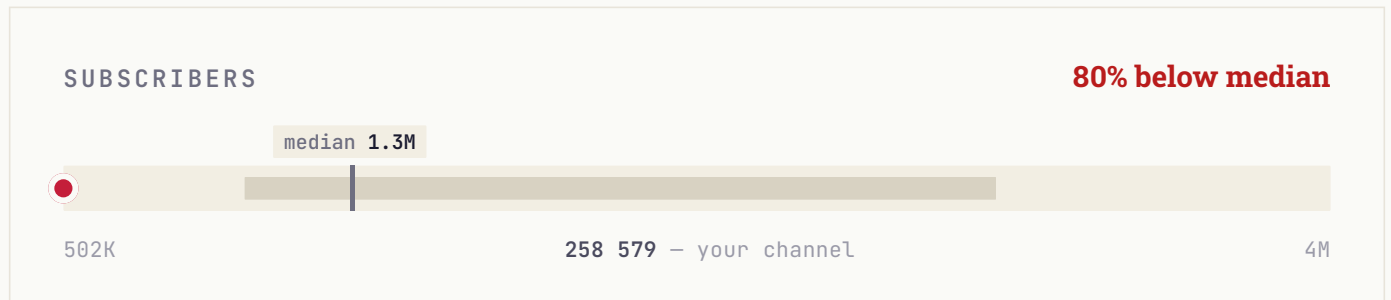
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	93	32	1 340
November 2025	112	56	1 784
October 2025	61	28	1 710
Sep 2025	71	30	3 282
August 2025	95	44	4 417
July 2025	107	31	2 437

TOTAL MENTIONS 539	MONTHS OF DATA 6	ATTRACTED SUBSCRIBERS 14 970
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— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "News & Media» and saw how your channel compares. Gray bar = range covering 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- ## 01

Top post of the week – on Saturday

Audience most active on this day at 15:00 ALMT.

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 get +5-15% ER. One poll per week on a hot topic – an easy growth lever.

EFFECT

+5-15% ER
- ## 04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily – 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience
- ## 05

Update channel description for Telegram search

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

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit – what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

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

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