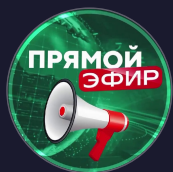


— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Live Broadcast • News



@novosti\_efir

All the key news in one channel. Russia & World news. Suggest a story: @pryamoy\_bot Feedback: @rob\_lower Our economics channel: <https://t.me/+c5eYfQSOeGFkMWUy> RKN: [clck.ru/3GBATH](https://clck.ru/3GBATH)

SUBSCRIBERS

**4 146 372**

-89384 per month

ERR (% SEE POSTS)

**10.0%**

per day **8.7%**

REACH/POST

**393K**

ad reach **361.2K/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**

Yearly chart · growth

---

**04** **Ad potential**

How long a post drives reach

---

**05** **Competitors**

Niche neighbors · your spot

---

**06** **Mention dynamics**

6 months · monthly

---

**07** **Niche comparison**

Rank in «News & Media» category

---

**08** **Strategy**













5 priority actions

---

— SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

<p> SUBSCRIBERS</p> <p><b>4 146 372</b></p> <p>—</p>	<p> ENGAGEMENT</p> <p><b>9.48%</b></p> <p>+72% vs norm</p>	<p> VIEWS/POST</p> <p><b>393K</b></p> <p>median 398.5K · 29 days</p>	<p> POSTS/DAY</p> <p><b>23.3</b></p> <p>~163 per week</p>
<p> 7D TREND</p> <p><b>-2.8%</b></p> <p>vs previous week</p>	<p> REACTIONS/POST</p> <p><b>8255.7</b></p> <p>total 5,605,631 reactions, 1,325,358 reposts, 0 comments</p>	<p> POST LENGTH</p> <p><b>276 chars</b></p> <p>median 244 · 29 days</p>	<p> POSTS ANALYZED</p> <p><b>679</b></p> <p>29 days</p>
<p> AD REACH</p> <p><b>361.2K</b></p> <p>24h avg</p>	<p> CHURN / MONTH</p> <p><b>-89384</b></p> <p>last month</p>	<p> CITATION RATE</p> <p><b>14 741</b></p> <p>citation index · 22,289 channels mentioned all time</p>	<p> CHANNEL AGE</p> <p><b>4 years 3 months</b></p> <p>created 25.02.2022</p>

| AI EDITOR SUMMARY

Channel «Live Broadcast • News» — 4 146 372 subs. Each post averages 393K people (9% from subs), that's 1.7x higher niche norm (5.5%) — excellent. Publishes 163 posts per week (~23/day) — very active. For the week of May 25–31, reach stable (-2.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

## WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **679** posts over 29 days.
- 02 Dominant format – **Photo** (291/679 posts).
- 03 Avg post length – **276** chars (median 244).
- 04 Peak audience activity – **Saturday**, 01:00 MSK.
- 05 Top posts get **2x** more views than the weakest (582.1K avg for top vs 338.2K for worst) – among 679 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

## TOP 5 POSTS

<p><b>Nº1</b> 13.05 · 06:37 <span>VIDEO</span></p> <p><b>Artemy Lebedev asked the head of Russia's Investigative Committee Alexander Bastrykin to objectively look into the arrested mayor's case...</b></p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td><b>725 822</b></td> <td><b>5 934</b></td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td><b>472</b></td> <td><b>17.5%</b></td> </tr> </tbody> </table>	VIEWS	REACTIONS	<b>725 822</b>	<b>5 934</b>	REPOSTS	ER	<b>472</b>	<b>17.5%</b>
VIEWS	REACTIONS								
<b>725 822</b>	<b>5 934</b>								
REPOSTS	ER								
<b>472</b>	<b>17.5%</b>								
<p><b>Nº2</b> 14.05 · 18:41 <span>PHOTO</span></p> <p><b>Roskomnadzor stated that the word «pid*r» is not considered profanity. Such a response was received by a viewer who complained about Vladimir...</b></p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td><b>525 979</b></td> <td><b>13 459</b></td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td><b>10 814</b></td> <td><b>12.7%</b></td> </tr> </tbody> </table>	VIEWS	REACTIONS	<b>525 979</b>	<b>13 459</b>	REPOSTS	ER	<b>10 814</b>	<b>12.7%</b>
VIEWS	REACTIONS								
<b>525 979</b>	<b>13 459</b>								
REPOSTS	ER								
<b>10 814</b>	<b>12.7%</b>								
<p><b>Nº3</b> 26.05 · 05:27 <span>PHOTO</span></p> <p><b>Roskomnadzor tightens control over users' IP addresses. 85 telecom operators have already been fined for failing to provide data, in total requirements...</b></p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTIONS</th> </tr> </thead> <tbody> <tr> <td><b>494 392</b></td> <td><b>13 025</b></td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td><b>1 470</b></td> <td><b>11.9%</b></td> </tr> </tbody> </table>	VIEWS	REACTIONS	<b>494 392</b>	<b>13 025</b>	REPOSTS	ER	<b>1 470</b>	<b>11.9%</b>
VIEWS	REACTIONS								
<b>494 392</b>	<b>13 025</b>								
REPOSTS	ER								
<b>1 470</b>	<b>11.9%</b>								

<p><b>Nº4</b> 12.05 · 09:19 <span>VIDEO</span></p> <p>A guy from Yekaterinburg partied so hard at a local club that he woke up in a coal car heading to Tyumen: «Sanya, I think I...</p>	<p>VIEWS <b>493 540</b></p> <p>REPOSTS <b>18 131</b></p> <p>REACTIONS <b>16 866</b></p> <p>ER <b>11.9%</b></p>
<p><b>Nº5</b> 12.05 · 19:51 <span>VIDEO</span></p> <p>Police in Kazakhstan made a song about drugs to... a Barbie tune. The video was released on the official account of law enforcement in Kostanay...</p>	<p>VIEWS <b>493 505</b></p> <p>REPOSTS <b>7 830</b></p> <p>REACTIONS <b>10 914</b></p> <p>ER <b>11.9%</b></p>

**WORST 3**

<p>↓ 02.06 · 07:22 <span>PHOTO</span></p> <p>5G won't work for Russians on iPhone. According to experts, though devices support the needed frequencies, access to the network...</p>	<p>VIEWS <b>339 603</b></p> <p>REPOSTS <b>1 514</b></p> <p>REACTIONS <b>5 318</b></p> <p>ER <b>8.2%</b></p>
<p>↓ 02.06 · 07:54 <span>VIDEO</span></p> <p>At Patriarch's Ponds a Muscovite decided to swim, but a swan foiled the plan. The man in shorts entered the water, but a swan headed straight for him...</p>	<p>VIEWS <b>338 745</b></p> <p>REPOSTS <b>2 074</b></p> <p>REACTIONS <b>7 007</b></p> <p>ER <b>8.2%</b></p>
<p>↓ 02.06 · 08:56 <span>VIDEO</span></p> <p>Top economic news: Hungarian PM Peter Magyar checked National Bank toilets for 'golden toilets'. Politician...</p>	<p>VIEWS <b>336 118</b></p> <p>REPOSTS <b>209</b></p> <p>REACTIONS <b>3 115</b></p> <p>ER <b>8.1%</b></p>

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

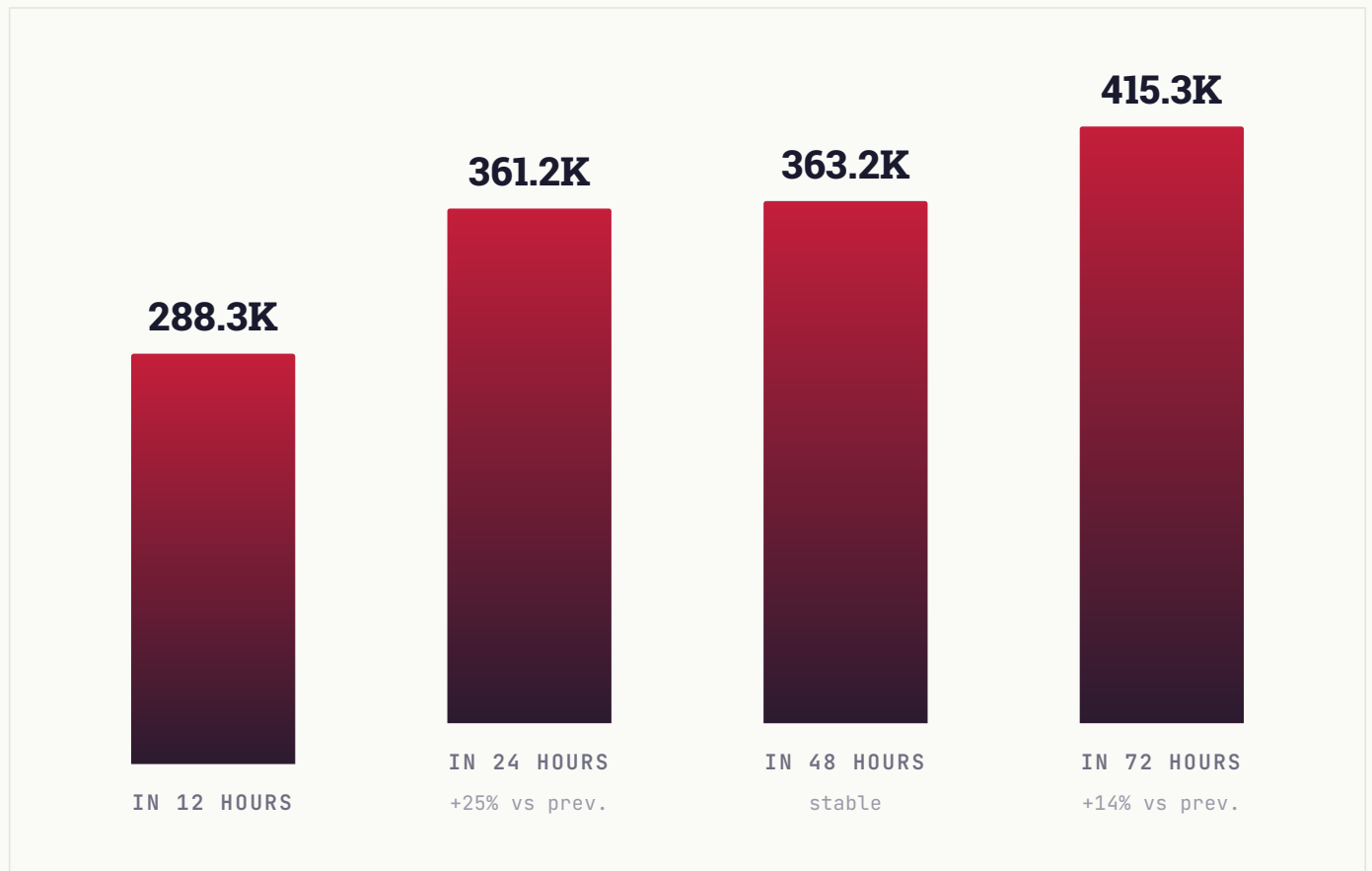
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



— SECTION 04 · AD POTENTIAL

# How long a post drives reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



— SECTION 05 · COMPETITORS

# Who you compete with

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

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

**| COMPARATIVE CONCLUSION**

**Channel intop-1 in niche (#1 of 99 channels in category). One of the leaders — client-partners can go for cross-promo as equals; for PR/reach you're a valuable media partner.**

SECTION 06 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **23 239**, they brought **167 629** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	3 790	730	101 935
Nov 2025	3 473	797	54 085
October 2025	4 171	779	0
September 2025	3 921	837	0
August 2025	4 159	935	10 598
Jul 2025	3 725	804	1 011

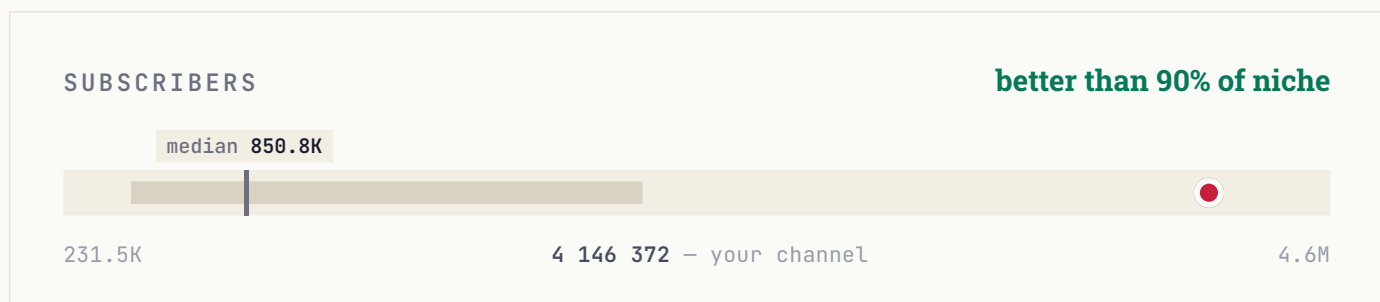
TOTAL MENTIONS <b>23 239</b>	MONTHS OF DATA <b>6</b>	ATTRACTED SUBSCRIBERS <b>167 629</b>
---------------------------------	----------------------------	---

SECTION 07 · NICHE COMPARISON

# Where the channel ranks in its league

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

**#1** /100 RANK IN NICHE  
**Channel in top 1% News & Media Russia**



— SECTION 08 · 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 Saturday

Audience most active on this day at 01:00 MSK.

EFFECT

**Best window for an important post**

## 02

### System traffic purchase

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 give +5-15% ER. One poll per week on a hot topic – easy growth point.

EFFECT

**+5-15% ER**

## 04

### Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily – 2-3 collabs bring relevant growth.

EFFECT

**Growth from relevant audience**

## 05

### Update channel description for Telegram search

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

EFFECT

**Organic traffic source**

★ WHAT'S NEXT

# Want us to do this PromptPress?

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

---

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

---

02 **Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

---