

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Topor Live



@toporlive

Neutral, no propaganda. Topor Live with breaking news. Send news here: @Toporchan_Bot Our uncensored channel - <https://t.me/+3sUd12FqwxliYWY6> For all questions: @toporch RKN:...

SUBS

4 120 268

-9256 per month

ERR (% SEE POSTS)

13.0%

per day **12.4%**

REACH/POST

486.1K

ad reach **511.6K/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> SUBS</p> <p>4 120 268</p> <p>—</p>	<p> ENGAGEMENT</p> <p>11.8%</p> <p>+115% vs norm</p>	<p> VIEWS/POST</p> <p>486.1K</p> <p>median 489.9K · 8 days</p>	<p> POSTS/DAY</p> <p>95.6</p> <p>~669 per week</p>
<p> 7D TREND</p> <p>—</p> <p>no data for period</p>	<p> REACTS/POST</p> <p>7643.5</p> <p>total 6 160 639 reactions, 1 458 724 reposts, 0 comments</p>	<p> POST LENGTH</p> <p>298 chars</p> <p>median 261 · 8 days</p>	<p> POSTS ANALYZED</p> <p>806</p> <p>8 days</p>
<p> AD REACH</p> <p>511.6K</p> <p>24h avg</p>	<p> CHURN / MONTH</p> <p>-9256</p> <p>last month</p>	<p> CITATION RATE</p> <p>12 078</p> <p>citation index · 22 504 channels mentioned all time</p>	<p> CHANNEL AGE</p> <p>4 years 4 months</p> <p>created 13.01.2022</p>

AI EDITOR SUMMARY

Channel «Topor Live» — 4 120 268 subs. Each post averages 486.1K people (12% from subs), that's 2.1x higher niche benchmark (5.5%) — excellent. Publishes 669 posts per week (~96/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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **806** posts in 8 days.
- 02 Dominant format – **Photo** (444/806 posts).
- 03 Avg post length – **298** chars (median 261).
- 04 Audience peak – **Wed, 08:00** MSK.
- 05 Top posts get **4x** more views than the weakest (1.6M avg top vs 384.2K worst) – among 806 posts in 8 days. Worth analyzing what top posts share: topic, format, timing.

| TOP 5 POSTS

<p>Nº1 03.06 · 05:40 VIDEO</p> <p>↳ 50 drones attacked St. Petersburg and Leningrad region from the Baltic side – media. Targets included infrastructure in Kronstadt...</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTS</th> </tr> </thead> <tbody> <tr> <td>1 667 949</td> <td>11 809</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>48 310</td> <td>40.5%</td> </tr> </tbody> </table>	VIEWS	REACTS	1 667 949	11 809	REPOSTS	ER	48 310	40.5%
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1 667 949	11 809								
REPOSTS	ER								
48 310	40.5%								
<p>Nº2 29.05 · 16:19 TEXT</p> <p>↳ Situation on battlefield gives Russia reason to say conflict is nearing end – Putin. Topor Live. Subscribe</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTS</th> </tr> </thead> <tbody> <tr> <td>1 561 062</td> <td>16 703</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>10 695</td> <td>37.9%</td> </tr> </tbody> </table>	VIEWS	REACTS	1 561 062	16 703	REPOSTS	ER	10 695	37.9%
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1 561 062	16 703								
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10 695	37.9%								
<p>Nº3 02.06 · 09:50 PHOTO</p> <p>↳ SVO could be completed by end of day – Peskov. “SVO could be completed by end of day, for that Zelensky must order the AFU...”</p>	<table border="1"> <thead> <tr> <th>VIEWS</th> <th>REACTS</th> </tr> </thead> <tbody> <tr> <td>1 547 440</td> <td>32 131</td> </tr> <tr> <th>REPOSTS</th> <th>ER</th> </tr> <tr> <td>26 882</td> <td>37.6%</td> </tr> </tbody> </table>	VIEWS	REACTS	1 547 440	32 131	REPOSTS	ER	26 882	37.6%
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Nº4 29.05 · 15:27 PHOTO
 < Putin to make an important statement soon – media. [Topor Live](#). [Subscribe](#)

VIEWS	REACTS
1 521 549	14 071
REPOSTS	ER
14 398	36.9%

Nº5 30.05 · 19:00 PHOTO
 < PSG – second consecutive UEFA Champions League winner. Paris club beat Arsenal on penalties (4-3) after a 1-1 draw in...

VIEWS	REACTS
1 461 721	9 709
REPOSTS	ER
4 233	35.5%

WORST 3

↓ 03.06 · 16:55 VIDEO
 Every second the video gets more unexpected [Topor +18](#). [Subscribe](#)

VIEWS	REACTS
387 439	6 234
REPOSTS	ER
8 255	9.4%

↓ 30.05 · 11:08 PHOTO
 Porn star Lana Rhoades wants to delete 400+ porn videos so her son won't see them She says she's very...

VIEWS	REACTS
387 420	15 845
REPOSTS	ER
6 824	9.4%

↓ 29.05 · 13:44 VIDEO
 House with a busty Sphinx found in Mytishchi, Moscow region. This is truly heavy luxury. [Topor +18](#). [Subscribe](#)

VIEWS	REACTS
377 816	5 462
REPOSTS	ER
5 045	9.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

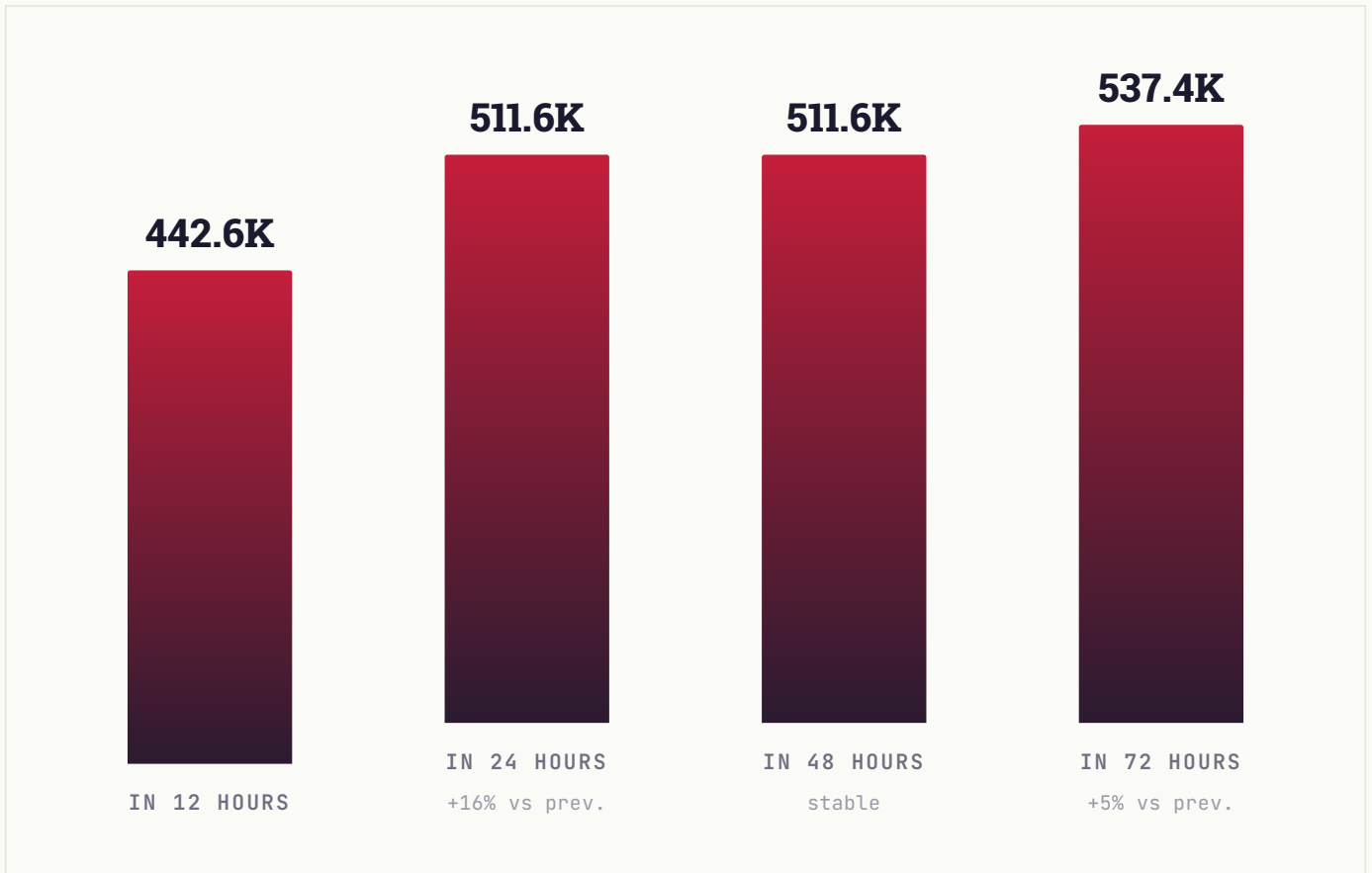
Subscriber growth chart for the year. Key months show exact subscriber count. Shows which months the channel gained or lost subs.



— SECTION 04 · AD POTENTIAL

How long a post generates reach

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



— SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
PE Live • News	4.1M
TL Topor Live YOU	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	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 top-2 niches (#2 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **26 252**, they brought **132 937** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	4 042	575	1 475
November 2025	3 101	458	19 596
October 2025	3 630	636	6 091
September 2025	3 362	595	1 652
August 2025	9 141	3 610	104 107
July 2025	2 976	475	16

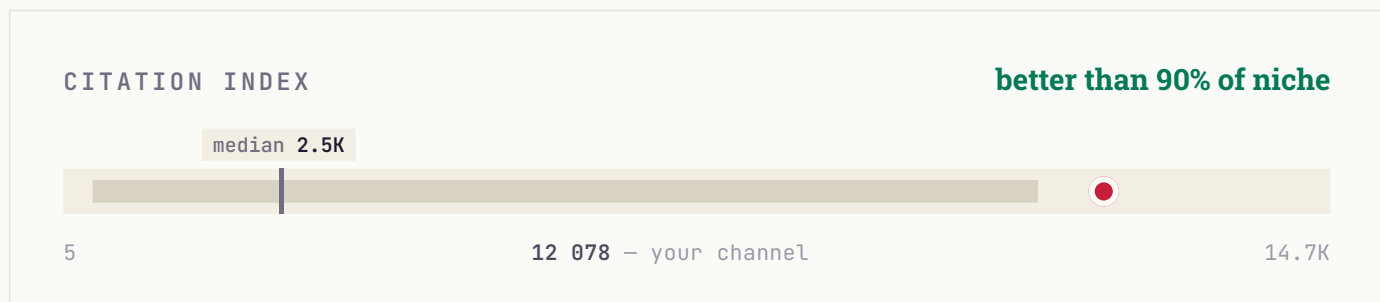
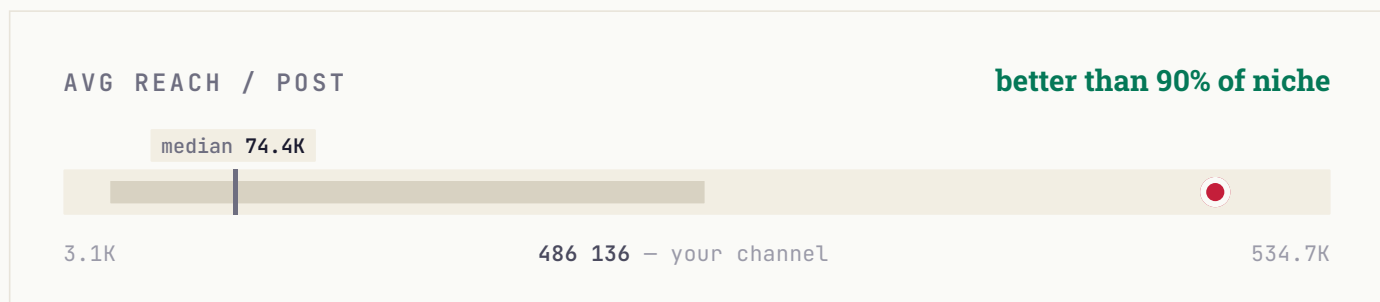
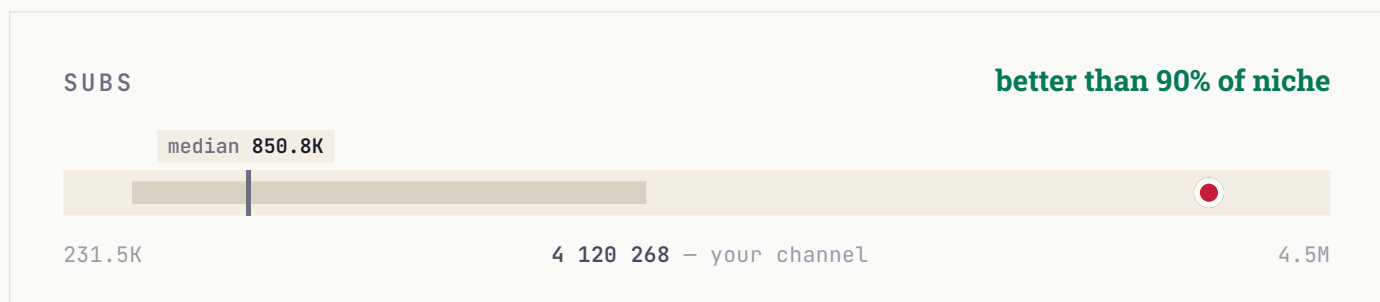
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
26 252	6	132 937

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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

#2 /100 RANK IN NICHE
Channel in top 2% News & Media Russia



— SECTION 08 · 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 – Wednesday

Audience most active on this day at 08:00 MSK.

IMPACT

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 picks sources for your niche.

IMPACT

+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 – easy growth point.

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

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

IMPACT

Growth from relevant audience

05

Update channel description for Telegram search

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

IMPACT

Organic traffic source

★ WHAT'S NEXT

Want this done by PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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