

— PROMTPRESS PUBLIC REPORT

Channel audit

ABAI NEWS

**@abainewskz**

* Online media «ABAI NEWS» The main Telegram channel of Semey and Abai region – about what matters for the city and people, est. 2017. 📧 Have news, issues or photos/videos? Write to our anonymous bot:...

SUBSCRIBERS

14 793

-174 per month

ERR (% SEE POSTS)

19.0%in 24 hrs **12.3%**

REACH/POST

2.7Kad reach **1.8K**/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 tells the period it covers.

 SUBSCRIBERS 14 793 —	 SUBS REACH 18.14% avg % subs see post	 VIEWS/POST 2.7K median 2.6K · 29 days	 POSTS/WK 35.7 over period
 7D TREND -26.2% vs previous week	 REACTIONS/POST 34.5 total 5,206 reactions, 676 reposts, 721 comments	 POST LENGTH 566 chars median 526 · 29 days	 POSTS ANALYZED 151 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -174 last month	 CITATION RATE 47 citation index · 134 channels mentioned all time	 CHANNEL AGE 8 years 8 months created Oct 10, 2017

AI EDITOR SUMMARY

Channel «ABAI NEWS» – 14 793 subs. Each post gets on avg 2.7K people (18% of subs), average reach – room to grow. Publishes 36 posts per week (~5/day) – active publishing. For week Jun 22–28 reach dropped -26.2% by week Jun 15–21 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **151** posts over 29 days.
- 02 Dominant format – **Video** (82/151 posts).
- 03 Avg post length – **566** chars (median 526).
- 04 Peak audience activity – **Wed**, 13:00 ALMT.
- 05 Top posts gather **3×** more views than the weakest (5.6K avg for top vs 1.8K for worst) – among 151 posts over 29 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 01.07 · 07:35 VIDEO Semey TV journalist Erzat Zhanatuly reports that a ceremonial presentation of copies is taking place right now at the regional akimat...	VIEWS 7 554 REPOSTS 5	REACTIONS 35 ER 51.1%
Nº2 19.06 · 15:05 TEXT In Semey, barriers and other driveway restrictions in courtyards are being removed, reports regional online publication @abainewskz. Last...	VIEWS 4 865 REPOSTS 4	REACTIONS 60 ER 32.9%
Nº3 09.06 · 04:41 TEXT Criminal case opened: in Karagaily microdistrict a drunk man walked around with a firearm, reports the regional online publication...	VIEWS 4 366 REPOSTS 15	REACTIONS 31 ER 29.5%

Nº4 19.06 · 15:04 **VIDEO**
(post without caption – video)

VIEWS
4 142

REACTIONS
50

REPOSTS
4

ER
28.0%

Nº5 19.06 · 05:00 **VIDEO**
In Semey, they decided to preserve the water park and restore its operation, reports regional online publication @abainewskz. In Semey, city authorities...

VIEWS
4 086

REACTIONS
66

REPOSTS
9

ER
27.6%

WORST 3

↓ 01.07 · 05:53 **VIDEO**
Due to stormy wind and rain, another tree fell in the city center. A couple of days ago, during a squall with sand, in one of...

VIEWS
1 868

REACTIONS
24

REPOSTS
2

ER
12.6%

↓ 01.07 · 06:37 **VIDEO**
Dept of Passenger Transport & Roads told us that special equipment has been sent to the area near Niva store for...

VIEWS
1 849

REACTIONS
20

REPOSTS
1

ER
12.5%

↓ 01.07 · 06:44 **TEXT**
Dept of PT&AD reported the children's train schedule on Beibitshilik Island: the train runs daily from 09:00 to...

VIEWS
1 829

REACTIONS
21

REPOSTS
1

ER
12.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

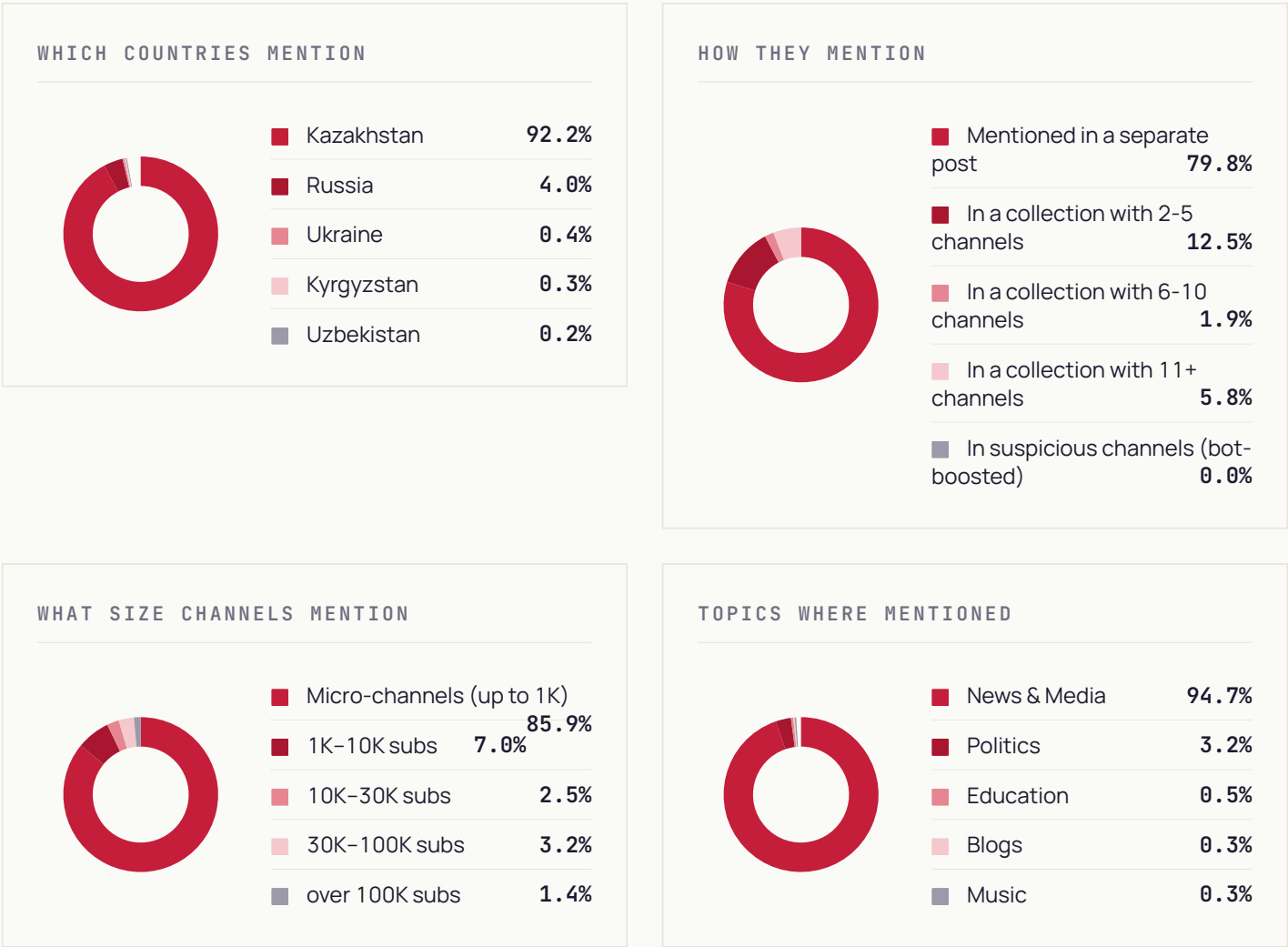
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

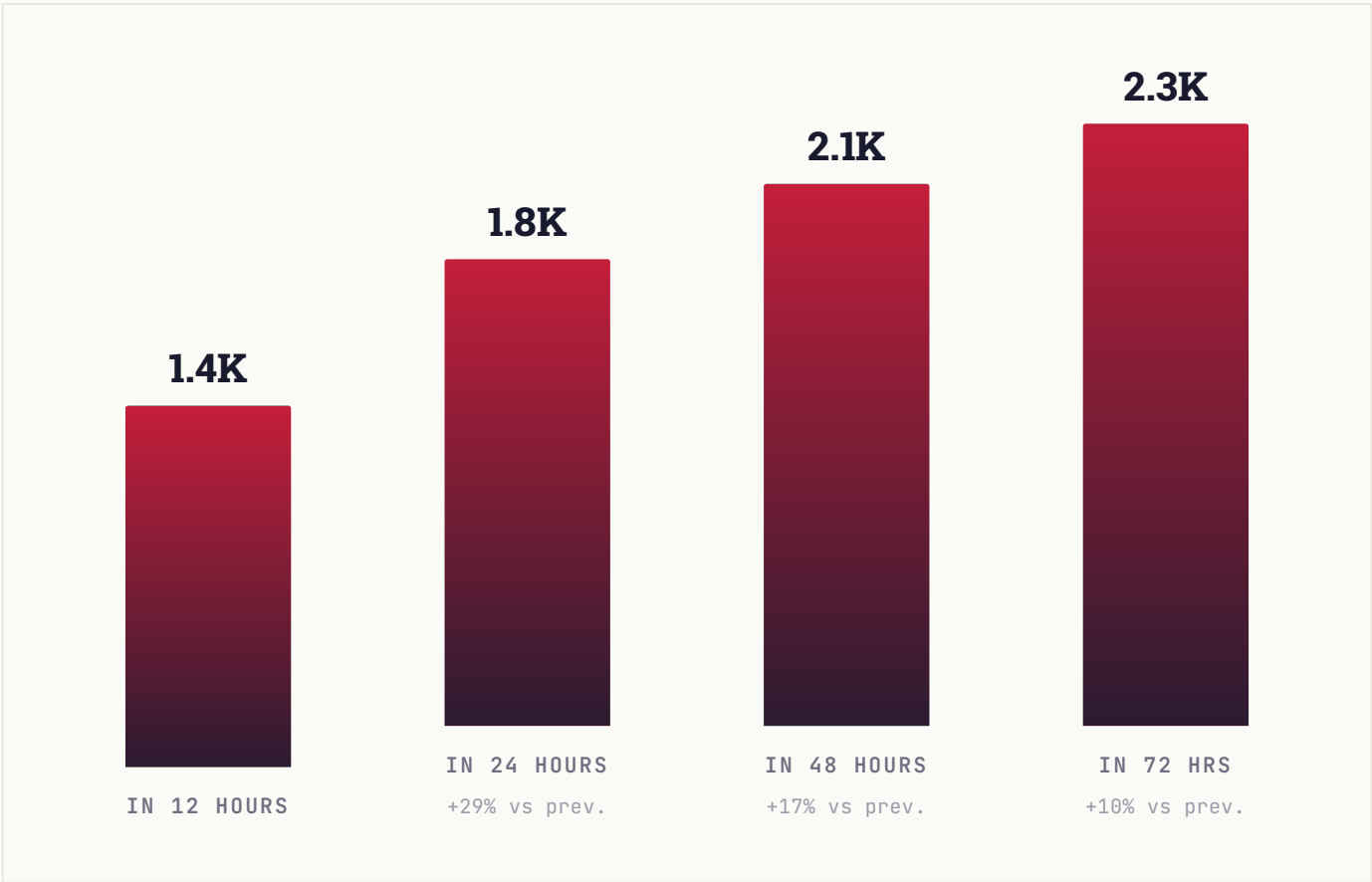
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **134** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
AN ABAI NEWS YOU	14.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#70 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · 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 **21**, they brought **468** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	3	51
December 2025	1	1	88
Nov 2025	3	3	96
Oct 2025	5	3	46
Sep 2025	5	2	82
August 2025	4	2	105
TOTAL MENTIONS	MONTHS IN DATA		ACQUIRED SUBSCRIBERS
21	6		468

SECTION 08 · NICHE COMPARISON

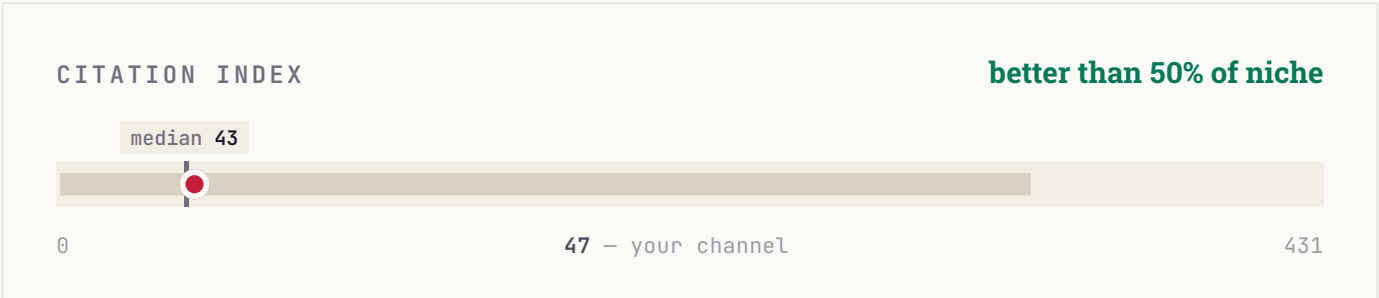
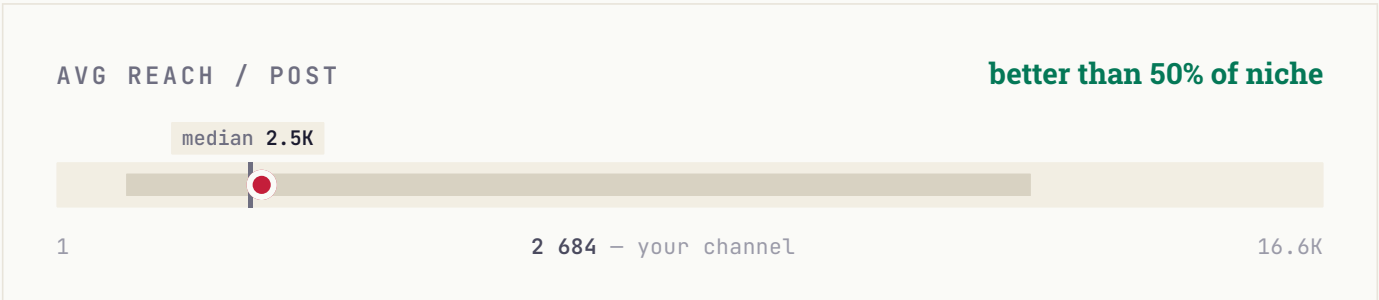
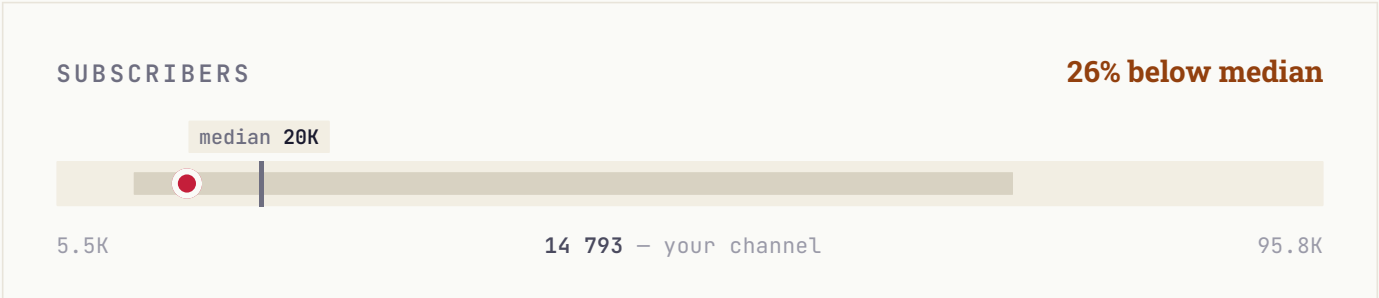
Where the channel stands in its league

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

#70/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— 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 Wednesday**

On this day at 13:00 ALMT the audience is most active.

EFFECT

**Best window
for an
important post****02****System traffic buy**

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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap 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 this done by **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 ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
