

PUBLIC REPORT BY PROMTPRESS

Channel audit

AstanaTV



@astana_arnasy

"AstanaTV" TV channel Official site: <https://m.astanatv.kz/kz/live>
 Instagram: <https://www.instagram.com/astanatv.kz/> YouTube:
<https://youtube.com/@astanatv8263> Facebook:...

SUBS

13 583

-344 per month

ERR (% SEE POSTS)

2.0%

per day 0.9%

REACH/POST

156

ad reach 123/24h

— 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 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 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.

 SUBS 13 583 —	 SUB REACH 1.15% avg % subs see post	 VIEWS/POST 156 median 151 · 29 days	 POSTS/DAY 16.1 ~113 per week
 7D TREND +2.0% vs previous week	 REACTIONS/POST 0.1 only 60 reactions, 746 reposts, 0 comments	 POST LENGTH 343 chars median 300 · 29 days	 POSTS ANALYZED 482 29 days
 AD REACH 123 24h avg	 CHURN / MONTH -344 over the last month	 CITATION RATE 8 citation index · 55 channels mentioned ever	 CHANNEL AGE 6 years 11 months created 09.07.2019

AI EDITOR SUMMARY

Channel «AstanaTV» – 13 583 subs. Each post averages 156 people (1% from subs), reach is low – consider expanding audience. Publishes 113 posts per week (~16/day) – very active. Week 22–28 Jun reach stable (+2.0% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **482** posts over 29 days.
- 02 Dominant format – **Photo** (338/482 posts).
- 03 Avg post length – **343** chars (median 300).
- 04 Peak audience activity – **Saturday**, 18:00 ALMT.
- 05 Top posts get **4×** more views than the weakest (353 avg for top vs 94 for worst) – among 482 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 15:12 VIDEO  Kassym-Jomart Tokayev: respect for law and patriotism should become the foundation of youth worldview What will Kazakhstan be like in decades...	VIEWS 421 REPOSTS 1	REACTIONS 1 ER 3.1%
Nº2 26.06 · 14:54 VIDEO  Adilet party creates Business Council with top business reps Adilet party has established a Business Council with participation of...	VIEWS 352 REPOSTS 1	REACTIONS — ER 2.6%
Nº3 26.06 · 14:40 VIDEO  Almaty National Central Museum hosts headdress exhibition Almaty National Central Museum opened the exhibition «Echo of Eras: Kazakh Headdresses»...	VIEWS 288 REPOSTS 1	REACTIONS — ER 2.1%

Nº4 26.06 • 14:13 VIDEO ✍️ Parliament discusses national treasury report Both chambers of Parliament gathered again today. On the agenda - the country...	VIEWS 278 REACTIONS 1 REPOSTS 1 ER 2.0%
Nº5 06.06 • 12:28 PHOTO ✍️ Over two-thirds of Atyrau region's crop areas use water-saving technologies Atyrau region has 10.1 thousand hectares...	VIEWS 253 REACTIONS 1 REPOSTS 4 ER 1.9%

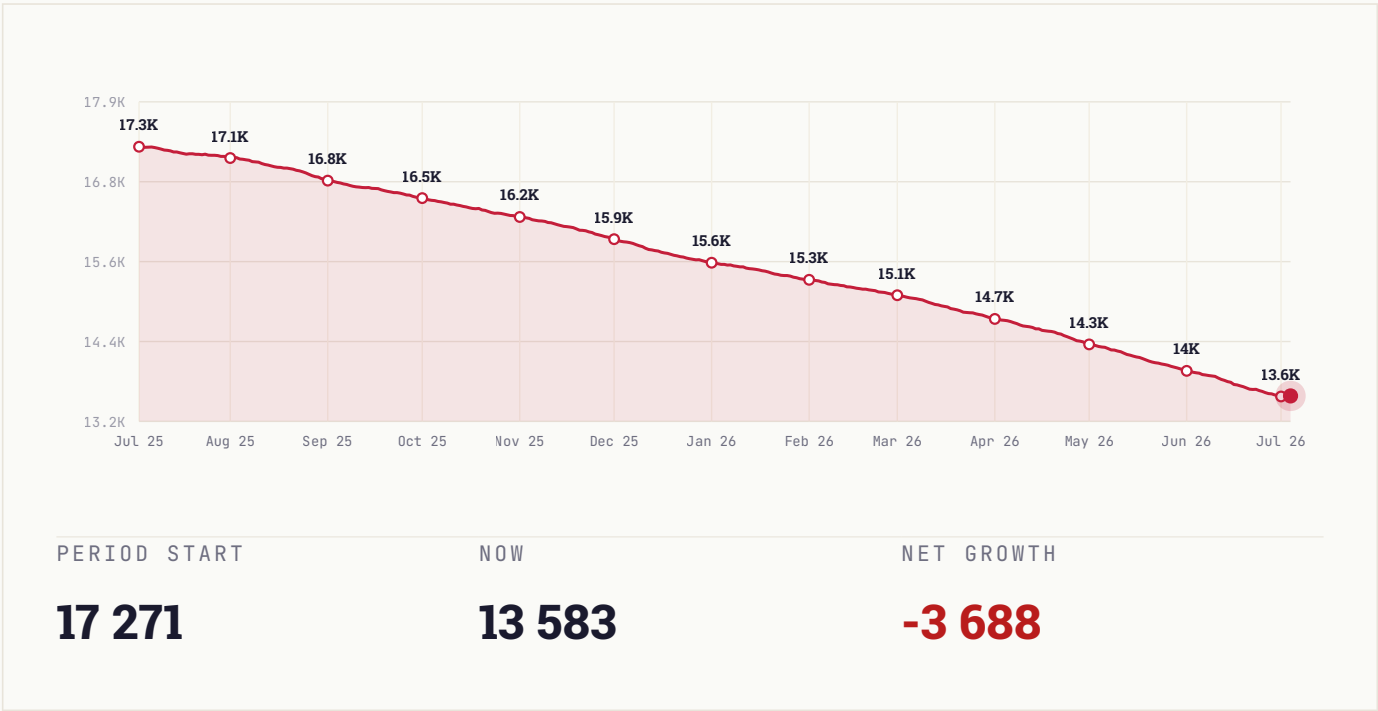
WORST 3

↓ 05.06 • 12:33 TEXT Today the Head of State signed several constitutional laws: - On the President of the Republic of Kazakhstan; - On Kazakhstan...	VIEWS 98 REACTIONS — REPOSTS — ER 0.7%
↓ 01.07 • 03:01 TEXT 🌸 Address by Head of State Kassym-Jomart Tokayev on the entry into force of the New Constitution of Kazakhstan Dear...	VIEWS 94 REACTIONS 1 REPOSTS — ER 0.7%
↓ 05.06 • 08:25 PHOTO ⚡ Мемлекет басшысы: «Біз Заң мен тәртіпке бағынатын, баршаға бірдей мүмкіндік беретін Әділетті Қазақстанды құру үшін ауқымды жұмыс...	VIEWS 92 REACTIONS — REPOSTS — ER 0.7%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

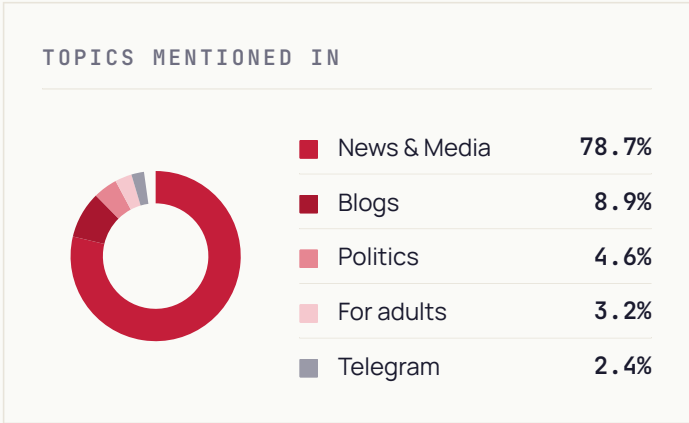
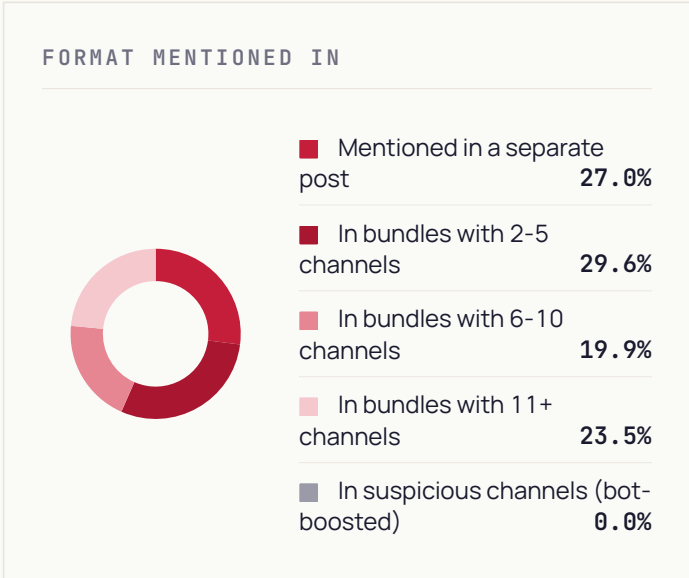
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

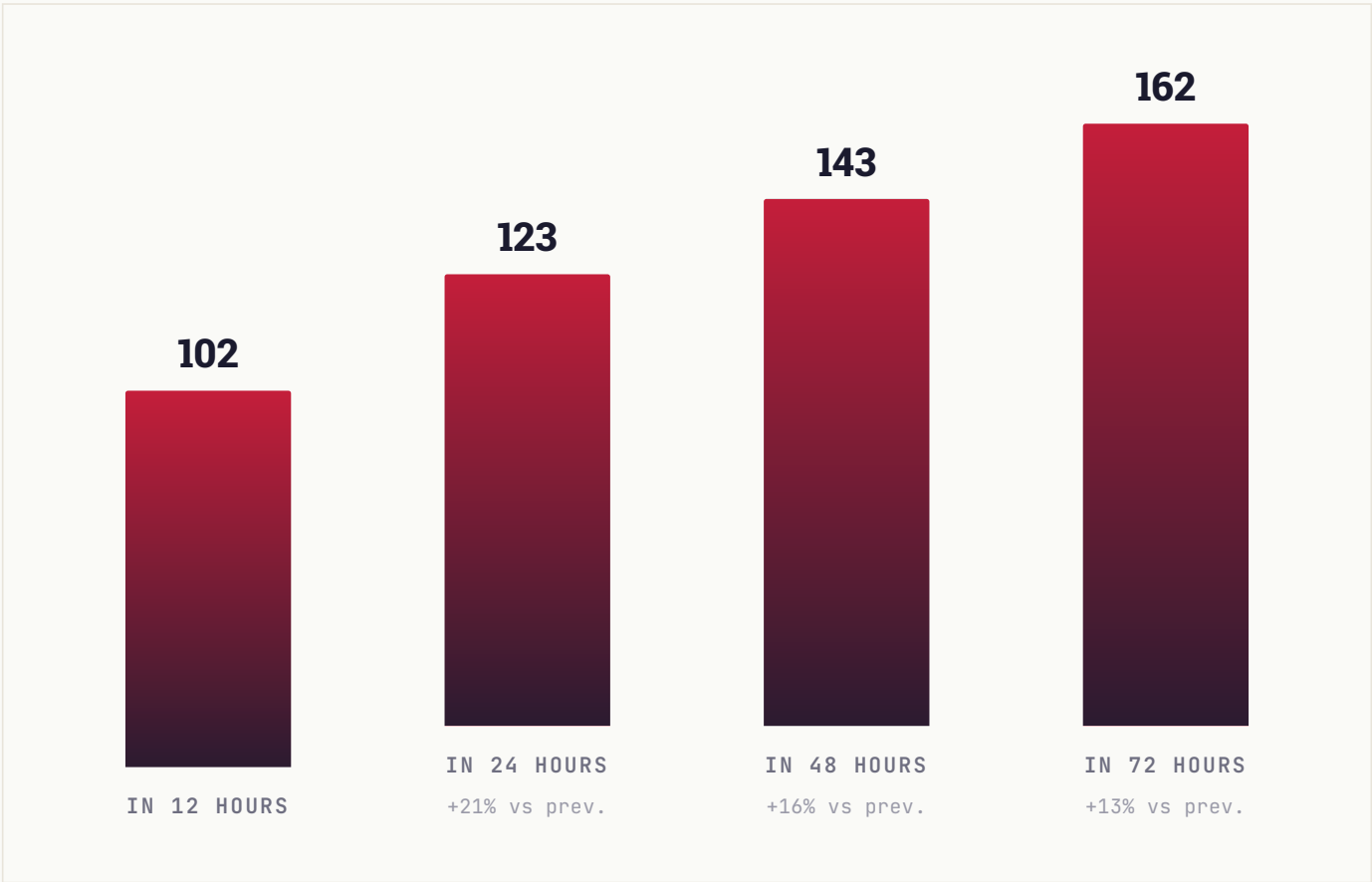
Citation index 8 – channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel "weighs" more than from 1K subs. All time the channel was mentioned 55 different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see your rank among niche neighbors.

CHANNEL	SUBS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & 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 Not Habar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
AS AstanaTV YOU	13.6K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#79 of 99). Niche median — 20.2K subs.
First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **0**, they brought **21** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	2
December 2025	0	0	3
Nov 2025	0	0	0
Oct 2025	0	0	6
Sep 2025	0	0	4
August 2025	0	0	6
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
0	6	21	

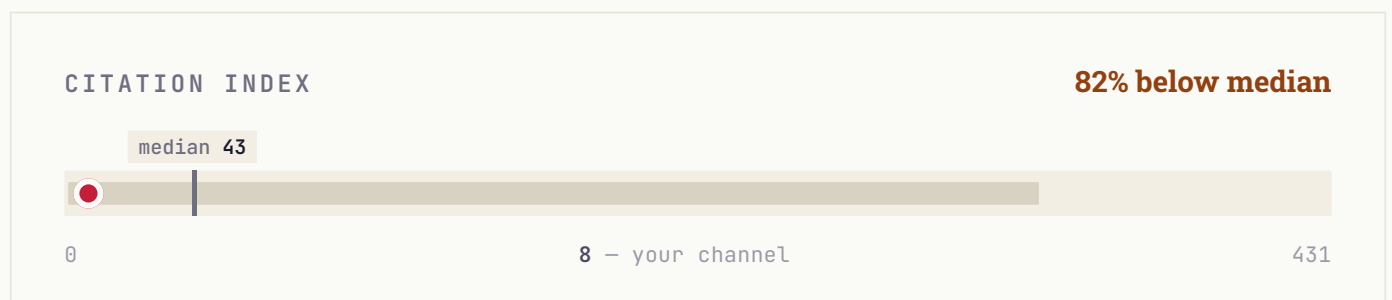
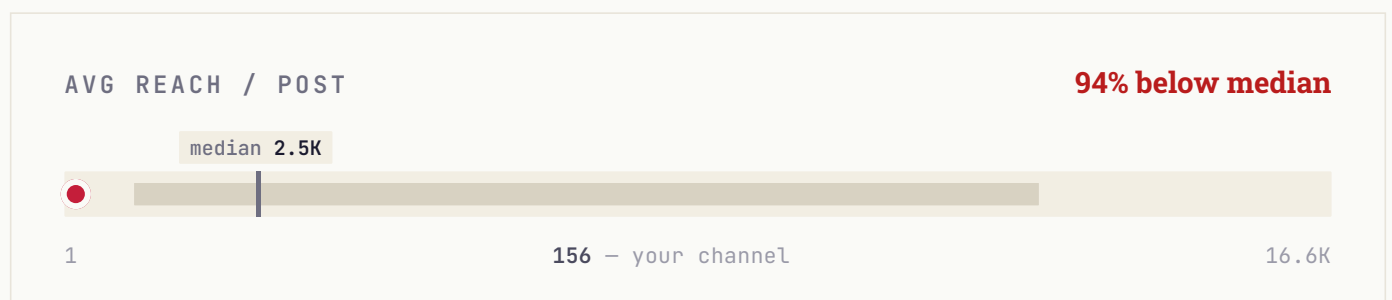
— SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.

#79 /100

RANK 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 off as done and revisit this report in a month.

01**Top post of the week — on Saturday**

Audience is most active on this day at 18:00 ALMT.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 1.15% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.3pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions typically boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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
