

PUBLIC REPORT PROMTPRESS

Channel audit

Azattyq - Азаттық



@azattyq

Тәуелсіз елге тәуелсіз ақпарат! ! Телеграм-арнамыздағы материалдарды бөліскенде бізге сілтеме беруді сұраймыз.
Website: <https://www.azattyq.org> Instagram: <https://www.instagram.com/azattyq/>

SUBS

10 864

-138 per month

ERR (% SEE POSTS)

13.0%

in 24 hrs 9.8%

REACH/POST

1.4K

ad reach 1.1K/24h

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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 10 864 —	 SUBSCRIBER REACH 13.1% avg % subs see post	 VIEWS/POST 1.4K median 1.2K · 29 days	 POSTS/DAY 12.0 ~84 per week
 7D TREND -14.0% vs prev week	 REACTIONS/POST 28.3 only 10,184 reactions, 566 reposts, 0 comments	 POST LENGTH 698 chars median 748 · 29 days	 POSTS ANALYZED 360 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -138 over the last month	 QUOTE RATE 66 citation index · 273 channels mentioned all time	 CHANNEL AGE 9 years 6 months created 06.12.2016

AI EDITOR SUMMARY

Channel «Azattyq - Азаттық» — 10 864 subs. Each post averages 1.4K people (13% of subs), low reach — consider expanding audience. Publishes 84 posts/week (~12/day) — very active. Week 22–28 Jun reach dropped -14.0% by week 15–21 Jun — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders — to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **360** posts over 29 days.
- 02 Dominant format — **Text** (170/360 posts).
- 03 Avg post length — **698** chars (median 748).
- 04 Audience peak — **Monday**, 16:00 ALMT.
- 05 Top posts get **6x** more views than the weakest (5.7K avg for top vs 988 for worst) — among 360 posts over 29 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

Nº1 26.06 · 07:09 TEXT Kazakhstan reports largest drone attack since start of year On the night of June 26, air defense intercepted 660 Ukrainian drones...	VIEWS 6 090 REPOSTS 4	REACTIONS 32 ER 56.1%
Nº2 21.06 · 03:27 VIDEO Футболдан Конго демократиялық республикасы бір жанкүйерін әлем кубогындағы ресми делегация қатарына қосып ертіп келген. Бұл фанат матч бойы...	VIEWS 5 479 REPOSTS 4	REACTIONS 36 ER 50.4%
Nº3 08.06 · 12:30 VIDEO 11 маусымда АҚШ, Мексика, Канадада футболдан әлем кубогы басталады. 48 ел қатысатын турнирде қай елдер фаворит? Футбол сарапшылары мен...	VIEWS 5 412 REPOSTS 4	REACTIONS 26 ER 49.8%

№4

17.06 • 13:24

VIDEO

Қырғызстанда ұлттық қауіпсіздік жөніндегі мемлекеттік комитеттің бұрынғы төрағасы Қамшыбек Ташиевтің тергеу кезіндегі видеолары делінетін...

VIEWS

5 303

REPOSTS

4

REACTIONS

22

ER

48.8%

№5

27.06 • 06:54

PHOTO

Lukashenko went to Russia. His visit was not announced in advance Alexander Lukashenko went to Russia on June 26. His visit was not...

VIEWS

5 278

REPOSTS

2

REACTIONS

32

ER

48.6%

WORST 3



01.07 • 12:22

TEXT

Tokayev urges Air Astana to address flight delays Kazakh President Kassym-Jomart Tokayev called on Air Astana...

VIEWS

997

REPOSTS

—

REACTIONS

17

ER

9.2%



23.06 • 04:23

TEXT

Бас прокуратура желіде “алауыздық қоздырғандарға” 20 жыл түрме жазасы берілуі мүмкін екенін ескертті Ведомство желіде “арандату...

VIEWS

985

REPOSTS

3

REACTIONS

21

ER

9.1%



23.06 • 03:30

TEXT

Honduras plans to buy drones from Ukraine to guard the border and fight drug gangs Last week, visiting Kyiv...

VIEWS

984

REPOSTS

—

REACTIONS

22

ER

9.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

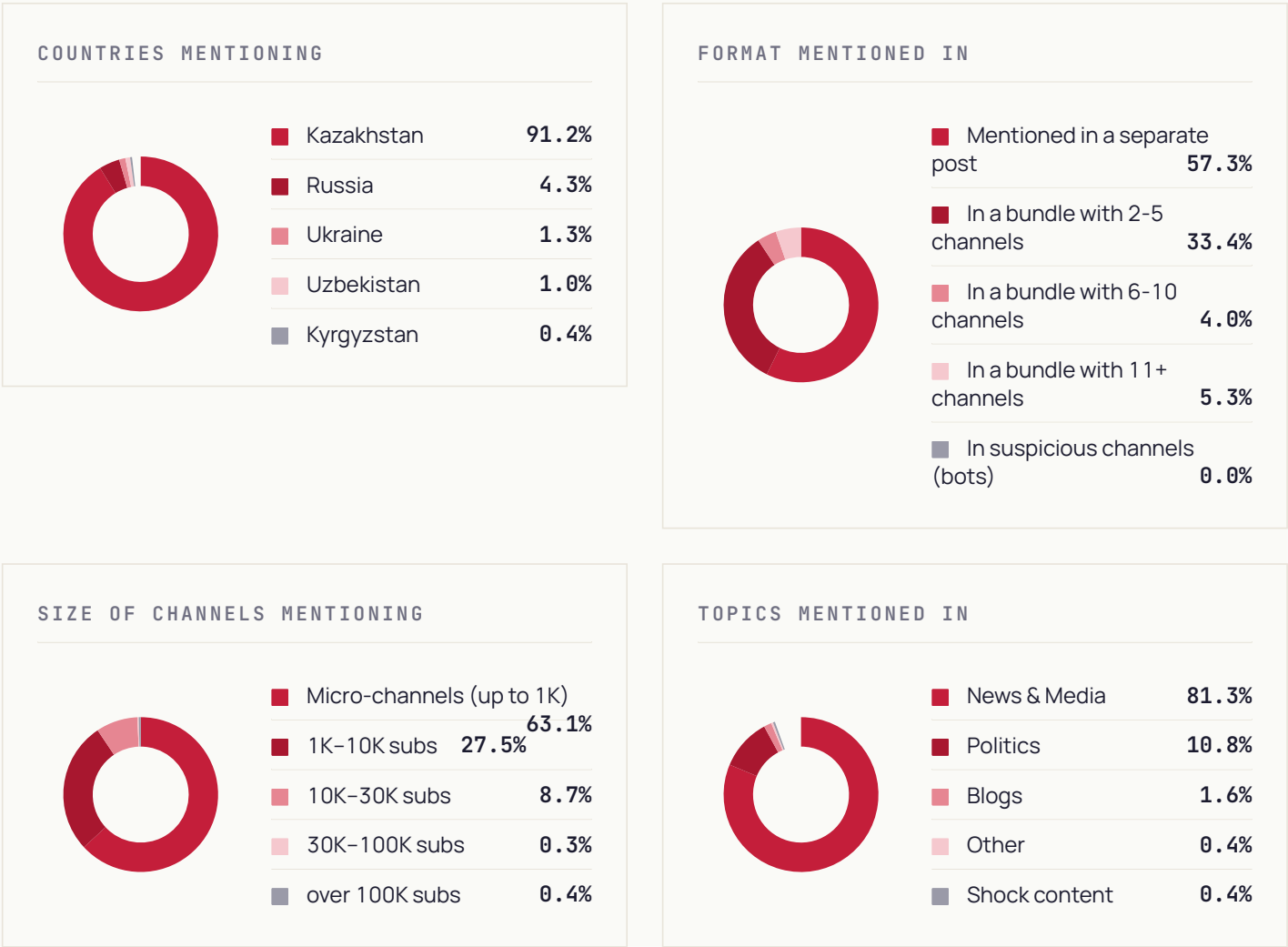
Yearly subscriber growth chart. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

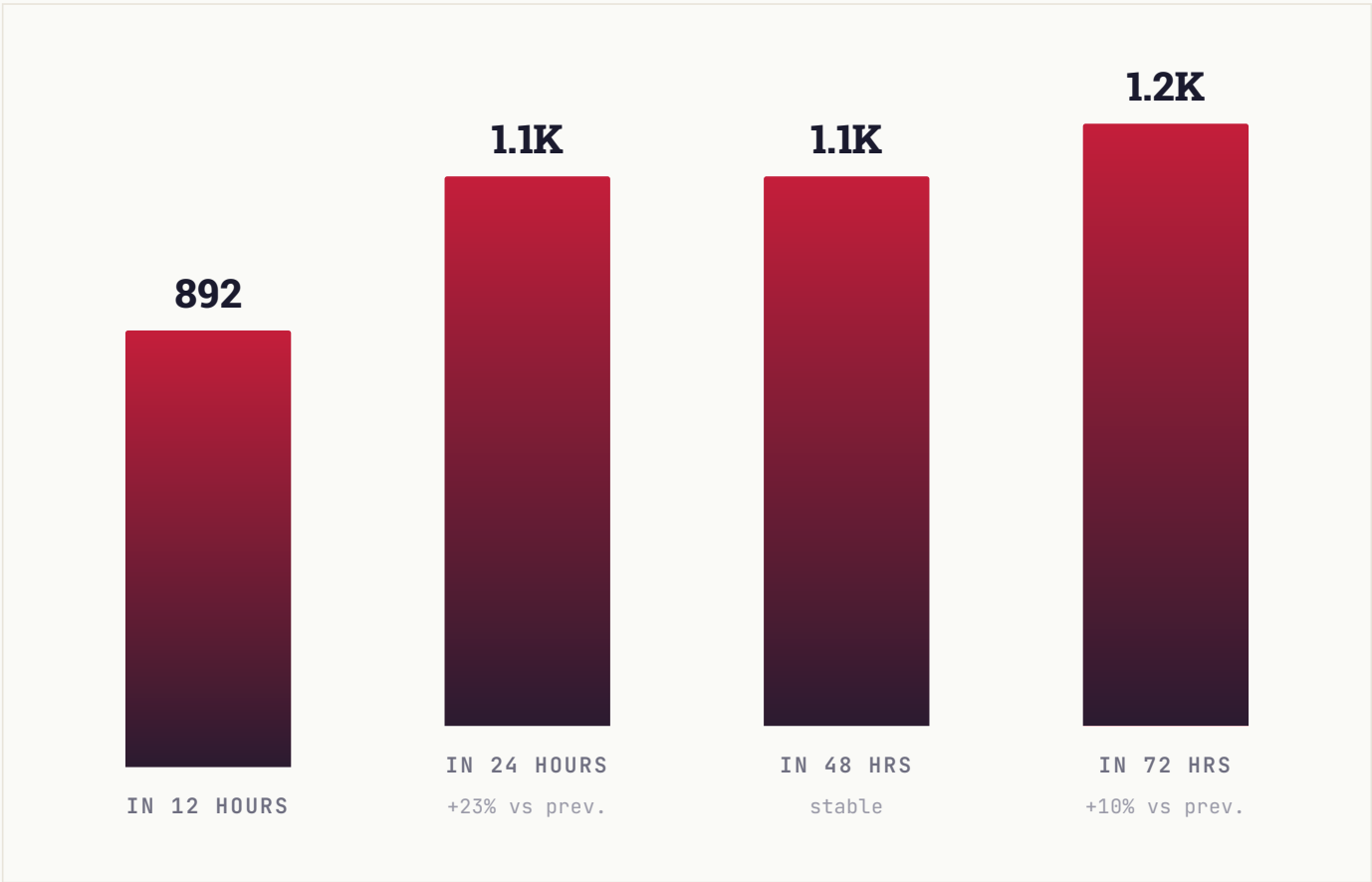
Citation index **66** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **273** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBS
DA Daletten	342.4K
T Tengrinews.kz - Новости Kazakhstana	256.4K
Z- Zakon.kz - Новости Kazakhstana и мира	204.1K
ZN ZTB NEWS - Новости Kazakhstana	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Daletten.kz	80.1K
NE NEKhabar	76.2K
AB Atameken Business - Новости Kazakhstana	74.2K
A- Azattyq - Азаттық YOU	10.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#93 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Daletten (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 **99** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	5	3	63	
December 2025	7	4	3	
November 2025	5	5	4	
October 2025	1	1	12	
September 2025	2	2	10	
August 2025	1	1	7	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
21		6	99	

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

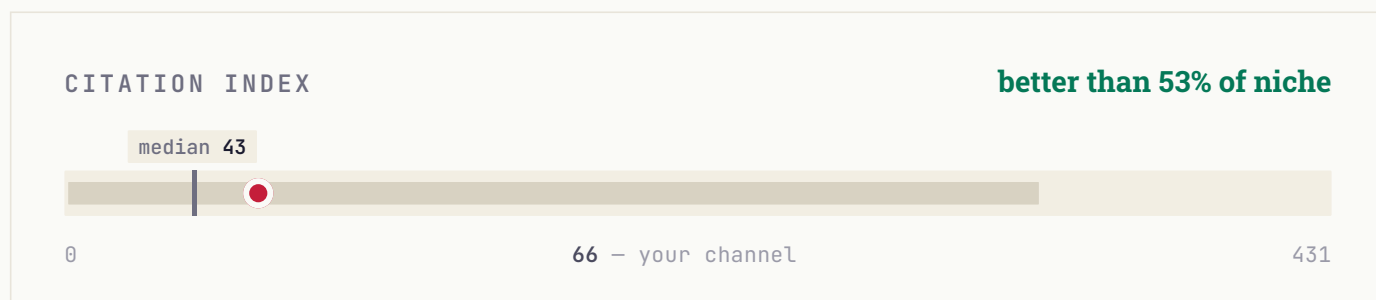
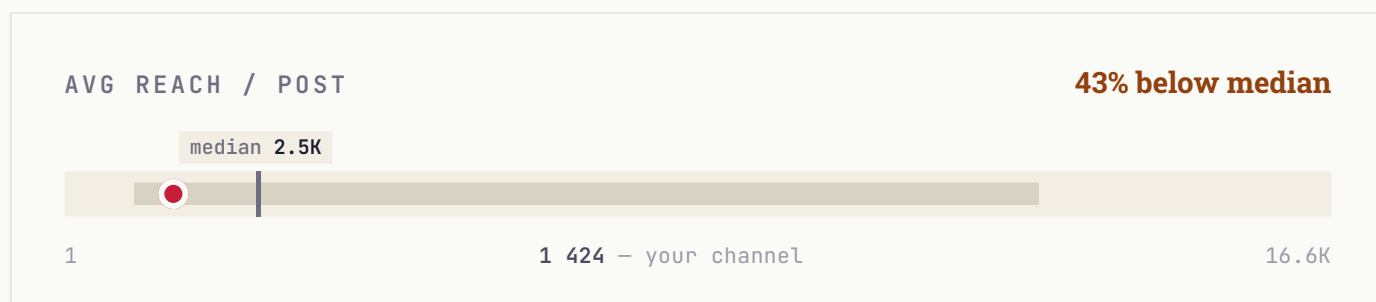
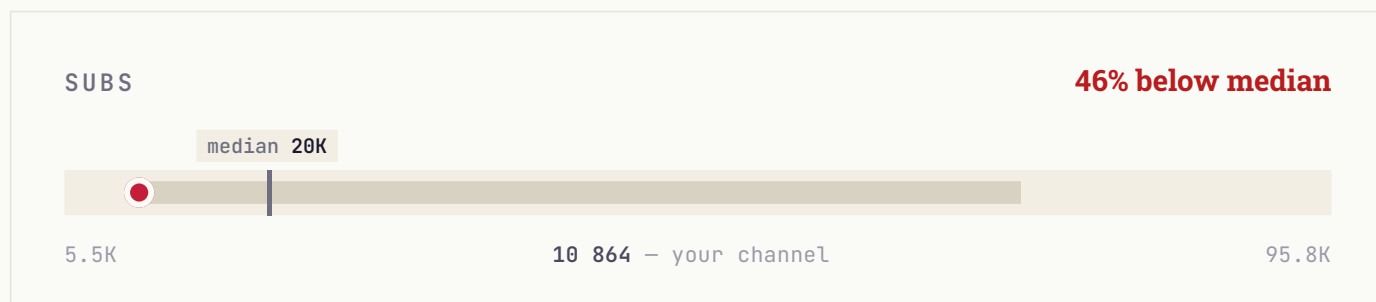
Took top-100 channels in category «News & Media» and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#93

/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 and revisit this report in a month.

01**Main post of the week — on Monday**

Audience is most active on this day at 16:00 ALMT.

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 picks sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

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

Exchange posts quarterly with channels in 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 looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01

Launch ads on Telegram

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

02

Contact manager

t.me/PromptPress_manager