

PUBLIC REPORT BY PROMTPRESS

Channel audit

Azattyq Asia



@azattyqasia

Central Asia news in Russian Site: <https://www.azattyqasia.org/>
YouTube: <https://youtube.com/@azattyqasia> TikTok: <https://www.tiktok.com/@azattyqasia>

SUBSCRIBERS

13 044

-136 per month

ERR (% SEE POSTS)

18.0%

last day 10.6%

REACH/POST

2.2K

ad reach 1.4K/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 rank

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.

 SUBSCRIBERS 13 044 —	 SUBS REACH 16.88% avg % subs see post	 VIEWS/POST 2.2K median 2.1K · 29 days	 POSTS/WEEK 33.4 for period
 7D TREND -10.0% vs previous week	 REACTIONS/POST 42.6 total 6,092 reactions, 1,012 reposts, 0 comments	 POST LENGTH 552 chars median 541 · 29 days	 POSTS ANALYZED 143 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -136 last month	 CITATION RATE 170 citation index · 395 channels mentioned all time	 CHANNEL AGE 6 years 11 months created 18.07.2019

AI EDITOR SUMMARY

Channel «Azattyk Asia» — 13 044 subs. Each post avg views 2.2K people (17% of subs), avg reach — room to grow. Publishes 33 posts/week (~5/day) — active posting. Week Jun 22–28 reach dropped -10.0% by week Jun 15–21 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **143** posts over 29 days.
- 02 Dominant format – **Photo** (136/143 posts).
- 03 Avg post length – **552** chars (median 541).
- 04 Peak audience activity – **Tuesday**, 12:00 ALMT.
- 05 Top posts get **5x** more views than the weakest (8K avg for top vs 1.6K for worst) – among 143 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 07:53 PHOTO Kyiv court postponed hearing of businessman Gadzhiev's lawsuit against journalist Natalya Sadykova Shevchenkivskyi District Court of Kyiv decided...	VIEWS 16 341 REPOSTS 14	REACTIONS 31 ER 125.3%
Nº2 13.06 · 04:19 PHOTO "Our situation is no different from cattle." In Turkmenistan, pensioners search for food in trash Correspondents and sources of Azatlyk...	VIEWS 4 014 REPOSTS 15	REACTIONS 52 ER 30.8%
Nº3 06.06 · 10:10 PHOTO Activists report abduction of parents of arrested Chechen Mansur Movlaev in Kazakhstan In Chechnya, according to unofficial information...	VIEWS 3 718 REPOSTS 9	REACTIONS 56 ER 28.5%

Nº4 16.06 · 03:47 PHOTO "We're not saying goodbye to anyone." What the merger of two pro-government parties in Kazakhstan means Two pro-presidential parties in Kazakhstan...	VIEWS 3 436 REPOSTS 12	REACTIONS 67 ER 26.3%
Nº5 06.06 · 12:54 PHOTO In Uzbekistan, a child support debtor found inside a tandyr In the Karmana district of Navoi region, a man hiding from...	VIEWS 2 921 REPOSTS 7	REACTIONS 48 ER 22.4%

|

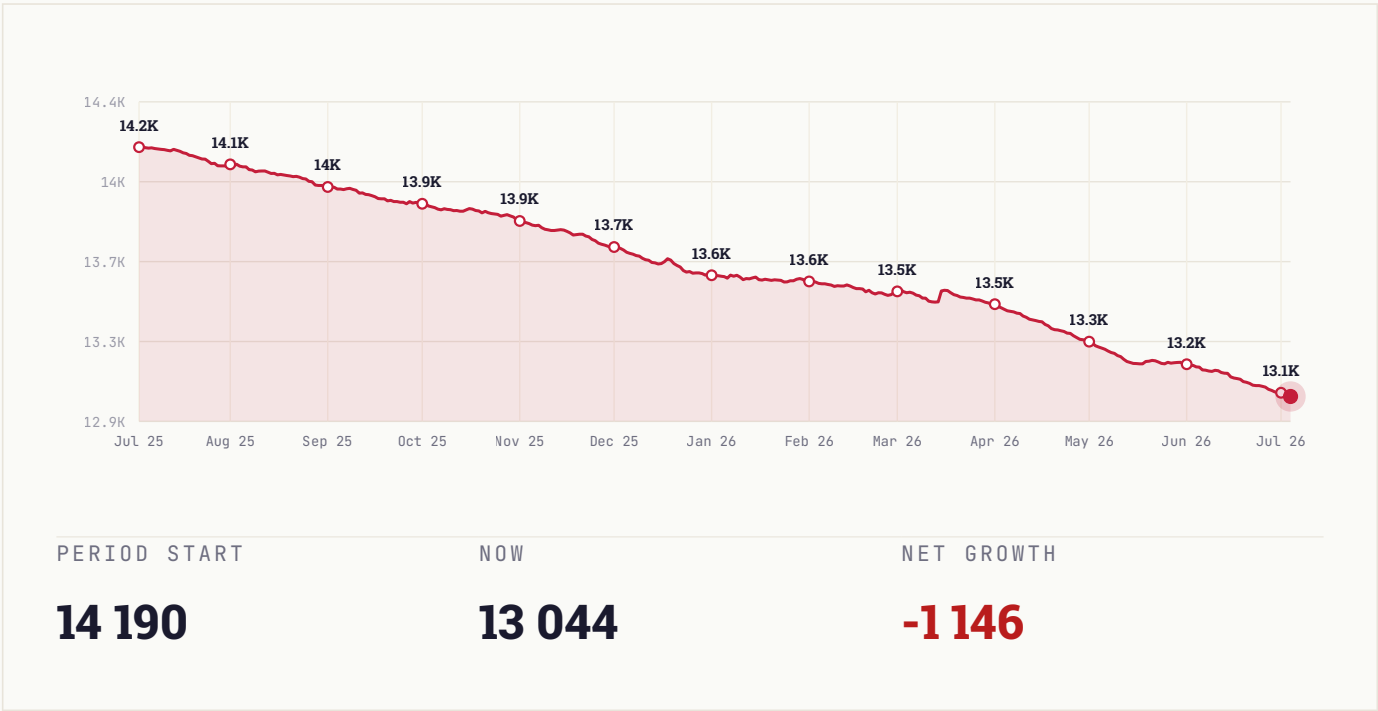
WORST 3

↓ 01.07 · 11:05 PHOTO National Statistics Bureau: Kazakhstan's population nears 20.6M As of June 1, 2026, the population...	VIEWS 1 630 REPOSTS 3	REACTIONS 24 ER 12.5%
↓ 01.07 · 08:52 PHOTO Dust storm in Turkmenistan left two provinces without power and destroyed fruit harvest In Ahal and Mary provinces of Turkmenistan...	VIEWS 1 616 REPOSTS 3	REACTIONS 22 ER 12.4%
↓ 01.07 · 10:16 VIDEO Since June, abnormal heat in several European countries. Migrants from Central Asia in England and Germany report that field work has become...	VIEWS 1 592 REPOSTS 10	REACTIONS 31 ER 12.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

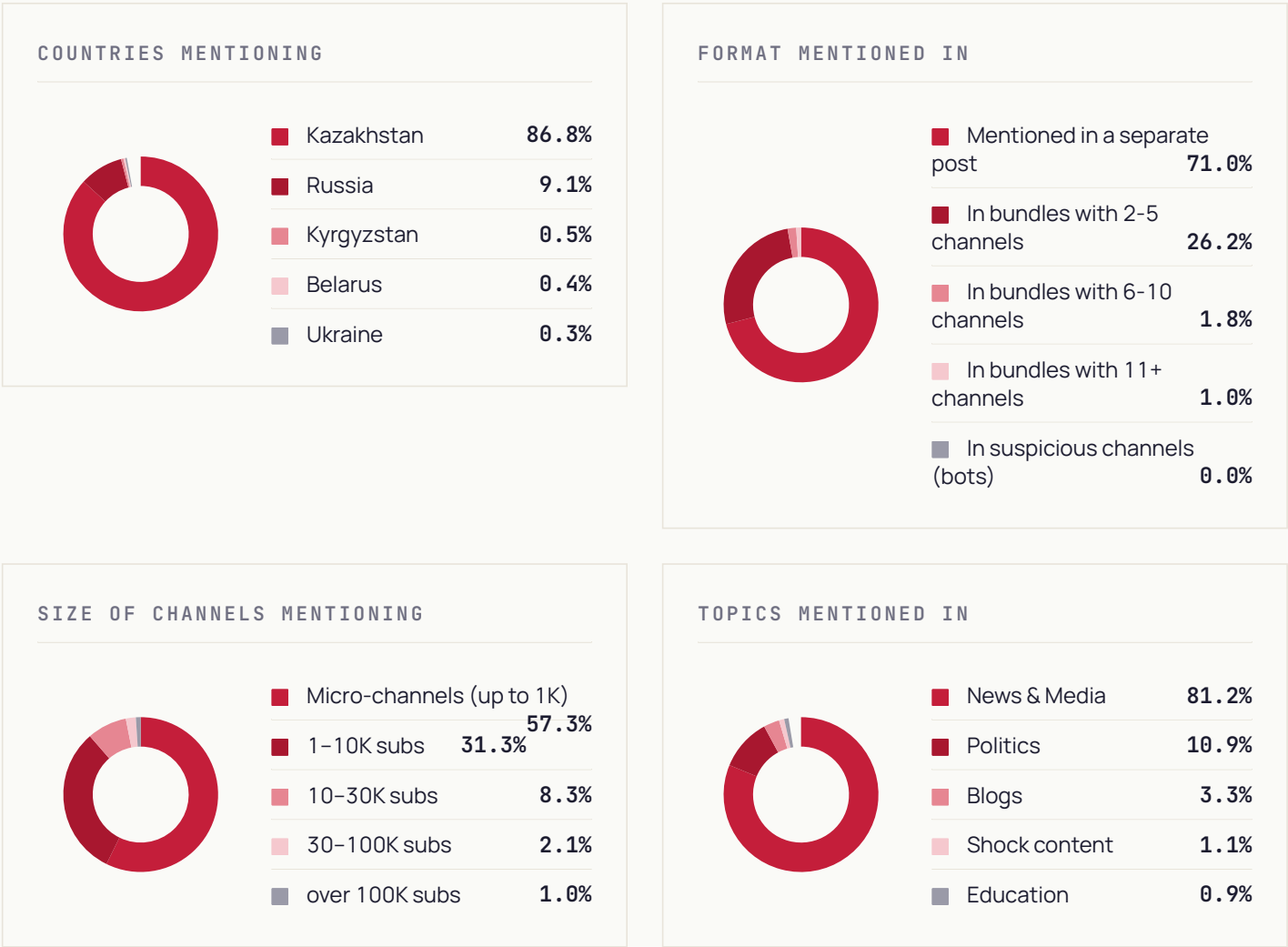
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

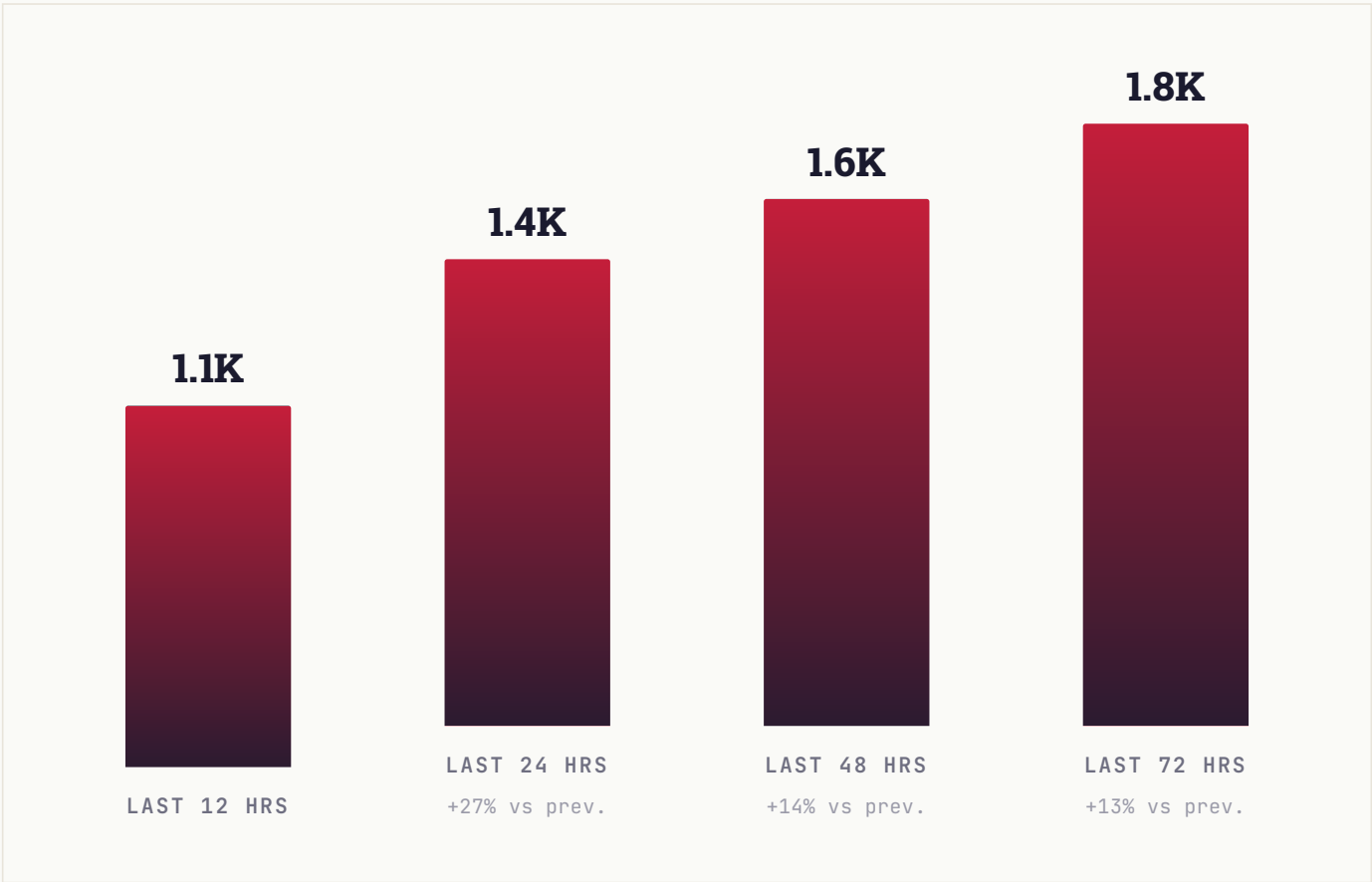
Citation index **170** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **395** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DA Daletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and the world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Daletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
AA Azattyq Asia YOU	13K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#82 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Daletten (342.4K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **45**, they brought **181** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1	1	54	
December 2025	12	5	33	
Nov 2025	8	2	10	
Oct 2025	7	2	33	
September 2025	5	3	24	
August 2025	12	4	27	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
45	6	181

SECTION 08 · NICHE COMPARISON

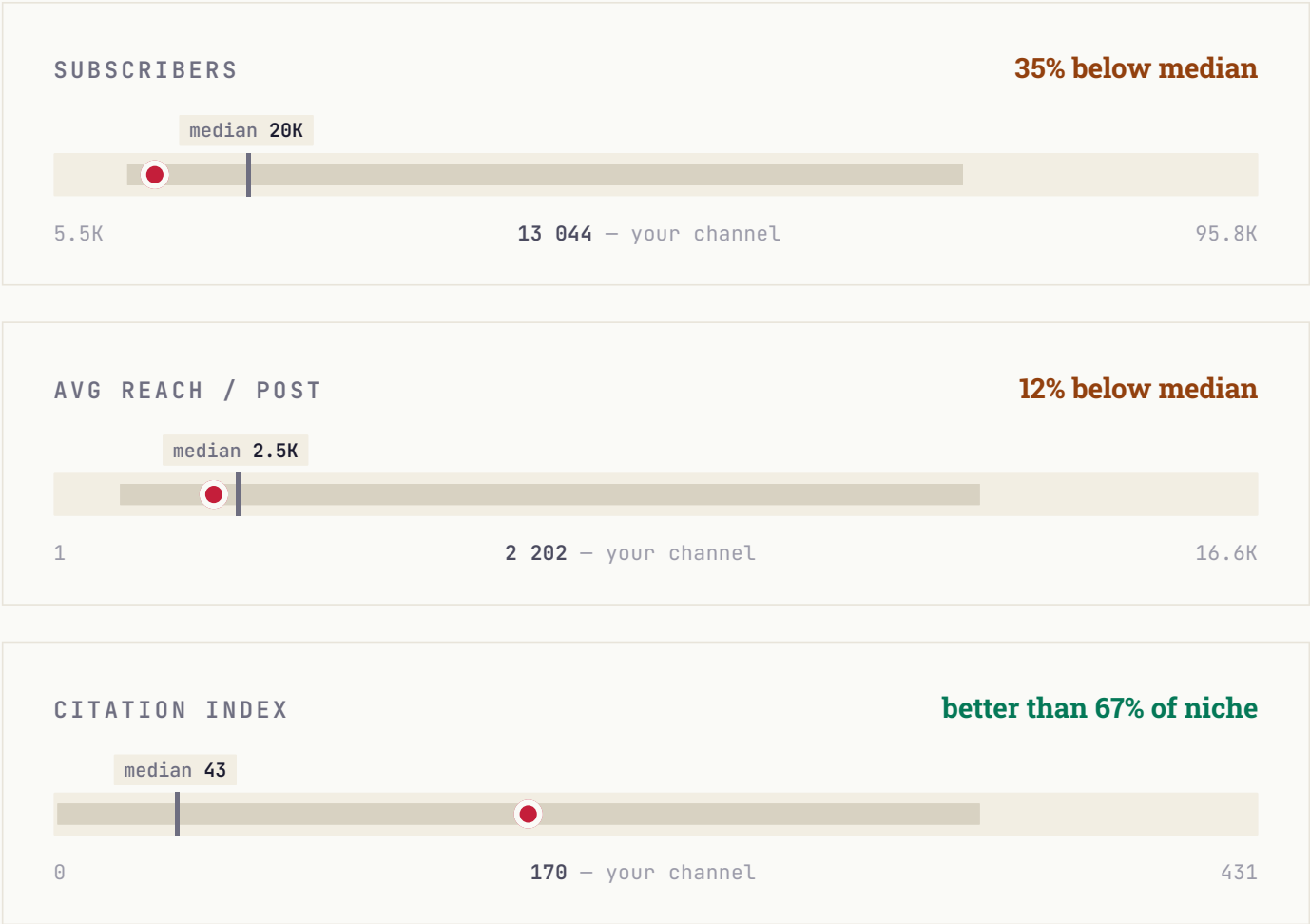
Where the channel stands in its league

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

#82/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Tuesday

Audience is most active on this day at 12:00 ALMT.

EFFECT

**Best time for
key posts**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is 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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
