

PUBLIC REPORT BY PROMTPRESS

Channel audit

First. Almost.



@bbbbreaking

For proposals: rvnp@protonmail.ch NOTICE № 088839 <https://www.gosuslugi.ru/snet/688a0c357c34367ecdd6ef80>

SUBS

1 960 939

+205 per month

ERR (% SEE POSTS)

17.0%

daily **15.9%**

REACH/POST

293.8K

ad reach **311.5K/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 1 960 939 —	 SUBSCRIBER REACH 14.98% avg % of subs see post	 VIEWS/POST 293.8K median 302.1K · 16 days	 POSTS/DAY 59.6 ~417 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 381 chars median 315 · 16 days	 POSTS ANALYZED 987 16 days
 AD REACH 311.5K 24h avg	 CHURN / MONTH +205 last month	 CITATION RATE 15 855 citation index · 41,011 channels mentioned ever	 CHANNEL AGE 7 years 11 months created 05.07.2018

AI EDITOR SUMMARY

Channel «First. Almost.» — 1 960 939 subs. Each post gets on avg 293.8K people (15% from subs), reach is low — consider expanding audience. Publishes 417 posts per week (~60/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 **987** posts over 16 days.
- 02 Dominant format — **Text** (905/987 posts).
- 03 Avg post length — **381** chars (median 315).
- 04 Peak audience activity — **Sunday**, 08:00 MSK.
- 05 Top posts get **3x** more views than the weakest (444.8K avg for top vs 136.8K for worst) — among 987 posts in 16 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 18:51 VIDEO Spartak footballers broke trophy after winning Russian Cup	VIEWS 455 777 REPOSTS 6 466	REACTIONS — ER 23.2%
Nº2 25.05 · 18:09 TEXT ☒Lavrov spoke by phone with Rubio, reports Russian MFA. He conveyed to the US side that the Russian Armed Forces are beginning systematic strikes on...	VIEWS 443 114 REPOSTS 2 400	REACTIONS — ER 22.6%
Nº3 25.05 · 17:40 TEXT ☒Putin exempts SVO participants and their families from repaying overdue loans The law applies to servicemen who have signed...	VIEWS 435 640 REPOSTS 3 927	REACTIONS — ER 22.2%

Nº4 22.05 · 17:58 TEXT ☒Hungary bans imports of agricultural products from Ukraine, said Hungarian PM Peter Magyar.	VIEWS 429 136 REPOSTS 965	REACTIONS — ER 21.9%
Nº5 24.05 · 20:16 TEXT An adult Russian can consume 350-400 g of okroshka without health risks, endocrinologist Daria... told TASS.	VIEWS 428 727 REPOSTS 2 949	REACTIONS — ER 21.9%

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WORST 3

↓ 05.06 · 13:40 TEXT BRICS internal trade turnover already exceeds \$1 trillion per year — Putin	VIEWS 136 851 REPOSTS 84	REACTIONS — ER 7.0%
↓ 05.06 · 13:43 TEXT Reasons for seizing assets of other countries in the West can be anything, from conflicts to attitude towards LGBT*, Putin said. *LGBT movement...	VIEWS 136 777 REPOSTS 150	REACTIONS — ER 7.0%
↓ 05.06 · 13:50 TEXT ☒Foreign services may be convenient at first, but the price of dependence will inevitably show — Putin	VIEWS 136 686 REPOSTS 298	REACTIONS — ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

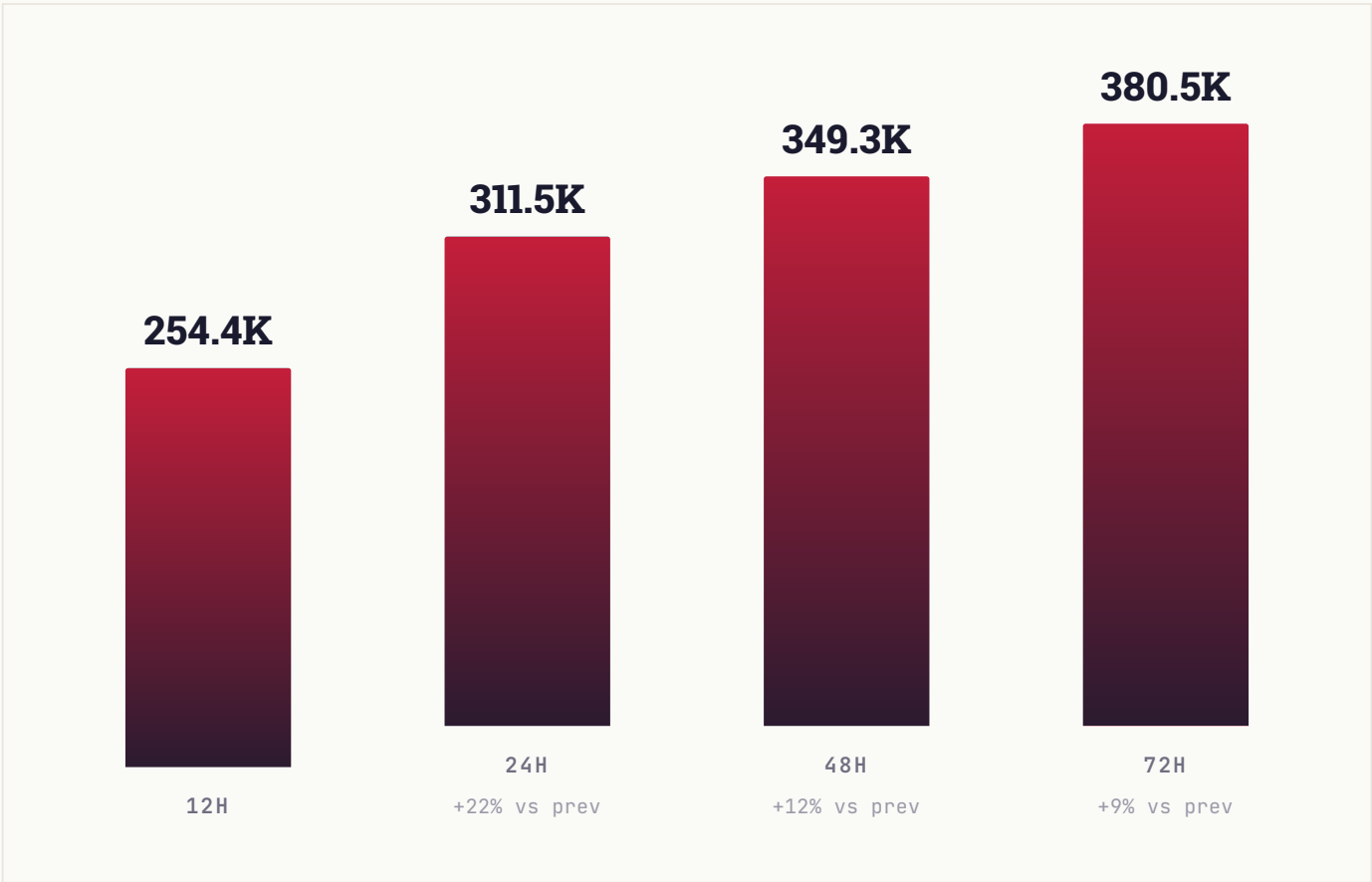
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 is highlighted — see where it ranks among niche peers.

CHANNEL	SUBS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • 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	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
RV First. Almost. YOU	2M

COMPARATIVE CONCLUSION

Channel intop quartile of niche (#14 of 99). Leader — Live • News (4.1M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **53 146**, they brought **44 328** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	11 831	1 213	507
November 2025	10 119	1 096	5 544
October 2025	9 263	1 164	1 432
September 2025	7 377	1 150	2 820
August 2025	7 236	1 246	20 890
July 2025	7 320	1 324	13 135

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
53 146	6	44 328

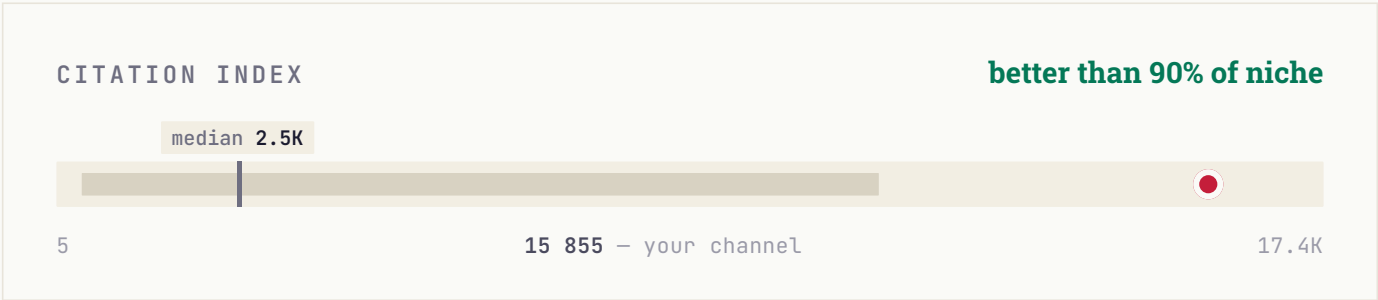
SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is your channel.

#86/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— 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 — Sunday

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

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 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 usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange 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 with us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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