

PUBLIC REPORT BY PROMTPRESS

Channel audit

BBC News | Русская служба



@bbcrussian
Official channel of BBC News Russian <https://www.bbc.com/russian>

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
388 630	16.0%	60.2K
+1269 per month 16.07.2026	in 24 hrs 13.2%	ad reach 51.3K/24h

HTTPS://PROMTPRESS.COM/AUDIT/BBCRUSSIAN

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 388 630 —	 SUBS REACH 15.48% avg % subs see post	 VIEWS/POST 60.2K median 56.4K · 24 days	 POSTS/DAY 34.9 ~245 per week
 7D TREND -4.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 723 chars median 784 · 24 days	 POSTS ANALYZED 872 24 days
 AD REACH 51.3K 24h avg	 CHURN / MONTH +1269 last month	 CITATION RATE 3 275 citation index · 10 006 channels mentioned ever	 CHANNEL AGE 10 years 8 months created 04.11.2015

AI EDITOR SUMMARY

Channel «BBC News | Russian Service» — 388 630 subs. Each post gets avg 60.2K people (15% of subs), average reach — room to grow. Posts 245 posts/week (~35/day) — very active. Week Jun 29 — Jul 5 reach stable (-4.0% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **872** posts over 24 days.
- 02 Dominant format – **Text** (599/872 posts).
- 03 Avg post length – **723** chars (median 784).
- 04 Peak audience activity – **Saturday**, 00:00 MSK.
- 05 Strongest posts get **3×** more views than the weakest (113.7K avg for top vs 44.9K for worst) – among 872 posts over 24 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 12.07 · 21:50 TEXT Preliminary cause of Lindsey Graham's death – aortic rupture, his office reported In a statement, the American senator's representatives said...	VIEWS 117 669 REPOSTS 191	REACTIONS — ER 30.3%
Nº2 25.06 · 18:32 PHOTO In Paris, alcohol ban due to heatwave French authorities said hospitals in Paris and its suburbs are overwhelmed due to...	VIEWS 111 885 REPOSTS 732	REACTIONS — ER 28.8%
Nº3 28.06 · 17:52 TEXT Putin: systemic measures needed to stabilize fuel market in Russia Amid intensified Ukrainian strikes on Russian refineries and...	VIEWS 111 451 REPOSTS 137	REACTIONS — ER 28.7%

Nº4 21.06 · 18:29 PHOTO 4:0: Spain easily, confidently and beautifully beat Saudi Arabia In Group H, one of Europe's strongest teams confidently beat Saudi...	VIEWS 110 432 REPOSTS 90	REACTIONS — ER 28.4%
Nº5 11.07 · 14:04 PHOTO Russian military struck Sumy. Four dead, 17 injured Two aerial bombs hit a crowded area where...	VIEWS 104 475 REPOSTS 63	REACTIONS — ER 26.9%

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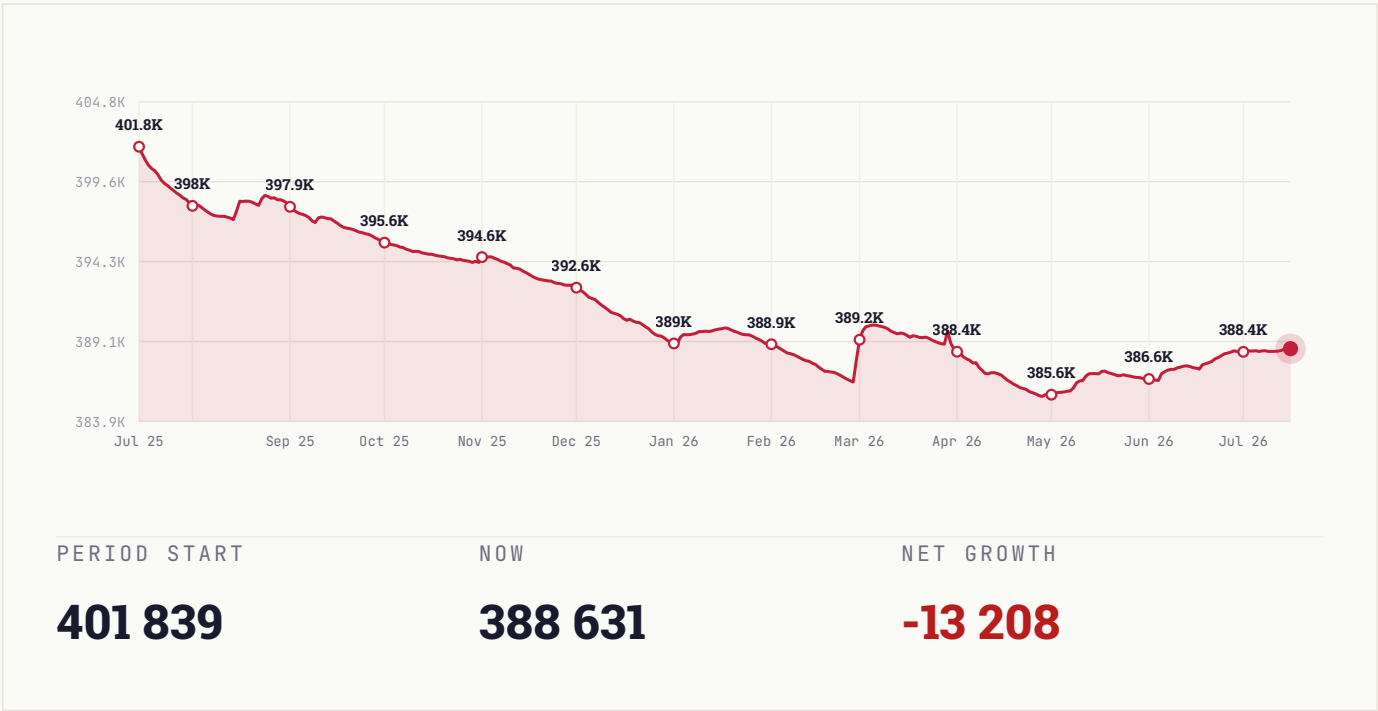
WORST 3

↓ 07.07 · 14:10 TEXT 🗨 How Trump became a World Cup participant? The US president tried to help the US team by calling FIFA We discuss in the new podcast episode...	VIEWS 45 219 REPOSTS 30	REACTIONS — ER 11.6%
↓ 08.07 · 13:29 TEXT 🗨 Why is Putin's rating falling? We discuss in the new episode of the podcast "What Was That?" 00:00 Greeting. Host — Ilya Kizirov. 00:46 How...	VIEWS 45 175 REPOSTS 68	REACTIONS — ER 11.6%
↓ 08.07 · 13:29 PHOTO 🗨 Russian President Vladimir Putin's approval rating has dropped to its lowest since the war began — and all Russian polls confirm this...	VIEWS 44 368 REPOSTS 12	REACTIONS — ER 11.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

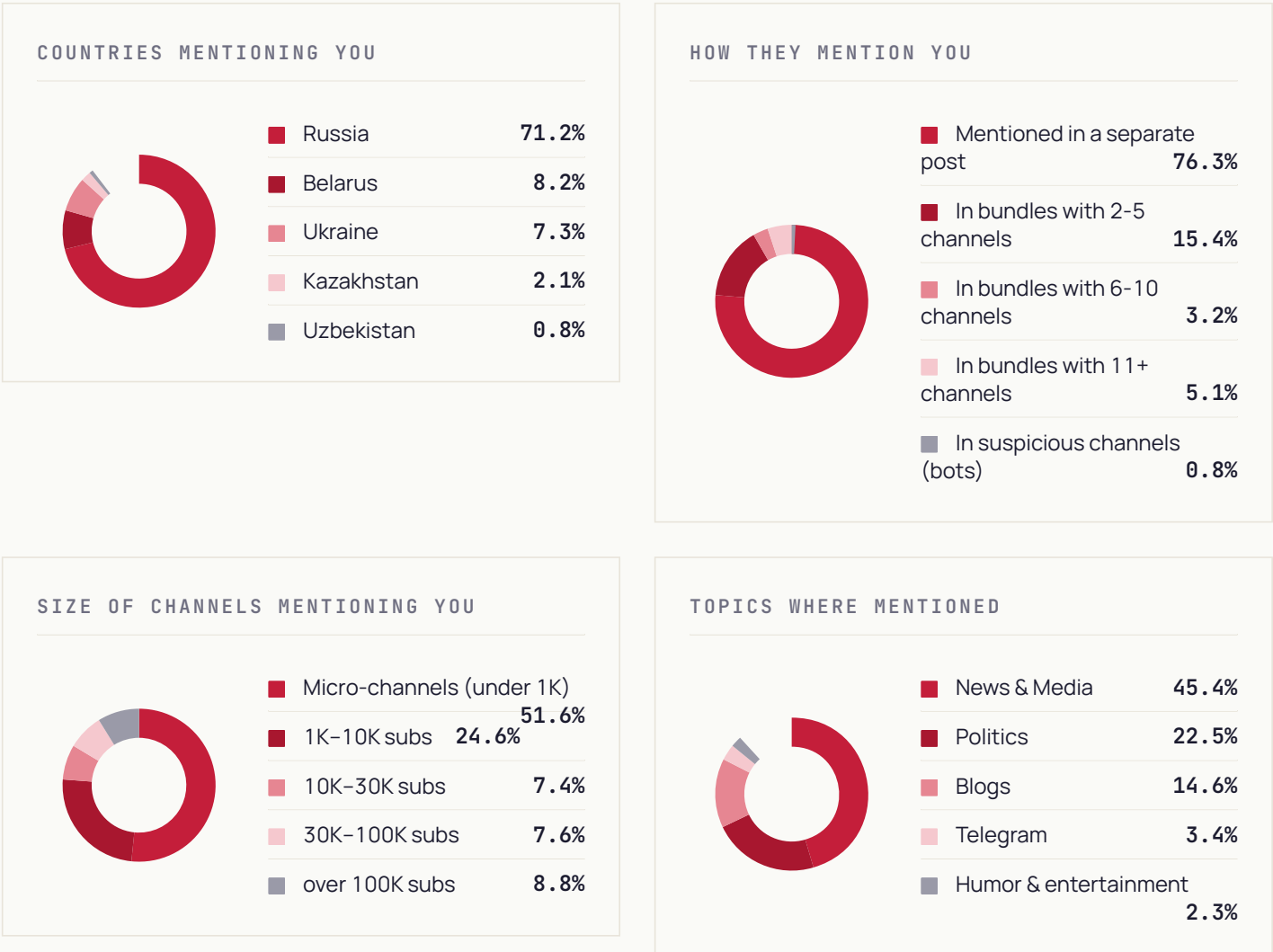
Subscriber growth over the year. Key months show exact subs. See which months grew or lost.



SECTION 04 · CITATIONS

Who mentions the channel and how

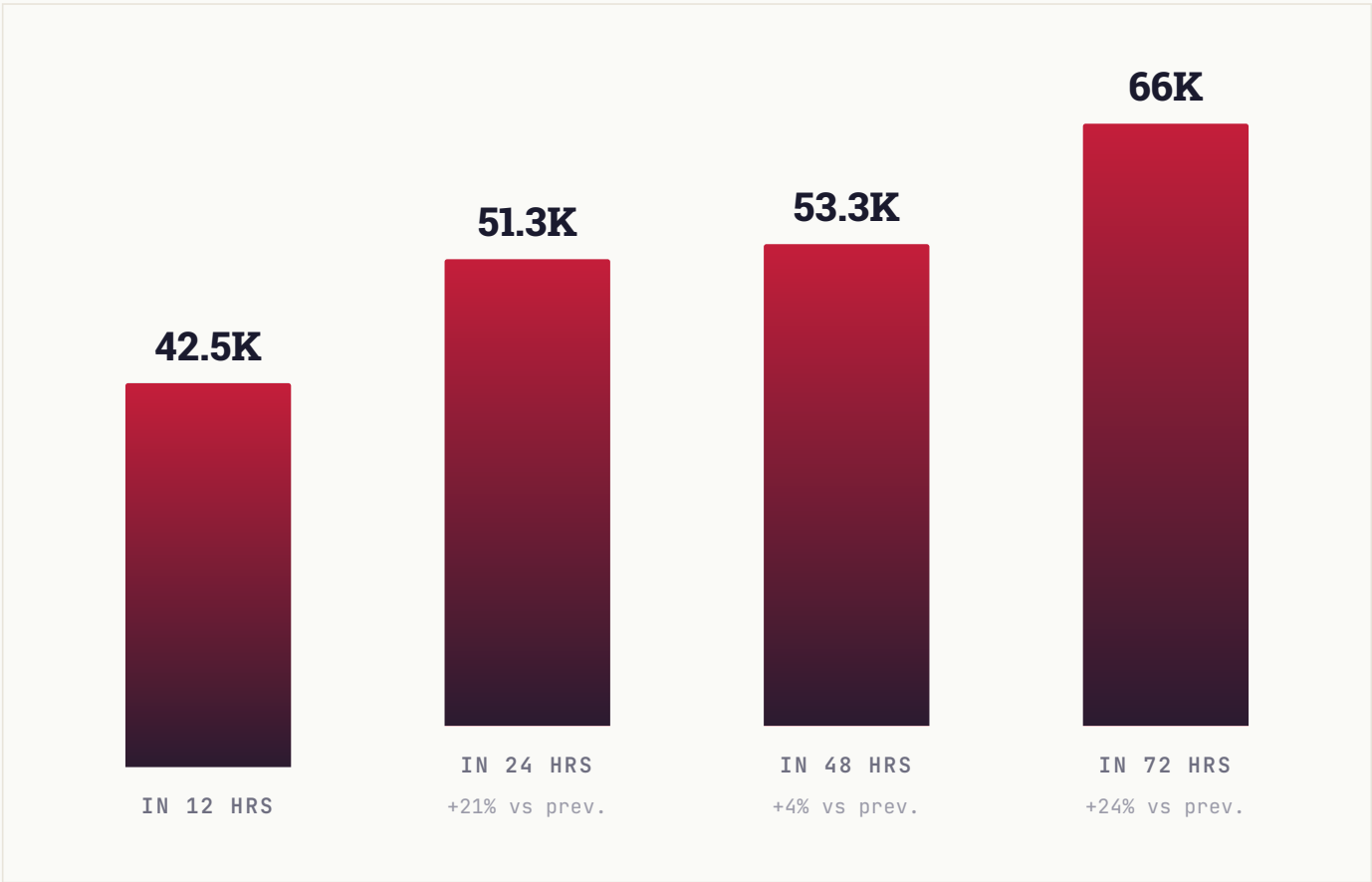
Citation index **3 275** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **10 006** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
ک ا کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
BN BBC News Русская служба YOU	388.6K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **8 757**, they brought **4 006** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1 700	255	1 115
December 2025	1 599	233	68
November 2025	1 586	247	388
October 2025	1 328	221	132
Sep 2025	1 312	260	362
August 2025	1 232	258	1 941

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
8 757	6	4 006

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche, a darker beige bar representing the median, and a red dot representing the channel's performance. A vertical line marks the median value.

- SUBSCRIBERS:** The channel has 388,630 subscribers, which is 70% below the median of 1.3M. The range of values in the niche is from 498.9K to 4.1M.
- AVG REACH / POST:** The channel has 60,154 average reach per post, which is 36% below the median of 93.7K. The range of values in the niche is from 733 to 443.8K.
- CITATION INDEX:** The channel has a citation index of 3,275, which is better than 58% of the niche. The range of values in the niche is from 0 to 11.2K.

Metric	Channel Value	Median	Comparison	Range (Min-Max)
SUBSCRIBERS	388 630	1.3M	70% below median	498.9K - 4.1M
AVG REACH / POST	60 154	93.7K	36% below median	733 - 443.8K
CITATION INDEX	3 275	1.9K	better than 58% of niche	0 - 11.2K

— 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 | Top post of the week — on Saturday
Audience is most active on this day at 00:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 03 | 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 |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

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