

PUBLIC PROMTPRESS REPORT

Channel audit

Белсат



@belsat

Белсат - першы незалежны беларускі тэлеканал. Працуем з 2007 году. Кантакт з Белсатам у ТГ толькі праз асабістыя паведамленні ў гэты канал. ↓ Важныя спасылкі ↓ [cde34rfv.ovh](https://t.me/cde34rfv)
taplink.cc/belsat

SUBSCRIBERS

15 002

-81 per month

ERR (% SEE POSTS)

13.0%

daily 12.4%

REACH/POST

1.9K

ad reach 1.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

SUBSCRIBERS 15 002 —	SUBS REACH 12.83% avg % subs see post	VIEWS/POST 1.9K median 1.9K · 26 days	POSTS/DAY 33.0 ~231 per week
7D TREND +3.8% vs previous week	REACTIONS/POST 24.8 21,783 reactions, 5,041 reposts, 470 comments	POST LENGTH 504 chars median 478 · 26 days	POSTS ANALYZED 880 26 days
AD REACH 1.9K 24h avg	CHURN / MONTH -81 last month	CITATION RATE 719 citation index · 1,433 channels mentioned ever	CHANNEL AGE 9 years 8 months created 04.10.2016

AI EDITOR SUMMARY

Channel «Belsat» – 15 002 subs. Each post averages 1.9K people (13% subs), low reach – consider expanding audience. Publishes 231 posts/week (~33/day) – very active. Week of May 25–31 reach stable (+3.8% vs week 18–24 May).

SECTION 02 • CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **880** posts over 26 days.
- 02 Dominant format – **Photo** (527/880 posts).
- 03 Avg post length – **504** chars (median 478).
- 04 Peak audience activity – **Tue, 23:00 MSK**.
- 05 Strongest posts get **2x** more views than the weakest (3K avg for top vs 1.6K for worst) – among 880 posts over 26 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

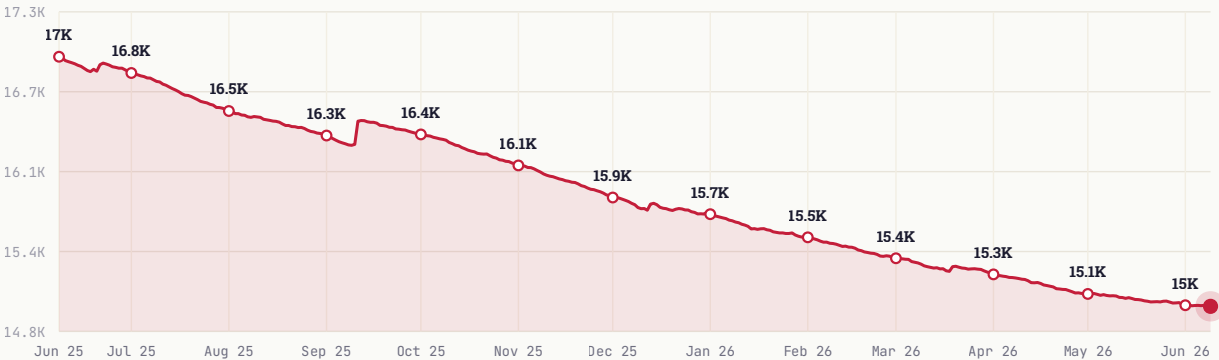
Nº1 14.05 • 19:22 PHOTO 🗣 Кандыдатку ў КР атакуюць пахавальнымі пасланьнямі Кіраўніца фонду «Прытуляй мяне» Ганна Федаронак паведаміла ў Facebook, што ёй даслалі...		VIEWS 3 205	REACTIONS 33
REP. 23		ER 21.4%	
Nº2 26.05 • 09:02 VIDEO 🇷🇺🇵🇵 Ціханоўская і Латушка прыйшлі да помніку Караткевічу ў Кіеве і ўзгадалі ягоныя прарочыя словы «Беларускі народ толькі тады шчаслівым...		VIEWS 2 927	REACTIONS 71
REP. 13		ER 19.5%	
Nº3 18.05 • 17:04 VIDEO 🇷🇺 Можце сабе ўявіць, каб мядзведзь падчас вайны падносіў жаўнерам снарады? А такое сапраўды было падчас бітвы за Монтэ-Касіна! Мядзведзя...		VIEWS 2 905	REACTIONS 23
REP. 20		ER 19.4%	

Nº4 19.05 • 20:08 PHOTO ✂ Ва Украіне загінуў беларускі добраахвотнік Ціхан Ключац Ваяр загінуў падчас выканання баявога задання яшчэ 9 траўня. У ліпені Ціхану...	VIEWS 2 689 REACTIONS 154 REP. 34 ER 17.9%
Nº5 27.05 • 14:20 PHOTO This castle nearly vanished but became the most famous in Belarus Mir Castle – a true symbol of Belarus, many of us have been there...	VIEWS 2 592 REACTIONS 13 REP. 12 ER 17.3%
WORST 3	
↓ 05.06 • 11:21 PHOTO ✂ Курсы валютаў 5 чэрвеня Пасля непрацяглага ўмацавання доллар страціў 1.1 капейкі. Еўра – таксама страціў каля капейкі. А расейскі рубель...	VIEWS 1 649 REACTIONS 6 REP. 2 ER 11.0%
↓ 05.06 • 15:58 TEXT ✂ «Аб'ектыў» і «Студыя Белсат» – галоўныя падзеі дня! У сённяшнім выданні: ✂Масавое атручэнне дзяцей у Барысаве: чаму ўлады хаваюць...	VIEWS 1 642 REACTIONS 5 REP. 1 ER 10.9%
↓ 05.06 • 16:33 VIDEO «You збеглі за «Зарай» і «Кока-Колай» – гэта ганьба!» 📢✂ Чым «панаехаўшыя» расейцы асабліва абураюць беларусаў, расказала блогерка Вольга...	VIEWS 1 613 REACTIONS 17 REP. 6 ER 10.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

16 969

NOW

15 002

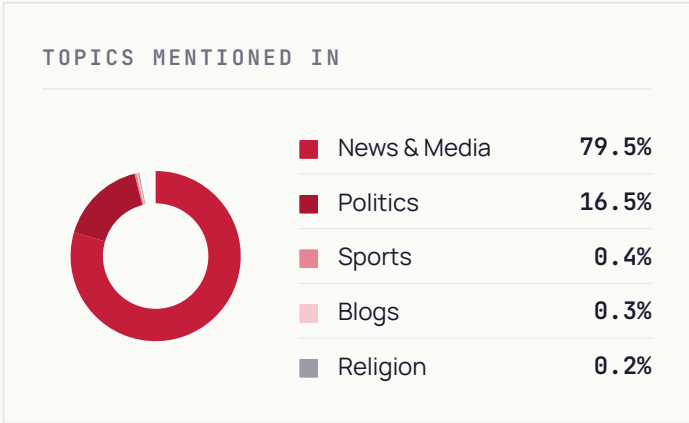
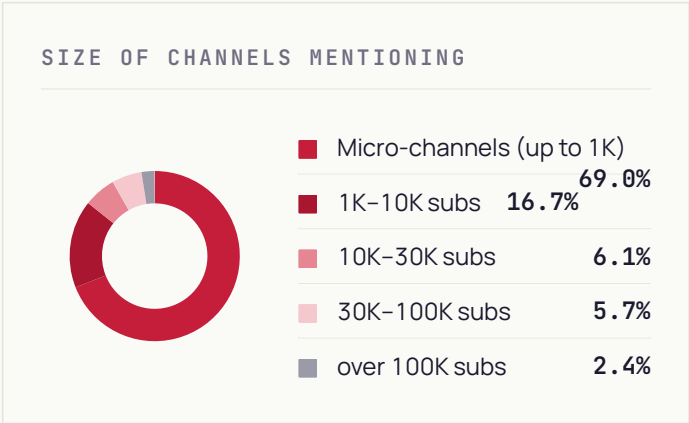
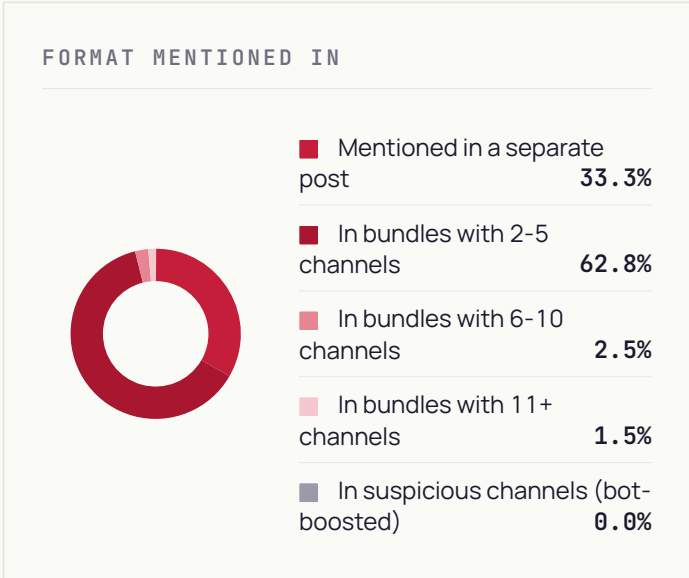
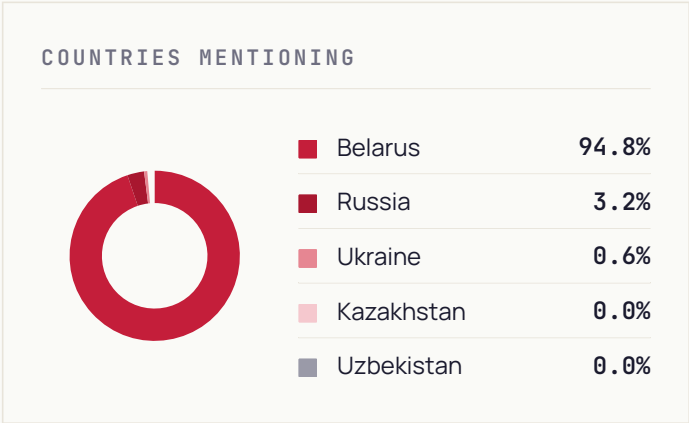
NET GROWTH

-1 967

SECTION 04 • MENTIONS

Who mentions the channel and how

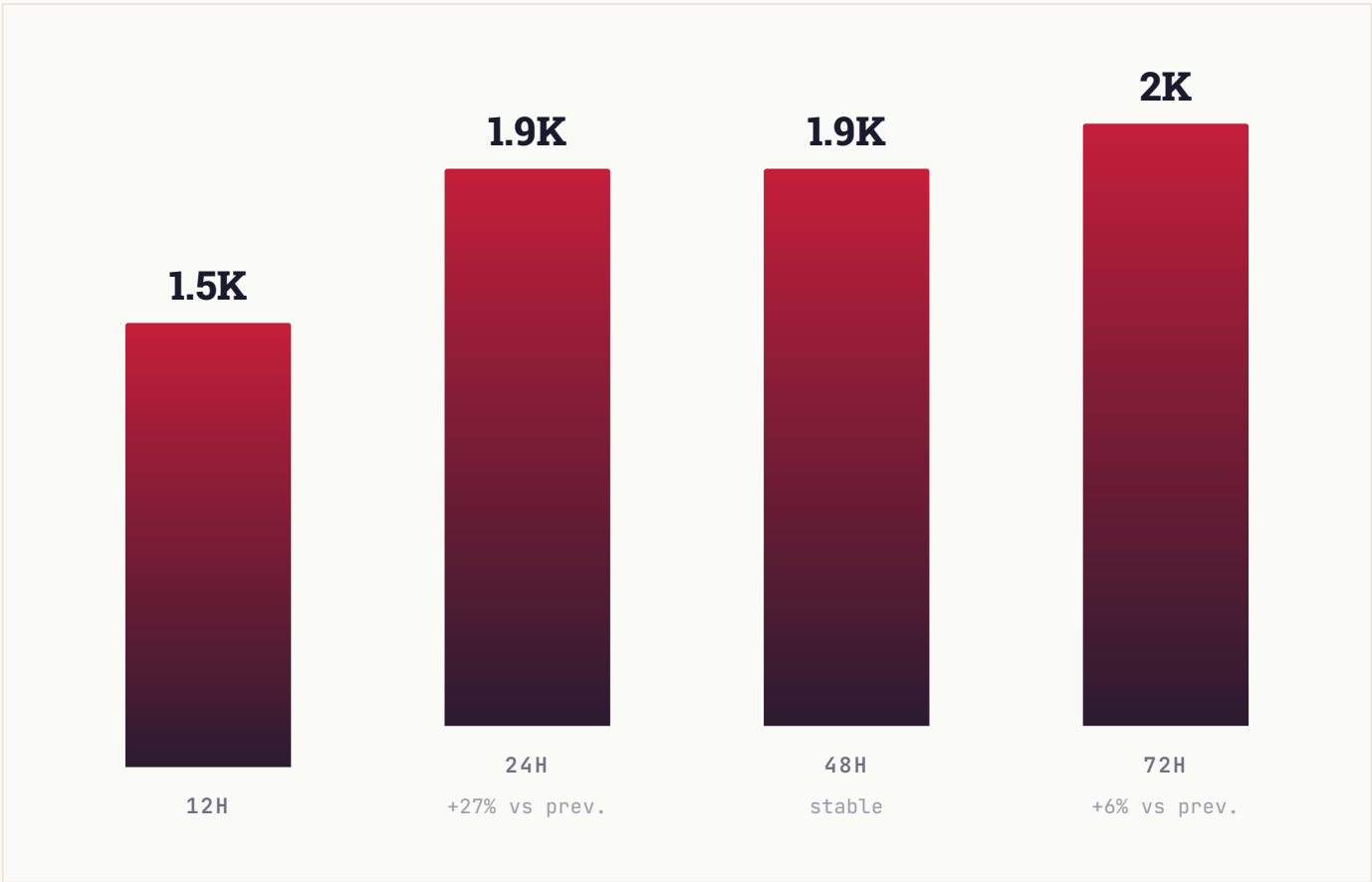
Citation index **719** – channel popularity rating based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 433** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate 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 neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
BE Белсат YOU	15K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#66 of 97). Niche median — 19.8K subs.
First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **427**, they brought **295** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	81	29	91	
November 2025	45	17	0	
October 2025	49	20	1	
September 2025	100	33	196	
August 2025	88	26	7	
July 2025	64	23	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
427	6	295

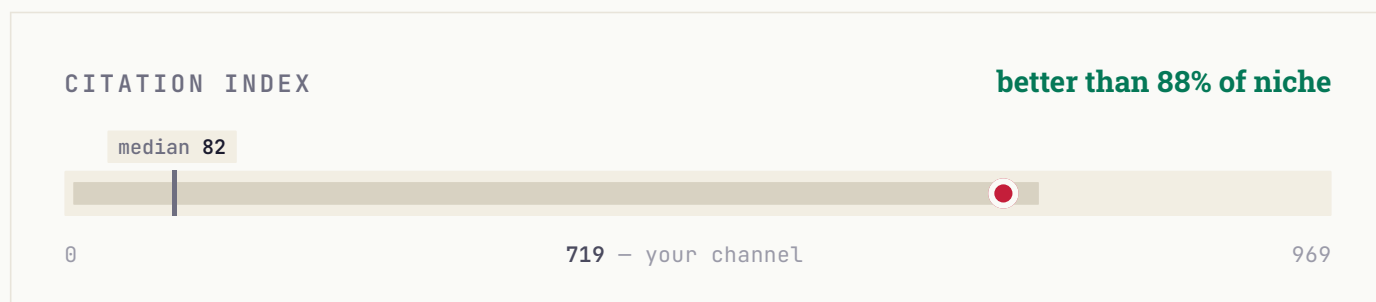
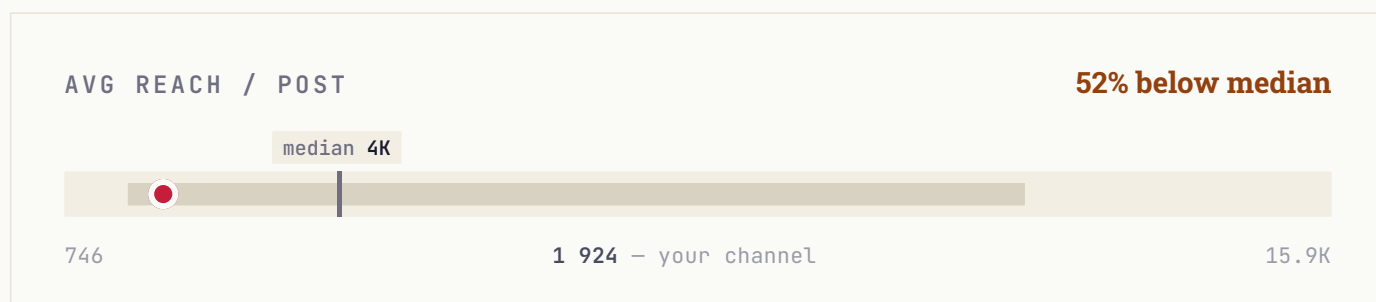
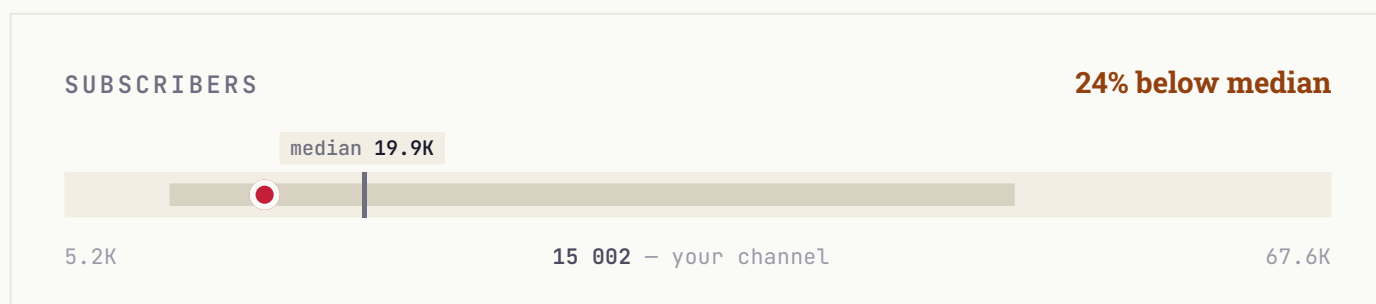
— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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

#66/100

RANK IN NICHE
Channel in bottom half of rating



— 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 Tuesday

Audience is most active on this day at 23:00 MSK.

EFFECT

Best time for key posts
- 02

Systematic 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
- 03

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need for daily.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. 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. If you want to go further — run ads through 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
